

The International Master Program of Tourism and Hospitality

Curriculum Structure

	Year One					Year Two				
	Subject	First Semester		Second Semester		Subject	First Semester		Second Semester	
		Credit	Hours	Credit	Hours		Credit	Hours	Credit	Hours
Required Course	Research Methods	3	3			Issues in Hospitality and Tourism(III)	1	2		
	Issues in Hospitality and Tourism(I)	1	2			Marketing for Hospitality and Tourism	3	3		
	Issues in Hospitality and Tourism(II)			1	2	Master Thesis			6	6
	Quantitative Research			3	3					
	Qualitative Research			3	3					
	Hospitality and Tourism Ethics			3	3					
	Sub-Total	4	5	10	11	Sub-Total	4	5	6	6
Elective Course	Strategic Human Resource Management	3	3			Thesis Writing	3	3		
	Hospitality and Tourism Accounting Research	3	3			Research in Revenue Management	3	3		
	Leadership in Hospitality and Tourism	3	3			Environmental Impact Assessments	3	3		
	Trends and Issues in Global Tourism	3	3			Luxury Management in Tourism	3	3		
	Research in Cruise Tourism	3	3			Information Technology for Hospitality and Tourism			3	3
	Research in Service Management	3	3			Innovation and Entrepreneurship			3	3
	Research in MICE Management	3	3			Case Studies in Hotel Business			3	3
	Hospitality and Tourism Policy and Development			3	3	Religious Food and Culture			3	3
	Strategic Finance Management			3	3					
	Research in Culture Tourism			3	3					
	Research in Sustainable Tourism Development			3	3					
	Destination Marketing and Management			3	3					
	Research in Food and Culture in Taiwan			3	3					
	Sub-Total	21	21	18	18	Sub-Total	12	12	12	12

Reserved for Notations : Required credits for graduation **39** Credits (includes 21 credit units of required courses, 18 credit units of elective credits)

Required for graduation:1. English Ability: TOEIC > 750

2. Conference/Journal Paper x 1

3. Certification: Tourism and Hospitality relevant (e.g. AL&HA, IATA or others)