

National Kaohsiung University of Hospitality and Tourism

The starting point from which to
embark on a world tour

Welcome Aboard ! !



Thailand Tourism Situation January – December 2016



Target in 2016

2.4

Trillion THB

+8%

International Market

Domestic Market

No. of visitor

32.59

million PAX

+9%

Total Revenue

1.65

+13%

Trillion THB

No. of visitor

145

million PAX -Time

+4%

Total Revenue

0.87

+8%

Trillion THB

Total Revenue in 2016 **59**

2.52

Trillion THB

+11%

International Market

No. of visitor

9.3

Million PAX

+3%

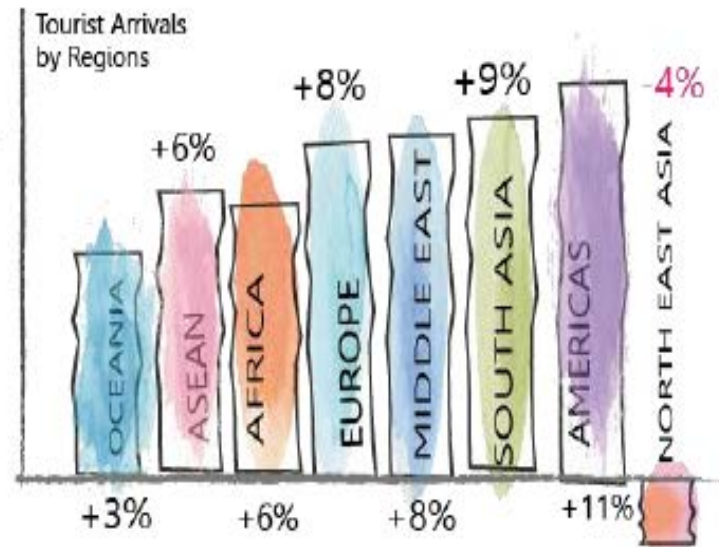
Revenue

4.9

Billions
THB



Tourism Situation Q1 2017



POSTGRADUATE PROGRAM FOR HOSPITALITY & TOURISM



NATIONAL KAHSIUNG UNIVERSITY
OF HOSPITALITY AND TOURISM
國立高雄餐旅大學

國際觀光餐旅大師 全英授課博碩士課程

7/15-21 Destination Marketing and Management

任課教師 Professor Marianna Sigala (University of South Australia)

7/17-8/1 Consumer Behavior and Marketing in Tourism and Hospitality

任課教師 Distinguished Professor Emeritus Alastair Morrison (Purdue University)

9/25-10/8 Marketing Management

任課教師 Professor Osman Karatepe (Eastern Mediterranean University)

10/3-13 Service Quality Management

任課教師 Associate Professor David Solnet (University of Queensland)

10/09-13 Lecture on Sustainable Tourism Development

任課教師 Professor Bernard Lane (Journal of Sustainable Tourism, Founding Editor)

10/15-22 Information Technology Research in Tourism Industry

任課教師 Chair Professor Cihan Cobanoglu (University of South Florida Sarasota-Manatee)

11/03-05 Cultural Tourism

另四天日期再通知

任課教師 Professor Bob Mc Kercher (Hong Kong Polytechnic University)

11/06-10 Current Issues in International Tourism Development

任課教師 Professor Elizabeth (Liz) Ineson (Manchester Metropolitan University)

11/08-16 Qualitative Research

任課教師 Professor Levent Altınay (Oxford Brookes University)

11/17-27 Research Methods

任課教師 Professor James Petrick (Texas A&M University)

11/18-30 Strategic Human Resource Management

任課教師 Associate Professor Peter B Kim (Auckland University of Technology)

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，本校特於106年7月至11月開設「典範大師系列課程」，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」。

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 \$ 15600元

+ 校外參訪 (約2000元，多退少補)

