



NATIONAL KAOHSIUNG UNIVERSITY
OF HOSPITALITY AND TOURISM
國立高雄餐旅大學

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創校二十載，卓屐展風華。在這綠揚三月的季節，本校也抱著歡喜與感恩的心情，迎接廿周年的校慶。本校創立於民國84年，成立之初為國立高雄餐旅管理專科學校，民國89年改制為技術學院，民國99年改名為國立高雄餐旅大學。

在「人文化、專業化、企業化、國際化」的辦學理念下，建立起「越包容、越自主；越開放、越美麗」的前進宏觀，矢志朝向「培養餐旅企業服務人才的菁英搖籃、餐旅企業的關鍵夥伴，邁向餐旅教育新典範」的目標努力，期許未來能成為最具領導創新與發展的餐旅專業大學，將臺灣的餐旅教育推向國際舞臺與世界接軌。

一路走來，本校的辦學績效深獲各界肯定，Cheers雜誌2016年評比辦學績效卓越大學Top20，本校名列第九。在餐旅/遊憩/服務學群，更榮登產業雇主最滿意的科技院校第一名。顯見本校師生與畢業校友不論在校內校外，在餐飲、觀光、服務業等領域，都有亮眼的表現，為校爭光。

面對少子女化的趨勢與國際競爭的浪潮，本校勢必會面臨衝擊，但我們有信心，只要方向對了，就不怕路途遙遠。今年三月本校業已推選餐旅學院林珣秀院長為新任校長，個人從創校之初就伴隨著高餐大成長，二十歲正是古代行弱冠之禮，象徵成年之慶，在此際將高餐大託付新校長，心中滿是喜悅與祝福，願高餐大的未來能在全體師生戮力齊心的努力下，勇往直前乘風破浪，開創新的里程碑，為臺灣乃至於亞洲的餐旅教育樹立新典範。最後，祝福高餐大

生日快樂 前程錦繡

國立高雄餐旅大學 校長

容繼業

謹啟

本校校長獲頒淡江大學 第29屆金鷹獎

深耕國際合作 推展臺灣觀光有功



本校校長獲頒淡江大學 第29屆金鷹獎
深耕國際合作 推展臺灣觀光有功

一生只做好一件事！」是榮獲 本屆金鷹獎歐研所美國組（今美洲所）校友、現任國立高雄餐旅大學校長容繼業的座右銘。投身觀光業20載後，選擇回歸教育，將業界經驗傳承下一代。堅持一生做好「觀光」這件事的容繼業，結合觀光理論與

兼顧。」

「一個產業若要永續發展，比起一個人攀上顛峰，更需要的是『傳承』。」帶著傳承熱忱及「國際化」前瞻性思維轉身投入教育，容繼業在擔任高餐大校長任內，結合該校在地化特色與國際接軌，落實「全球在地化」理念。2013年與歷史悠久、享譽國際的法國藍帶廚藝學院合資成立「國際廚藝學園」，成為該院在全球逾40所分校中，大中華區的第一所合作學校。藉此引進藍帶專業技術、研發中餐廚藝，孕育臺灣專業餐旅人才。由於在臺灣無前例可循，推動時並不是一帆風順。「學校要與外商合資成立公司辦學院，礙於諸多法律限制，經過多方協調、尋找適合法律，並與主管機關多次溝通，最終才完成這項合作。」

實務，將國際知名餐旅教育機構法國藍帶國際廚藝學院引進臺灣，強化臺灣觀光人才國際交流。由於績效卓著，2014年成為首位獲得交通部觀光局「臺灣觀光特別貢獻獎」的教育人士。

2014年，容繼業從總統馬英九手中，接下「臺灣觀光特別貢獻獎」獎牌，作為該獎項首位教育人士，容繼業非常謙遜，認為這是他一生該做的事！他謙虛地說：「看似從旅遊跨到教育的經歷，但兩者其實是一脈相承。要從教育著手傳承經驗，產業才能永續發展。」容繼業認為「教育者的最大喜悅是培養出全方位的人才」，因此他致力推動各項產學合作、海外實習，提升學生競爭力，更要求學生具備基本素養、擁有明辨是非的能力。「我希望廚師不僅能做出色香味俱全的菜餚，更須有珍惜食物的素養，才能對餐飲業有所貢獻。」

「生命的不同階段，皆有不同抉擇，有了這些選擇才得以成就現在的自己。」容繼業就讀輔仁大學歷史系時對旅遊業感興趣，加上擁有英語專長，決定考取英文導遊執照，一腳踏進觀光領域。細數容繼業的豐富履歷，曾任金界旅行社經理、歐洲運通旅行社董事長兼總經理、中華觀光管理學會理事長、中華民國餐旅教育學會理事長等要職，他卻未曾自滿。這些歷練讓即使不是本科系出身的他懂得「凡事堅持多學、多問、多做。挫折、失敗都是成功的墊腳石。」

容繼業培育人才多年的心得，也想藉此勉勵淡江大學學弟妹，「重要的不僅是在大學學到專業知識，而是對事物有無自己的觀點。」並從中發覺自我核心價值，再加上身體力行，相信一定會更加靠近想達成的目標。「不要忘記把英文念好！在這個世界村的時代，英語已不是加分的工具，而是一項必備的技能。」

