

**University of Hawaii at Manoa**  
**Ingrid Y. Lin**

**Professional Preparation**

Pennsylvania State University	Hotel, Restaurant & Institutional Mgmt.	Ph.D.	2003
New York University	Hospitality Industry Studies	M.S.	1996
Boston University	Hospitality Administration	B.S.	1995

**Professional Appointments**

*School of Travel Industry Management, Shidler College of Business*

Professor	01/2023-Present
Professor & Interim Director	08/2022-12/2022
Associate Professor & Interim Director	08/2020-07/2022
Associate Professor & Department Chair	09/2019-07/2020
Associate Professor	08/2012-07/2018
Assistant Professor	08/2007-07/2011

Saint Xavier University (Chicago, IL, U.S.) <i>Graham School of Management</i> Assistant Professor (Full-time tenure track)	08/2006-07/2007
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Tunghai University (Taichung, Taiwan) <i>Hospitality Management Department</i> Assistant Professor (Full-time tenure track)	08/2004-07/2006
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Providence University (Taichung, Taiwan) <i>Hospitality and Tourism Management Department</i> Assistant Professor (Part-time, Adjunct)	02/2004-07/2006
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Pennsylvania State University (State College, PA, U.S.) <i>School of Hospitality Management</i> Instructor (Part-time)	08/2002-06/2003
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Ling Tung University (Taichung, Taiwan) <i>Travel &amp; Tourism Management Department</i> Instructor (Full-time)	09/1997-08/2000
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**Awards and Honors**

Board of Region Teaching Excellence Award nominee (2023). University of Hawaii at Manoa.

Johnson & Wales Case Study Competition Award (Second place, Aug. 2022) Luckin Coffee in China: An innovative coffee brand dominating the Chinese market amid the Covid-19 pandemic.

Award received from the International Council of Hotel, Restaurant, and Institutional Education (I-CHRIE), 2022 *Journal of Hospitality and Tourism Case Studies* Competition.

Professor of the Semester (Fall 2020) in M.S. Travel Industry Management: Shidler College of Business, University of Hawaii at Manoa

Kaizen Service Award (AY 2019-2020): Shidler College of Business, University of Hawaii at Manoa.

Highly Commended Paper Award (2015): *International Journal of Culture, Tourism, and Hospitality Research*. Emerald Group Publishing Limited.

Reviewer Award (2014): In recognition of the review made for the journal. *International Journal of Hospitality Management*, Elsevier Publishing Co.

Board of Region Teaching Excellence Award nominee (2014). University of Hawaii at Manoa.

Excellence in Teaching Award (2013): School of Travel Industry Management, University of Hawaii at Manoa.

Excellence in Teaching Award (2011): School of Travel Industry Management, University of Hawaii at Manoa.

Faculty Recognition of Excellence in Scholarship Award (2007): Graham School of Management, Saint Xavier University.

Grace M. Henderson Award (2003): High academic achievement and demonstrated professional development: The Pennsylvania State University.

### **Courses Taught**

<b>Course #</b>	<b>Course Title</b>	<b>Enrolled</b>	<b>Term</b>
TIM 304	Principles of Travel Industry Marketing	33	Spring 2023
TIM 602	Strategic Travel Marketing	10	Fall 2022
TIM 304	Principles of Travel Industry Marketing	15	Fall 2022
TIM 605	Hospitality Management	6	Spring 2022
TIM 304	Principles of Travel Industry Marketing	33	Spring 2022
TIM 304	Principles of Travel Industry Marketing	40	Spring 2021
TIM 602	Strategic Travel Marketing	5	Fall 2020
TIM 304	Principles of Travel Industry Marketing	49	Fall 2020
TIM 304	Principles of Travel Industry Marketing	23	Summer 2020
TIM 304	Principles of Travel Industry Marketing	37	Spring 2020
TIM 602	Strategic Travel Marketing	6	Fall 2019
TIM 304	Principles of Travel Industry Marketing	48	Fall 2019
TIM 304	Principles of Travel Industry Marketing	31	Summer 2019
TIM 304	Principles of Travel Industry Marketing	39	Spring 2019