報名網址：<http://ce.nkuht.edu.tw/home.aspx>

高雄餐旅大學推廣教育中心，課程分類下：國際交流專區

計畫聯絡人：典範科大計畫辦公室 王洪珮經理

聯絡電話：07-8060505#1917

E-mail: emmaroc@mail.nkuht.edu.tw

計畫主持人：旅館管理系 楊仁德老師

聯絡電話：07-8060505#5426

E-mail: jenteyang@mail.nkuht.edu.tw



Prof. Osman Karatepe



Prof. James Petrick



Asso. Prof. David Solnet



Prof. Levent Altınay



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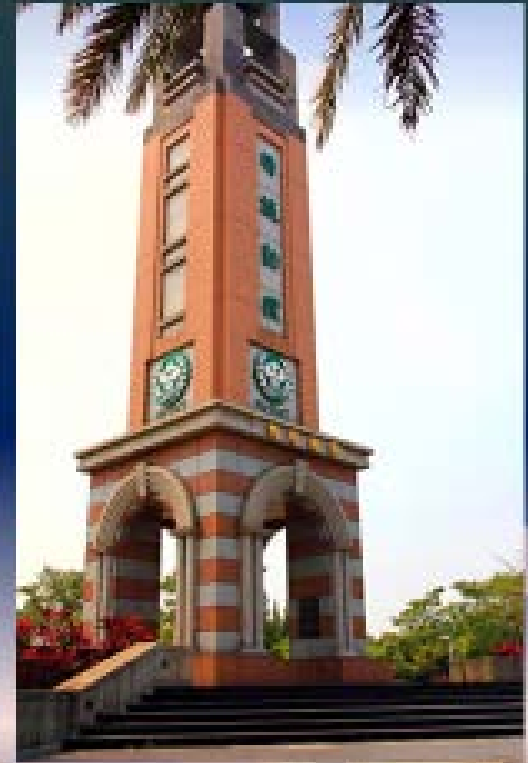
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Welcome to *National Kaohsiung
University of Hospitality and Tourism*