在觀光產業打滾多年的容繼業，因對美國的政治、文化等領域感興趣，選擇攻讀淡江大學歐研所美國組碩、博士學位，充實自我。憶起在母校的求學生活，無論是教師、課程皆讓他印象深刻。尤其是三化理念，即使畢業數十年，仍猶記在心。「張建邦創辦人的國際化、資訊化等前瞻性思維，深深影響了我的未來辦學方針及教育理念。除此之外，張創辦人也曾分享三項高等教育管理模塊：官僚模式、官僚模式及政治模式，這讓我在行政管理方面，非常受用。領悟到作為高等教育的一員，不只是教育學生，行政方面也必須

對於獲得金鷹獎肯定，容繼業由衷感謝淡江大學前瞻的辦學理念帶給他影響，將懷著這顆對臺灣觀光產業傳承的心，「努力將臺灣餐旅人才推向世界舞臺。」澆灌莘莘學子，讓臺灣觀光產業發展更加茁壯。【記者王心婷專訪；圖：國立高雄餐旅大學秘書室提供】

國立高雄餐旅大學承辦 教育部2015年發展典範科技大學南部地區技專院校參訪

本校於2015年11月26、27一連兩天，承辦教育部2015年發展典範科技大學南部地區技專院校參訪。教育部為引導科技大學建構產業創新研發的環境，建立技職教育多元典範之發展，於102年起推動「發展典範科技大學計畫」，由科技大學就自身產學實務連結特色，聚焦國內特定產業應用及人才需求，推動人才培育及產學研發，希冀帶動產學合作人才培育及智慧財產加值效益。

本校亦榮獲教育部「發展典範科技大學計畫」補助，著力於「制度調整」、「人才培育」及「產學研發」三大構面，力求落實「全球在地化、在地全球化」之發展策略，在發展典範科技大學計畫挹注下，發展特色如「臺灣美食國際化」的聚焦推廣，打造臺灣美食品牌。在產學研發部份，本校運用餐旅專業積極輔導在地產業，研發在地食材，提升產學研發與技術轉移能量，開發本校師生創意成果。透過本校「臺灣廚房品牌設計暨營運中心」及「感質餐飲商品試量產中心」的建置設備，協助在地產業轉型升級、將產品商品化及建立品牌。在技術轉移部分，本校運用研發釀酒、發酵熟成等新技術，成功

開發酒品並技轉給酒廠製作臺灣在地純釀好酒，其中，「臺灣埔桃酒」榮獲2015年「英國世界葡萄酒競賽」(International Wine Challenge)金牌、2014年「巴黎世界酒類競賽」(Vinalies Internationales)金牌殊榮，在在展現本校研發之成果。

另一方面在推動學校衍生企業部份，本校與法國藍帶百年餐旅教育學府合資共構成立高餐-藍帶廚藝卓越中心，藉由學校辦學特色，引進外國優質教育資源及前瞻觀念，推動校園環境國際化，品牌本土化之餐旅技職教育，以強化教育之質量邁向國際化品牌，型塑一個領先群倫且具備國際格局的餐旅教育產業特色基地。未來，高餐藍帶廚藝卓越中心不僅可招收海內外學員，營造國際化教學環境，衍生企業營收亦可增加學校收入，豐富學校資源以提升教學品質、強化產學研發能量及培育具競爭力之餐旅國際專業人才。

此次教育部參訪對象除本校之外，另包含國立高雄第一科技大學、遠東科技大學、岡山農工、台南高工、實踐大學、萬國通路股份



臺灣廚房品牌設計暨營運中心



積極輔導在地產業、運用在地食材及研發精品伴手禮

本校榮獲臺灣最具影響力學術資源——



臺灣博碩士論文 知識加值系統：

最佳學術曝光獎、知識分享獎、學術影響力獎
等三項獎項，技專校院組第一名



高餐大與香港怡中航空服務公司
校外實習合作簽約儀式

國立高雄餐旅大學 海外專業實習創舉 - 香港赤鱗角國際機場

本校航空暨運輸服務管理系即將於今年七月選派優秀大三學生前往香港赤鱗角國際機場的怡中航空服務有限公司 (Jardine Aviation Services Limited) 進行為期一年的海外專業實習。

為求慎重起見，提供本校此次海外實習名額的香港怡中航空服務有限公司人力資源部董事陸丹尼先生於2月1日專程自香港飛抵高雄，除了代表該公司與高餐大校方簽署雙邊實習合同意向書之外，並同時將以全程英文一對一面談方式甄選已報名參加面試之高餐大航運系學生，獲錄取之8位學生將由怡中航空協助辦理香港政府所核發之工作簽證，並於實習期間由該公司發給每月生活津貼、免費住房及往返高雄、香港之機票津貼等實習待遇。除此之

外，怡中公司更是為高餐大同學提供完善的訓練計畫，讓同學在香港機場實習是有所成就的。

香港怡中航空服務有限公司為香港老字號的怡和集團子公司，在香港國際機場成立已將近有七十年的歷史，主要服務內容包括有旅客服務、飛機停機坪服務、行李及貨運服務、飛行調度及配載平衡控制、機組管理等。是一家位居香港國際機場地面服務市場領導地位的地勤公司，現今為超過六十家的國際性航空公司在香港機場提供其旅客和貨運專業運輸服務。而在高餐大方面，也是第一次將同學送往赤鱗角國際機場，也為高餐大國際合作版圖，重新開啟一個新的氣象。

