

Department of Marketing and Tourism Management

Master of Business Administration

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Course Name	Course Description	Content Outline
Research Methodology in Leisure, Tourism, and Hospitality	This course is designed to enrich students' understanding of the principles of research methods and their application in tourism and leisure practice. The main content includes two parts: (1) Discussion on the basic principles of scientific research methods; (2) Operation and application of research methods.	1. What is research? 2. The concept of scientific thinking (I) 3. The concept of scientific thinking (II) 4. Research Procedures 5. Secondary Data Collection 6. Tourism statistics from government departments 7. Literature discussion and topic formulation 8. Research Design 9. Attitude measurement 10. Questionnaire design 11. Sampling design 12. Questionnaire survey method 13. Observation method, in-depth interview

		14. How to write a proposal? 15. Literature review 16. Qualitative Analysis - Content Analysis
Seminar in Leisure, Tourism, and Hospitality (I)	This course aims to provide a platform for students to excel in academic writing and critical thinking skills. All postgraduates must attend this seminar; senior master students must present their dissertation proposal at this course in the sequence, and lecturers will examine the submission content of students' proposals and provide improvement advice. In addition, lecturers will encourage the participating students to propose research questions based on the research methodology.	<ul style="list-style-type: none"> ● Senior master students present their thesis proposals ● Tourism-related industry people's speech for sharing working experiences and advice
Seminar in Community Empowerment and Marketing	This discipline focuses on the practical operation of local creation in Taiwan, investigates the natural customs and cultural resources of the community, uses the innovative planning thinking of the experience economy, and proposes a complete method framework for community building	1. (1) The old customs of the community, new business opportunities (2) New challenges for youth returning home, (3) Activation of terroir resources, new perspective of compound eyes

	<p>planning and marketing promotion. It will explain, step by step, how to create the unique local economic value of the community through practical and practical methods. At the same time, many touching experience examples will be listed, and various challenges and issues in the community will be discussed in depth. The students will be taught various marketing skills such as service quality, event planning, storytelling, copywriting, topical activities, Line, IG, etc. required for community building. The teaching of this subject guides students, how to transform into the eyes of travelers and anthropologists through the perspective of compound eyes, sharpen the insight like the role of a screenwriter, connect local highlights, and then operate like a director. Through the examination of the course content, the self-drilling of the methods, the observation and study of various cases, students can become planners of community building and marketing.</p>	<p>2. Traveler's thinking 3. Screenwriter's insight 4. Director's practice 5. (1) How does the community design the terroir table for restaurants and homestays? (2) How the community designs its own terroir table (3) How does the community design an in-depth experience of terroir travel 6. (1) Community climate design branding (2) Young people return to their hometowns, redesigning the terroir—the era of terroir entrepreneurship revitalizes the existing (3) Create real experience — — local middle-aged terroir design 7. Service quality planning and execution 8. Event planning planning and execution</p>
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Psychology and Behavior Studies of Leisure and Tourism	The students will study leisure psychology and behavior through lectures and discussions, including psychology, consumer behavior, customer science, and leisure and recreation-related theories. The instructor will use case teaching, video analysis, and practical learning to guide students using relevant theoretical foundations in tourism.	Instruct students to understand the topic types and literature review skills of tourism, leisure, and recreation behavior research, combine the observation of tourist behavior, and formulate future research topics, including tourism motivation, information search and decision-making, tourism experience, and tourism tourist co-creation experience.
Management in Tourism and Leisure	Tourism, which was developed earlier, and leisure studies, which are emerging in modern times, have a trend of integration and development, and have become a systematic	In addition to the specified textbook content, this course also adopts the case teaching method, and combines the situations mentioned in the cases

	<p>new discipline and academic research field.</p> <p>The design of this course is to enable students to understand the relationship and importance of these two subjects. And through case studies and discussions, it is hoped that the students will gain an in-depth understanding of the true meaning of tourism and leisure business management and the necessary management capabilities.</p>	<p>to conduct in-depth discussions on important management issues and concepts in the field of tourism and leisure. Topics discussed include understanding the meaning, theory, category, and function of tourism and leisure, as well as the meaning, policy, management, and future development and trends of tourism and leisure.</p>
Research on Recreation Resource Management	<p>Starting from resource theory, this course discusses resource characteristics and utilization patterns, analyzes the utilization characteristics of recreational resources, and how to achieve sustainable resource utilization through management technology. Further, it also discusses recreational utilization management strategies, analysis of the application of resource allocation and quota systems, and the concept of products. Integrate into the balance between resource</p>	<p>I. INSTITUTIONAL DIMENSIONS OF RESOURCE MANAGEMENT</p> <p>II. MEANING AND NATURE OF RESOURCES</p> <p>III. CONSERVATION/SAFE MAXIMUM STANDARD (SMS)</p> <p>IV. MULTIPLE USE/MULTIPURPOSE MANAGEMENT</p> <p>V. WILDERNESS</p> <p>VI. RECREATION IMPACT AND</p>

