

Department of Tourism and Leisure Management

Introduction

History

Department of Tourism and Leisure Management of Yuanpei University was accredited by the Ministry of Education in August 2014. The department now has 45 students.

Features

Curriculum

Department of Tourism and Leisure Management of Yuanpei University aims at cultivating professionals in both medical tourism and leisure travel. This goal makes the department stand out from the rest in Taiwan. In our opinion, medical tourism includes surgery tourism, healthcare tourism, and wellness tourism. It covers not only medical treatment, but also physical checkups and psychotherapies, as well as prevention cares, or refreshing leisure activity like SPA. In order to go with the tide of industries, we will continue to invite relevant scholars and industrial experts to participate in curriculum design and co-teaching. Thus, our students can realize actual industry demands to provide services in medical tourism that can take care of the customers' body, mind, and soul. Meanwhile, we put great emphases on cultivating students' interpersonal relationships, communication skills, international etiquette, and foreign language competence in the hope that our students are equipped with competitiveness to march in the global market. We will initiatively contact medical institutions, recreation centers, ecological leisure farms, spas, hot-spring resorts, and many other institutes to arrange for our students venues for internship. We also encourage interns to experience different cultures and customs in foreign countries.

According to the White Paper on the development of medical tourism published by Asia-Pacific Society of Travel Medicine in 2014, the gross output by medical tourism will boost into 3 billion dollars in Taiwan within 10 years. (It is currently 400 million in Taiwan compared to 60 billion dollars globally.) Taiwan has many medical professionals and equipment, accompanied by plentiful travel resources, such as luxurious leisure enters, refined private guesthouses, natural hot springs, high mountains and forests. If all the resources are integrated, a huge travel market can be created. Besides, many big hospitals actively promote international tourism in Taiwan. For example, National Taiwan University Hospital and Wan Fang Hospital have established international outpatient services, while Show Chwan Memorial Hospital and E-Da Hospital offer healthcare packages with their international medical services. And Chang Gung Medical Foundation has set up health and culture village for people over 60 years old. Catering to the healthcare and travel needs of people from every walk of life, municipal and rural travel itineraries are provided, a manifestation of a promising prospect for medical tourism in Taiwan.

Faculty

The number of faculty member at the department now is 3, containing 1 assistant professor, 1 lecturer and 1 administration staff. The department will continue to recruit new teachers in this area to maintain the quality of specialization and diversification.

Facilities

The department will establish 4 specialization laboratories, including computer lab, travel center, interpretation classroom and yoga classroom. Computer lab is equipped with tourism software such as web-manager, Abacus and Amadeus for students to learn and enhance their operational skills for the need of travel agent jobs. Travel center is established on campus to enable students to learn and serve customers before they enter into labor market. Interpretation classroom is provided for students to get more practice from the simulation environments. Yoga classroom helps students to learn how to deal with stress and get more relaxed.

Career Development

Qualifications granted by this department are Tour Manager (foreign language), Tour Guide (foreign language), Abacus, Amadeus, MICE, E-Commerce, TOEIC, IELTS, GEPT, TOEFT and JLPT. Students can seek employment in travel agent, airline, hotel front house, theme park and exhibition center.

Degrees Offered

■ Bachelor

■ Mission & Objectives

Educational Objectives

Program	Objectives
Undergraduate	<ol style="list-style-type: none"> 1. to intensify students' professional skills in medical and leisure tourism, to effectively integrate travel resources, and to plan health tourism with high additive values 2. to educate students to be internationally-oriented with foreign language training and with overseas internship experiences, and to be concerned about diversified local culture by gaining knowledge on medical tourism and leisure travel 3. to consolidate theory and practice equally, to strengthen students' core competence, professional skills, and management skills 4. to provide on campus, off campus, and overseas internship opportunities to enhance competitiveness on the job market and skills to open and manage companies 5. to assist students to get various certifications, prominently manifesting the goal of this university of medical technology—to cultivate professionals on healthcare and human well-being

