

The International Master's Program in T o u r i s m a n d H o s p i t a l i t y

Study in IMTH for a Bright and Professional Career Path

National Kaohsiung University of Hospitality and Tourism

<https://imth.nkuht.edu.tw/index.php?Lang=en>



Exploring New Horizons, Infinite Possibilities

Under the guidance of world-class professional instructors, you will receive instruction in English, co-creating the future with international tourism and hospitality experts. This program not only integrates the latest international tourism and hospitality knowledge, trends, and management intelligence, but also emphasizes fluent multilingual abilities, with the aim of nurturing future global leaders.

- **All-English Instruction:** Enhance your international competitiveness, allowing you to confidently navigate the global stage.
- **Diverse Contextual Teaching:** Bridge theory and practice, experiencing the core values of tourism and hospitality brands.
- **Co-Designed Curriculum with International Experts:** Learn from international academics, researchers, and industrial representatives leading at the forefront of the profession.
- **Dual Master's Degree Opportunities:** Close collaboration with the University of Queensland in Australia to help you forge a career on the international stage.
- **Tourism and Hospitality Industry Internships:** Gain insight into global tourism and hospitality trends, expanding your academic horizons.



Curriculum

Required credits for graduation

18 credits of required courses

12 credits of elective courses

Curriculum planning

First Year

⊙Required Course:

Research Methods, Research Seminar in Hospitality and Tourism

Quantitative Research, Qualitative Research

⊙Elective Course:

Diverse tourism and hospitality courses, cultivating all-round abilities.

Second Year

⊙Required Course:

Research Seminar in Hospitality and Tourism, Thesis Writing, Master Thesis

⊙ Elective Course :

Professional in-depth courses and industry internships to broaden expertise in various fields.



Curriculum Map

	第一學年 First Year		第二學年 Second Year		核心能力 Core Competences	職場角色 Job Roles
	第一學期 First Semester	第二學期 Second Semester	第一學期 First Semester	第二學期 Second Semester		
Required Course 共同必修	研究方法 Research Methods	餐旅觀光專題(II) Research Seminar in Hospitality and Tourism(II)	餐旅觀光專題(III) Research Seminar in Hospitality and Tourism(III)	碩士論文 Master Thesis	跨領域問題解決能力 Interdisciplinary Problem-Solving	- 旅遊策略顧問 (Tourism Strategy Consultant) - 旅遊市場研究員 (Tourism Market Researcher) - 餐旅運營分析師 (Hospitality Operations Analyst)
	餐旅觀光專題(I) Research Seminar in Hospitality and Tourism(I)	◦記號科目為二擇一 ◦Select one from either course ◦質性研究 Qualitative Research ◦量化研究 Quantitative Research	論文寫作 Thesis Writing			
Common Elective Course 共同選修	策略性人力資源管理研究 Strategic Human Resource Management	財務管理研究 Strategic Finance Management	營收管理研究 Research in Revenue Management	旅館經營個案研究 Case Studies in Hotel Management	產業專業實作能力 Industry-Specific and Practical Ability	- 餐旅經理/副經理 (Hospitality Manager/Assistant Manager) - 目的地市場推廣主管 (Destination Marketing Manager) - 會議和活動策劃師 (Meetings and Events Planner) - 旅遊產品開發經理 (Travel Product Development Manager) - 高級餐旅服務經理 (Senior Hospitality Services Manager)
	餐旅觀光會計研究 Hospitality and Tourism Accounting Research	餐旅觀光倫理 Hospitality and Tourism Ethics	餐旅觀光行銷研究 Marketing for Hospitality and Tourism			
	會展管理研究 Research in MICE Management	目的地行銷管理研究 Destination Marketing and Management				
	餐旅觀光領導研究 Leadership in Hospitality and Tourism					
	全球觀光趨勢研究 Global Trends and Issues in Tourism Research	文化觀光研究 Research in Culture Tourism	精品旅遊管理研究 Luxury Management in Tourism	宗教飲食文化研究 Religious Food and Culture	國際化與跨文化溝通能力 Internationalization and Cross-Cultural Communication	- 文化交流顧問 (Cultural Exchange Consultant) - 跨國餐旅業務經理 (Transnational Hospitality Business Manager)
	郵輪觀光研究 Research in Cruise Tourism	餐旅觀光政策與發展 Hospitality and Tourism Policy and Development			數位科技與綠色科技能力 Digital Technology and Green Technology	- 旅遊App開發者 (Travel App Developer) - 永續餐旅經營主管 (Sustainable Hospitality Operations Manager) - 餐旅數位轉型策略師 (Hospitality Digital Transformation Strategist)
	服務管理研究 Research in Service Management			餐旅、觀光資訊科技研究 Information Technology for Hospitality and Tourism 創新與創業 Innovation and Entrepreneurship		
		永續觀光發展研究 Research in Sustainable Tourism Development	環境衝擊評估 Environmental Impact Assessments		永續發展與社會融合能力 Sustainability and Social Integration	- 永續旅遊開發主管 (Sustainable Tourism Development Manager) - 永續餐旅計劃經理 (Sustainable Hospitality Program Manager)