	utilization, sustainability, and management. Finally, we will discuss intangible resources and tangible resources to increase resource value through marketing power.	VISITOR MANAGEMENT (VII. AREA AND FACILITY DESIGN AND PLANNING VIII. RECREATION AND PARK MAINTENANCE OPERATIONS (PMO)
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Course Name	Course Description	Content Outline
Seminar in Leisure, Tourism, and Hospitality (II)	This course aims to provide a platform for students to excel in academic writing and critical thinking skills. All postgraduates must attend this seminar; senior master students must present their dissertation completion at this course in the sequence, and lecturers will examine the submission content of students' proposals and provide improvement advice. In addition, lecturers will encourage the participating students to propose research questions based on the research methodology.	<ul style="list-style-type: none"> ● Senior master students present their thesis final results ● Tourism-related industry people's speech for sharing working experiences and advice
Hospitality and Travel Marketing Research	The main aim of the course is to enhance theoretical and practical understanding of leisure, tourism, and hospitality marketing. The study also addresses various aspects of the topic 'Selling Tourism Places,' providing a baseline of current knowledge and examining the scope of research that should be applied to further developing tourism and hospitality services	<ul style="list-style-type: none"> ● New marketing perspective in service economy ● Consumer Behavior in the Service Environment ● Positioning Services in a Competitive Market ● Applying the 4Ps of Marketing to Services

	marketing research. It is hoped that new research questions will be stimulated by highlighting tensions and challenges in leisure, tourism, and hospitality.	<ul style="list-style-type: none"> ● Manage Client Interface ● Implement a profitable service strategy
Strategic Management in Tourism	<p>The design of this subject is mainly to develop and cultivate students' strategic thinking models and methods that can see future trends (trends) and understand that creating sustainable competitive advantages is necessary if they want to succeed in a highly competitive environment. Through studying this subject, students can understand the relationship between the enterprise organization and the environment, understand the way and meaning of SWOT analysis, and learn the true meaning and application of strategic management at different levels.</p> <p>Advantages are necessary if they want to succeed in a highly competitive environment. Furthermore, through studying this subject, students can understand the relationship between the enterprise organization and the environment, understand the way and meaning of SWOT analysis, and learn the true meaning and application of strategic management at different levels.</p>	This course provides weekly in-depth discussions on key strategic management concepts and their application to tourism management. Topics discussed include strategic thinking mode, internal and external environment analysis, low-cost strategy, product differentiation strategy, vertical integration strategy, diversification business strategy, vertical-horizontal alliance strategy, merger and acquisition strategy, international strategy, etc.
Case Study in Tourism Management	Pre-opened courses	Pre-opened courses
Research on Cultural and Creative	Starting from cultural theory, this course discusses the connotation of cultural symbols, integrates creativity theory, and explains how	<ol style="list-style-type: none"> 1. The meaning and application of cultural theory. 2. Implications and application techniques of

Management	to develop creativity through culture. It also discusses the types and formats of cultural and creative industries, from the development of cultural and creative industries to the conceptualization of artistic creativity to the current status of other sectors, tourism, In cultural and innovative applications and development.	<p>creativity theory.</p> <p>3. Types and current status of cultural and creative industries.</p> <p>4. Development status of cultural and creative industries in various countries.</p> <p>5. The concept of cultural creativity in various industries, especially the application and development of the tourism industry.</p> <p>6. The future trend of cultural and creative industries.</p>
Sustainable Tourism Management	The content of this course is mainly divided into two parts. The first part is the theoretical basis, discussing the evaluation, planning, itinerary design, and strategic analysis of sustainable tourism, and in-depth discussions on environmental management, labeling and certification, and sustainable development of community tourism. Extended discussions on practice and cases supplement it. The second part discusses the cases of sustainable tourism, and discusses the sustainable management models of Taomi Ecological Village, Dabang Ecological Tourist Site, Shanlinxi Forest Ecological Resort Park, and wild animal sightseeing, so that students can understand the theory of sustainable tourism and Practice and other connotations	<p>1. Sustainable development of tourism</p> <p>2. Evaluation of the Sustainable Tourism Industry</p> <p>3. Marking and certification</p> <p>4. Itinerary design</p> <p>5. Sustainable tourism planning</p> <p>6. Recreational resource management theory (recreational impact and management-Hawaii case), tourist adjustment case</p> <p>7. Community Development and Sustainable Tourism</p> <p>8. Environmental management</p> <p>9. Sustainable management of community tourism</p>

