

檔 號：

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## 國立高雄餐旅大學 函

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受文者：高雄醫學大學

發文日期：中華民國108年3月15日

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附件：附件一2019國際大師系列課程中文海報.jpg、附件二2019國際大師系列課程英文海報.jpg (108031500046\_附件一2019國際大師系列課程中文海報.jpg, 108031500046\_附件二2019國際大師系列課程英文海報.jpg)

主旨：本校於108年3月起，開設高教深耕計畫「國際觀光餐旅大師全英碩博士系列課程」相關海報資料，敬請協助公告，請查照。

說明：

- 一、本校於108年3月至12月，執行高教深耕計畫「國際觀光餐旅大師全英碩博士系列課程」，邀請國際知名學者蒞校，教授短期密集性餐旅課程，課程資訊如附件海報。
- 二、為開拓國內觀光餐旅產業新知，即時掌握全球觀光餐旅趨勢，邀請享譽國際的觀光餐旅大師，來臺親授各擅勝場之專業博碩士課程。透過國際餐旅大師系列課程，將習得國際觀光餐旅大師的課程教學方法，提升教學知能；對當代的餐旅研究有更深入的瞭解，進而啟發研究能量或發展產官學合作計畫題材。非屬觀光餐旅領域，也可發展教學領域的第二專長。
- 三、機會難能可貴，只要具備學士(含以上)學位畢業證書者，皆可報名。歡迎洽詢相關課程大綱資訊，亦請協助轉達貴校碩博士生相關訊息，十分歡迎學生跨校修課。
- 四、課程報名網址：<http://ce.nkuht.edu.tw/home.aspx> 高雄餐旅大學，推廣教育中心網頁，課程分類下：國際交流專區報名。
- 五、相關活動連絡窗口資訊如下聯絡人：高雄餐旅大學深耕計

收文文號：1080002572

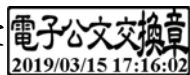
畫辦公室

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(二)子計畫一計畫助理：黃荔萍 liping@mail.nkuht.edu.tw ; 連絡電話：07-8060505轉1981。

正本：公私立大專校院

副本：本校高教深耕計畫辦公室



裝

訂

線



2019 Graduate-Level Program for  
International Tourism and Hospitality

# 2019 Graduate-Level Program for International Tourism and Hospitality

National Kaohsiung University of Hospitality and Tourism (NKUHT) has established graduate-level model courses (M.A. & Ph.D.) of international hospitality and tourism in order to strengthen the international teaching ability, skills, and content knowledge of both current and future instructors. In addition, program participants will be able to enhance their academic research capability and gain inspiration for creative ideas to pursue government-and industry-based cooperative projects.

In order to develop these courses, well-known scholars from all over the world have been invited to come to Taiwan to teach at NKUHT. Furthermore, the English-only delivered short-term courses will take place between March and November, 2019. Participants must hold a bachelor degree or above to qualify for enrollment in this international program. Participants may sign up for one to all of the courses.

Those who are interested in learning more about this international tourism and hospitality program are encouraged to visit the Enrollment Website listed below. If you have any questions regarding the program, please contact us by phone or email.

Enrollment Website :  
<https://reurl.cc/dD2vk>



**3/10-3/17**

### Lecture on Hospitality Industry Management Theory

CFHLA Preeminent Chair Professor Fevzi Okumus  
Hospitality Services Department, Rosen College of Hospitality  
Management, University of Central Florida, USA  
Editor-in-Chief of the International Journal of Contemporary  
Hospitality Management



**3/30-3/31, 4/1, 4/4-4/11**

### Heritage Tourism, Interpretation and Management

Emeritus Professor Brian Goodey  
Center of Urban Landscape Design, School of Built Environment,  
Oxford Brookes University, UK



**5/8-5/17**

### Strategic Human Resources Management

Professor Elizabeth (Liz) Ineson  
Manchester Metropolitan University, UK



**5/29-6/4**

### Issues on Tourism and Hospitality

Professor Chris Ryan  
Director - UNWTO Waikato INSTO Research Unit  
The University of Waikato Management School, New Zealand  
Editor-in-Chief - Tourism Management



**7/15-7/29**

### Destination Marketing and Management

Distinguished Professor Emeritus Alastair Morrison  
Purdue University, USA



**7/29-8/13**

### Advanced Quantitative Methods

Professor Dogan Gursoy  
School of Hospitality Business Management,  
Washington State University, USA  
Editor-in-Chief of the Journal of Hospitality Marketing Management



**8/19-8/28**

### Enterprise Diagnosis

Professor Chris Roberts  
School of Hospitality Leadership, DePaul University, USA  
Editor-in-Chief of the Journal of Hospitality & Tourism Research



**8/31-9/8**

### Information Technology Research in Tourism Industry

McKibbin Endowed Chair Professor Cihan Cobanoglu  
University of South Florida Sarasota-Manatee, USA



**9/16-9/24**

### Cultural Tourism

Professor Mike Robinson  
Ironbridge International Institute for Cultural Heritage, University  
of Birmingham, UK  
Editor-in-Chief of the Journal of Tourism and Cultural Change



**9/30-10/6**

### Research Methodology

Professor Levent Altinay  
Oxford Brookes University, UK  
Editor-in-Chief of the Service Industries Journal



