

Graduate Institute of Hospitality Management and Education

○ Degree Offered

Bachelor Programs Master's Programs Doctoral Programs

○ Introduction

The Graduate Institute of Hospitality Management and Education was established as part of the plan to develop comprehensive education at National Taiwan Normal University.

In 2001 the Department of Human Development and Family Studies established masters and doctoral programs in the Division of Nutritional Science and Restaurant Management and begin recruiting students. In 2005 the university created a separate organization for this purpose and renamed it the Division of Hospitality Management and Education.

In 2008, in order to adapt to international trends in hospitality education as well as industry developments in Taiwan, a masters degree program in the Graduate School of Hospitality Management and Education was established.

○ Research Fields

I. Development Direction for the Institute

1. Integrate interdisciplinary academic research into the technology, cultural, and management aspects of the food & beverage and hotel fields.
2. Promote the indigenization of food and beverage management as well as the theories, practices, and policies of hotel management and hospitality education that are compatible with local conditions while also providing an international personnel training platform.
3. Develop courses that place equal emphasis on practice, theory, and research in order to cultivate talented hospitality workers who are capable of developing in a comprehensive manner.
4. Provide a channel for institute graduates and those already in the work force to engage in advanced studies, promoting the diversification of their employment opportunities and developing workers with talents in academia, administration, and management.
5. Cooperate and share learning experiences with related academic departments, such as the Graduate Institute of Sports & Leisure Management and the Graduate Institute of European Cultures and Tourism, providing professional research and educational support in the food & beverage and hotel fields.

II. The research and personnel development focuses of this institute will include:

1. Work to get in step with the development of the international hospitality industry and professional management practices.
2. Work to offer courses in hospitality management, hospitality education, hospitality curriculum and teaching, hospitality education evaluation, home stay management, group meal management, chain store operations management, hospitality marketing management, hospitality human resources management, hospitality organizational behavior, hospitality financial management, hospitality information management, hospitality consumer behavior, hospitality service provider management, club management, meetings and exhibitions, hospitality and tourism, food culture, and culinary research.

○ Languages of Instruction

English Chinese Other:

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