Cultivates leaders in hospitality with strategic thinking, professional expertise, global vision, digital sustainability, and social integration. 培育具備策略思維、專業實務、國際視野、數位永續與社會結合之餐旅領袖人才。

- 備註Remarks:
1. 畢業學分為 30 學分(必修: 18 學分, 選修: 12 學分) • Required credits for graduation: 30 Credits (including 18 credits of required courses and 12 credits of elective courses).
 2. ◦記號科目為二擇一 ◦Select one from either course.
 3. 研究生應於本校就讀期間完成以下學術活動積點至少6點以上。IMTH students should gain at least 6 points by performing the following academic activities during their study period.
 4. 以同等學歷或非相關背景學系入學者, 得經學程主任或指導教授指定加修本校課程3學分, 但所修課程學分不列計畢業學分。IMTH students, who hold a non-major-related bachelor's degree or qualifications equal to our academic degree system must fulfill the requirements of the university by taking a 3-credit undergraduate course specified by the director or thesis advisor. These credits, however, will not count toward a graduate degree.
 5. 適用於春、秋兩季之入學學生。The curriculum is applicable to students in the spring and autumn semester.

Faculty Introduction



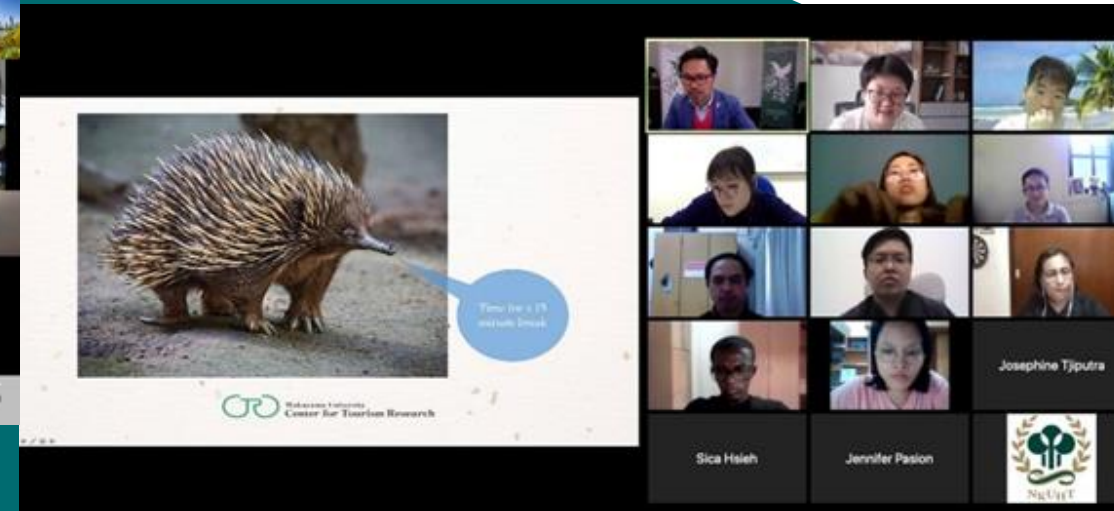
This Master's degree program incorporates innovative teaching resources and renowned international scholars. It encourages students to engage in courses that aim to empower them to explore new knowledge in the tourism and hospitality industry while staying updated on global trends.

