

A Comparison Study on the Motivation of Choosing Hospitality and Tourism Field between Mainland Chinese and Taiwanese Undergraduate Students



Discussion Question

- **1. Please explain the features and analyze reasons about the differences of students' motivation majoring in HTM among Mainland China, Taiwan, and Korea in the attached files ?**
- **2. If you are dean / president of tourism department or university, how could you make marketing strategies so as to attract oversea undergraduate students to be interested in enrolling your tourism department ?**

