

## Core Competencies

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

1. Professional Ability in Management for Tourism and Travel Industries	<ol style="list-style-type: none"> <li>1. Has professional management knowledge and practical operating experience in the field of tourism.</li> <li>2. Understands the changes and developmental shifts of tourism industries.</li> </ol>
2. Ability in Communication, Coordination, and Leadership	<ol style="list-style-type: none"> <li>1. Skilled in interpersonal workplace communication.</li> <li>2. Can self-manage and boldly assume responsibility for achieving team goals.</li> </ol>
3. Ability in Independent Thinking and Research Development	<ol style="list-style-type: none"> <li>1. Can use statistical methods and data analysis to analyze various topics.</li> <li>2. Has tourism industry analysis and planning capabilities.</li> <li>3. Can apply strategic thinking and innovation research and development methods and techniques to resolve actual problems.</li> </ol>
4. Ethics Capacity for Tourism and Travel Industries	<ol style="list-style-type: none"> <li>1. Familiar with legislation related to the tourism industry.</li> <li>2. Understands professional ethics and the social responsibilities that should be borne by individuals and businesses.</li> <li>3. Has a professional attitude and passion for service.</li> </ol>
5. Active Lifelong Learning Capacity	<ol style="list-style-type: none"> <li>1. Has an open attitude toward learning.</li> <li>2. Eager to try new things.</li> </ol>
6. Ability of Global Vision and Cross-Cultural Comprehension	<ol style="list-style-type: none"> <li>1. Has the ability to communicate in and learn foreign languages.</li> <li>2. Understands professional international tourism information and technological development.</li> </ol>

### Master of Science (part-time)

Core Competencies	Assessment Index
1. Professional Ability in Management for Tourism and Travel Industries	<ol style="list-style-type: none"> <li>1. Has professional management knowledge and practical operating experience in the field of tourism.</li> <li>2. Understands the changes and developmental shifts of tourism industries.</li> </ol>
2. Ability in Communication, Coordination, and Leadership	<ol style="list-style-type: none"> <li>1. Skilled in interpersonal workplace communication.</li> <li>2. Can self-manage and boldly assumes responsibility for achieving team goals.</li> </ol>
3. Ability in Independent Thinking and Research Development	<ol style="list-style-type: none"> <li>1. Can use statistical methods and data analysis to analyze various topics.</li> <li>2. Has tourism industry analysis and planning capabilities.</li> <li>3. Can apply strategic thinking and innovation research and development methods and techniques to resolve actual problems.</li> </ol>

<p>4. Ethics Capacity for Tourism and Travel Industries</p>	<ol style="list-style-type: none"> <li>1. Familiar with legislation related to the tourism industry.</li> <li>2. Understands professional ethics and the social responsibilities that should be borne by individuals and businesses.</li> <li>3. Has a professional attitude and passion for service.</li> </ol>
<p>5. Active Lifelong Learning Capacity</p>	<ol style="list-style-type: none"> <li>1. Has an open attitude toward learning.</li> <li>2. Eager to try new things.</li> </ol>
<p>6. Ability of Global Vision and Cross-Cultural Comprehension</p>	<ol style="list-style-type: none"> <li>1. Understands professional international tourism information and technological development trends.</li> <li>2. Has a broad view and can understand, respect, and appreciate ethnic cultures from all over the world.</li> <li>3. Understands Taiwanese cultural traditions and can provide localized, sustainable tourism development.</li> </ol>