

Department of Marketing and Tourism Management
Doctor of Philosophy

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科目	本學科內容概述	本學科教學內容大綱
Advanced Dissertation Seminar (I)	<p>The teaching content of this course is to train students to use academic databases to search, organize and summarize materials.</p> <p>At the same time, the training of postgraduate journal paper research and lectures through the publication of papers in the students' classrooms.</p> <p>Criticism and oral presentation exercises are used as the basis for thesis writing and oral examinations.</p>	<p>1. Students taking the course will report twice each semester, and conduct impromptu questions and answers.</p> <p>2. Participate in the master's seminar courses to provide exchange of opinions and experience sharing.</p>
Monograph on Tourism and Leisure Research Methods	<p>The purpose of this course is to equip students with the basic ability of independent research. However, even if you are familiar with books on research methods, you may not be able to do research well. 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 break away from the learning framework of traditional research methods, and</p>	<ul style="list-style-type: none"> ●What is research? ●The concept of scientific thinking ●Literature report example ●Type of research design ●Intermediary and interference effects ●Documentation search (standing on the shoulders of giants) ●How to find research topics ●Literature report and topic inspiration

	<p>focus on the application of research methods. How to get inspiration and creativity from other people's research will also be the focus of this course. Therefore, before the midterm exam, this course will use literature review and methodology review as the core of course development. Through literature review, inspire and search for research ideas, and finally propose a research proposal (paper format). In order to test the learning outcomes of this course, a report written in paper format must be submitted at the end of the semester. The content should include Introduction, Literature Review & Hypothesis, Methodology. Secondly, this course will explore the related concepts of paper submission in the leisure field, so as to facilitate the development of students' future academic career.</p>	<ul style="list-style-type: none"> ●Reliability and validity of research tools ●Thinking and agitation
Research on Leisure and Recreation Management	<p>Starting from the theory of leisure and recreation, this course analyzes the types and implications of the theory of leisure and recreation, as well as the research and application of the theory. In addition, from the perspective of resource management, the leisure and recreation resource system and recreation resource management strategies will be discussed, future issues of leisure and recreation related areas will be addressed, and the research techniques and research design of sustainable tourism will be analyzed.</p>	<ol style="list-style-type: none"> 1. Review and analysis of leisure and recreation theory. 2. The relationship between leisure and recreation theory and management strategies, as well as the types and characteristics of leisure and recreation occupation. 3. The type and position of leisure and recreation destinations. 4. Recreationalists and types of recreational

		<p>behavior and the psychological effects of pursuit.</p> <p>5. The relationship between psychological concepts and recreational behavior.</p> <p>6. Recreational visitor management strategy.</p> <p>7. Recreation destination management strategy.</p> <p>8. Analyze leisure and recreation research design and issue ideas.</p>
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科目	本學科內容概述	本學科教學內容大綱
Advanced Dissertation Seminar (II)	The teaching content of this course is to cultivate students' ability to use academic databases to search, organize, and summarize data. At the same time, through the publication of papers in class, students can train postgraduate journal papers to study and comment, while oral presentation exercises are used as basis of their paper writing and oral exams.	<p>1. Students taking the course will report twice each semester, and conduct impromptu questions and answers.</p> <p>2. Participate in the master's seminar courses to provide exchange of opinions and experience sharing.</p>
Monograph on Sustainable Tourism Development	This course takes sustainability as the longitude and tourism as the latitude, integrates the theory of sustainability into tourism development, and analyzes management strategies from the perspective of stakeholders, such as: tourist management strategies, carrying capacity measures, resource allowances, responsible environmental behaviors, etc. Destination sustainable management is analyzed from the perspective of	<p>1. Review and analysis of sustainable theory. 2. Analysis of the types of stakeholders in sustainable tourism. 3. Sustainable community structure design. 4. Destination social responsibility and sustainable development. 5. Analysis of sustainable management strategy. 6. Tourist management strategy. 7. Analysis on</p>

	destination social responsibility. At the same time, the students will analyze relevant articles on sustainable development, get a bird's-eye view of sustainable tourism research topics, and develop ideas and discuss sustainable forward-looking topics.	forward-looking issues of sustainable tourism.
Hospitality Management Research	This discipline provides an understanding of theories related to hotel management, and focuses on the cultivation and improvement of research capabilities. After completing this course, students will learn how to understand and apply concepts and issues related to hotel management, improve English reading ability, enhance research ability, develop independent thinking ability, and strengthen communication and discussion skills.	This course uses papers published in first-level English journals as the main teaching materials, and discusses important issues in the field of hospitality and tourism, such as marketing, financial management, technology application, decision-making and problem solving in strategies, gender equality issues in the workplace, etc. and conduct detailed discussions and researches one by one.

