

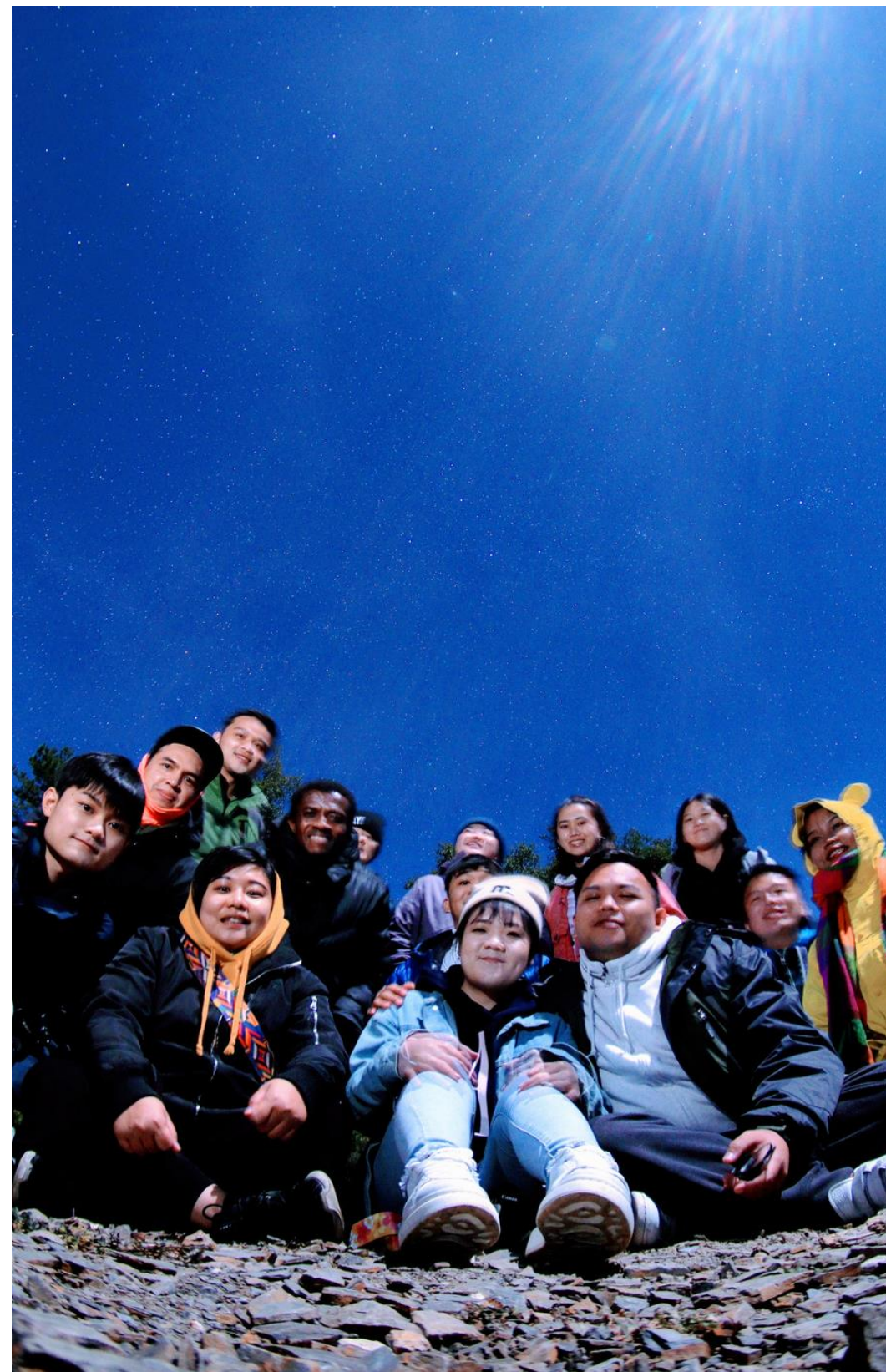


國際觀光餐旅 全英文碩士學位學程

Study in IMTH for a Bright and Professional Career Path
加入國際觀光餐旅全英文碩士學位學程，引領您邁向成功職涯之路！

