


<b>Jui-Hsien Ling (凌瑞賢)</b>		
Associate Professor, Department of Leisure, Recreation, and Tourism Management Southern Taiwan University of Science and Technology No. 1, Nan-Tai Street, Yungkang Dist., Tainan City 71005, Taiwan.	Office: T605-3 Tel: 886-6-2533131 ext.4923 Fax: 886-6-3010002 E-mail: jhling@stust.edu.tw	

### Education

- PhD, in Civil Engineering, Monash University, Australia, 1990/07.
- Master, Transportation Management, National Cheng Kung University, Taiwan, 1981/06.

### Area of Specialty

Tourism Demand Forecasting, Facility Planning, Pricing Strategy

### Academic Experience

- Associate Professor, Department of Leisure, Recreation, and Tourism Management, Southern Taiwan University of Science and Technology, 2003/08 to present.
- Associate Professor, Department of Transportation Management, National Chen Kung University, 1990/08 to 2003/07.

### Publications

#### **Journal Papers**

1. **Ling, J. H.** (2006). Optimal number of low-rise elevator building. *Journal of Architecture*, 56.
2. **Ling, J. H.** and Chu, C. C. (2000). Group area elevator design. *Architectural Journal*, 28, 1-11.
3. **Ling, J. H.** (1999). The best bus stop spacing. *Transport Journal*, 11(2), 25-38.
4. Ling, J.H. and Fan J. R. (1999). Elevator design system simulation. *Journal of Architecture*, 25, 59-72.
5. **Ling, J. H.** (1998). Transit Fare Differentials: A Theoretical Analysis, *Journal of Advanced Transportation*, 32, 297-314.

#### **Conference Papers**

1. **Ling, J. H.**, Tsay, B. C. and Lin, T. I. (2016). An Analysis of the outbound from Taiwan. The conference on Tourism management.
2. **Ling, J.H.**, Tsay, B. C. and Lin, T. I. (2016). The impacts of Income, exchange rate and the consumer price on tourists to Taiwan. The conference on Tourism

management.

3. **Ling, J. H.**, Chen, H. L., and Wang, J. C. (2015). A Study on bicyclists utility. The conference on Tourism management.
4. **Ling, J. H.**, Lin, S. J. and Wang, J. C. (2015). Leisure industry wages. The conference on Tourism management.
5. **Ling, J. H.**, Huang, J. S. and Shih C. H. (2015). The factors that affect family leisure and cultural spending. The conference on Tourism management.
6. Lin, T. I. and **Ling, J. H.** (2013). The Impact of Information, Communication and Technology on Tourism Industry. The conference on Tourism, recreation resource sustainable management.
7. **Ling, J. H.** and Huang, J. S. (2012). The Relationship Between influence variables of family leisure and cultural expenditure. The conference on Tourism, recreation and Sport.
8. **Ling, J. H.** and Su C. K. (2009). The Impact of 921 Earthquake and SARS on Tourist Arrivals to Taiwan. The ninth conference on hospitality industry, sustainable tourism and leisure management.
9. **Ling, J. H.** (2009). Seasonality patterns in Tourist Arrivals to Taiwan. The ninth conference on hospitality industry, sustainable tourism and leisure management.
10. **Ling, J. H.** and Tsay, B. C. (2009). The Impact of High Speed Rail on Leisure and Tourism Industries. The ninth conference on hospitality industry, sustainable tourism and leisure management.
11. **Ling, J. H.** (2004). Third Party Logistic Service Pricing. International Conference on Knowledge-Based Economy and Global Management
12. **Ling, J. H.** and Kao C. Y. (2003). The ideal urban transport system. Land-use planning forum.
13. **Ling, J. H.** (2001). Road passenger transport management strategy. the National Transportation Conference.
14. **Ling, J. H.** (2000). A Study of road passenger bidding system. The eighth cross-strait conference on urban traffic.

### **Entrusted Practical Projects**

1. **Ling, J. H.**, Shih, H. Y., & Tsai, B. C. 2016. Yale Kindergarten Leisure Education and Weekly Newsletter Planning, round 8. 351050499.
2. **Ling, J. H.** & Tsai, B. C. 2014. The Study of Bus Fare Structure. 351030118.
3. **Ling, J.H.** & Tsai, B. C. 2014. The Study of City Bus Costs. 351030118.

### **Honor and Awards**

- Taijiang National Park Creative Tour Design Competition, Best Practice, 2014.
- Incentive Tour Planning competition, Second Place, 2013.

### **Professional Certifications**

- Hot Spring Industry Operate Management, No: HSOM 1500033, Taiwan Hot Spring Tourism Association, 2015/09.

**Academic Professional Services:**

- Commissioner, Bus Transportation Screening Committee, Kaohsiung City, 2015 to 2016.
- Commissioner, Bus Transportation Screening Committee, Kaohsiung City, 2013 to 2014.
- Commissioner, Rapid Transit Fare Canvass Committee, Kaohsiung City, 2015 to 2017.
- Consultant, Taiwan Tour Manager Association, 2015.
- Commissioner, Bus Transportation Screening Committee, Tainan City, 2013 to 2015.