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| 20 | Neil | 學術 | 休閒事業管理系 | <http://leisure.stust.edu.tw/en> | 　About UsDepartment History:1992 – The two-year junior college program was first established with the Department of Tourism.1997 – The two-year undergraduate program was established, and the two-year junior college program continued.1999 – The four-year undergraduate program was established.2000 – The department changed its name to the Department of Leisure, Recreation, and Tourism Management.2003 – The Master’s program was first established.2005 – The weekend master’s program was offered.Our vision:We are a department where education and citizenship combine to improve the quality of life for the world. Mission:Our mission is to create, share, and apply knowledge about leisure, recreation, and tourism phenomena and resources in order to enhance the intellectual and professional development of students, serve social needs, inform policy, promote economic development, and improve health and quality of life for individuals, families, communities, and the world. Objectives:The educational goals of our department are to cultivate intermediate leisure-service managers and equip them with knowledge and ability, carry out a combination of theory and practice in teaching, enhance cooperation, and cultivate foreign languages. Students are expected to become lifelong learners who are guest focused, ethical, innovative, have excellent global vision, and are effective communicators.Also, students should be able to function cooperatively and comfortably in diverse leisure-service environments. Prospects:Improve the real functions of our committee.Strengthen international exchanges and continue to cooperate with Hakuo University to encourage students to visit each other during the summer and take courses.Continue to join international seminars every year.Cooperate with Johnson Wales University to help students study abroad for a double master’s program or study overseas.Invite overseas professors to give lectures in our department.Our master’s program on weekends has invited visiting lectures from overseas.Train students to get certificates for team leaders, tourism guides, bakers, hotel owners, mixers, and hospitality.Finish the internship room and employ professional teachers for this room in the future.Train students to get at least two or three certificates in relevant fields.Establish the leisure business management division when the college of management establishes the Ph.D. program.Future Careers:Our department focuses on leisure expertise, excellence, cooperation, and international outlook. Students may enter a wide variety of careers in travel agencies, hotels, restaurants, airlines, resorts, marketing departments, national parks, scenic areas, theme parks, and many other institutions that provide leisure services. For further studies, students may choose leisure and tourism graduate programs in Taiwan or other countries.Location:No. 1, Nan-Tai Street, Yungkang Dist., Tainan City 710, Taiwan R.O.CPhone：06-2533131 ext 4900

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| Name | Ling-Mei Ko([CV](http://leisure.stust.edu.tw/Sysid/leisure_en/files/CV/CV_Ling-Mei_Ko.pdf)) |
| Position | Associate Professor; Department Chair |
| Education | Ph.D. in Sport and Leisure Policy, Loughborough University, UK |
| Research | Recreational Sport Management, Sport and Leisure Policy, Sport Event Management, and Olympism |
| Interests |
| Courses | Recreational Sport Management, and Introduction to Leisure |
| E-mail | lmko@stust.edu.tw |
| Phone | (06)253-3131 ext 4900 |
| Office | T0601-1 |

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|  | Name | Shih-Bin Su([CV](http://leisure.stust.edu.tw/Sysid/leisure_en/files/CV/%E5%B0%88%E4%BB%BB-%E8%98%87%E4%B8%96%E6%96%8Ccv.pdf)) |
| Position | Professor |
| Education | PhD. Institute of Occupational and Environmental Medicine, National Cheng Kung University, Tainan, Taiwan |
| Research | Travel Medicine, Health management, Toxicology, Biotechnology, and Biomedical engineering |
| Interests |
| Courses | Travel Health Management |
| E-mail | shihbinsu@stust.edu.tw |
| Phone | 06-2533131 ext 4901 |
| Office |  |

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|   | Name | Yi-Fong Wang([CV](http://leisure.stust.edu.tw/Sysid/leisure_en/files/CV/%E5%B0%88%E4%BB%BB-%E7%8E%8B%E9%80%B8%E5%B3%B0cv.pdf)) |
| Position | Associate Professor |
| Education | Ph.D. in Parks and Recreation, University of New Mexico, USA |
| Research | Cultural Tourism, Tourism Marketing, and Recreational Travel |
| Interests |
| Courses | Research Methodology, Tourism Marketing, Introduction to Leisure, and Leisure Planning and Management |
| E-mail | yfwang@stust.edu.tw |
| Phone | 06-2533131 ext 7307 |
| Office | T0605-2 |