2016高餐大校園徵才活動

由本校主辦的「2016高餐大校園徵才活動」於3月17日在高餐大多功能活動中心一樓主球場舉行。

為貫徹實務教學理念，輔導並協助同學在大三校外實習，尋找合適實習機構。透過多家廠商的參與，期許學生及早做好就業準備，抱持正面積極的態度，儲備就業競爭能力，達到理論與實務結合以及學以致用的目的。

當日應邀之實習單位涵蓋餐飲觀光、航空運輸、休閒旅遊、及



當日徵才活動實況

行銷會展等120多家企業。如：寒舍餐旅集團、老爺管理顧問(股)公司、晶華國際集團、西華大飯店、

萬豪酒店、台北東方文華酒店、台北君悅飯店、台北國賓大飯店、漢來國際飯店(股)公司、福容大飯店、王品集團、鼎泰豐(股)公司、雄獅旅行社(股)公司等，眾多優秀及知名廠商皆齊聚於此次的活動，尋找職場上的儲備人才。

本次校園徵才活動，每位同學可以選擇三個志願接受面試。面對即將來臨的實習課程及畢業就業，大家都卯足了全力，呈現最美好的自己，各企業也在爭取優秀菁英加入服務的行列，歡迎大家蒞臨參加，共襄盛舉。



各企業至校共襄盛舉

台灣餐旅產業趨勢論壇

國立高雄餐旅大學餐旅學院及教學卓越計畫辦公室為促使國內業者、學者專家與教師學生進行交流，以聽取經驗分享激發新的火花，推動國際餐旅產業趨勢論壇。於2015年11月26日在本校國際大樓1樓國際會議廳(H116)舉行「台灣餐旅產業趨勢論壇」。特別邀請到10位貴賓參與這次座談會，會中探討科技的發達加上e時代來臨，使用者習慣的改變及其對餐旅產業之影響以及業界的應

用、未來的趨勢、及其所面臨的問題與挑戰。

隨著人的需求，會展的活動的方式也隨之改變型態，過去看展時，入場前總需蒐集一堆廠商資料、攤商位置圖、各式廣告、DM...等，既麻煩又不環保。而今，透過APP的運用，不但能整合這些基本資訊，還能做到GPS攤位定位導航。此外，若想與攤商做進一步接洽，使用者也能透過這個APP，直接與廠商進行對談。

第四階段也是請到集思會展事業群，葉泰民執行長擔任引言人。與四位會談，易富網科技股份有限公司陳志勇董事長、哈瑪星科技股份有限公司陳文生總經理、財團法人資訊工業策進會創新應用服務研究所楊惠雯主任，台北萬豪酒店行銷業務部陳芳盈總監。探討：當今科技在會展產業的實務層面所面臨的不便與挑戰。餐旅產業具備生活細膩度，應互相交流、學習。對旅遊創新來說，除了吃喝玩樂的內容



會議盛況



高餐大容校長致辭



參加會議的學生受益良多

之外，更希望提供跨領域、跨國際的交流，透過論壇活動加速業內交流，促成更多對於旅遊產業的想像及應用，一起跟上流行趨勢與潮流，讓台灣餐旅產業愈來愈好、愈來愈進步。



與會者合照



整個座談共分為四個階段，第一階段由易遊網旅行社股份有限公司，游金章總經理為大家解說資訊科技在觀光餐旅產業的應用現況與未來趨勢。其中游金章總經理提到了現今觀光餐旅產業的十大趨勢：行動化、口碑行銷、民生廣告、社群經營等趨勢。然而，台灣是全世界最奇特的地方，各種的不安定讓我們擁有強大的解決問題能力。當越來越多人站上舞台被看見，就會有越來越多人相信自己擁有改變世界的力量。

第二階段由國泰商旅股份有限公司，莊婉華總經理擔任引言人與國泰商旅張舒惠總監、W Hotel 營收管理部李筠捷經理、Expedia 王俊明協理等四位專業經理人共同探討：當今網路平台的經營管理實務層面所面對的不便與挑戰。因為資訊及科技的發達運用，飯店業者多與網路平臺合作，業者在此能以更低的成本及人力，取得更大的效益；相同的，一點點失誤也會迅速擴大。因此，餐旅業者在享受資訊與科技所帶來的商機與便利同時，更要考量飯店與OTA的合作所面臨的問題，應將如何處理，如何將電子商務提升至零缺點服務，甚至零缺點管理。

第三階段由集思會展事業群，葉泰民執行長分享：當今科技與資訊系統在會展管理及行銷之應用與未來趨勢。講座中提到「科技使想像成真」，以前消費者大概很難想像，只要有隻智慧型手機，下載商家提供的APP即可遠端點菜，住宿時直接透過APP先做住宿登記手續

Let's Shape the Future Hand in Hand

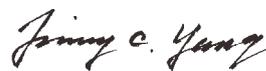
In its two decades of history, the National Kaohsiung University of Hospitality and Tourism has flourished exceptionally. In this flowery season of spring, our university will embrace its twentieth anniversary with joy and gratitude. The University was founded in 1995 as the National Kaohsiung Hospitality Management Academy. It was upgraded to a technical college in 2000, and was formally named the National Kaohsiung University of Hospitality and Tourism in 2010.

