



Department of Tourism and Leisure Management

Mission

- To equip students with the skills for theoretical application and practical operation in tourism and leisure management.
- To train students to be professionals with global vision by improving their foreign language competence and broaden their horizons.
- To cultivate students' abilities to observe, analyze and give a thought to the development of tourism and leisure industry.

Curriculum

- Our core curriculum is designed to offer courses and practicum in hotel, travel agency and leisure industry management. A six-month, off-campus, curricular practical training is required.
- It also includes off-campus teaching activities, which are integrated with itinerary planning, environmental interpretation, foreign language training, overseas study, and visiting tours to related industries.
- Intensive foreign-language courses (English and Japanese), organized into different levels, are offered in order to improve students' language competence.
- A series of after-school programs are provided to assist students in passing a variety of professional certificates.

Major Features

- Promote international academic and professional exchange for faculty and students, in terms of encouraging faculty and students to participate in research, teaching and practical-training projects in collaboration with international academic institutes and organizations, and organizing overseas visiting programs for students.
- Provide a professional learning environment by making the best use of our practicum facilities (including hotel and travel-agency practice rooms, hospitality classroom) and cooperating with tourism service providers in Taichung, which allows students to gain hands-on experiences.
- Offer students an opportunity to explore a specific topic in tourism and leisure management through a required senior-year course in practical project.
- Participate in tourism and cultural events held by governmental and private organizations to give students opportunities for practical learning.
- To keep up with the trend of tourism development, we regularly invite experts from tourism industry,

government and academia to offer their suggestions in curriculum planning.

Future Development

- Conduct the hotel, travel and leisure curriculum modules to enhance students' specialty.
- Strengthen the cooperation with tourism industry, and incorporate the demand of tourism industry development into the department research and teaching programs.
- Continue to recruit professors with outstanding teaching and practical experience, and encourage the cooperation and exchange between faculty and tourism service providers via the reconstruction plan of technological and vocational education.
- Continue to encourage our faculty to increase the quality and quantity of their academic research, and to obtain professional certificates or licenses.
- Increase the capacity of the tourism library and make more learning resources (e.g. professional software, vocal books) available to students.

Student Career Planning

- **Further study:** Graduates can pursue further study in tourism-related fields.
- **Future career:**
 - Graduates can take tourism-related civil service examinations.
 - Graduates can enter the tourism industry or take the career opportunities in technological and vocational education.