TIM 605	Hospitality Management	2	Spring 2019
TIM 304	Principles of Travel Industry Marketing	48	Fall 2018
TIM 602	Strategic Travel Marketing	6	Fall 2018
TIM 304	Principles of Travel Industry Marketing	20	Summer 2018
TIM 304	Principles of Travel Industry Marketing	42	Spring 2018
TIM 605	Hospitality Management	4	Spring 2018
TIM 304	Principles of Travel Industry Marketing	49	Fall 2017
TIM 602	Strategic Travel Marketing	7	Fall 2017
TIM 304	Principles of Travel Industry Marketing	19	Summer 2017
TIM 304	Principles of Travel Industry Marketing	57	Spring 2017
TIM 431	Strategic Management	22	Spring 2017
TIM 304	Principles of Travel Industry Marketing	11	Summer 2016
TIM 304	Principles of Travel Industry Marketing	10	Summer 2015
TIM 304	Principles of Travel Industry Marketing	48	Spring 2015
TIM 401	Resort Development & Management	8	Spring 2015
TIM 304	Principles of Travel Industry Marketing	39	Fall 2014
TIM 602	Strategic Travel Marketing	4	Fall 2014
TIM 304	Principles of Travel Industry Marketing	30	Summer 2014
TIM 304	Principles of Travel Industry Marketing	50	Spring 2014
TIM 401	Resort Development & Management	15	Spring 2014
TIM 304	Principles of Travel Industry Marketing	53	Fall 2013
TIM 602	Strategic Travel Marketing	2	Fall 2013
TIM 304	Principles of Travel Industry Marketing	31	Summer 2013
TIM 304	Principles of Travel Industry Marketing	46	Spring 2013
TIM 605	Hospitality Management	3	Spring 2013
TIM 401	Resort Development & Management	3	Fall 2012
TIM 304	Principles of Travel Industry Marketing	44	Fall 2012
TIM 304	Principles of Travel Industry Marketing	27	Summer 2012
TIM 605	Hospitality Management	6	Spring 2012
TIM 304	Principles of Travel Industry Marketing	45	Spring 2012
TIM 431	Strategic Management	16	Fall 2011
TIM 304	Principles of Travel Industry Marketing	33	Fall 2011
TIM 304	Principles of Travel Industry Marketing	19	Summer 2011
TIM 304	Principles of Travel Industry Marketing	30	Spring 2011
TIM 605	Hospitality Management	9	Spring 2011
TIM 304	Principles of Travel Industry Marketing	34	Fall 2010
TIM 602	Strategic Travel Marketing	4	Fall 2010
TIM 304	Principles of Travel Industry Marketing	9	Summer 2010
TIM 304	Principles of Travel Industry Marketing	19	Spring 2010
TIM 605	Hospitality Management	8	Spring 2010
TIM 304	Principles of Travel Industry Marketing	43	Fall 2009
TIM 401	Resort Development & Management	34	Fall 2009
TIM 304	Principles of Travel Industry Marketing	48	Spring 2009
TIM 303	Management of Service Enterprises	50	Spring 2009
TIM 304	Principles of Travel Industry Marketing	45	Fall 2008
TIM 306	Human Resource Management	36	Fall 2008

TIM 304	Principles of Travel Industry Marketing	45	Spring 2008
TIM 605	Hospitality Management	11	Spring 2008
TIM 431	Strategic Management	13	Fall 2007
TIM 316	Events Planning	16	Fall 2007

## Publications

### *Refereed Journal Publications*

Sakamoto, C. and Lin, I.Y. (Accepted). Outrigger Hotels and Resorts brand portfolio and brand extension. *Journal of Hospitality and Tourism Case Study*.

Zeng, Z., Shen, C., Wang, H., and Lin, I.Y. (Accepted). Luckin Coffee in China: An innovative coffee brand dominating the Chinese market amid the Covid-19 pandemic. *Journal of Hospitality and Tourism Case Study*. (I-CHRIE 2022 Journal of Hospitality and Tourism Case Studies Competition; Award winning case study--Second place).

Chen, Q., Hu, M., He, Y., Lin, I.Y., and Mattila, A.S. (2022). Understanding guests' evaluation of green hotels: The interplay between willingness to sacrifice for the environment and intent vs. quality-based market signals. *International Journal of Hospitality Management*, 104, 103229. DOI: <https://doi.org/10.1016/j.ijhm.2022.103229>.