Upholding the education ideologies of "Humanization, Professionalization, Corporatization, and Internationalization," the University has developed the forward-moving principle that "tolerance leads to independence, and openness leads to beauty." The University is committed to "fostering the elites and pillars of the hospitality and tourism enterprises, working as the key partner of the hospitality and tourism industry, and by establishing the new standard for hospitality and tourism education." The University aims to one day become the leading hospitality and tourism university in both innovation and development, ultimately promoting Taiwan's hospitality and tourism education to the world.

Along the way, the University has gained recognition for its performance by various industries. It was ranked nine of the top 20 leaders in education performance by Cheers Magazine in 2016. The University was also nominated as the most satisfactory science and technology university by business owners in the academic categories of hospitality and tourism, leisure, and service. These achievements clearly show that the performance of our faculty members, students, and alumni has gained exceptional recognition both on and off campus, as well as in the food and beverage, tourism, and service industries.

Current problems of low birth rates and international competition have undoubtedly affected the University. However, we are confident that we will overcome all challenges if we hold firm to our beliefs. In March 2016, the University elected the Dean of the College of Hospitality and Tourism, Prof. Yueh-Hsiu Lin, to be our new president. I have been a part of the University since it was founded twenty years ago and have witnessed its growth. Twenty years marked a rite of passage in ancient times, when adulthood was celebrated. Being able to pass on my legacy during this momentous occasion brings me great joy. I hope that the University can continue to overcome obstacles with the collective efforts of the faculty, thereby creating new milestones and becoming the model institute for hospitality and tourism education in Asia. Lastly, I cordially wish the National Kaohsiung University of Hospitality and Tourism a happy birthday, and a bright and fruitful future.

Sincerely yours,



President of the National Kaohsiung University of Hospitality and Tourism

University President Awarded Tamkang University's 29th Golden Eagle Award, Cultivated in international Collaboration and to Push Forward Tourism in Taiwan

"Only do one thing well in your life!" This is the motto of Yung, Chi-Yeh, alumnus of the U.S. Group (now the American Institute) of the European Institute and currently the president of National Kaohsiung University of Hospitality and Tourism, who has been honored with this year's Golden Eagle Award. After 20 years of service in the tourism industry, he decided to return to education and pass his industry experience down to the next generation. Yung, Chi-Yeh, who has strived to excel in tourism his entire life, has combined tourism theory and practice by introducing the internationally renowned hospitality educational institution of France, Le Cordon Bleu, to Taiwan, strengthening the international exchange of Taiwanese tourism talent. Because of his outstanding performance, Yung became the first educator to be awarded the Taiwan Tourism Special Contribution Award by the Tourism Bureau, Ministry of Transportation and Communications.

"The different stages in life all lead to different choices. Our current selves are created only through these choices." Yung, Chi-Yeh became interested in the tourism industry when studying history at Fu Jen Catholic University. Since he specialized in English, he decided to take the English tour guide license test and step into the field of tourism. Yung, Chi-Yeh's rich experiences include serving as a manager at Golden Foundation Travel Agency, chairman and managing director at Europe Express Travel Agency, director of the Chinese Tourism Management Association, and chairman of the Republic of China Hospital Education Association. Nevertheless, he has never been complacent. Despite not studying tourism in college, these experiences have allowed him to understand that "when doing anything, you need to always learn more, ask more, and do more. Frustrations and failures are the stepping stones to success."

After working in the tourism industry for many years, Yung, Chi-Yeh's interest in the politics and culture of the United States made him decide to complete masters and doctorate degrees in the U.S. Group of the European Institute at Tamkang University to enrich himself. Remembering his school life at his alma mater, he retains vivid memories of both his teachers and the courses. In particular, the concept of the three isms remains in his mind despite his having graduated decades ago. "The forward thinking ideas of Zhang, Jian-Bang (the founder of Tamkang University), such as internationalism and informatization, deeply influenced my subsequent educational policies and philosophy on education. In addition, Zhang also shared three models for the management of higher education: the peer model, the bureaucratic model, and the political model. I have benefited greatly from this in my administration and management. I understand that serving as a member of higher education is not only about educating students, but administration must also receive attention."

"If an industry is to develop sustainably, it takes more than just a person climbing to the top; what's even more important is passing knowledge to future generations" Carrying an enthusiasm for heritage and the forward thinking of

"internationalization", as the president of NKUHT, Yung, Chi-Yeh has combined the local characteristics of the school with international standards to realize the concept of "globalization." In 2013, he entered into a joint venture with the storied and internationally renowned Le Cordon Bleu of France to create the International Culinary Academy. This turned NKUHT into the first partner school in the greater China region for Le Cordon Bleu, which has more than 40 branches around the world. Through this, Le Cordon Bleu's professional and technical expertise has been introduced to the research and development of Chinese cuisine, nurturing professional talent in the hospitality field for Taiwan. Because no such precedents exist in Taiwan, there were many difficulties during the promotion of this project. "There are numerous legal restrictions that hinder schools seeking joint ventures with foreign companies to establish company colleges. Following multi-party collaboration, understanding related laws, and a great deal of communication with the authorities, we finally completed this cooperation project" said Yung

In 2014, Yung, Chi-Yeh received the Taiwan Tourism Special Contribution Award medal from the hands of President Ma Ying-jeou. As the first educator to win this award, Yung, Chi-Yeh has been extremely humble, believing that this is the one thing he ought to be doing with his life! He modestly said: "My experiences look like a story of stepping over from tourism to education, but the two are actually closely intertwined. Experience must be passed on via education for an industry to be able to develop sustainably." Yung, Chi-Yeh believes that "the greatest pleasure for an educator is cultivating comprehensive talent." Therefore, he strives to promote industry-university cooperation and overseas internship to enhance students' competitiveness while further requiring that students possess basic qualities and the ability to tell right from wrong. "I hope that chefs can not only make dishes that are wonderful in appearance, fragrance, and flavor, but also have the quality of cherishing food to contribute to the catering industry."