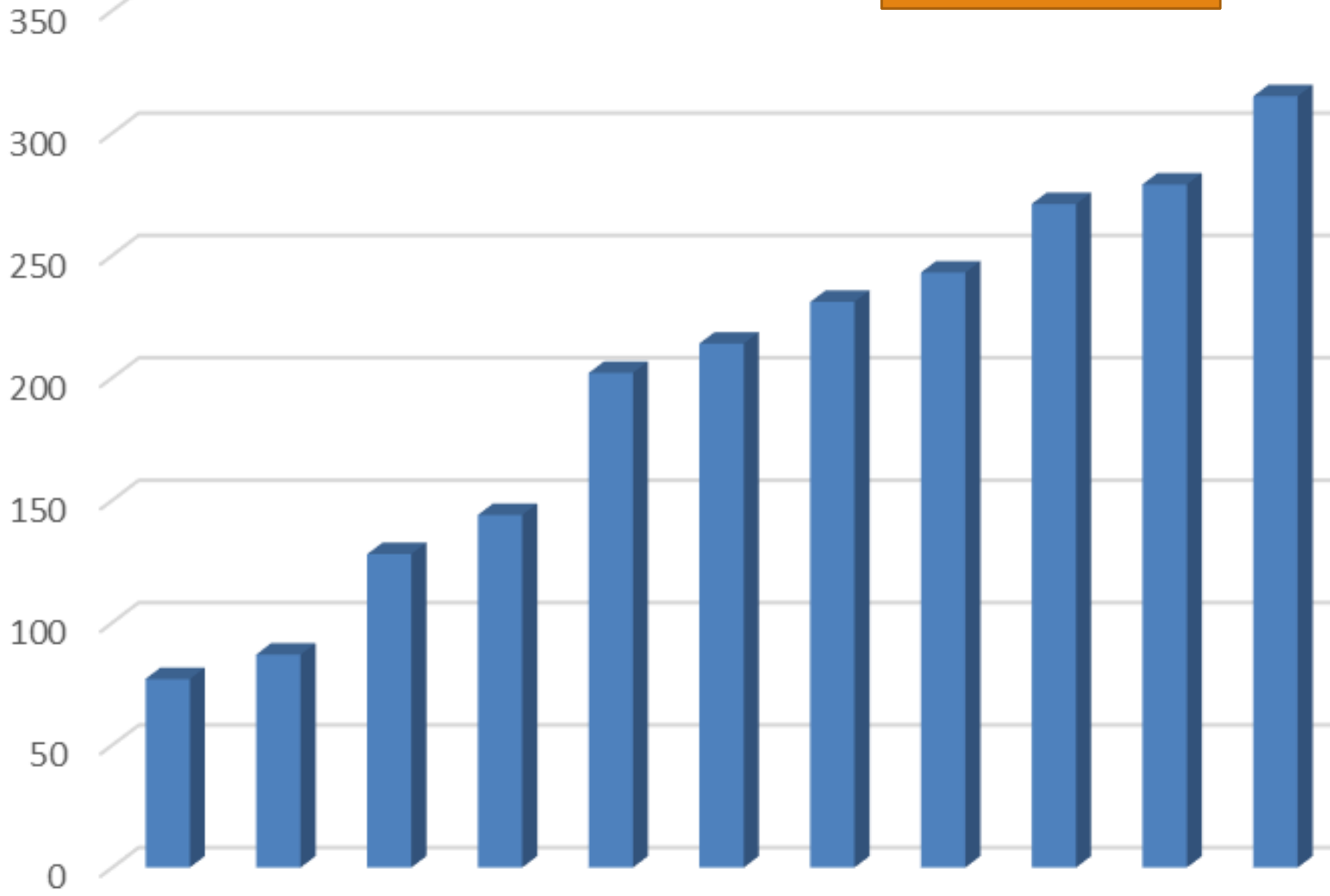


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International Strategies for NKUHT

