

# 國立高雄餐旅大學 觀光研究所 博士班課程標準表

National Kaohsiung University of Hospitality and Tourism  
Ph.D. Class of Graduate Institute of Tourism Management

(113 學年度(含)以後入學適用)

Applicable to Students Who Registered after Academic Year 2024

104 學年度第 2 學期教務會議(105.5.26)通過  
105 學年度第 2 學期教務會議(106.5.25)通過  
106 年 11 月 30 日 106 學年度第 1 學期教務會議(106.11.30)通過  
107 學年度第 2 學期校課程委員會會議(108.05.16)通過  
108 學年度第 1 學期校課程委員會會議(108.11.14)通過  
113 學年度第 1 學期校課程委員會會議(113.11.13)修訂通過  
113 學年度第 1 學期教務會議(113.11.27)修訂通過

博士班應修畢下列各課程類別

The Ph.D. degree students should complete the following courses.

## 畢業總學分(Graduation Credits) 42 學分(42 credits)

| 必修課程<br>Required Courses | 總體課程(畢業論文)<br>Capstone Courses | 核心選修課程<br>Core Elective Courses | 自由選修課程<br>Free Elective Courses |
|--------------------------|--------------------------------|---------------------------------|---------------------------------|
| 12 學分(12 credits)        | 6 學分(6 credits)                | 9 學分(9 credits)                 | 15 學分(15 credits)               |

## 必修課程(Required Courses)：應修 12 學分(12 credits)

| 科目代碼<br>Course Code  | 學分數/時數<br>Credits/hours | 科目名稱<br>Course Title                                  | 授課學期<br>Semester Offered       |
|----------------------|-------------------------|-------------------------------------------------------|--------------------------------|
| C20001<br>58C2201 全英 | 3/3                     | 方法論 <sup>◎◎</sup><br>Research Methodology             | 一上<br>1 <sup>st</sup> semester |
| C20002<br>58C2202 全英 | 3/3                     | 質性研究 <sup>◎◎</sup><br>Qualitative Research            | 一下<br>2 <sup>nd</sup> semester |
| C20004               | 3/3                     | 觀光暨餐旅專論<br>Issues on Tourism and Hospitality          | 一下<br>2 <sup>nd</sup> semester |
| C20003<br>58C2203 全英 | 3/3                     | 高等數量方法 <sup>◎◎</sup><br>Advanced Quantitative Methods | 二上<br>3 <sup>rd</sup> semester |
| C20005               | 0/3                     | 獨立研究(I)<br>Independent Research (I)                   | -                              |
| C20006               | 0/3                     | 獨立研究(II)<br>Independent Research (II)                 | -                              |

## 總體課程(Capstone Courses)：應修 6 學分(6 credits)

| 科目代碼<br>Course Code | 學分數/時數<br>Credits/hours | 科目名稱<br>Course Title | 授課學期<br>Semester Offered |
|---------------------|-------------------------|----------------------|--------------------------|
| C20007              | 6/0                     | 畢業論文<br>Dissertation | -                        |

## 核心選修課程(Core Elective Courses)：應修 9 學分(9 credits)

### ★ 觀光暨遊憩組 Tourism and Recreation Program

| 科目代碼<br>Course Code | 學分數/時數<br>Credits/hours | 科目名稱<br>Course Title | 授課學期<br>Semester Offered |
|---------------------|-------------------------|----------------------|--------------------------|
| C21001              | 3/3                     | 觀光產業倫理               | -                        |

| 科目代碼<br>Course Code | 學分數/時數<br>Credits/hours | 科目名稱<br>Course Title                             | 授課學期<br>Semester Offered |
|---------------------|-------------------------|--------------------------------------------------|--------------------------|
|                     |                         | Ethics in Tourism Industry                       |                          |
| C21002              | 3/3                     | 休憩經營管理研究<br>Recreation Operations Management     | -                        |
| C21003              | 3/3                     | 旅運經營管理研究<br>Transportation Operations Management | -                        |

★ 餐飲暨旅館組 Food and Beverage & Hotel Program

| 科目代碼<br>Course Code | 學分數/時數<br>Credits/hours | 科目名稱<br>Course Title                                            | 授課學期<br>Semester Offered |
|---------------------|-------------------------|-----------------------------------------------------------------|--------------------------|
| C21001              | 3/3                     | 觀光產業倫理<br>Ethics in Tourism Industry                            | -                        |
| C22001              | 3/3                     | 餐旅經營管理研究<br>Hospitality Operating and Management Research       | -                        |
| C22002              | 3/3                     | 餐旅產業管理理論研討<br>Lecture on Hospitality Industry Management Theory | -                        |