Core Competences

Program	Competences
Undergraduate	<ol style="list-style-type: none"> 1. to enable students to become professionals who have goals and systematic, organizing learning ability 2. to enable students to have critical thinking and ability to solve problems 3. to enable students to be communicative and cooperative in a team 4. to enable students to be keen enough to know the trend and development of industry 5. to enable students to have international perspective and realize local culture

Curriculum

Undergraduate Program of Department of Healthcare Management, Yuanpei University(Academic Year 2014)			
Year 1			
Required	Credits	Elective	Credits
Introduction to medical tourism and leisure	2	International etiquette	2
Introduction to tourism and travel management	2	World food culture	2
Interpersonal relationship and communication skills	2	Workplace ethics and attitude	2
Management	2	Introduction to MICE and incentive tour	2
National park and world heritage	2		
Introduction to human physiology	2	Introduction to interpretation	2
The practice of tour manager and tour guide	2		
Introduction to health industry management	2	Accounting	2
Tourism economics	2		
Tourism administration, laws and regulations	2		
Year 2			
Required	Credits	Elective	Credits
Health examination management and practice	2	Introduction to cosmetic medicine	2
On-campus internships (1)	2	Statistics	2
Tourism information system – OP operating system	2	Health yoga practice	2
Air transportation and ticketing	2	Research methods in	2

Tour plan and cost analysis	2	tourism	
English conversation in tourism (1)	2		
Introduction to travel medicine	2		
On-campus internships (2)	2		
Multimedia application in tourism	2		
Tourism information system – ABACUS	2		
Tourism marketing	2		
English conversation in tourism (2)	2		
Year 3			
Required	Credits	Elective	Credits
Health travel plan	2	Spa resources and tourism	2
Introduction to health food and beverage	2	Hotel management and operations	2
Resort operation and management	2	Human resource management in tourism	2
Project management	2	Reception and tour guide (foreign language)	2
Consumer behavior in tourism	2		
Off-campus internships	10		
Year 4			
Required	Credits	Elective	Credits
Project study	2	Special medical group travel	2
		Keynote speech	2
		Overseas internships	10
		Bed and breakfast management	2
		Theme travel	

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		Health promotion and management	2
		Customer relationship management	2
		Law and ethics	2
		Innovation and creativity in tourism	2
		Second foreign language in tourism (1)	2
		Case study analysis in medical tourism	2
		Tourism E-commerce	2
		Travel disputes and crisis handling	2
		Theme park operating practice	2
		Career planning	2
		Service quality management in tourism	2
		Entrepreneurial management in tourism	2
		Second foreign language in tourism (2)	2

Faculty and Staff

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Research

The research focus of the department consists of three aspects: surgery tourism, healthcare tourism and wellness tourism. Treatment is not the only service that surgery tourism provides. It also includes preventive treatments, like physical checkup, psychotherapy, and leisure activities such as health-keeping SPA. With the motto of our school “promoting service of health care and social welfare to the general public” in mind, the department engages in realizing its educational goal of cultivating students to become professionals needed in medical tourism who have the ability to organize and interpret medical tours. In order to help students have an access with the industry, we will continue to invite scholars of the field and experts in the industry to draw up the curriculum together and co-teach with the faculty members. Thus, students will know more about the real demand of the industry so as to design a physical, mental and spiritual medical tour that meets the actual needs of the customers. Additionally, the curriculum will also stress on the ability of students’ interpersonal relationship, communication skills, international etiquette and communicative foreign language so that students will be competitive and well-equipped to enter the market of internationalized medical tourism.

Our department will actively contact with the well-known medical & physical checkup organizations, recreational resorts, eco recreational farms, eco hydrotherapy centers, and health-keeping spa centers to organize and arrange off-campus internship for students. Furthermore, we encourage students to choose overseas internship to experience tourism culture and their customs in different countries.