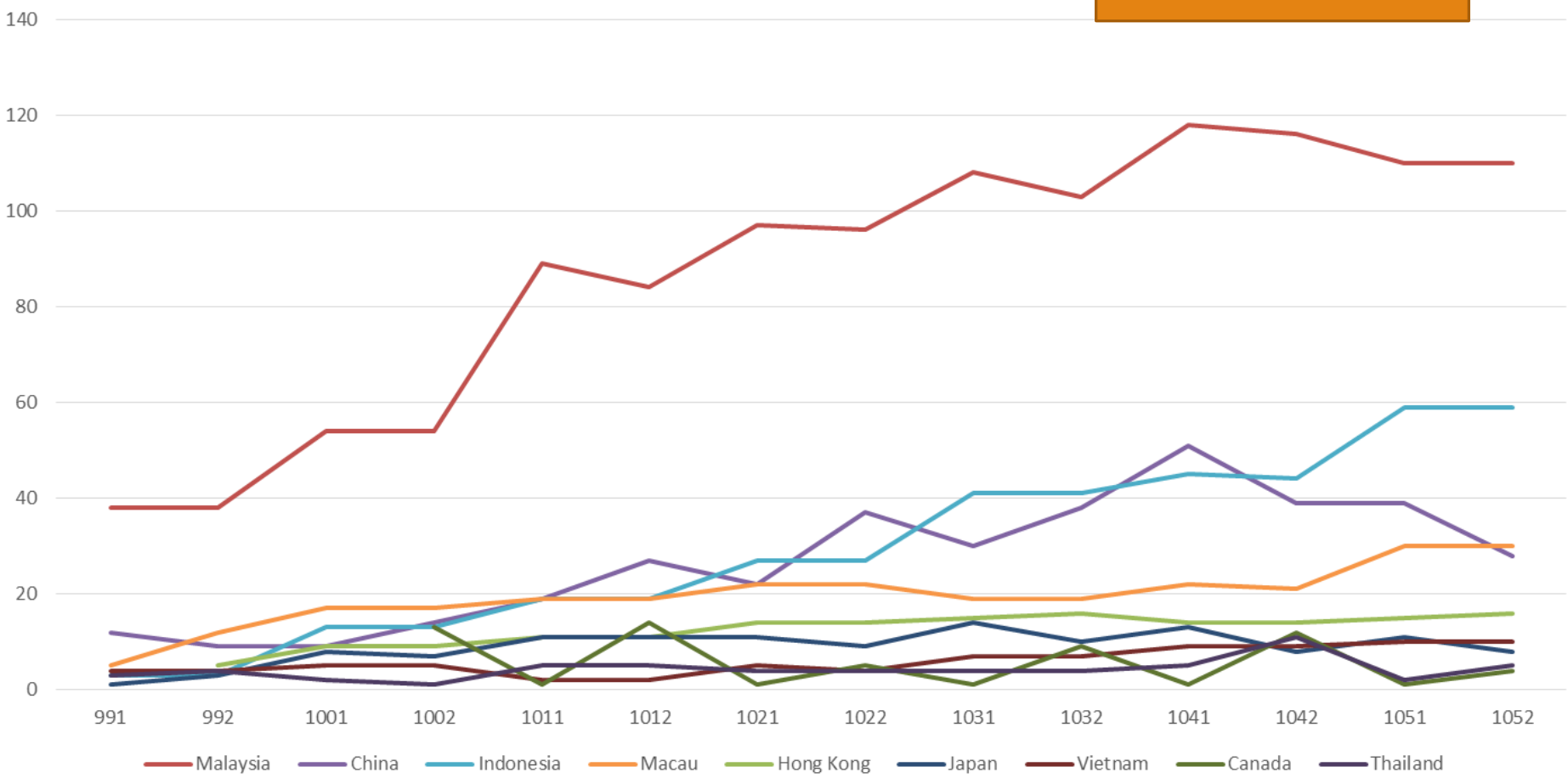
International Students

國際學生人數



International Students, by country

國際學生國籍分佈





Mission of IAO 國際事務處任務

- Increase foreign students
增加外籍學生數
- Increase the international profile of NKUHT.
提升國際形象
- Provide friendly international campus.
創造友善國際校園
- Build active relationship with world-renowned institutions.
與知名學校建立姊妹校良好關係

Strategies

- International Student Association
- Summer Programs (Inbound)
- Website & On-line System
- Official Document

- Inbound Student
- ITM
- ICCA
- International Curriculum
- English doctoral program

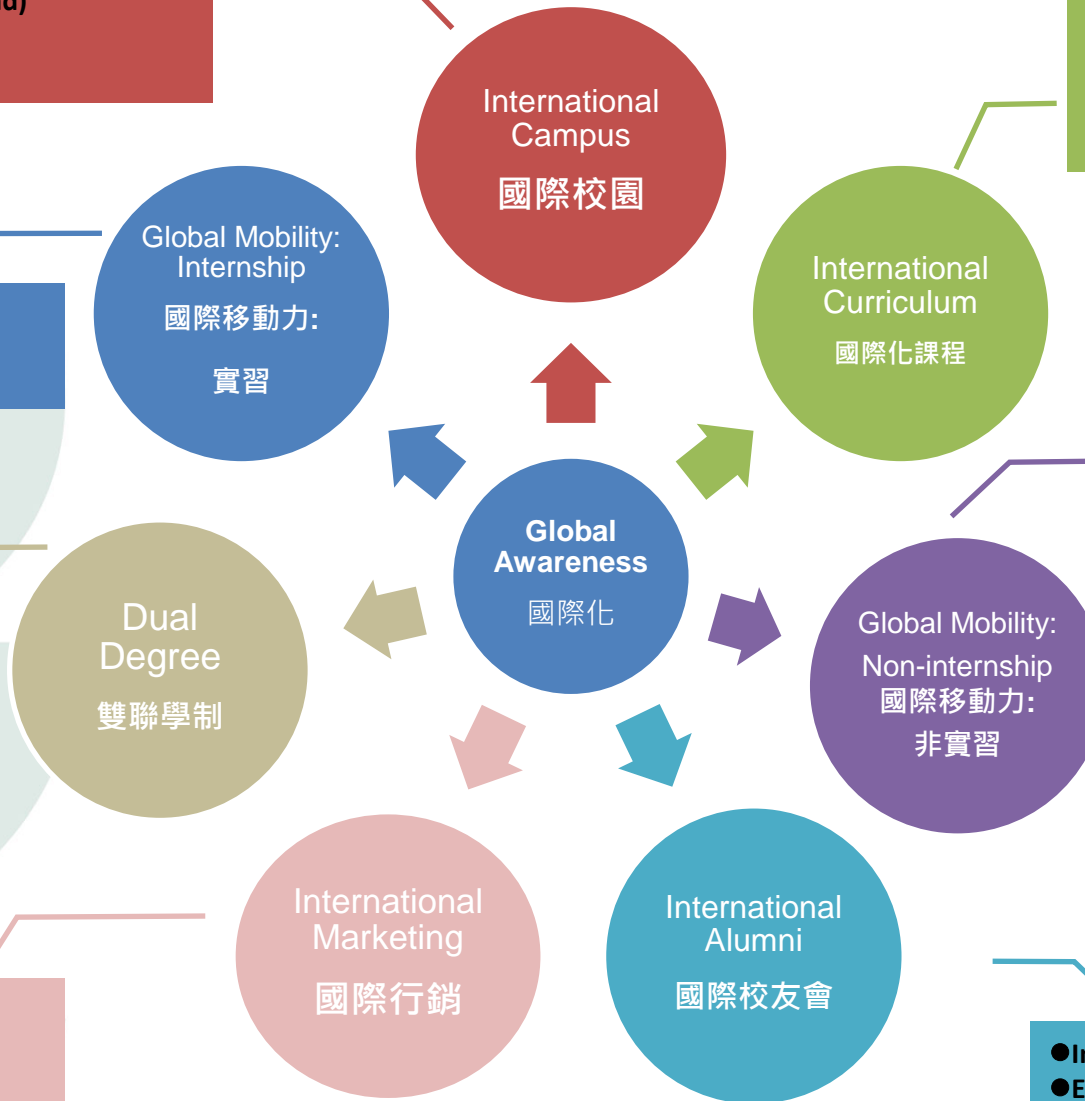
- Outbound Student
- Inbound Student
- Trilateral

