

Core Competencies

Undergraduate	
Core Competencies	Assessment Index
1. Professional Ability in Tourism and Travel Industries	<ol style="list-style-type: none"> 1. Has general knowledge and practical application ability in the tourism and travel, hospitality, and leisure and recreation service industries. 2. Has infrastructure and tourism management knowledge and practical application ability 3. Has capability in operating tourism and travel e-commerce information system. 4. Has capability in tourism resource planning and activity design.
2. Ability to Think and Solve Problems	<ol style="list-style-type: none"> 1. Can use search methods to perform data collection, organization, interpretation, and analysis. 2. Can integrate professional tourism knowledge to identify problems, locate the key issues, and use logic to develop solutions.
3. Ability to Communicate and Coordinate Teamwork	<ol style="list-style-type: none"> 1. Can establish interpersonal relationships with excellent interactions. 2. Skilled in exchanging opinions and communicating concepts to others. 3. Can work and cooperate with others to achieve team goals.
4. Ability to Identify and Practice Ethics in Tourism and Travel Industries	<ol style="list-style-type: none"> 1. Familiar with legislation related to the tourism industry. 2. Understands professional ethics and the social responsibilities that should be borne by individuals and businesses. 3. Has a professional attitude and passion for service.
5. Capacity of Global Vision and Local Practice	<ol style="list-style-type: none"> 1. Has a broad view and can understand, respect, and appreciate ethnic cultures from all over the world. 2. Understands Taiwanese cultural traditions and can support localized, sustainable tourism.
6. Ability to Communicate in Multiple Languages	<ol style="list-style-type: none"> 1. Speak clearly, and with poise. 2. Can communicate fluently and read accurately in Mandarin Chinese and English. 3. Have basic ability in Japanese or another second

	foreign language. 4. Can communicate in a regional Chinese dialect.
Master of Science	
Core Competencies	Assessment Index
1. The ability to Professions in Management for Tourism and Travel Industries.	1. Has professional management knowledge and practical operating experience in the field of tourism. 2. Understands the changes and developmental shifts of tourism industries.
2. The ability to Communication, Coordination, and Leadership.	1. Skilled in interpersonal workplace communication. 2. Can self-manage and boldly assumes responsibility for achieving team goals.
3. The ability to Independent Thinking and Research Development.	1. Can use statistical methods and data analysis to analyze various topics. 2. Has tourism industry analysis and planning capabilities. 3. Can apply strategic thinking and innovation research and development methods and techniques to resolve actual problems.
4. The ability to Ethics in Tourism and Travel Industries.	1. Familiar with legislation related to the tourism industry. 2. Understands professional ethics and the social responsibilities that should be borne by individuals and businesses. 3. Has a professional attitude and passion for service.
5. The ability to Active Lifelong Learning.	1. Has an open attitude toward learning. 2. Eager to try new things.
6. The ability to Global Vision and Cross-Cultural Comprehension.	1. Has the ability to communicate in and learn foreign languages. 2. Understands professional international tourism information and technological development.
Master of Science (part-time)	
Core Competencies	Assessment Index
1. The ability to Professions in Management for Tourism and Travel Industries.	1. Has professional management knowledge and practical operating experience in the field of tourism.

	2. Understands the changes and developmental shifts of tourism industries.
2. The ability to Communication, Coordination, and Leadership.	1. Skilled in interpersonal workplace communication. 2. Can self-manage and boldly assumes responsibility for achieving team goals.
3. The ability to Independent Thinking and Research Development.	1. Can use statistical methods and data analysis to analyze various topics. 2. Has tourism industry analysis and planning capabilities. 3. Can apply strategic thinking and innovation research and development methods and techniques to resolve actual problems.
4. The ability to Ethics in Tourism and Travel Industries.	1. Familiar with legislation related to the tourism industry. 2. Understands professional ethics and the social responsibilities that should be borne by individuals and businesses. 3. Has a professional attitude and passion for service.
5. The ability to Active Lifelong Learning.	1. Has an open attitude toward learning. 2. Eager to try new things.
6. The ability to Global Vision and Cross-Cultural Comprehension.	1. Understands professional international tourism information and technological development trends. 2. Has abroad view and can understand, respect, and appreciate ethnic cultures from all over the world. 3. Understands Taiwanese cultural traditions and can provide localized, sustainable tourism development.