Lin, I.Y. and Mattila, A.S. (2022). Choreograph postpartum care experiencescapes in a resort setting. *International Journal of Contemporary Hospitality Management*, 34(8), 2953-2970. <https://doi.org/10.1108/IJCHM-08-2021-1015>

Lin, I.Y. and Mattila, A.S. (2021). The value of service robots from the hotel guest's perspective: A mixed-method approach. *International Journal of Hospitality Management*, 94, 102876. DOI: <https://doi.org/10.1016/j.ijhm.2021.102876>.

Lin, I.Y. (2019). What makes a hotelscape beautiful? Antecedent and consequent behaviors of perceived aesthetic value and aesthetic judgment in the customer-hotelscape relationship. *International Journal of Hospitality and Tourism Administration*, 23, 34-61. <https://doi.org/10.1080/15256480.2019.1692754>

Lin, I.Y. and Mattila, A.S. (2018). A conceptual model of co-creating an authentic luxury spa experience. *International Journal of Spa and Wellness*, 1(1), 1-15.

Lin, I.Y. (2017). A place for everything and everything in its place: The application of Feng Shui to hotels. *Boston Hospitality Review*, 5(3), 1-15.

Lin, I.Y. (2016). Effects of visual servicescape aesthetics comprehension and appreciation on consumer experience. *Journal of Services Marketing*, 30(7), 692-712.

Zhao, D.F. and Lin, I.Y. (2014). Understanding tourists' perception and evaluation of inter-

cultural service encounters: A holistic mental model process. *International Journal of Culture, Tourism, and Hospitality Research*, 8(3), 290-309.

Lin, I.Y. (2014). Restaurant employees' perception of different tipping systems across country differences. *Journal of Foodservice Business Research*, 17(3), 198-214.

Lin, I.Y. and Worthley, R. (2012). Servicescape moderation on personality traits, emotions, satisfaction, and behaviors. *International Journal of Hospitality Management*, 31(1), 31-42.

Lin, I.Y. and Namasivayam, K. (2011). Understanding restaurant tipping systems: A human resources perspective. *International Journal of Contemporary Hospitality Management*, 23(7), 923-940.

Lin, I.Y. and Mattila, A.S. (2010). Restaurant servicescape, service encounter, and perceived congruency on customers' emotions and satisfaction. *Journal of Hospitality Marketing and Management*, 19(8), 819-841.

Lin, I.Y. (2010). The interactive effect of Gestalt situations and arousal-seeking tendency on customers' emotional responses: Matching color and music to specific servicescapes. *Journal of Services Marketing*, 24(4), 294-304.

Lin, I.Y. (2010). The combined effect of color and music on customer satisfaction in hotel bars. *Journal of Hospitality Marketing and Management*, 19(1), 22-37.

Namasivayam, K. and Lin, I.Y. (2006). Linking employee misbehavior to consumer satisfaction. *Journal of Foodservice Business Research*, 8(3), 23-34.

Lin, I.Y. and Mattila, A.S. (2006). Understanding restaurant switching behavior from a cultural perspective. *Journal of Hospitality and Tourism Research*, 30(1), 3-15.

Namasivayam, K. and Lin, I.Y. (2005). Accounting for temporality in servicescape effects on consumers' service evaluations. *Journal of Foodservice Business Research*, 7(1), 5-22.

Lin, I.Y. (2004). Evaluating a servicescape: the effect of cognition and emotion. *International Journal of Hospitality Management*, 23(2), 163-178.

Lin, I.Y. (2001). The impact of complex hotel physical environment on guests' perception: From the Gestalt Psychology perspective. *The Ling Tung College Journal*, 12, 129-149.

### **Other Publications**

Lin, I.Y. (2015). Marketing global luxury spa and wellness trends, challenges and experiences. In A. Camillo. *Handbook of Research on Global Hospitality and Tourism Management*.

Namasivayam, K. and Lin, I.Y. (2008). The servicescape. In A. Pizam & P. Jones (Eds.), *Handbook of Hospitality Operations and IT Management* (pp. 43-62). Butterworth-Heinemann.

Lin, I.Y. (2007). [Review of the book Marketing to women: How to understand, reach, and increase your share of the world's largest market segment]. *Journal of Travel and Tourism Marketing*, 21, 139-143.

### **Invited Conference Participation**

Lin, I.Y. (2023). Western Federation CHRIE 2023. Invited as one of the judges for the Research Hackathon (Feb. 16<sup>th</sup>), Las Vegas, NV.

