

Tzung-Cheng (TC) Huan 150-word Bio

Professor Tzung-Cheng (TC) Huan is a Professor at the Department of Marketing and Tourism Management, National Chiayi University, Taiwan. His research interests are tourism marketing, hospitality management, and research methodology.



Professor Huan has served as the Editor-in-Chief of *Tourism Recreation Research* (Taylor & Francis, UK) since 2020 and on the UNWTO (United Nations World Tourism Organization) Panel of Tourism Experts since 2009. He has been honored by the 2011-2012 Outstanding Reviewer Award from *Cornell Hospitality Quarterly* (SSCI), 2013 Highly Commended Award, 2017 Citations of Excellence Award, 2018 Outstanding Author Contribution Award at the **Emerald** Literati Network Awards for Excellence, and 2018 Publons Peer Review Award. He was also the fellow award winner from the Global Innovation and Knowledge Academy in 2014 and the fellow award winner from the International Engineering and Technology Institute in 2020.

黃宗成教授（Tzung-Cheng Huan）是台灣嘉義大學行銷與觀光管理系的教授。他的研究興趣包括旅遊行銷、酒店管理和研究方法論。自 2020 年以來，黃教授擔任《旅遊休閒研究》（*Tourism Recreation Research*，英國 Taylor & Francis 出版）的主編，並自 2009 年以來在聯合國世界旅遊組織（UNWTO）旅遊專家小組任職。他曾獲得多項榮譽，包括 2011-2012 年康奈爾酒店季刊（*Cornell Hospitality Quarterly*，SSCI）的優秀審稿人獎，以及 2013 年、2017 年、2018 年 Emerald Literati Network 的優秀論文獎、卓越引用論文獎和傑出作者貢獻獎，還有 2018 年 Publons 同儕評審獎。此外，他還在 2014 年及 2020 年分別獲頒全球創新與知識學院及國際工程與技術學院的會士。