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|   | Name | Jui-Hsien Ling([CV](http://leisure.stust.edu.tw/Sysid/leisure_en/files/CV/%E5%B0%88%E4%BB%BB-%E5%87%8C%E7%91%9E%E8%B3%A2cv.pdf)) |
| Position | Associate Professor |
| Education | Ph.D. in Civil Engineering, Monash University, Australia |
| Research | 1.Tourism Demand Forecasting2.Facility Planning3. Pricing Strategy. |
| Interests |
| Courses | 1.Economics2.Leisure Industry trends and evaluations3. Pricing strategy. |
| E-mail | jhling@stust.edu.tw |
| Phone | 06-2533131 ext 4923 |
| Office | T0605-3 |

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|   | Name | Ching-He Shih([CV](http://leisure.stust.edu.tw/Sysid/leisure_en/files/CV/%E5%B0%88%E4%BB%BB-%E7%9F%B3%E6%85%B6%E8%B3%80cv.pdf)) |
| Position | Associate Professor |
| Education | Ph.D. in Parks, Recreation & Tourism, University of Utah, USA |
| Research | 1.Tourism2.Leisure in the lives of special groups, such as the homeless, immigrants, elderly women, the disabled |
| Interests |
| Courses | Leisure Policy, Social Psychology of Leisure, Introduction to Leisure, and Introduction to Tourism |
| E-mail | shih2001@stust.edu.tw |
| Phone | 06-2533131 ext 4927 |
| Office | T0605-7  |

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|   | Name | Hui-ling Chen([CV](http://leisure.stust.edu.tw/Sysid/leisure_en/files/CV/%E5%B0%88%E4%BB%BB-%E9%99%B3%E6%85%A7%E7%8E%B2cv.pdf)) |
| Position | Assistant Professor |
| Education | 1.Ph.D., Program in Recreation and Leisure Studies, New York University, USA2.M.B.A., Department of Business Administration, Major in Finance, University of Missouri-Columbia, USA 3.B.S., Department of Psychology, National Cheng-Chi University |
| Research | Cultural tourism, Events management, and Tourist behavior |
| Interests |
| Courses | Recreation management, Administration in leisure service industry, SPSS, Introduction to Leisure, Introduction to Tourism, and Events management |
| E-mail | huiling@stust.edu.tw |
| Phone | 06-2533131 ext 4925 |
| Office | T0605-5 |

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|   | Name | Ting-Yueh Chang([CV](http://leisure.stust.edu.tw/Sysid/leisure_en/files/CV/%E5%B0%88%E4%BB%BB-%E5%BC%B5%E5%A9%B7%E7%8E%A5cv.pdf)) |
| Position | Assistant Professor |
| Education | PhD, Business Administration, National Cheng Chi University |
| Research | Consumer Behavior, Customer Experience, Branding, and Electronic  |
| Interests |
| Courses | Marketing Management, Service Management, Leisure Project Programming Method, and Business Ethics |
| E-mail | tychang@stust.edu.tw |
| Phone | 06-2533131 ext 4934 |
| Office | T0605-14 |

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|   | Name | Shu-ling Huang([CV](http://leisure.stust.edu.tw/Sysid/leisure_en/files/CV/%E5%B0%88%E4%BB%BB-%E9%BB%83%E6%B7%91%E7%8E%B2%20cv.pdf)) |
| Position | Assistant Professor |
| Education | Ph.D. in Business Department, University of Takusyoku, Japan |
| Research | 1.Business2.Japanese3.Management |
| Interests |
| Courses | Japanese, and Japanese Culture |
| E-mail | hshuling@stust.edu.tw |
| Phone | 06-2533131 ext 4936 |
| Office | T0601-2 |

