



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

**Course Outline**

Subject : 旅遊業經營 Travel Business Management    Credit : 3    Course Hours : 3

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Teaching Purpose	This course prepares the students with the foundations to integrate into the constantly evolving travel industry.
Course Content	The course studies a variety of travel business models going from the traditional travel agency to multiple online platforms.
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