The International Master's Program in Tourism and Hospitality

<https://imth.nkuht.edu.tw>





學習之路，創新無限

在全球頂尖的專業師資指導下，您將接受全英語的教學，與國際餐旅大師共同擘劃未來。本學程不僅融合了最新的國際觀光餐旅知識、趨勢發展與管理智能，還強調流利的多語言能力，旨在培育未來的全球領袖。

- 全英文授課：提高您的國際競爭力，讓您在全球舞台自如運用。
- 多元情境教學：跨足理論與實務，體驗餐旅品牌的核心價值。
- 國際大師共構課程：與國際大師學習，走在專業前端。
- 雙碩士學位機會：與澳洲昆士蘭大學緊密合作，助您在國際舞台上開創職涯。
- 餐旅產業觀摩：掌握全球觀光餐旅新趨勢，拓展學術視野。





課程大綱與標準

畢業學分數

必修18學分

選修12學分

課程規劃

第一學年

◎必修科目

研究方法、餐旅觀光專題、量化、質性研究。

◎選修科目：

多元的觀光餐旅課程，培育全方位能力。

第二學年

◎必修科目：

專題研究、碩士論文。

◎選修科目：

專業深度課程及產業見習，拓展不同領域專業。



課程地圖

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)	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	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	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	跨文化溝通與管理 Cross-cultural Communication 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	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	世界飲食文化 World food culture		
	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	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)
			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)

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

備註Remarks:

- 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).
- 記號科目為二擇一 ◦Select one from either course.
- 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.
- 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.
- 適用於春、秋兩季之入學學生。The curriculum is applicable to students in the spring and autumn semester.



必修12學分+碩士論文6學分+選修12學分=30學分
Required 12 credits for core courses + 6 credits for master's thesis + 12 credits for electives = 30 credits

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

必修課程 Required Course ①記號科目為二擇一 ②Select one from either course.

- 研究方法 Research Methods
- 餐旅觀光專題(I) Research Seminar in Hospitality and Tourism(I)
- 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)
- ①質性研究 Qualitative Research
- ②量化研究 Quantitative Research

共同選修 Elective Course

數位轉型與創新管理模組 Digital Transformation and Innovation Management Module

教育目的：本模組聚焦於數位技術的應用、創新管理以及市場行銷策略。旨在教導學生如何利用資訊科技提升業務營運效率、改善客戶體驗以及開發新的業務模式。This module focuses on the application of digital technology, innovation management, and marketing strategies. It aims to teach students how to leverage information technology to enhance operational efficiency, improve customer experience, and develop new business models.

- 餐旅、觀光資訊科技研究 Information Technology for Hospitality and Tourism
- 創新與創業 Innovation and Entrepreneurship
- 餐旅觀光個案研究 Case Studies in Hospitality and Tourism
- 餐旅觀光行銷研究 Marketing for Hospitality and Tourism
- 精品旅遊管理研究 Luxury Management in Tourism

策略思維與全球領導力模組 Strategic Thinking and Global Leadership Module

教育目的：旨在培養學生的全球視野、策略性思考與領導技能，學生將學會如何進行科學研究、分析餐旅行業的全球趨勢。此模組旨在裝備學生成為能夠領導跨文化團隊，並在全球化背景下做出具有遠見的決策的餐旅領袖。This module aims to cultivate students' global perspective, strategic thinking, and leadership skills. Students will learn how to conduct scientific research and analyze global trends in the hospitality industry. The module is designed to equip students to lead cross-cultural teams and make visionary decisions as hospitality leaders in a globalized context.