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|  | Name | Chih-Ching Yang([CV](http://leisure.stust.edu.tw/Sysid/leisure_en/files/CV/%E5%B0%88%E4%BB%BB-%E6%A5%8A%E6%99%BA%E6%99%B6cv.pdf)) |
| Position | Associate Professor |
| Education | M.L.S in Library and Information Science, Dominican University, IL, U.S.A |
| Research | 1. Library Science2. Information Science3. Internet Application |
| Interests |
| Courses | Introduction to Computer, Internet Application, Database Management, and Library and Information materials Application |
| E-mail | ccyang@stust.edu.tw |
| Phone | 06-2533131 ext 2500,4931 |
| Office | T0605-11 |

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|   | Name | Hong-Yu Shih([CV](http://leisure.stust.edu.tw/Sysid/leisure_en/files/CV/%E5%B0%88%E4%BB%BB-%E6%96%BD%E9%B4%BB%E7%91%9Ccv.pdf)) |
| Position | Associate Professor |
| Education | Ed. D, Educational Administration, University of South Dakota, 2000/5 |
| Research | Human Resources Management, Cultural Tourism, and MICE |
| Interests |
| Courses | Traveling seminar, Recreational Business Marketing and Management, Exhibition Introduction, City Marketing, Exhibition Introduction |
| E-mail | hongyushih@stust.edu.tw |
| Phone | 06-2533131 ext 4926 |
| Office | T0605-6 |

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| --- | --- | --- |
|  | Name | Ching-Yih Lin([CV](http://leisure.stust.edu.tw/Sysid/leisure_en/files/CV/%E5%B0%88%E4%BB%BB-%E6%9E%97%E5%8B%A4%E7%9B%8Acv.pdf)) |
| Position | Associate Professor |
| Education | M.B., Kaohsiung Medical College, Taiwan |
| Research | Travel Medicine, Health management, Toxicology, Biotechnology, and Biomedical engineering |
| Interests |
| Courses | Travel Health Management |
| E-mail | d840811@mail.chimei.org.tw |
| Phone | 06-2533131 ext 4901 |
| Office |  |

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|   | Name | Ying-Jen Pan([CV](http://leisure.stust.edu.tw/Sysid/leisure_en/files/CV/%E5%B0%88%E4%BB%BB-%E6%BD%98%E7%9B%88%E4%BB%81cv.pdf)) |
| Position | Assistant Professor |
| Education | PhD, School of marketing, College of Business, University of Western Sydney, 2012/7 |
| Research | Tourism marketing, Practice of tour guides and tour leaders, Itinerary design, Perceived value, and Scale development |
| Interests |
| Courses | Recreation Management, Principles of Tourism, Tour Design and Analysis, International Etiquette, and Outdoor amusement and rest practice training |
| E-mail | irvingpan@stust.edu.tw |
| Phone | 06-2533131 ext 4937 |
| Office | T0601-3 |

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|   | Name | Pei-Han Yang([CV](http://leisure.stust.edu.tw/Sysid/leisure_en/files/CV/%E5%B0%88%E4%BB%BB-%E6%A5%8A%E8%93%93%E6%B6%B5cv.pdf)) |
| Position | Assistant Professor |
| Education | PH.D. in Landscape Architecture,Tokyo University of Argnculture |
| Research | 1.Garden history2.Landscape Planning3.Landscape Design4.Urban Park Planning |
| Interests |
| Courses | 1.Garden history2.Landscape Planning3.Landscape Design4.Japanese |
| E-mail | latatujin@stust.edu.tw |
| Phone | 06-2533131 ext 4928 |
| Office | T0605-8 |

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| --- | --- | --- |
|  | Name | Shin-Huei Lin  |
| Position | Assistant Professor |
| Education | Ph.D. in Human Development and Family Studies, National Taiwan Normal University |
| Research | Hospitality Management, Leisure Management, and Event Management |
| Interests |
| Courses | Leisure Policy, Management of Travel Agency, International Etiquette |
| E-mail | adammada7868@gmail.com |
| Phone | 06-2533131 ext  |
| Office | T |

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| --- | --- | --- |
|  | Name | Bih-Chung Tsai |
| Position | Lecturer |
| Education | Master in Hotel Management, University of New Haven, USA |
| Research | Tourism |
| Interests |
| Courses | Leisure Policy, Management of Travel Agency, International Etiquette |
| E-mail | bchung@stust.edu.tw |
| Phone | 06-2533131 ext 4933 |
| Office | T0605-13 |

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