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科目	本學科內容概述	本學科教學內容大綱
PhD thesis	Thesis guidance	Thesis guidance
Special Discussion on Tourism and Leisure Management (I)	1. Periodicals related to various fields of the Institute. 2. Literature related to the direction of the thesis.	Presentation & Discussion
structural equation model	Structural equation modeling is a multivariate statistical technique (multivariate technique), which combines the confirmatory factor analysis model of psychological theory	It mainly teaches the practical operation of quantitative data analysis and software tools, including: data conversion, symbolic theory of

	and the structural equation model of econometrics. This course mainly studies the theory and practical application of structural equation modeling (SEM), and guides the operation and application of SEM analysis tools, including: theoretical origin, causality and inference, comparison with traditional analysis methods, approach research design trends, new application tools, etc.	program grammar, meaning of models, fit index, parameter estimation method, report interpretation, data normality test, model revision, competition model analysis, As well as the presentation of the statistical summary table, train students to appropriately operate procedures and steps, correctly interpret the statistical data, and present the discussion of the research results.
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 must be submitted at the end of the semester. After the mid-term exam, a report	<ol style="list-style-type: none"> 1. What is qualitative research? 2. A model of qualitative research 3. Key event method, content analysis method 4. Develop new constructs (literature reading) <ol style="list-style-type: none"> (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

	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
Tourism Policy Research	This is a course that combines theory and practical observation, discusses current tourism industry policy issues, and conducts in-depth research. For tourism resources, hotel industry, travel industry, international tourism marketing, cultural tourism and other policies, discuss the direction of policies (or regulations), difficulties or future development trends one by one, and finally make a diagnosis based on the tourism policy planning of a certain theme, and propose a comprehensive evaluation .	1. Tourism administration and organization, planning and implementation of tourism policies 2. Important policies for tourism 3. Promotion of tourism resource policy 4. Policy promotion of the hotel industry 5. Promotion of tourism policy 6. Promotion of international tourism marketing policies 7. Promotion of cultural tourism policies

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科目	本學科內容概述	本學科教學內容大綱
PhD thesis	Thesis guidance	Thesis guidance
Special Discussion on Tourism and Leisure Management (II)	1. Periodicals related to various fields of the Institute. 2. Literature related to the direction of the thesis.	Presentation & Discussion
Tourism Management Research	The objective of this course is to help Ph.D. students improve their research ability and publish papers for high quality tourism journals.	Ethics Feminist and Gender Using Visual Evidence

		Action Ethnography Tourism Research Practices Delphi Technique Mystery Shopping Technique Longitudinal Research GIS Techniques
Journal Article Writing Tips	This course is designed to help students in writing and submitting of journal papers. The main content includes two articles: (1) Secrets of journal paper writing; (2) Paper submission and skills. The teaching objectives of the course are as follows: (1) Cultivate the basic concepts of writing and submission through the understanding of journal paper writing skills. (2) Through the thoughts and expectations of the editor-in-chief of international journals, strengthen the ability to submit and revise manuscripts.	Journal Citation Reports Publication relevance and rigor write a publishable paper How to Locate a Journal how to write
Tourism Theory Construction and Demonstration	There are many constructs or theories in the field of leisure and recreation, such as serious leisure, recreational specialization, leisure barriers, place attachment, etc. relationship between. However, there should still be some phenomena that occur in the field of leisure, waiting for us to develop new theories to explain them. Many theories derived	<ul style="list-style-type: none"> ●Hot forward-looking topics in the field of leisure and recreation ●Relevant theories in the field of leisure and recreation ●Analysis of keywords in tourism literature (TM, JTR, ATR 2018~2020 keywords)

