**Course List (2022-2023) of Department of Marketing and Tourism Management, Master of Tourism Management, National Chiayi University**

* **Educational Objectives:**

1.To cultivate management professionals for the tourism and leisure industry.

2.To cultivate basic research talents in the tourism and leisure industry.

3.To cultivate outstanding talents with international vision.

* **Core Competencies:**

1. Basic professional knowledge of tourism and leisure management.

2. Ability to think independently and innovatively.

3. Communication, leadership, and teamwork skills.

4. Foreign language skills and international perspective.

* **Core competency indicators:**

1.1 Management capability of the tourism and leisure industry.

1.2. Basic research capability of the tourism and leisure industry.

2.1 Problem identification and solution capability.

2.2 Self-growth and innovation ability.

2.3 Professional ability of planning and presentation.

3.1 Team participation and cooperation ability.

3.2. Leadership, communication, and coordination skills.

4.1 Cultural learning ability.

4.2. Good international perspective.

* **Course Structure:**

The professional courses of the master class are divided into three major parts: (A) Management Professional Course; (B) Tourism Professional Course; and (C) Leisure Professional Course.

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| **First Academic Year** | | | |
| **Core Course:** | | | |
| **中英文****科目名稱**  **Chinese/English Course Name** | **學期**  **Semester** | **授課時數**  **Hour** | **學分數**  **Credit** |
| 觀光休閒研究方法 Research Methodology in Leisure, Tourism, and Hospitality | 1 | 3.0 | 3 |
| 觀光休閒專題講座（I） Seminar in Leisure, Tourism, and Hospitality（I） | 1 | 1.0 | 1 |
| 觀光休閒專題講座（II） Seminar in Leisure, Tourism, and Hospitality (II) | 2 | 1.0 | 1 |
| **Major Elective Course:** | | | |
| **中英文科目名稱**  **Chinese/English Course Name** | **學期**  **Semester** | **授課時數**  **Hour** | **學分數**  **Credit** |
| 社區營造與行銷研討 Seminar in Community Empowerment and Marketing | 1 | 3.0 | 3 |
| 遊憩資源管理研究 Research on Recreation Resource Management | 1 | 3.0 | 3 |
| 休閒心理與行為研究 Psychology and Behavior Studies of Leisure and Tourism | 1 | 3.0 | 3 |
| 觀光休閒事業管理 Management in Tourism and Leisure | 1 | 3.0 | 3 |
| 文化創意經營研究 Research on Cultural and Creative Management | 2 | 3.0 | 3 |
| 觀光行銷研究 Hospitality and Travel Marketing Research | 2 | 3.0 | 3 |
| 觀光事業策略管理 Strategic Management in Tourism | 2 | 3.0 | 3 |
| 觀光管理個案研究 Case Study in Tourism Management | 2 | 3.0 | 3 |
| 永續觀光管理研究 Sustainable Tourism Management | 2 | 3.0 | 3 |

**\*** **The names of the elective courses may vary according to the development of science and technology and the special focus industries.**

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| **Second Academic Year** | | | |
| **Core Course:** | | | |
| **中英文科目名稱**  **Chinese/English Course Name** | **學期**  **Semester** | **授課時數**  **Hour** | **學分數**  **Credit** |
| 論文專題研討（I）Seminar in Thesis（I） | 1 | 2.0 | 2 |
| 論文專題研討（II）Seminar in Thesis (II) | 2 | 2.0 | 2 |

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| --- | --- | --- | --- |
| **Second Academic Year** | | | |
| **Major Elective Course:** | | | |
| **中英文科目名稱**  **Chinese/English Course Name** | **學期**  **Semester** | **授課時數**  **Hour** | **學分數**  **Credit** |
| 休閒產業開發與投資 Development & Investment in the Leisure Industry | 1 | 3.0 | 3 |
| 多變量分析 Multivariate Analysis | 1 | 3.0 | 3 |
| 質性研究 Qualitative Research | 1 | 3.0 | 3 |
| 觀光事業人力資源管理  Human Resource Management for Tourism, Leisure, and Hospitality Business | 1 | 3.0 | 3 |
| 餐旅經營管理研究 Research and Management in Hospitality | 1 | 3.0 | 3 |
| 旅遊趨勢研究 Travel Tendency Research | 2 | 3.0 | 3 |
| **Thesis:** | | | |
| **中英文科目名稱**  **Chinese/English Course Name** | **學期**  **Semester** | **授課時數**  **Hour** | **學分數**  **Credit** |
| 碩士論文 Thesis | 1 | 0.0 | 3 |
| 碩士論文 Thesis | 2 | 0.0 | 3 |

**\*** **The names of the elective courses may vary according to the development of science and technology and the special focus industries.**

**◎Master’s Degree Requirements of Graduation Credits:**

Students are expected to graduate with at least **36 credits**, including **9 credits** of major requirements (core courses), **21 credits** of major electives, and **6 credits** of thesis.