

Credit Program of Leisure Club Management, Taoyuan Innovation Institute of Technology



Introduction to the Program

Due to the burgeoning development and growing demands for manpower of the leisure industry in Taiwan, the supply and training of leisure industry professionals have become a significant issue worthy of our attention. Both school education and license tests are in need of cautious adjustments in their quantity and quality of talent training and supply so as to conform to the demands of the industry and market. It is imperative for schools to expedite the organization of school-based curricula and the recruitment of instructors with diverse and practical experiences in this industry so that the professional personnel graduating from the burgeoning leisure-related departments can be qualified for the future market demands. The primary task of the Credit Program of Leisure Club Management is to train and educate professionals for the leisure and hospitality industries by bridging the gap between school education and industrial requirements. It is expected that students will obtain a job immediately after graduation and that their education, ambition, and career will all be combined into one.

In addition to Leisure Industry Analysis and Off-campus Internship, the program has developed new courses: Aromatherapy and Massage, Admini-

trative Management and Practicalities of Sport and Leisure Industry, and Management and Practicalities of Leisure Clubs. Courses conducted by experts from the industry exceed 150 hours.

Moreover, to help students grasp the practicalities of this industry and obtain a license, the program will hold seminars on the hospitality industry and vocational training every academic year and invite experts from the relevant fields as guest lecturers. The program will also arrange field trips to adapt to industrial changes and trends and to diversify the course materials.

The collaboration mechanisms, rights, obligations, and education responsibilities of all the parties involved in the industry-academia cooperation system are as follows:

1. All parties concerned should co-organize school-based curricula that satisfy the industrial requirements on employees.
2. Collaborating institutes are obliged to designate experts in the field as instructors of courses on the properties of the workplace.
3. Collaborating corporations and companies are obliged to fund student interns' education by offering them salaries, stipends, benefits, and insurance in accordance with the Labor Standards Law.
4. Collaborating corporations and companies should provide job openings for outstanding graduates of the program.

Proposed Prospects

This program aims to integrate school education with industrial practicalities and raise students' adaptability to their future workplace by combining resources from both colleges of technology and corporations and by incorporating industrial requirements into course contents. It is expected that the program will become a steady supply source of technicians and managers for the industry and assist companies in reinforcing their competitiveness. Students will have a thorough understanding on the operating procedures of the domestic hospitality industry and their role in this industry. They will also learn to generalize a value chain specific to this industry. Moreover, they will investigate the strategies adopted by different companies and compare/contrast the similarities or differences among different types of strategies in terms of their competition, cooperation, and obstacles. The program will strengthen students' knowledge of hospitality industry management. The systematic training within the framework of industry-academia cooperation will help students put into practice what they have learned in school. The combination of theory and practice will further equip students with professional knowledge and skills, enthusiasm for service, a global perspective, and modern-tech abilities. The quality and development of the hospitality industry will improve as a result.

Collaborating Corporations,
Factories,
and Companies

South Garden Hotels and Resorts

Hotel Kuva Chateau

Cola Tours

Young Time International Travel Co., Ltd.

Lion Travel Service Co., Ltd.