★ 全英課程組(以外籍生入學修讀為原則)

English-taught Program

| 科目代碼<br>Course Code | 學分數/時數<br>Credits/hours | 科目名稱<br>Course Title                                   | 授課學期<br>Semester Offered |
|---------------------|-------------------------|--------------------------------------------------------|--------------------------|
| C21001              | 3/3                     | 觀光產業倫理<br>Ethics in Tourism Industry                   | -                        |
| C20102              | 3/3                     | 永續觀光發展專論<br>Lecture on Sustainable Tourism Development | -                        |
| 58C2013             | 3/3                     | 行銷管理研究<br>Marketing Management                         | ◎◎◎                      |

自由選修課程(Free Elective Courses)；應修 15 學分(15 credits)

| 科目代碼<br>Course Code | 學分數/時數<br>Credits/hours | 科目名稱<br>Course Title                                              | 授課學期<br>Semester Offered |
|---------------------|-------------------------|-------------------------------------------------------------------|--------------------------|
| C20101              | 3/3                     | 觀光服務管理專論<br>Lecture on Tourism Service Management                 | -                        |
| C20102              | 3/3                     | 永續觀光發展專論<br>Lecture on Sustainable Tourism Development            | -                        |
| C20103              | 3/3                     | 觀光行銷專論<br>Lecture on Tourism Marketing                            | -                        |
| C20104              | 3/3                     | 人力資源管理專論<br>Strategic Human Resources Management                  | -                        |
| <u>C22003</u>       | 3/3                     | <u>學術論文寫作研究</u><br><u>Academic</u> Papers Writing <u>Research</u> | -                        |
| C20106              | 3/3                     | 企業診斷<br>Enterprise Diagnosis                                      | -                        |
| C20107              | 3/3                     | 跨文化管理策略研究                                                         | -                        |

| 科目代碼<br>Course Code | 學分數/時數<br>Credits/hours | 科目名稱<br>Course Title                                                            | 授課學期<br>Semester Offered |
|---------------------|-------------------------|---------------------------------------------------------------------------------|--------------------------|
|                     |                         | Transcultural Management Strategy Research                                      |                          |
| C20108              | 3/3                     | 觀光政策研究<br>Tourism Policy Research                                               | -                        |
| C20109              | 3/3                     | 遊憩衝擊專論<br>Impact on Tourism and Recreation                                      | -                        |
| C20110              | 3/3                     | 觀光管理專論(I)<br>Lecture on Tourism Management (I)                                  | -                        |
| C20111              | 3/3                     | 觀光管理專論(II)<br>Lecture on Tourism Management (II)                                | -                        |
| <u>58C2017</u>      | 3/3                     | <u>大數據與資料科學研究</u><br><u>Big Data and Data Science</u>                           | ◎◎                       |
| 58C2002             | 3/3                     | 觀光資訊科技研究<br>Information Technology Research in Tourism Industry                 | ◎◎                       |
| <u>58C2018</u>      | 3/3                     | <u>國際航空產業商務</u><br><u>Airline Industry Management</u>                           | ◎◎                       |
| 58C2004             | 3/3                     | 航運顧客服務<br>Certificate of Airline Customer Service                               | ◎◎                       |
| 58C2006             | 3/3                     | 顧客關係管理研究<br>Customer Relationship Management                                    | ◎◎                       |
| 58C2007             | 3/3                     | 服務品質管理研究<br>Service Quality Management                                          | ◎◎                       |
| 58C2008             | 3/3                     | 觀光創新變革<br>Change and Innovation in Tourism                                      | ◎◎                       |
| 58C2009             | 3/3                     | 旅遊目的地行銷與管理<br>Destination Marketing and Management                              | ◎◎                       |
| 58C2010             | 3/3                     | 文化觀光<br>Cultural Tourism                                                        | ◎◎                       |
| 58C2014             | 3/3                     | 餐旅美學研究<br>Hospitality Aesthetics Research                                       | ◎◎                       |
| 58C2015             | 3/3                     | 郵輪觀光策略發展與行銷研究<br>Cruise Tourism Strategy Development and Marketing Research     | ◎◎                       |
| 58C2016             | 3/3                     | 女性休閒研究<br>Women and Leisure                                                     | ◎◎                       |
| <u>58C2020</u>      | <u>3/3</u>              | <u>科技創新與數位休閒研究</u><br><u>Technology Innovation and Digital Leisure Research</u> | <u>◎◎</u>                |

備註：◎◎碩博合開（MA and Ph.D. Students）。