Yung, Chi-Yeh also wishes to use his experiences over many years of cultivating talent to encourage the underclassmen at Tamkang University. "What's important in college is not just learning professional knowledge, but also having your own views on things" he said. By finding their own core values through learning and setting examples for themselves, students can undoubtedly come closer to achieving their goals. "Don't forget to study English! In this era of the global village, English is no longer just a plus but an essential skill."

With regard to the affirmation of winning the Golden Eagle Award, Yung, Chi-Yeh is sincerely grateful to the forward-looking educational philosophy of Tamkang University for its influence on him. With his mind set on the heritage of the Taiwanese tourism industry, he will "strive to push Taiwan's catering personnel onto the world's stage." He is passing on his knowledge to students to make the development of Taiwan's tourism industry more robust. [Interview by reporter Xin-Yu Wang; Image: Provided by the Secretarial Office of NKUHT]

Congratulations! Founding Principle of Tungfang Design Institute, Prof. Fu-Deng Li Receives the “Order of Brilliant Star (Second Rank),” Gaining Applause from the Entire Student and Faculty Body

President Ma presents the “Order of Brilliant Star (Second Rank)” to Prof. Fu-deng Li, Chairman of the Tungfang Design Institute and considered by many as the “Laccoca of Taiwan’s education,” for his commitment and achievements in education in the past fifty years.

President Ma presented the “Order of Brilliant Star (Second Rank)” to Prof. Fu-deng Li, Chairman of the Tungfang Design Institute yesterday. The faculty and students joined in the joy and pride of the occasion once the information was disclosed.

The Order of Brilliant Star is a civilian order recognizing outstanding role models that have contributed to Taiwan’s education and culture both internationally and domestically. Prof. Li has dedicated his life to upholding the principles of education. His immense contributions and model role in education render him the ideal candidate for this award.

Prof. Li was born in a coastal farming village in the Budai Township of Chiayi County in 1936. He lost his father at a young age, but fostered an independent, hardworking, and frugal character under the firm but kind care of his mother.

After graduation, Prof. Li became a teacher, consistently upholding his teaching principles for 55 years. He never faltered and dedicated himself without regret.

In August 1977, Prof. Li became the president of the former Tainan Junior College of Home Economics (now recognized as the Tainan University of Technology). During his time in office, academic performance soared, and the school achieved first place for performance among all junior colleges nationwide presented by the Ministry of Education.

Due to his outstanding performance, Prof. Li received an invitation by the US State Department to observe and study the American vocational education system in April 1982. He returned to author a book on his experiences in the US, which served as a reference of the government in improving vocational education in Taiwan.

In May 1990, Prof. Li demonstrated a “nothing ventured, nothing gained” mentality in assuming the responsibility of settling Taiwan’s first severe student unrest event, where teachers and students alike took to the streets to protest. Overcoming numerous obstacles, the event was settled accordingly. This event established the model for the resolution of later private school disputes.

In August 1992, Prof. Li accepted the request of the Ministry of Education to organize and establish Taiwan’s first hospitality and tourism school. He advocated the “Sandwich Plan,” and was one of the first teachers to incorporate practical learning. Students refined their abilities through the “learn by doing and do by learning” approach and learned to apply their knowledge into practice, becoming employment-ready upon graduation.

The education model of the National Kaohsiung Hospitality Management

Academy (now recognized as the National Kaohsiung University of Hospitality and Tourism; NKUHT) gave rise to the trend of hospitality and tourism education. It has since become the preferred vocational and technical education model. Prof. Li was coined as the “Father of Hospitality and Tourism Education” by the press.

Prof. Li retired from NKUHT in August 2003 and accepted the invitation of the Ministry of Education to assume the position of public chairman at the Tung Fang Institute of Technology (now recognized as the Tungfang Design Institute), where he has remained to the present day.

Prof. Li later accepted the position of public chairman at the Taiwan Hospitality and Tourism University in 2005. He was invited to assume the position of chairman at Taiwan Shoufu University in 2007, where he remains the executive chairman to this day.

Apart from school education, Prof. Li has applied his vast experience in various fields of education, formerly serving as chairman of Tunghai University, director of the Taiwan Provincial Education Association, director of the Chinese Home Economics Association, founding director of the Chinese Hospitality Education Association, and director of the Family Wellness Association, fully demonstrating his compassion for social welfare.

In terms of awards, Prof. Li received the “Ministry of Education Outstanding Educator Award” in 2000, “Outstanding Contribution to Technical and Vocational Education Award” in 2001, “Technical and Vocational Education Life-Time Achievement” in 2003, “Ministry of Education Secondary Education Culture Award” in 2004, “Technical and Vocational Education Outstanding Achievement Awarded” in 2005, “Kaohsiung and Pingtung Outstanding Contribution Award” in 2009, “Ministry of Education 1st Technical and Vocational Education Contribution Award” in 2010, and the “Order of Brilliant Star (Third Rank)” in 2015.

