

# **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.

### First Academic Year

#### Core Course:

| 中英文科目名稱<br>Chinese/English Course Name                             | 學期<br>Semester | 授課時數<br>Hour | 學分數<br>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<br>Chinese/English Course Name                           | 學期<br>Semester | 授課時數<br>Hour | 學分數<br>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.

### Second Academic Year

#### Core Course:

| 中英文科目名稱<br>Chinese/English Course Name | 學期<br>Semester | 授課時數<br>Hour | 學分數<br>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             |

| Second Academic Year   |                |              |               |
|--|----------------|--------------|---------------|
| Major Elective Course:   |                |              |               |
| 中英文科目名稱<br>Chinese/English Course Name   | 學期<br>Semester | 授課時數<br>Hour | 學分數<br>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<br>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<br>Chinese/English Course Name   | 學期<br>Semester | 授課時數<br>Hour | 學分數<br>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.