- Research Methods—Prof. Levent Altinay
- Research in Culture Tourism — Prof. Mike Robinson
- Qualitative Research — Prof. Corey W. Johnson/ Prof. Catheryn Khoo Lattimore
- Quantitative Research—Prof. Hiram Ting
- Leadership in Hospitality and Tourism—Prof. Andy Nazarechuk
- Destination Marketing and Management—Prof. Alastair M. Morrison
- Information Technology in Tourism Industry —Prof. Cihan Cobanoglu
- Hospitality and Tourism Ethics —Prof. Elizabeth Ineson
- Thesis Writing —Prof. Faizan Ali



Tourism and Hospitality Master Workshop

- SmartPLS 3.0 workshop—Prof. Jacky Cheah
- Tourism Experience Design— Prof. Noel Scott
- Tips for presenting and Writing for Academic Conferences and Paper— Prof. Aaron Tham
- Robots, Artificial Intelligence and Service Automation in Travel, Tourism and Hospitality— Prof. Stanislav Ivanov
- Internal Green Marketing in the Hospitality and Tourism Industry— Prof. Osman M. Karatepe
- Global Hotel Industry Update and Research Opportunities — Prof. Steve Hood
- Tourism Geographies: People, Place, Space & Sustainability — Prof. Joseph M. Cheer
- Smart Tourism Marketing and Social Media, Robots, Intelligence and Service Automation in Travel, Tourism, and Hospitality — Prof. Dimitrios Buhalis



First Year: Knowledge Training

- ◆ **Foundation Courses:** Covering fundamental knowledge of tourism and hospitality management, such as market analysis and service quality management.
- ◆ **Professional Skills:** Course content encompasses skills closely related to career development, including data analysis and project management.
- ◆ **International Perspective:** Nurturing an international outlook and cross-cultural communication skills through an all-English instructional approach.



Second Year : Executive Training

- ◆ **Leadership Skills:** Advanced courses will focus on leadership and decision-making, preparing students to become future industry leaders.
- ◆ **Practical Case Analysis:** Cultivating problem-solving and critical thinking abilities through analysis of real industry cases.
- ◆ **Project Management:** Students will have the opportunity to lead or participate in real industry projects, honing management skills through practical experience.



Integration of Core Tourism and Hospitality Brands in Curriculum Design

- ◆ **Industry-Academia Collaboration:** Establishing partnerships with leading tourism and hospitality brands to provide students with real-world work experience.
- ◆ **Expert Lectures:** Regularly inviting industry experts and leaders to give special lectures.
- ◆ **Field Trips:** Organizing visits to corporate headquarters of core brands to give students a deeper understanding of industry operations.



Career Development

- ◆ **Goal-Oriented:** This program provides professional career planning and development guidance.
- ◆ **Internship Opportunities:** Students have the chance to intern with renowned tourism and hospitality enterprises domestically and internationally.
- ◆ **Career Counseling:** One-on-one counseling and regular career development seminars are available.



Student testimonials



Emmanuel Kwame Opoku(Ghana) PhD Student and Part-time Tutor, Heriot Watt University, Edinburgh Business School

I can attest without mincing words that NKUHT is a beacon and iconic in the field of Hospitality and Tourism. As a student at the International Master's Program in Tourism and Hospitality, I can confirm to the world-class teaching and learning experience as well as the professionalism displayed in the field of tourism and hospitality. My journey in intellectual life at the IMTH has to be a life-changing experience as exemplified and epitomized by the course content, mode of teaching, student and teacher relationship, educational logistics and facilities, the caliber of teachers among others.

IMTH program is enriched with research, industrial experience, and practical training in the field of Tourism and Hospitality which prepares, equips, and catapults the student to the real world ready to impact and make meaningful exploits. As a student aspiring to pursue my Ph.D., the research component has prepared me in research approaches and methodologies relevant to embark on this further level in academia.