	can be further understood.	10. Sustainable management of forest ecological resort park 11. Sustainable development of wildlife tourism
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Course Name	Course Description	Content Outline
Seminar in Thesis (I)	dissertation writing	dissertation writing
Development & Investment in the Leisure Industry	This course will provide a conceptual understanding of the fundamental issues of corporate finance relevant to the leisure business. Students are expected to (a) strengthen the application of financial management, (b) understand the relationship between financial planning, investment strategies and business opportunities, (c) develop the ability of independent thinking, and (d) strengthen communication and	<ul style="list-style-type: none"> ● Organizational goals and governance ● Present value ● NPV and other investment criteria ● Make investment decisions based on NPV rules ● risk and reward ● Portfolio Theory and CAPM ● risk and cost

	communication. Discuss techniques.	<ul style="list-style-type: none"> ● manage risk ● Introduction to Managing Internal Risk ● Investment project analysis ● Investment, Strategy and Economic Rent ● Agency Issues, Compensation, and Performance Measurement
Multivariate Analysis	This course uses SPSS (renamed PASW, Predictive Analytics Software) statistical software as the content, combines multivariate and statistical concepts, teaches the operation of SPSS software, and guides graduate students to be familiar with the statistical analysis of thesis data, including: the operation steps of software tools , report interpretation, and the presentation of statistical summary tables, to train students in correct operating procedures, interpretation of statistical data and presentation of research results.	It mainly teaches the steps of sorting and analyzing quantitative data, and introduces various methods and operating techniques of quantitative data analysis, including: data input and checking, conversion of scores in reverse questions, integration of groups, summation of scores, etc.; and guidance Statistical methods often used in SPSS operation steps and research methods, including: basic descriptive statistics, t-test, single-factor analysis of variance, two-factor analysis of variance,

		correlation analysis, reliability analysis and item analysis, factor analysis and cluster analysis , multiple regression analysis, chi-square test, etc.
Qualitative Research	The purpose of this course is to equip students with the basic ability of qualitative research. Because the improvement of research ability requires continuous accumulation of research experience, for new researchers, observing and figuring out the process of conducting research by predecessors has become an important learning. Based on the above, this course will focus on specific qualitative techniques and how to apply them for publication. Be sure to read the assigned readings and prepare in advance before class every week. In the class, lectures, discussions and reports are the key points of the course. In order to test the learning outcomes of this course, a report written in paper format	1. What is qualitative research? 2. A model of qualitative research 3. Key event method, content analysis method 4. Develop new constructs (literature reading) (1) Phenomena Interpretation and Construct Definition (2) Methodology (3) Operation process and results CIT method, content analysis method operation procedures and case description 5. CIT method, content analysis method operating procedures and case description 6. Grounded Theory: Methodology

	must be submitted at the end of the semester. After the mid-term exam, a report on the topic and abstract (about 1-2 pages) of the research plan will be presented, and the writing of the qualitative research plan will be completed at the end of the term.	7. Grounded Theory: Literature Reading
Human Resource Management for Tourism, Leisure, and Hospitality Business	This course analyzes the characteristics of the tourism industry and introduces the content of human resource management, such as: job analysis of different tourism industry characteristics; job design; human resource planning; education and training; performance evaluation; differentiated human resource management practices, etc.	1. Analyze the characteristics of various formats in the tourism industry. 2. Tourism job analysis and design. 3. Human resources planning technology for tourism industry. 4. Tourism recruitment and selection methods. 5. The practice of tourism education and training. 6. Tourism performance evaluation practices. 7 differentiated human resource management strategies. 8. HR in Flip. 9. Labor management practices in the tourism industry.
Research and Management in	Through the study and understanding of relevant concepts and theories of hospitality	Through the study and understanding of relevant concepts and theories of

Hospitality	management, this subject develops students' ability to understand and analyze hotel management issues, and further guides students to think about how to apply these management concepts in practice, and at the same time enhances students' understanding of hospitality management.	hospitality management, this subject develops students' ability to understand and analyze hotel management issues, and further guides students to think about how to apply these management concepts in practice, and at the same time enhances students' understanding of hospitality management.
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Course Name	Course Description	Content Outline
Seminar in Thesis (II)	dissertation writing	dissertation writing
Travel Tendency Research	Study tourism industry trends through lectures and discussions, including: tourism industry analysis, tourism industry development and trends, tourism and leisure research trends issues, and use case teaching, video analysis, and practical learning to guide students to make good use of relevant theoretical foundations in	Guide students to understand the general situation of the tourism industry market, analyze the development vision of the national tourism policy, and then introduce tourism trend research, including: industry development and trend analysis, global tourism and tourism

	research topics such as tourism industry and development trends.	competitiveness, industry innovation and pulse, tourism trend knowledge platform, tourism field Knowledge flow, tourism innovation platform, destination image (image) marketing, and introduce new types of tourism such as health tourism, spiritual tourism, cultural and creative tourism, agricultural tourism, and smart tourism.
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