In recognition of Prof. Li’s welfare and charity endeavors, he was awarded the “Kaohsiung City Outstanding Citizen of the Year Award” in 2004. In the same year, he was nominated for “model father” and received the “Bade Award for Outstanding Citizen.” Prof. Li has researched domestic and international education laws and regulations for many years and authored over twenty books concerning academic or literary writing.

President Ma holds Prof. Li in high regard, appointing him policy advisor for academic and cultural education in the Office of the President in 2009. In this position, Prof. Li proposed several crucial suggestions to address the challenges of private schools and the development of technical and vocational education.

In summary, Prof. Fu-deng Li has been active in the education industry for 55 years. He has devoted his life to technical and vocational education. His unique teaching styles have gained immense recognition and awards, establishing fundamental standards for technical and vocational education. (Fu-lai Lin reporting from Tainan; Images by Tungfang Design Institute)

NKUHT Hosts TVC Event in Southern Taiwan as Part of the MOE’s 2015 MUST Program

On November 26 and 27, 2015, our University organized a two-day event featuring visiting technical and vocational colleges (TVCs) in Southern Taiwan, under the “2015 Model University of Science and Technology” program (MUST) of the Ministry of Education (MOE). To guide technological universities in facilitating an environment for research and development (R&D) in industrial innovation, and to establish the development of a multi-paradigm approach to technical and vocational education, the MOE has been promoting the MUST program since 2013. Under the program, technological universities showcase their own characteristic practices in the university-industry consortium (UIC), focusing on specific domestic industrial applications and personnel demands, to promote talent cultivation and industrial R&D. It is hoped that such practices motivate the fostering of talent through the UIC and the add-on value of intellectual property.

Having been granted a subsidy from the MOE’s MUST program, NKUHT is committing itself to three areas – “institutional adjustment”, “talent cultivation” and “university-industry R&D”, to pursue a developmental strategy of “glocalization and loglobalization”. The program focuses on the promotion of specialties such as “the Internationalization of Taiwanese Delicacies” to establish Taiwanese food brands. In terms of university-industry R&D, our University capitalizes on its hospitality expertise to actively assist local businesses in researching local ingredients, increasing the momentum of R&D and technology transfer, and developing creative results of teachers and students. Facilities such as the “Taiwan Kitchen Brand Design and Operation Center” and “Mass Production Testing Center for Quality Food and Beverage Commodities” help local businesses in their transformation and upgrading, commercializing their products and building their brands. As for technology transfer, our University is researching new technologies in winemaking,

fermentation and maturation to successfully develop new wines, and transfer such technologies to wineries in order to produce locally-made, Taiwanese quality wines. Among them, the “Taiwan Pu Tao Wine” was awarded gold medals at the “2015 UK International Wine Challenge” and the “2014 Vinalies Internationales” in Paris, respectively, demonstrating NKUHT’s R&D achievement.

In addition to the above, to promote university spin-off companies, our University entered a joint venture with a French culinary and hospitality school, Le Cordon Bleu, to form Le Cordon Bleu NKUHT Center of Culinary Excellence. Introducing quality educational resources and forward-looking ideas from overseas through school-based training programs helps to drive hospitality vocational education towards an international campus environment with local brands, strengthening educational quality to bring our brands onto an international platform, and form a leading international base with individual features for the hospitality education and industry. In the future, Le Cordon Bleu NKUHT Center will not only recruit domestic and overseas students, but its spin-off companies 饗 will also generate revenue for the University to enrich resources, enhance teaching quality, strengthen university-industry R&D momentum, and cultivate competitive international professionals in the hospitality industry.

Apart from our University, other venues listed in the MOE visiting program include National Kaohsiung First University of Science and Technology, Far East University, National Kangshan Agricultural & Industrial Vocational Senior High School, National Tainan Industrial High School, Shih Chien University, Eminent Luggage Corporation, and Tainan Cultural Creative Industry Park of Southern Taiwan University of Science and Technology.

NKUHT Pioneers Overseas Professional Internship with HK Int'l Airport

In July of this year, NKUHT's Department of Airline and Transport Service Management (ATSM) will send outstanding third-year students to undertake a one-year overseas professional internship at the Hong Kong International Airport with Jardine Aviation Services Limited (JASL).

To emphasize the importance of the initiative, Danny Luk, Director of Human Resources of the internship provider JASL, flew from Hong Kong to Kaohsiung on February 1 for a special visit. In addition to signing a Letter of Intent for the internship program with NKUHT on behalf of his company, he conducted face-to-face interviews in English with ATSM students who signed up for the internship to select candidates. JASL will assist 8 chosen candidates to apply for work permits issued by the Hong Kong Government, and provide benefits during their internship, which include a monthly living allowance, free accommodation, and round-trip air tickets between Kaohsiung and Hong Kong.

JASL has also prepared a comprehensive training program for the NKUHT students, assuring them of rewards and achievements during their training at Hong Kong International Airport.