Lin, I.Y. (2022). As the co-editor of the Journal of Hospitality and Tourism Education, leading the JHTE editorial board meeting (Aug. 5<sup>th</sup>) and as an award recipient of the case study competition at the International CHRIE 2022 Annual Summer Conference, Washington, DC.

Lin, I.Y. (2022). Western Federation CHRIE 2022. Invited as one of the judges for the Research Hackathon (Feb. 10<sup>th</sup>) via Zoom.

### **Conferences**

#### ***Paper Presentations***

Lin, I.Y. (2023). Welcome to the new parenthood: Rethink and transform the postpartum care culture in the U.S. *Thirteenth International Conference on Health, Wellness & Society—Innovation Showcase: Health Promotion and Education*. (Sep. 14<sup>th</sup>- Sep. 15<sup>th</sup>) at UBC Robson Square, Vancouver, Canada.

Coppedge, P. and Lin, I.Y. (2023). Utilizing the servicescape to guide human-wildlife interactions in a hospitality setting. *Asia Pacific Tourism Association Annual Conference 2023* (July 5<sup>th</sup> – July 7<sup>th</sup>) in Chiang Mai, Thailand.

Zeng, Z., Shen, C., Wang, H., and Lin, I.Y. (2022). Luckin Coffee in China: An innovative coffee brand dominating the Chinese market amid the Covid-19 pandemic. *Presented at the International CHRIE 2022 Annual Summer Conference* (Aug. 3<sup>rd</sup> -6<sup>th</sup>). Washington, DC, USA.

Lin, I.Y. and Shulga, L. (2022). Online customer review of hotel and resort spas. *Western Division Science Institute 50<sup>th</sup> Annual Meeting* (April 4<sup>th</sup>- 8<sup>th</sup>). Big Island, Hawaii, USA.

Lin, I.Y. (2021). Designing and transforming postpartum care into a rejuvenating resort retreat for women's health and wellbeing. *Eleventh International Conference on Health, Wellness & Society*. (Sep. 2<sup>nd</sup> - Sep. 4<sup>th</sup>) at Sorbonne Universite, Paris, France (Online due to the Covid-19 pandemic).

Yu, Y.T. and Lin, I.Y. (2020). Why Chinese tourists shop and what makes them shop more. *Asia CHRIE Conference* (May, 2020), Kaohsiung, Taiwan. (Cancelled due to the Covid-19 pandemic).

Lan, X.Y. and Lin, I.Y. (2019). Functional robot adoption on the hotel service delivery process and employee job satisfaction. *Asia Pacific Tourism Association (APTA) Conference* (July 1<sup>st</sup>-4<sup>th</sup>), Danang, Vietnam.

Lin, I.Y. (2018). Exploring drivers and values contributing to luxury spa authenticity and experiences. *Western Division Science Institute 47<sup>th</sup> Annual Meeting* (April 3<sup>rd</sup>-6<sup>th</sup>). Kauai, USA.

Lin, I.Y. (2014). An exploratory study of hotel design style and green hotel practices cues on emotions. *The 7<sup>th</sup> World Conference for Graduate Research in Tourism, Hospitality, and Leisure*. (June 3<sup>rd</sup>-8<sup>th</sup>). Istanbul, Turkey.

Lin, I.Y. (2013). Evaluating a luxury hotel/resort spa experience. *Presented at the Third Advances in Hospitality, Tourism Marketing and Management*. (June 24<sup>th</sup>-30<sup>th</sup>). Taipei, Taiwan.

Lin, I.Y. (2008). Understanding gender differences: Consumers' purchase decision making and shopping behavior in tourism services. *Consumer Behavior in Tourism Symposium 2008* (December 11<sup>th</sup>-13<sup>th</sup>). Bruneck/Brunico, South Tyrol, Italy.

Lin, I.Y. (2008). A cross-cultural study in understanding restaurant servers' preference to different tipping systems. *Presented at EuroCHRIE Dubai 2008 Conference* (Oct. 11<sup>th</sup> -14<sup>th</sup>). Dubai, United Arab Emirates.

Lin, I.Y. and Namasivayam, K. (2006). An exploratory study of understanding customers' evaluation process in a non-Gestalt restaurant servicescape. *Presented at I-CHRIE 2006 Conference* (July 25<sup>th</sup>-29<sup>th</sup>). Crystal City, Virginia, U.S.A.