	<p>from psychology or sociology are used to explain existing social phenomena; likewise, many theories used to explain leisure behavior or phenomena are also derived from cross-field theories. Therefore, how to borrow, integrate or develop new theories has become a time-honored and fresh topic. This research topic will explore the elements of theory formation from the perspective of theory construction, and illustrate with examples how to use qualitative and quantitative methods to construct concepts and related theories. This seminar will simultaneously review relevant theories applied in the field of recreation and recreation in the past, as well as recent research trends. Through the study of this topic, it will help to understand the construction method and application of rest theory. Therefore, the teaching purpose of this course is: (1) Review the existing leisure and recreation theory; (2) Discuss the methodology and empirical evidence of theoretical construction. The main content of this course design includes five parts:</p> <ul style="list-style-type: none"> ●Discussion on hot forward-looking issues in the field of leisure and recreation ●Review of related concepts or theories in the field of leisure and recreation ●Methodology of Concept Construction and Theory 	<ul style="list-style-type: none"> ●Keyword analysis of literature in the field of hospitality and leisure (IJHM, IJCHM, LS, JLR2018~2020 keywords) ●Theoretical thinking and agitation-scientific process and research design ●Theoretical thoughts and agitation - the starting point of research ● Theoretical construction in management research ●Concept construction and theory development process ●A Theories-in-Use Approach to Building Marketing Theory ●Academic Research Camp-Regional Studies and Geography-Construction and Demonstration of Leisure Recreation Theory (1) ●Academic Research Camp-Regional Studies and Geography-Construction and Demonstration of Leisure Recreation Theory (2) ●Introduction to examples of the development of leisure and recreation theory (1) ●Introduction to the development of sightseeing and hospitality theory (2)
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	Development ●Introduction to examples of the development of recreation theory ●Theoretical thinking and stirring	
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科目	本學科內容概述	本學科教學內容大綱
Independent Study (I)	The teaching content of this course is to train students to use academic databases to search, organize and summarize data. At the same time, through classroom discussions, students are trained to study and comment on journal papers, and develop paper writing skills and publication skills.	1. Cultivate students' ability to use academic databases to search, organize, summarize and identify the value of literature. 2. Through classroom discussions, train students to study and comment on periodical papers, and develop paper writing skills and publishing skills.
Independent Study (III)	This course is carried out with independent research thinking. Teachers and students read articles together, discuss ideas and research topics with each other, read literature and raise important key results, connect arguments and infer, jointly plan research design, develop measurement tools, and create articles for publication.	1. Research topics. 2. Literature collection and reading. 3. Deduction argument research and key results placement and discussion. 4. Co-proposed research design. 5. Establishment of measurement tools. 6. Paper writing skills and publishing skills.
Independent Study (V)	This course is carried out with independent research thinking. Teachers and students read articles together, discuss ideas and research topics with each other, read literature and raise important key results, connect arguments and infer, jointly	1. Research topics. 2. Literature collection and reading. 3. Deduction argument research and key results placement and discussion. 4. Co-proposed research design. 5. Establishment of

	plan research design, develop measurement tools, and create articles for publication.	measurement tools. 6. Paper writing skills and publishing skills.
Special Discussion on Tourism and Leisure Management (III)	1. Periodicals related to various fields of the Institute. 2. Literature related to the direction of the thesis.	Presentation & Discussion

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科目	本學科內容概述	本學科教學內容大綱
Independent Study (II)	The teaching content of this course is to train students to use academic databases to search, organize and summarize data. At the same time, through classroom discussions, students are trained to study and comment on journal papers, and develop paper writing skills and publication skills.	1. Cultivate students' ability to use academic databases to search, organize, summarize and identify the value of literature. 2. Through classroom discussions, students will be trained to study and comment on journal papers, and develop paper writing skills and publishing skills.
Independent Study (IV)	This course is carried out with independent research thinking. Teachers and students read articles together, discuss ideas and research topics with each other, read literature and raise important key results, connect arguments and infer, jointly plan research design, develop measurement tools, and create articles for publication.	1. Research topics. 2. Literature collection and reading. 3. Inference and argumentation research and key results placement and discussion. 4. Co-proposed research design. 5. Establishment of measurement tools. 6. Paper writing skills and publishing skills.
Independent Study (VI)	This course is carried out with independent research thinking. Teachers and students read articles together, discuss ideas	1. Research topics. 2. Literature collection and reading. 3. Inference and argumentation

	and research topics with each other, read literature and raise important key results, connect arguments and infer, jointly plan research design, develop measurement tools, and create articles for publication.	research and key results placement and discussion. 4. Co-proposed research design. 5. Establishment of measurement tools. 6. Paper writing skills and publishing skills.
Special Discussion on Tourism and Leisure Management (IV)	<ol style="list-style-type: none"> 1. Journals related to various fields of the Institute. 2. Literature related to the direction of the thesis. 	Presentation & Discussion