JASL is a subsidiary of the Jardine Matheson Group, an old Hong Kong name in business. With nearly 70 years' experience at Hong Kong International Airport, its main services include passenger services, ramp operations, baggage and cargo handling, flight control, load planning and crew care. As a consolidated market leader in providing ground handling services, it serves over 60 international passenger and cargo airlines at the Hong Kong International Airport. As for NKUHT, this is the first time for the University to send students to Chek Lap Kok International Airport in Hong Kong, breaking new ground in its history of international cooperation.

2016 NKUHT Campus Talent Recruitment

Sponsored by the school authority, the "2016 NKUHT Campus Talent Recruitment" campaign will be held on the ground-floor of the main stadium of the multifunctional activity center at National Kaohsiung University of Hospitality and Tourism (NKUHT) on March 17.

To thoroughly implement the concept of practical teaching, provide counseling and assistance to students for their third-year, off-campus practical training, and look for appropriate internship providers, our University endeavored to involve a number of companies at this event, anticipating our students to make early preparations for employment, maintain a positive attitude, and cultivate their employment competitiveness, in order to achieve the goal of combining theory with practice and applying them to their work.

On the day of the event, over 120 corporations will be present as internship providers, representing the catering and tourism, air service and transport,

leisure and travel, and event-marketing and exhibition industries. They include companies such as My Humble House Hospitality Group, Royal Management Consultant Co. Ltd., FIH Regent Group, Sherwood Taipei, Marriott Hotel, Mandarin Oriental Taipei, Grand Hyatt Taipei Hotel, Ambassador Hotel Taipei, Grand Hi-Lai Hotel, Fullon Hotels and Resorts, Wowprime Co., Din Tai Fung, and Lion Travel Co. The event will bring together many outstanding and well-known businesses looking to hire personnel for employment.

Each student could make up to three choices for interviews at this recruitment campaign. In view of the approaching practical training courses, graduation and job-hunting, students have made a supreme effort to show themselves at their best. At the same time, the businesses are also striving to recruit elite talent to their teams. Everyone is welcome to come attend and support this grand event.

The Tribune of Taiwan Hospitality Industry Trend

National Kaohsiung University of Hospitality and Tourism collaborated with the i-Office to launch a forum for discussing international hospitality trends, in order to promote exchanges and sharing of experiences among the domestic operators, scholars, experts, teachers, and students, and ignite the sparks of innovation. "The Tribune of 2015 Taiwan Hospitality Industry Trend" was hosted in the first floor conference room (H116) of the school's international building on November 26, 2015. The organizers invited 10 guests to participate in this forum. During the forum, participants discussed technological advancements plus the arrival of the e-era, changes in users' habits and their effects on the hospitality industry, the industry applications, the future trends, and the associated problems and challenges that will be faced in the future.

The entire forum was divided into four phases. During the first phase, Mr. Jin-Zhang Yu, General Manager of ezTravel explained the current status of information technology application in the hospitality industry and the future trends. In his speech, Mr. Yu described the 10 major trends of the hospitality industry as follows: mobility, word-of-mouth marketing, livelihood advertising, community management, and other trends. However, Taiwan is the most peculiar place in the world; with all the uncertainties, we are enabled to gain strong problem solving skills. The more often the people are given chances to play a key part in the arena, the more they will realize their power to change the world.

During the second phase, Wan-Hua Zhuang, General Manager of Cathay Hospitality Management served as the moderator to discuss the practical inconveniences and challenges in terms of operation and management faced by today's Internet platform with Shu-Hui Zhang, Director of Cathay Hospitality Management; Yun-Jie Lee, Manager of the Revenue Management Department for W Hotel; and Jun-Ming Wang, Assistant Manager of Expedia. Due to the advancements and applications of the information and technology, most hotel operators cooperate with network platforms to strive for greater efficiency while lowering manpower costs. But at the same time, a small mistake would rapidly expand. Therefore, as the hospitality operators enjoy the business opportunities

and conveniences brought by information and technology, they must consider the problems they will encounter in case of hotel-OTA collaborations and how to handle these problems, how to improve e-commerce to the point of zero defects, and even how to achieve zero-defect management.

During the third phase, Tai-Min Ye, the CEO of GIS Group shared his thoughts on the current application of technology and information system in MICE management and marketing as well as the future trends. During the lectures, the speaker mentioned how "Technologies can turn Imaginations into Realities." In the past, it would probably be difficult to imagine that a user can download an APP and achieve remote meal ordering, and hotel check-in can be executed directly via APPs with just a smartphone. The way MICE events are held has also changed to meet the needs of the people. In the past, participants would collect some vendor information, booth position maps, various ads, DMs, etc., which were cumbersome and not environmental friendly. Today, this basic information can be integrated in an APP, which may even enable GPS booth position navigation. In addition, if a user wants to make further contact with a vendor, the user can do so through the APP to directly talk with the vendor.

Tai-Min Ye, the CEO of GIS Group, also served as the moderator during the fourth phase to speak with four guests: Zhi-Yong Chen, Chairman of Infoweb Tech. Co.; Wen-Sheng Chen, General Manager of Hamastar Technology Co., Ltd.; Hui-Wen Yang, Director of the Institute for Information Industry; and Fang-Ying Chen, Director of the Marketing Operations Unit for Taipei Marriott Hotel. Topic of the discussion is: The practical inconveniences and challenges encountered when applying technology to the MICE industry nowadays. The hospitality and tourism industry encompasses a certain level of refinement in life, which should be exchanged and learned. On top of tourism innovation in terms of food, drink, entertainment, and amusement contents, practitioners also hope to provide interdisciplinary and international exchanges. Through forums, we can accelerate exchanges within the industry and achieve more tourism industry related imaginations and applications, keep up with the popular trends and tendencies, and make the hospitality industry of Taiwan better and more progressive.