The IMTH program can boast of world-class and renowned visiting Professors in the field of Hospitality and Tourism. Most of these teachers are Editor in Chiefs of reputable Journals in the field of Tourism and Hospitality as well as teachers who have unparalleled records in the tourism industry. Consequently, students are exposed to the nitty-gritty and what pertains in the industrial world. The teachers are dedicated, committed, and poised to guide you to become the person you aspire to be. As an international student from Ghana, West Africa I am privileged and honored to be part of this intellectual priesthood.



Munoz Kyrie Eleison (Philippines) PhD Student, The University of Queensland, Business School

Studying in NKUHT and moving to Taiwan is one of the greatest opportunities I have received in life. The university gave me the luxury to immerse with multinational classmates, connect with international experts, and maximize my learning experience by using the school's world-class facilities. As such, being part of the pioneer International Master's Program in Tourism and Hospitality (IMTH) cohort – the first full English-taught graduate program in the school, gave me the privilege to attend courses which are facilitated by world-renowned academicians, industry professionals, and editors of top-notch academic journals across the globe. This kind of exposure has allowed me to not only broaden my theoretical & practical understanding of Tourism, Hospitality, Leisure, and Culinary Arts but also expand my network as I create linkages to the world. I believe that this experience equipped me with the proper skills that would help advance my career in the future. Although I have had some difficulties studying in a foreign country, NKUHT provides a supportive community reflective of the loving and hospitable character the Taiwanese people have. Making friends and creating good relations with people around the campus have made my life in Taiwan easier and more fulfilling. With this, I am confident that I have made the right decision in pursuing my degree in IMTH, NKUHT.



Student testimonials



Nikki(Taiwan)

While studying in the International Master's Program of Tourism and Hospitality, I felt very fulfilled. The teacher of the faculty includes professional professors and the top scholars in the field of hospitality and tourism. These international masters are evaluated by the faculty, so the diverse teaching methods and rich teaching materials of the scholars can enhance the professional knowledge of students. International masters are very kind, students can freely exchange ideas with them in the classroom, which gives students more learning space.

Some of my friends ask me why I want to study for a master's degree in the field of hospitality and tourism. I think that learning is endless. Studying in this master's program made me find many shortcomings. I want to study hard and become a better person. I do not regret deciding to study in this master's program.



Sam Yuan Permadi (Indonesia) Jakarta International University(External Affairs Department)/External Affairs Coordinator

IMTH has exceeded my expectation! As student, I am privileged to be taught by 'world-class scholars' such as Professor Alastair Morrison, Professor Fevzi Okumus, Professor Catheryn Khoo-Lattimore and others. It is an honour and privilege to be here.

Scholarship

- ◆ Taiwan Scholarship: Please visit the website of Taiwan Scholarship Office
 - ◆ ICDF Higher Education Scholarship Programs
 - ◆ NKUHT Foreign Student Scholarship
 - ◎ Tuition, miscellaneous fees and credit fees waived
 - ◎ Tuition and miscellaneous fees waived
 - ◎ Multiple Teaching Assistantships
 - ◎ Multiple Research Assistantships
- ※ Scholarship specifications and regulations are subject to change.



Admissions Information

For details, please refer to our school's admissions information website:

<https://international.nkuht.edu.tw/p/426-1045-3.php?Lang=en>

Spring Admissions: November-December every year

Autumn Admissions :

1. First application submission → October-December every year
2. Second application submission → January-March every year

Work Permit

Application Time	Date of expiry
Apply in 1 st semester	Expires 31 st Mar next year
Apply in 2 nd semester	Expires 30 th Sep next year

Remark:

1. Valid for 6 months maximum.
2. The working hours are up to **twenty hours** per week except during winter and summer vacations.

Contact

Act now to start your wonderful life journey in the tourism and hospitality industry!

Address

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Kaohsiung City, Taiwan (R.O.C.)

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Thank You

FOR YOUR ATTENTION!

<https://imth.nkuht.edu.tw/index.php?Lang=en>