



National Kaohsiung University of Hospitality and Tourism
International Bachelor Program in Tourism Management (ITM)

Course Outline

Subject : 餐旅概論 Introduction to Hospitality

Credit : 3

Course Hours : 3

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Teaching Purpose	To help students understand the tourism and hospitality industry in terms of their nature and sectors involved in the industry. After completion, students will have a better understanding about the hospitality industry and their future career choice.
Course Content	Welcome to the hospitality industry, The dynamic of hospitality, Dynamic of the lodging industry, Hotel management and operation, Hospitality and the Food Industry, Introduction to Culinary arts, Beverage management, MICE, Escapist tourism
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