本校 20 周年校慶典禮 表揚資深優良教職員工及校務基金人員

- 一、服務屆滿 20 年者，頒發金質獎章及禮券 2000 元。
容繼業教師、張志明教師、陳文聰教師、沈瑞棋教師、程玉潔教師、李怡君教師、賴正全教師、陳秀玉教師、林致信教師、施瓊涓教師、張曉琳組長、孫家偵秘書、宋和燦技士、李順興技工、陳榮彬技工、林振都駐衛警、鍾勇輝駐衛警、曾顯周駐衛警
- 二、服務屆滿 15 年者，頒發感謝牌及禮券 1500 元。
張明旭教師、林秀薰教師、石岳峻教師、游明鳳教師、鍾潤華教師、黃德威教師、楊東智組長、施耀清組員、黃素梅組員、陳楊鳳嬌小姐

- 三、服務屆滿 10 年者，頒發感謝牌及禮券 1000 元。
蘇雅慧教師、杜宜展教師、陳慧如教師、沈進成教師、林建雄教師、李玉雲小姐、鄭圈蓉小姐、李峻璋先生、歐佳玲小姐、黃巧惠小姐、黃士育先生
- 四、服務屆滿 5 年者，頒發感謝狀。
林珮秀教師、吳美宜教師、莊紋娟教師、林建安教師、王先正教師、余健如組員、劉芳綺組員、李俞慧組員、張沁筠小姐、蘇盈如小姐、蔡佩好小姐、李國芳小姐、黃玉蕙小姐、陳麗紅小姐、王舒慧小姐

校園影印教科書問題之說明

(一) 一般人尤其是學校的學生，對於教科書的影印，大概都有幾個不太瞭解的疑問，例如學生可否影印教科書在學校上課使用？影印教科書會不會觸犯著作權法？如果可以影印，可不可以印全部？不能印全部的話，可以印多少？

(二) 對於教科書的影印，著作權法制訂了一些合理使用的規定，依照以下這些規定影印教科書，不會發生侵害著作權的問題：

- 1 依著作權法第四十六條規定，學校和老師都可以在合理範圍內，影印書籍作為上課的教材。所謂的合理範圍當然要跟老師講課的內容有關係，就國際實務上客觀的標準來說，通常指影印一本書的一部分，如果影印全部的話，很難被認為合理範圍，會構成侵害著作權。
- 2 依著作權法第四十八條規定，學生可以要求學校圖書館影印教科書裡面的一部分，另外也可以印期刊裡的單篇著作，每人以一份為限。
- 3 依著作權法第五十一條規定，學生可以用圖書館的影印機或自己家

裡的影印機，影印教科書的一部分來使用，現在許多圖書館都採用投幣式影印機或出售影印卡，方便學生使用影印機，這種情況下，學生就可以自己印。

4 依著作權法第六十五條規定，如果學生需要利用他人享有著作權的教科書，而所用的部分，佔教科書整體的比例不大，對市場影響有限，客觀上可以認為是合理範圍的話，甚至也可以利用影印店或便利商店的影印機，來影印教科書的一部分，拿來上課，學生、影印業者都不會有侵權的問題。

5 至於到底印多少才算是合理範圍，很難一概而論，必須依照具體個案的情況來做判斷。但是可以確定的說，如果影印整本教科書，是超過合理使用範圍的，一定會構成侵害著作權。

資料來源：經濟部智慧財產局網站

行政院
Executive Yuan

廣告

每一個領域 都有妳的位置

消除對婦女一切形式歧視

消除性別歧視是國際社會潮流。
我國透過立法保障婦女在各領域的基本權益，
讓婦女在社會上能夠平等參與、共治共決，
獲得平等發展的機會，
擁有屬於自己的位置。
CEDAW上路，需要你我共同協力來
成就性別平等的友善社會。



簡稱
CEDAW

政府正推動《消除對婦女一切形式歧視公約》

我國已於101年1月1日實施「消除對婦女一切形式歧視公約施行法」，致力於各項法規及行政措施之檢討與改進，在政治、社會、經濟、就業、文化、教育、健康、法律、家庭、人身安全等各個領域，保障婦女獲得平等的發展機會，建立性別平權的幸福國度。

更多資訊請上行政院性別平等會 <http://www.gec.ey.gov.tw>

廣告



深夜了， 孩子在哪裡？

暑假是染毒高峰期 別讓毒品K了孩子的命

在學學生第一次施用非法藥物多在國中時期，社會新鮮人則在22-24歲之間。
約有37.1%的吸毒者，初次接觸毒品的地方，是在網咖、PUB、MTV、KTV、舞廳、
撞球場與電影院等休閒場所，這些場所是孩子暑假時常與同學朋友聚會的地方。
如果發現孩子有夜歸、作息不正常等傾向，請多留心注意他。
您的關心能幫助孩子遠離毒害。

◎戒毒成功專線：0800-770-885

◎無毒家園網：<http://refrain.moj.gov.tw>

行政院
Executive Yuan