- Overseas Trip
- Short Term (Winter*3)-I/O
- Competition
- International Volunteer
- South Strategy
- exchange teacher
- Multi-language Strategy
- Inbound: Short term 、 one year
- Outbound: Short term – Summer Camp

- UCB
- Queensland
- USF
- Three Colleges

- International Contest
- Education Exhibition
- Feeder School
- Broadcasting
- Alliance
- MOOC

- International Students
- Exchange Students



Short Term

- 1.Promote student videos & festivals.
- 2.Develop student handbook.
- 3.Support ISA and Toastmasters Club.

Middle Term

- 1.Translate administrative rules.
- 2.Join homestay training program.
3. Attend training programs and conferences

Long Term

1. Facilitate offering Chinese language training.

Short Term

- ▶ 1. Increase number of exchange students.
- ▶ 2. Offer training for study buddy program.

Middle Term

- 1. Negotiate agreements
- 2. Get feedback of programs offered
-

Long Term

- ▶ 1. Insure diverse programs available.

Global Mobility : Internship



Global Mobility : Internship



Global Mobility : Internship



Short

- Assist Overseas study trip.
協助研修課程安排
- Assist summer camp for international students.
國際生參與夏令營
- Encourage international competitions and study tours.
鼓勵參加國際競賽及參訪團

Middle

- Offer multiple language training.
提供多元語種訓練
- Faculty exchange.
增進國際教師交換機會

Long

- Support the changes of overseas study trip.
支援校外參訪研習課程變革

Short Term

Maintain current Dual-degree programs.
(UCB, JOSAI, UQ, USF)

雙聯學制

Middle/ Long Term

Explore more collaboration opportunities with
prestigious universities.

持續開發優良姊妹校

International Marketing



Short

- Set up social media team.
- Participate education exhibition with scholarship offers to South East countries students.
參加教育展,提供南向國家獎助學金
- Create NKUHT and IAO unique gift sets.
設計特色國際交流禮品
- Tailor made 2 hours, 3 hours and half-day welcoming paid packages.
套裝付費校園導覽參觀行程

Middle

- International culinary/hospitality innovation service contests.
舉辦國際餐旅相關競賽
- English program evaluation and revision: degree; master; doctor
檢核並調整全英課程 (大學、碩士、博士)

Long

- Join i-graduate system THE ICE accreditation system.
參加國際評鑑組織
- Hosting international conference. (2020 APacCHRIE conference)
主辦國際研討會

Short

- Assist alumni office at Singapore and Malaysia.
新加坡及馬來西亞校友會

Middle

- Assist alumni office at Indonesia and Macau.
印尼及澳門校友會

Long

- Alumni offices at major sister schools.
成立主要姊妹校校友會
- Expand international alumni associations.
擴大校友會組織

Short Term

- 1.Help to prepare outbound students for the acculturation process.
行前準備:適應全英學習環境
- 2.Promote English doctoral program.
增進全英博士班國際學生

Middle/ LongTerm

- 1.Evaluating international curriculum regularly(ITM、ICCA?)
定期檢核全英課程

Thank you for listening



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