

## Chung Hua University-Master Program of College of Tourism, Curriculum for Class 111

	First year				Second year			
	First Semester		Second Semester		First Semester		Second Semester	
Required Courses (6 credits)	Seminar	0			Thesis Seminar	3	Thesis Seminar	3
Professional Elective Course (24 credits and above)	<b>Special Topics of Customer Relationship Management</b>	3	<b>Special Topic on Smart Tourism</b>	3	<b>Tourism Service Quality Management</b>	3	Special Topics On Sustainable Tourism Development	3
	Advanced Measurement Method	3	Special Topics On Hospitality Management	3	<b>Special Topic of Research Method in Tourism</b>	3	Contemporary Issues In Tourism Studies	3
	Special Topic of Tourism Marketing	3	Case Study of Tourism Industry	3	Special Topic of Catering Management	3	<b>Management of Contemporary Festival and Event</b>	3
	Special Topics on Travel Agency Management	3	International Tourism Industry Practices	3	Planning and Management of Tourism Resource	3	Special Topic of Travel&Transport Practice	3

Graduation Requirement : 30 credits

※Regulations on Academic Research Ethics

Graduate student is required to take the specific on-line thesis course on the website of Research Ethics in Education (<http://ethics.nctu.edu.tw>) and pass the exam and get a certificate. Moreover, master's thesis topics needed to be referred for examination in advance, and after the advisor and the dean of the department approved before applying for oral examination.

※Thesis Seminar counted at most 6 credits.

Approved at the 1st Master Program Curriculum Meeting of academic year 110, on March 30, 2022

Approved at the 2nd College Curriculum Meeting of academic year 110, on April 25, 2022

Approved at the 2nd Master Program Curriculum Meeting of academic year 110, on June 13, 2022

Approved at the 3rd College Curriculum Meeting of academic year 110, on July 28, 2022

Approved by the 3rd University Curriculum Committee on May 3, 2023