- 全球觀光趨勢研究 Trends and Issues in Global Tourism
- 餐旅觀光政策與發展 Hospitality and Tourism Policy and Development
- 餐旅觀光領導研究 Leadership in Hospitality and Tourism
- 目的地行銷管理研究 Destination Marketing and Management
- 跨文化溝通與管理 Cross-cultural Communication and Management

環境永續與社會責任模組 Environmental Sustainability and Social Responsibility Module

教育目的：本模組旨在培養學生對於環境衝擊的敏感性，了解如何透過永續管理實踐減少業務對環境的負面影響。學生將學習如何結合文化與旅遊，推動負責任的旅遊，並通過倫理的方式加強社區參與和發展，最終達到經濟、社會與環境三方面的平衡。

This module aims to cultivate students' sensitivity to environmental impacts and understanding of how to reduce the negative effects of business operations on the environment through sustainable management practices. Students will learn how to integrate culture and tourism to promote responsible travel, enhance community engagement and development ethically, ultimately achieving a balance between economic, social, and environmental aspects.

- 環境衝擊評估 Environmental Impact Assessments
- 郵輪觀光研究 Research in Cruise Tourism
- 世界飲食文化 World food culture
- 文化觀光研究 Research in Culture Tourism
- 永續觀光發展研究 Research in Sustainable Tourism Development
- 餐旅觀光倫理 Hospitality and Tourism Ethics

餐旅專業與實踐模組 Hospitality Professionalism and Practice Module

教育目的：專注於餐旅行業的核心知識與實務技能，包括人力資源管理、財務管理以及服務管理等。本模組將通過實際案例研究與理論學習，提升學生在餐旅業內的專業能力和實際操作技巧，使他們能夠在快節奏和不斷變化的行業環境中成為有效的管理者和創新者。This module focuses on the core knowledge and practical skills of the hospitality industry, including human resource management, financial management, and service management. Through practical case studies and theoretical learning, this module aims to enhance students' professional competence and practical skills within the hospitality industry. It enables them to become effective managers and innovators in a fast-paced and ever-changing industry environment.

- 策略性人力資源管理研究 Strategic Human Resource Management
- 餐旅觀光會計研究 Hospitality and Tourism Accounting Research
- 營收管理研究 Research in Revenue Management
- 服務管理研究 Research in Service Management
- 會展管理研究 Research in MICE Management
- 財務管理研究 Strategic Finance Management

碩士論文 Master Thesis

升學 Higher Education

就業 Enter the Workforce

課程模組地圖

師資介紹

本碩士學位學程注入創新教學資源，鼓勵學生參與國際大師課程，希冀學生開拓觀光餐旅產業新知能，並掌握全球觀光餐旅新趨勢。



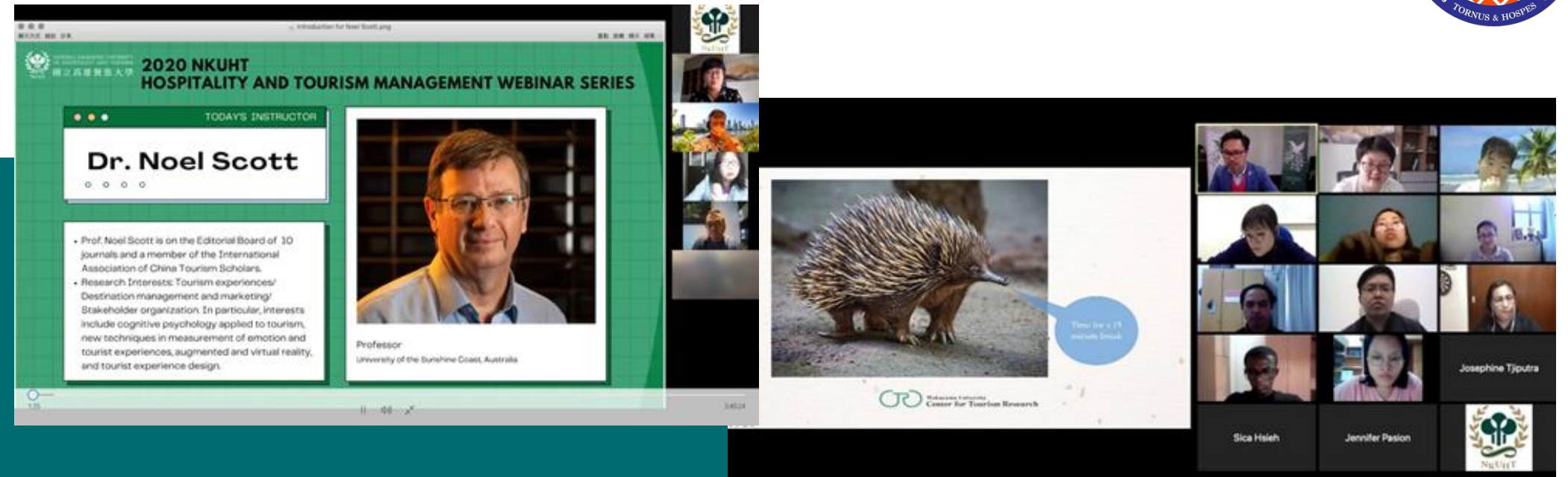
- 研究方法Research Methods—Prof. Levent Altinay
- 文化觀光研究Research in Culture Tourism — Prof. Mike Robinson
- 質性研究Qualitative Research — Prof. Corey W. Johnson/ Prof. Catheryn Khoo Lattimore
- 量化研究Quantitative Research—Prof. Hiram Ting
- 餐旅觀光領導研究Leadership in Hospitality and Tourism—Prof. Andy Nazarechuk
- 目的地行銷管理研究Destination Marketing and Management—Prof. Alastair M. Morrison
- 觀光資訊科技研究Information Technology in Tourism Industry —Prof. Cihan Cobanoglu
- 餐旅觀光倫理Hospitality and Tourism Ethics —Prof. Elizabeth Ineson
- 論文寫作Thesis Writing —Prof. Faizan Ali



