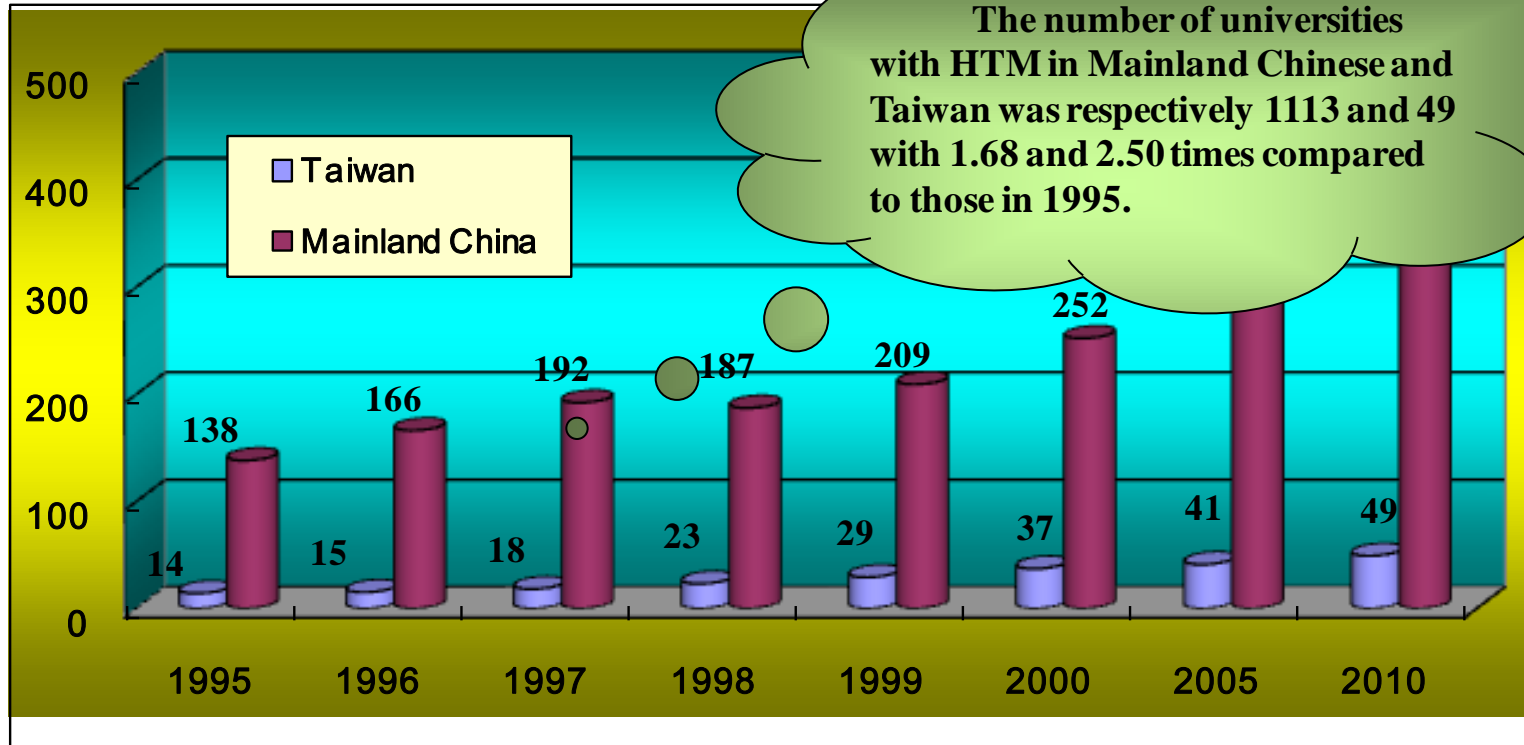


# A Comparison Study on the Motivation of Choosing Hospitality and Tourism Field between Mainland Chinese and Taiwanese Undergraduate Students

