

南華大學 112 學年度 旅遊管理學系旅遊管理碩士班

課程時序表

[112 年 03 月 01 日 111 學年度第 2 學期第 1 次系課程會議通過](#)

[112 年 03 月 20 日 111 學年度第 2 學期第 2 次院課程會議通過](#)

[112 年 04 月 12 日 111 學年度第 2 學期第 1 次校課程會議通過](#)

本系學生畢業時至少應修滿 36 學分，包括

1. 專業必修：6 學分
2. 專業選修：24 學分
3. 論 文：6 學分
4. 學術倫理教育：0 學分

		一年級	上學期		下學期		二年級		上學期		下學期	
			學分	時數	學分	時數			學分	時數	學分	時數
專業 必修							旅遊事業專題研討(Ⅰ)	3	3			
							旅遊事業專題研討(Ⅱ)			3	3	
專 業 選 修	旅遊 產業 分析	旅行社經營與管理研究	3	3			旅遊產業開發與研究			3	3	
		旅遊管理個案研究			3	3						
		旅遊趨勢研究			3	3						
	旅遊 事業 管理	旅遊事業行銷管理研究	3	3			旅遊事業策略管理研究	3	3			
		旅遊事業財務管理研究			3	3	旅遊事業服務品質管理 研究	3	3			
		旅遊事業人力資源管理研 究			3	3	旅遊電子商務研究			3	3	
	主題 旅遊 實務 專題	生態旅遊專題	3	3			領隊與導遊實務專題	3	3			
		農業旅遊專題	3	3			集客率與事件行銷			3	3	
		美食旅遊專題			3	3	文化旅遊專題研究			3	3	
其他 選修	旅遊危機管理研究	3	3			量化研究	3	3				
	統計分析	3	3									
	研究方法	3	3									
學期總計			21	21	15	15			15	15	15	15

課程說明：

1. 本所研究生畢業時至少應修滿 36 學分，包括專業必(選)修 6 學分、專業選修 24 學分、論文 6 學分。
2. 學生於申請學位考試前，需至「臺灣學術倫理教育資源中心」線上平台自行修習「學術倫理教育」課程，並通過課程總測驗及成績達及格標準。
3. 大專/大學非觀光、餐旅、休閒相關科系畢業，且未取得導遊、領隊證書者或國民旅遊領團人

員認證者，須通過本所之鑑定考試，未通過者須修畢「觀光旅遊學」課程，其課程不列入畢業學分。

4. 選修之外所課程須與本所專業選修課程同名稱，使得認定為畢業學分。

5. 本所研究生入學後，修習「旅遊產業分析」模組課程12學分（含）以上、「旅遊事業管理」6學分（含）以上或「主題旅遊實務專題」模組課程6學分（含）上，可由本系出具備該模組之專業能力證明。

6. 畢業前若取得考試院核發之導遊、領隊等證照，則可折抵領隊與導遊實務專題一科。

7. 畢業前須完成下列非正式課程之要求：

(1) 學術期刊或研討會論文1篇、碩士論文1篇

(2) 非在職生身分者需完成職涯輔導1次、實務講座1場、企業參訪1次；若為在職生身分者提出申請，經查證屬實得免除。

The 112th academic year of the University of Nanhua, the
tourism management master class of the Department of Tourism
Management
Course Schedule

112年03月01日111學年度第2學期第1次系課程會議通過
112年03月20日111學年度第2學期第2次院課程會議通過
112年04月12日111學年度第2學期第1次校課程會議通過

The graduate students in department should graduate with a minimum of 36 credits including:

1. Specialized Compulsory : 6 credit
2. Professional Elective : 24 credit
3. Thesis : 6 credit
4. Academic Ethics Education : 0 學分

		First grade	Last semester		next semester		second grade	Last semester		next semester	
			credit	hours	credit	hours		credit	hours	credit	hours
specialized Compulsory							Seminar on Tourism(I)	3	3		
							Seminar on Tourism (II)			3	3
Professional Elective	Tourism Industry Analysis	Travel Business and Management Research	3	3			Tourism Development and Research			3	3
		Case Study in Tourism Management			3	3					
		Tourism Future Research			3	3					
	Tourism Management	Seminar on Marketing Management	3	3			Research on Strategic Management of Tourism Business	3	3		

	Tourism Financial Management			3	3	The Seminar on Service Quality Management for Tourism Industry	3	3		
	Research on Human Resource Management of Tourism Industry			3	3	Research on Tourism E-commerce			3	3
Thematic Tourism Practice Topics	Ecotourism Topics	3	3			The Seminar on Tour Leader and Guide Practices	3	3		
	Agriculture Tourism	3	3			Collection guest rate and Event Marketing			3	3
	Food Tourism Topics			3	3	Topics on Cultural Tourism			3	3
other Elective	Tourism Crisis Management	3	3			Quantitative Research	3	3		
	Statistical Analysis	3	3							
	Research Method	3	3							
Semester total		21	21	15	15		15	15	15	15

Course Description :

1. At least 36 credits should be completed by the graduate students, including 12 credits for required (optional) courses, 18 credits for elective courses, and 6 credits for dissertation:

2. Before applying for degree examination, students need to take the academic ethics education course on the Center for Taiwan Academic Research Ethics Education online platform. In addition, they need to pass the final exam and

get a passing grade.

3. Those who graduated from colleges/universities not related to tourism, Hospitality, and leisure, and who have not acquired the certification of tour guides, tour leaders or national tourism leaders, must pass the appraisal examination by the department.

Furthermore, the graduate students who would not pass the appraisal examination by the department fulfill the course "Tourism" it can not be recognized as the threshold of graduation credits at the department.

4. The elective courses taken by the graduate student in other departments must be the same as the elective ones in this department, and the courses are recognized as graduation credits.

5. After enrolling in the department the graduate students have to take 12 credits in the or more of the module course "Tourism Industry Analysis", 6 credits, be recognized and waived for the course the module as will. It can be issued by this department to prove the professional ability of this module.

6. Before graduation, if the graduate students acquire the tour guide and tour leader but the other licenses issued by the examination institute, you can discount the subject of tour leader and tour guide practice.

7. The following informal course requirements must be completed before graduation: (1) 1 academic journal or seminar paper, and once master thesis must be required (2) Those who are not students need to complete once career counseling, once practical lecture, and once; However, it may be certified to be waived for the above requirements if the in-service graduate students submit the related applications in-service graduate students.