**10/14-10/28**

### Qualitative Research

Professor Corey W. Johnson  
University of Waterloo, CA  
Editor-in-Chief of Leisure Sciences



**11/21-11/29**

### Lecture on Sustainable Tourism Development

Visiting Professor David Weaver  
Dongbei University of Finance & Economics, China

Class size:  
15~20 participants  
Tuition:  
NTD\$15,600 (per course) plus Field Trip NTD\$2,000 (approximately)

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2019 國立高雄餐旅大學高教深耕計畫

# 國際觀光餐旅大師

## 全英授課博碩士課程

為開拓觀光餐旅產業新知，即時掌握全球觀光餐旅趨勢，本校特於2019年3月至12月開設「國際大師人才培育」系列課程，邀請享譽國際的觀光餐旅大師，來台親授各擅勝場之專業博碩士課程。

透過典範大師系列課程，同為觀光餐旅領域的您，將習得國際觀光餐旅大師的課程教學方法，提升教學知能。對當代的研究有更深入的了解，進而啟發研究能量或發展產官學合作計畫題材；非屬觀光餐旅領域的您，也可發展教學領域的第二專長。

機會難能可貴，只要具備學士(含以上)學位畢業證書者，皆可報名。典範淬煉，璀璨前程，歡迎踴躍報名本校「國際觀光餐旅大師全英授課博碩士課程」。



3/10-3/17

餐旅產業管理理論研討

Lecture on Hospitality Industry Management Theory

授課教師 CFHLA Preeminent Chair Professor Fevzi Okumus  
Hospitality Services Department, Rosen College of Hospitality Management, University of Central Florida, USA  
Editor-in-Chief of the International Journal of Contemporary Hospitality Management



8/19-8/28

企業診斷

Enterprise Diagnosis

授課教師 Professor Chris Roberts  
School of Hospitality Leadership, DePaul University, USA  
Editor-in-Chief of the Journal of Hospitality & Tourism Research



3/30-3/31, 4/1, 4/4-4/11

遺產觀光

Heritage Tourism, Interpretation and Management

授課教師 Emeritus Professor Brian Goodey  
Center of Urban Landscape Design, Schools of Built Environment, Oxford Brookes University, UK



8/31-9/8

觀光資訊科技研究

Information Technology Research in Tourism Industry

授課教師 McKibbin Endowed Chair Professor Cihan Cobanoglu  
University of South Florida Sarasota-Manatee, USA



5/8-5/17

人力資源管理研究

Strategic Human Resources Management

授課教師 Professor Elizabeth (Liz) Ineson  
Manchester Metropolitan University, UK



9/16-9/24

文化觀光

Cultural Tourism

授課教師 Professor Mike Robinson  
Ironbridge International Institute for Cultural Heritage, University of Birmingham, UK  
Editor-in-Chief of the Journal of Tourism and Cultural Change



5/29-6/4

觀光暨餐旅專論

Issues on Tourism and Hospitality

授課教師 Professor Chris Ryan  
Director - UNWTO Waikato INSTO Research Unit  
The University of Waikato Management School, New Zealand  
Editor-in-Chief - Tourism Management



9/30-10/6

方法論

Research Methodology

授課教師 Professor Levent Altınay  
Oxford Brookes University, UK  
Editor-in-Chief of the Service Industries Journal



7/15-7/29

旅遊目的行銷與管理

Destination on Marketing and Management

授課教師 Distinguished Professor Emeritus Alastair Morrison  
Purdue University, USA



10/14-10/28

質性研究

Qualitative Research

授課教師 Professor Corey W. Johnson  
University of Waterloo, CA  
Editor-in-Chief of Leisure Sciences



7/29-8/13

高等數量方法

Advanced Quantitative Methods

授課教師 Professor Dogan Gursoy  
School of Hospitality Business Management, Washington State University, USA  
Editor-in-Chief of the Journal of Hospitality Marketing Management



11/21-11/29

永續觀光發展專論

Lecture on Sustainable Tourism Development

授課教師 Visiting Professor David Weaver  
Dongbei University of Finance & Economics, China

招生員額：每班15-20名，可重複報名不同課程。

課程收費：每門課NT \$ 15,600元+校外參訪(約NT\$2,000元，多退少補)

報名網址：<https://reurl.cc/dD2vk>

高雄餐旅大學推廣教育中心，課程分類下：國際交流專區



計畫主持人：休閒暨遊憩管理系 陳慧如老師 聯絡電話：07-8060505 #5368

E-mail：[hjuchen@mail.nkuht.edu.tw](mailto:hjuchen@mail.nkuht.edu.tw)

計畫聯絡人：高教深耕計畫辦公室 黃蒨萍小姐 聯絡電話：07-8060505 #1981

E-mail：[liping@mail.nkuht.edu.tw](mailto:liping@mail.nkuht.edu.tw)

決行層級：

## 意見及簽章

承辦單位

擬：核可後，電子檔轉知各系所，並請各系所公告予所屬師生知悉。

註冊課務組 0318  
初級組員 林曉薇 0927

組長：

教務處 0318  
註冊課務組 葉竹來 0931  
組長

會辦單位

決行

教務長：

授權教務長 0318  
賴秋法 1452