Lin, I.Y. and Namasivayam, K. (2005). A field study of the influence of a restaurant servicescape on consumers' perception, evaluation, and behaviors. Presented at *the First Hospitality and Tourism Driving National and International Development Conference*. Montego Bay, Jamaica.

Namasivayam, K. and Lin, I.Y. (2005). Linking employee misbehavior to consumer satisfaction. Presented in October at *the First Hospitality and Tourism Driving National and International Development Conference*. Montego Bay, Jamaica.

Lin, I.Y. (2005). The impact of hotel servicescape on customers' impression formation: cognitive styles and cultural orientations as moderators. *Presented at I-CHRIE 2005 Conference*. Las Vegas, U.S.A.

Namasivayam, K. and Lin, I.Y. (2003). The influence of servicescapes on consumers' service evaluations. *Presented at Southern Management Association*.

Lin, I.Y. (2003). Evaluating hospitality advertising: Do consumers use a central route or a peripheral route? *Presented at the 8<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Las Vegas, NV, U.S.A.



Lin, I.Y. (2003). The mystery of darkness in bars. *Presented at the 8th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*: Las Vegas, NV, U.S.A.

Lin, I.Y. (2002). The impact of luxury servicescape on guests' perception: From multi-perspectives of design style. *The Seventeenth Annual Graduate Exhibition Poster Session and Visual Arts Exhibits at the Pennsylvania State University*: State College, PA, U.S.A.

Lin, I.Y. (2002). The advertising information of guest room's servicescape and customers' attitude: cognitive styles and cultural specificity play as moderators in the Elaboration Likelihood Model. *The Second Annual Hospitality and Tourism Conference at National Kaohsiung University*: Kaohsiung, Taiwan, R.O.C.

Lin, I.Y. (2002). The impact of attractive and unattractive common features canceled on consumer preferences: The generalization and validation of confirmation reasoning. *The Second Annual Hospitality and Tourism Conference at National Kaohsiung University*: Kaohsiung, Taiwan, R.O.C.

#### **Poster Presentation**

Lin, I.Y. (2014). The impact of hotel design on customers' emotions, evaluation, and willingness to act environmentally-friendly. I-CHRIE (July 29<sup>th</sup>-August 1<sup>st</sup>). San Diego, CA, U.S.A.

#### **Professional Presentations (Invited Seminars)**

01/06/2020 Chinese Cultural Center, University of Hawaii at Manoa, Honolulu, HI  
Topic: Sustainability awareness and practices: Drivers & barriers, and the future of hotel/resort design. 3-hr seminar-presentation for the Hainan Tropical Ocean University faculty

07/05/2010 Chateau de Chine Hotel, Hua-Lien, Taiwan, R.O.C.  
Topic: Marketing strategies for hotel transformation  
3-hr seminar-presentation

06/23/2010 Fleur de Chine Resort, Taichung, Taiwan, R.O.C.  
Topic: Current trends in hotel and resort management  
3-hr seminar-presentation

#### **Professional Presentations (Invited Lectures)**

01/16/2015 Hainan University. Travel Industry Marketing. School of Travel Industry Management Professional Programs.

02/11/2015 Bunkyo University. Resort management and development. School of Travel Industry Management Professional Programs.

08/30/2019 Meikai University. Hospitality Marketing. School of Travel Industry Management Professional Programs.



09/13/2019 Rikkyo University. Hospitality Marketing. School of Travel Industry Management Professional Programs.

## **Editorial Activities**

### ***Executive Co-Editor***

2022-2026 Journal of Hospitality and Tourism Education

### ***Editorial Board Member***

2012 – present International Journal of Hospitality Management  
 2017 – present Journal of Tourism and Sports Management  
 2012 – 2022 Journal of Hospitality and Tourism Research  
 2012 – 2021 Journal of Hospitality and Tourism Education  
 2016 – 2020 International Journal of Tourism and Hospitality Management in the Digital Age

### ***Ad Hoc Reviewer***

2005 – present International Journal of Hospitality Management  
 2009 – present Journal of Hospitality and Tourism Research  
 2010 – present Journal of Hospitality Marketing and Management  
 2012 – present International Journal of Contemporary Hospitality Management  
 2012 – present Journal of Hospitality and Tourism Education  
 2013 – present Journal of Travel and Tourism Marketing  
 2017 – present Cornell Hospitality Quarterly  
 2018 – present Journal of Services Marketing  
 2020 – present International Journal of Spa and Wellness

## **Professional Organization**

2018 – present Board member of the Hawaii Women in Lodging and Tourism  
 2022 – present Member of the ICHRIE Research Committee

## **Student Advising Committees at the University of Hawaii at Manoa**

### ***Doctorate of Architecture Dissertation Committee Member***

Ryes, Alena (2012-2013). Architecture and culture at Borocay. School of Architecture, University of Hawaii at Manoa, Hawaii, U.S.A.