餐旅大師工作坊



- SmartPLS 3.0 工作坊—Prof. Jacky Cheah
- 咖啡&茶業觀光工作坊— Prof. Lee Jolliffe
- 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





碩一知識培訓

- ◆基礎課程：涵蓋觀光和餐旅管理的基礎知識，如市場分析、服務品質管理等。
- ◆專業技能：課程內容涵蓋與職業發展密切相關的專業技能，如數據分析、項目管理等。
- ◆國際視野：透過全英文的教學模式，培養學生的國際視野和跨文化溝通能力。



碩二主管培訓

- ◆ 領導能力：進階課程將著重於領導和決策制定，為學生準備成為未來的業界領袖。
- ◆ 實務案例分析：透過真實的業界案例，培養學生的問題解決和批判性思考能力。
- ◆ 專案管理：學生將有機會主導或參與實際的業界專案，以實際操作經驗鍛煉管理能力。



餐旅核心品牌融入課程設計

- ◆產學合作：與業界領先的餐旅品牌建立夥伴關係，為學生提供實際工作經驗。
- ◆專家講座：定期邀請業界專家和領袖進行專題講座。
- ◆實地考察：組織參觀核心品牌的企業，讓學生更深入了解業界運作。



職涯發展

- ◆目標導向：本學程旨在為學生提供專業的職涯規劃和發展指導。
- ◆實習機會：學生將有機會在國內外知名的觀光和餐旅企業進行見習。
- ◆職涯諮詢：提供一對一的職涯諮詢服務，以及定期的職涯發展研討會。



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(Pilipinas) 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.

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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.



獎學金

※ 新生入學擇優給予獎助學金，讓您的夢想更近一步！

入學成績

- ◆ 第一名頒發獎學金一萬五千元
- ◆ 第二名頒發獎學金一萬二千元
- ◆ 第三名頒發獎學金一萬元



入學管道

詳情請參閱本校招生資訊網：

<https://exam.nkuht.edu.tw/index.php>

****甄試入學： **每年9-10月，書面資料審查40%，英文面試60%**

****考試入學： **每年1-2月，書面資料審查40%，英文面試60%**



聯絡方式

立即行動，開啟您在觀光餐旅產業的精彩人生之旅！

校園地址

 812301 高雄市小港區松和路一號

負責人聯絡資訊

 07-8060505 分機 #23101

 tina10690@mail.nkuht.edu.tw



Thank You

FOR YOUR ATTENTION!

<https://imth.nkuht.edu.tw>