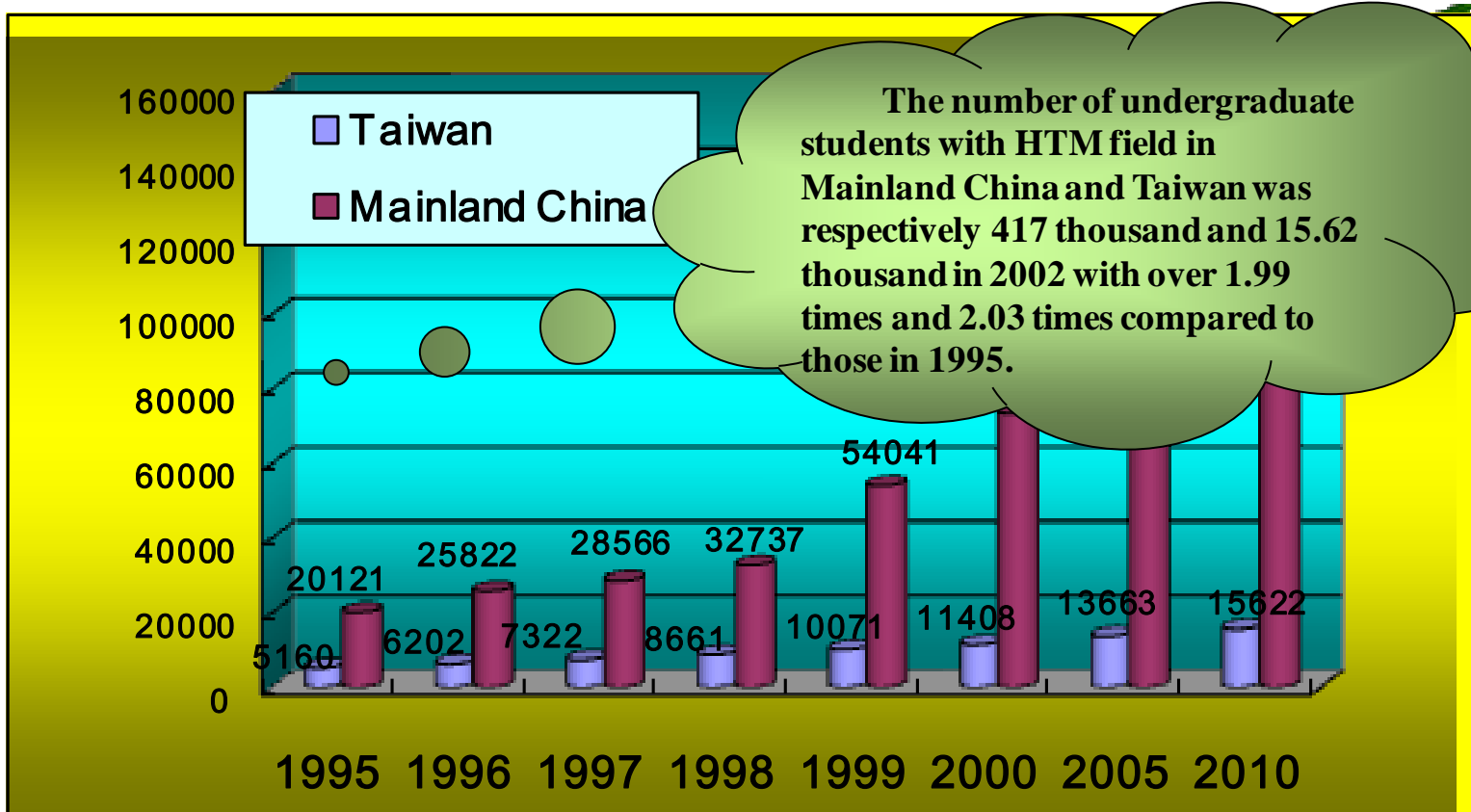


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# The number of universities with a HTM programs in both Mainland China and Taiwan



# The number of undergraduate students with a HTM programs in both Mainland China and Taiwan



# Literature Review

Motivations of students who desire to study HTM have been discussed in limited literature.

Barclay(1990)

Clark & Arbel (1993)

Chon (1990)

Strohbehn (1994)

Formica (1996)

O'Mahony, McWilliams, & Whielaw (1998)

Schmidt (2002)

Kinman (2001)

Kidd (1987)

O'Mahony, McWilliams and Whitelaw (2001)



# Research Objectives

Why Mainland Chinese and Taiwanese undergraduate students would like to study hospitality and tourism management

What subjects they want to study in THM

Why they want to study abroad after their graduation from HTM

What kinds of preferred subjects after they study abroad