Hui, Yu-Fung (2009-2010). Building a green hotel in Waikiki. School of Architecture, University of Hawaii at Manoa, Hawaii, U.S.A.

### ***Masters Monograph/Professional Paper Advisor***

Coppedge, P. (2023). Transforming tourists' behavior in human-wildlife interactions via the built beachfront servicescape. School of Travel Industry Management, Shidler College of Business, University of Hawaii at Manoa, Hawaii, U.S.A.

Kawahara, H. (2023). The impact of anime tourism on community participation. School of Travel Industry Management, Shidler College of Business, University of Hawaii at Manoa, Hawaii, U.S.A.

Tanaka, J. (2022). The impact of airport experiencescape on destination image formation, travel satisfaction, and perceived memorable experience. School of Travel Industry Management, Shidler College of Business, University of Hawaii at Manoa, Hawaii, U.S.A.

Jackson, E.J. (2021). Cross-cultural differences (Chinese versus Americans) in the perceptions of luxury experiences. School of Travel Industry Management. Shidler College of Business, University of Hawaii at Manoa, Hawaii, U.S.A.

Lan, X.Y. (2019). The effects of robot adoption on hotel operation and customer experience. School of Travel Industry Management. University of Hawaii at Manoa, Hawaii, U.S.A.

Yu, Y.L. (2019). Why Chinese tourists shop and what make them shop more? School of Travel Industry Management. University of Hawaii at Manoa, Hawaii, U.S.A.

Luo, Y.T. (2018). Chatbot adoption and the role of chatbot in improving customer service in the hotel industry. School of Travel Industry Management. University of Hawaii at Manoa, Hawaii, U.S.A.

Piao, L. (2017). Barriers impact female hospitality managers' promotion and career development in China. School of Travel Industry Management. University of Hawaii at Manoa, Hawaii, U.S.A.

Cao, W. (2016). The impact of brand equity and brand identity in luxury co-branding hotels on consumer perceptions: Cultural factors as mediators. School of Travel Industry Management. University of Hawaii at Manoa, Hawaii, U.S.A.

Tanaka, H. (2015). The effect of a retail servicescape on employee and customer satisfaction and behaviors.

Bratton, E. (2014). The sustainability of Waikiki Hotels. School of Travel Industry Management. University of Hawaii at Manoa, Hawaii, U.S.A.

Yeh, C.H. (2008). Six Sigma critical success factors analysis. School of Travel Industry Management, University of Hawaii at Manoa, Hawaii, U.S.A.

***Masters Thesis Committee Member***

Song, Joo-Yeong (2010). The factors influencing and increasing destination website traffic and visiting intention. University of Hawaii at Manoa, Honolulu, HI, U.S.A.

Hung, J.C. (2006). The influence of hotel brand on customer's accommodation choice intention: An exploratory study of business hotels. Department of Tourism, Providence University, Taichung, Taiwan.

### ***Faculty Advisor***

Eta Sigma Delta (ESD), UH Manoa Chapter 2010-Present  
Honor society for hospitality and tourism students.

ESD, UH Manoa Chapter received the Distinction Chapter Award for AY 2013-2014. *The International Council of Hospitality, Restaurant, and Institutional Education*.

