

# Graduate Institute of Sport, Leisure and Hospitality Management

## Contact Information

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## Introduction

With the of continuing social and economic change, the public's need for sport, leisure, and tourism are becoming more and more significant. As a result, sport and leisure services are rapidly developing. Moreover, these services play a major role in the sustainable development of Taiwan's economy.

To keep up with current economic trends, as well as university policy, the Graduate Institute of Sport and Leisure Management and the Graduate Institute of Hospitality Management, in 2012, combined to become the Graduate Institute of Sport, Leisure and Hospitality Management (SLHM). By integrating existing resources and with the hiring of specialized faculty members, the newly formed graduate institute will work towards producing highly skilled professionals in the field of sport, leisure and hospitality management. Through diverse, international, and specialized curriculum design, we hope to breathe new life into the sport, leisure and hospitality industries in Taiwan.



## Instructional Objectives

### Doctoral Program

1. Create competitive advantage in professional areas to enhance contributions to higher education.
2. Strengthen fundamental training to deepen professional studies.
3. In close collaboration with local industries and actively participate in international affairs.
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### Master's Program

1. Provide the necessary courses in the fields of sport, leisure and hospitality and give graduates a competitive advantage when entering the world of work in these fields.
2. Establish comprehensive academic training to provide students with a strong theoretical foundation.
3. Provide well-rounded interdisciplinary training to produce graduates with highly diverse knowledge and skills.
4. Encourage international academic exchange to widen students' horizons at both the local and international levels.

### In-service Master's Program

1. Leadership development in sport, leisure and hospitality management.
2. Integrating resources of international business and academic research, as well as grasping global trends to enhance student competitiveness.
3. Offer interdisciplinary courses to cultivate knowledge of innovation and business planning.
4. Strengthen students' concepts of business ethics and ideas of social and environmental sustainability.

## Degree Requirements

### Doctoral Program

A minimum of 30 credits are required for graduation, including 9 credits from required courses, 9 credits from core elective courses, and 12 credits from elective courses.

### Master's Program

A minimum of 38 credits are required for graduation, including 11 credits from required courses, 15 credits from core elective courses and 12 credits from elective courses.

### In-service Master's Program

A minimum of 32 credits are required for graduation, including 11 credits of required courses, 9 credits from core elective courses, and 12 credits from elective courses.

## Feature Curriculum

1. We offer a variety of courses, including Recreation Resources, Leisure Activities, Health and Wellness Issues in Hospitality and Tourism, Trend Management, Mega-Event Management and Marketing, Customer Experience, Sport Policy, Project Planning and Management, Sport Sociology, among others.
2. Cultivating managerial talents for the future with an educational system grounded in both theoretical and practical knowledge.
3. Broadening students' horizons through highly active international academic exchange.
4. Developing students' careers in multiple channels through prolific university-industry collaboration projects.
5. Nurturing students with a competitive team of faculty and abundant teaching resources.

## Career Prospects

Sports Event Management, Sports Facility Management and Operations, Media Public Relationship, Leisure Activities Planning, MICE Industry, Hospitality Management.