ESD, UH Manoa Chapter received the Distinction Chapter Award for AY 2019-2020. *The International Council of Hospitality, Restaurant, and Institutional Education*

Club Managers Association (CMAA), University of Hawaii at Manoa 2008-2010

### **Internal Service**

#### ***University Service – University of Hawaii at Manoa***

Senator of the Manoa Faculty Senate 2010-2012

(Appointed as faculty representative of the TIM School)

Member of the TIM School Dean's Search Advisory Committee 2013-2014

Member of the General Education Oral Designation Board 2013-2014

Member of the Committee of Research and Graduate Education 2012-2013

Member of the Academic Policy and Planning Committee 2011-2012

Member of the High DFWI working Group 2011-2012

#### ***University Service – School of Travel Industry Management***

Department representative of the Ph.D. TIM Concentration 2022-Present

Ad Hoc Graduate Program Committee 2022-Present

Full-time instructor of Travel Industry Management Search Committee Chair 2022-2023

Director/Professor of Travel Industry Management Search Committee Chair 2021-2022

Interim Director/Department Chair 2020-2022

Dean's advisory committee member

Shidler curriculum planning committee member

Department Chair 2019-2020

Associate Dean/Director of TIM School search committee member

Dean's advisory committee member

Hospitality tenure-track faculty search committee chair

Hospitality instructor position search committee chair

TIM Faculty Senate Vice Chair 2018-2019

Undergraduate curriculum committee chair

Hospitality faculty search committee chair

TIM-Shidler merger negotiation team member	
Research committee member	
TIM teaching award committee chair	
Research committee member	
Ad Hoc Committee member for reviewing graduate student applications	
TIM Faculty Senate Vice Chair	2017-2018
Departmental Personnel Committee Chair	
Research Committee Chair	
TIM Teaching Award Committee Chair	
Member of the Hospitality Faculty Search Committee	
Member of the Ad Hoc Scholarship Evaluation Review Committee	
Ad Hoc Committee member for reviewing graduate student applications	
Sabbatical and Sick Leave	2015-2016
TIM Faculty Senate Chair	2014-2015
Hospitality Faculty Search Chair (S2015)	
Ad Hoc Committee member for Hospitality Faculty Search (F2014)	
Ad Hoc Committee member for articulation	
Member of the Ad Hoc Scholarship Evaluation Review Committee	
Faculty Senate Vice Chair	2013-2014
Member of the Dean's Search Committee	
Member of the Graduate Committee	
Member of the Research Committee	
Member of the TIM Teaching Award Committee	
Member of the Ad Hoc Scholarship Evaluation Review Committee	
Research Committee Chair	2012-2013
Member of the Search Committee	
Member of the Graduate Committee	
Member of the Personnel Committee	
Member of Scholarship Awards Committee	
Member of the Ad Hoc Graduate Admission Review Committee	
Member of the Ad Hoc Scholarship Evaluation Review Committee	
Member of the Graduate Committee	2010-2011
Member of the Research Committee	
Member of the Ad Hoc Scholarship Evaluation Review Committee	
Research Committee Chair	2009-2010
Member of the Graduate Committee	
Member of the Ad Hoc Graduate Admission Review Committee	
Member of the Ad Hoc Scholarship Evaluation Review Committee	

TIM Faculty Senate Chair	2008-2009
Personnel Committee Chair	
Member of the Graduate Committee	
Member of the Ad Hoc Scholarship Evaluation Review Committee	
Personnel Committee Chair	
Member of the Search Committee	
Ad Hoc Hospitality Curriculum Review Chair	
Member of the Graduate Committee	

### **Service to the Community**

Women in Lodging Council Member	2018-2022
DECA (Invited to be the judge of national business leadership competition)	02/2023
Soroptimist (Best for Women) Organization (Invited to judge <i>Live Your Dream</i> Award)	01/2023

### **Professional Development Activities**

Digital Marketing Institute: Social Media Marketing	07/2020 – 11/2020
Certified Hospitality Educator (American Hotel and Lodging Assoc.)	07/2022 – Present

### **Industry Experience**

The St. Regis Hotel ITT Sheraton Luxury Collection Co. (New York, New York, U.S.A)	
Department: Human Resources Department	09/1996 – 09/1997

The Taipei Hilton Hotel Hilton International Co. (Taipei, Taiwan)	
Department: Sales and Marketing Department	07/1994 – 09/1994

The Taipei Hilton Hotel Hilton International Co. (Taipei, Taiwan)	
Department: Human Resources and Training Department	05/1994 – 07/1994

### **Other Work Experience**

The Pennsylvania State University (State College, PA, U.S.A.)	
Hotel, Restaurant, and Institutional Management	
Graduate Research Assistant	01/2001 – 05/2003

Boston University (Boston, Massachusetts, U.S.A)	
Psychosocial Rehabilitation Journal; Innovations and Research Journal	
Managing Editor's Assistant	11/1992 – 05/1994