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郭壽旺國際暨兩岸事務副校長帶領學生參訪雲朗集團飯店 - 翡冷翠百花宮佛羅倫斯
Shih Chien University Vice President for International and Cross-Strait Affairs Tony Sowang Kuo led students to visit LDC Hotels & Resorts Group - Palazzo Portinari Salviati in Florence, Italy.

實踐大學與雲朗集團共建「實踐大學雲朗學院」 打造新型跨國產學合作模式

張雅惠 | 智慧服務管理英語學士學位學程主任

自 2017 年起，實踐大學連年榮獲《遠見雜誌》評選為全臺「國際化程度」最佳大學前 30 強，積極提供學生多元的國際交流機會，如共創共學計畫、交換學生及雙聯學制計畫等。透過這些計畫，學生不僅精進專業知能，更擴展國際視野。今(2024)年，本校與雲朗觀光集團攜手簽署「實踐大學雲朗學院」產學合作備忘錄，這項合作將結合雙方豐富的國際資源，以增進學生跨文化、跨領域的國際交流學習，並進一步開拓海外實習場域。

追求卓越成長

「這一次與雲朗觀光集團合作是完全契合！」本校董事長謝孟雄表示，民生主義是國家發展的重心，而本校的專業學系恰好包含民生主義所提到的五大領域。例如，「食」方面有餐飲管理學系及食品營養與保健生技學系；「衣」方面有服裝設計學系及時尚設計學系等；「住」方面有建築設計學系；「育」方面有家庭研究與兒童發展學系；「樂」方面有音樂、觀光管理、智慧服務管理等學系或學位學程。

校長丁斌首也表示，雲朗觀光集團不僅極具社會影響力，其企業文化與本校致力成為華人世界最佳生活科學大學之發展願景契合。期待這次的合作能促成各層面的交流，並共同為雙方帶來更多發展契機。

實行選育留才

雲朗觀光集團是臺灣飯店業的領航者，旗下擁有多家知名飯店，包括君品酒店（頤宮中餐廳為臺灣唯一連續六年獲得米其林三星餐廳）、雲品溫泉酒店、翰品酒店及兆品酒店等。此外，在義大利也擁有七家五星級飯店及莊園。雲朗觀光集團曾六度獲頒勞動部國家人才發展獎，其核心理念為「**Luxury 豐富人生、Dream 築夢踏實、Culture 文化創新**」，強調人才發展，特別是餐旅業的人才培育。

雲朗觀光集團運用工作價值感、創新及激勵員工等方式，有系統地建立雇主品牌形象，並落實選育留才等人力資源策略目標。集團將員工視為人才資產的培育對象，以激勵員工對工作的熱忱與投入，進而創造更高的組織營運績效。雲朗觀光集團以提供卓越的顧客體驗聞名，並積極推動飯店業的創新，以因應不斷變化的市場需求。

建立學術與企業結合的新典範

雲朗觀光集團總經理盛治仁表示，與實踐大學合作的動力與背景，主要是師生在設計、觀光、餐飲、智慧服務管理及國際化等領域均展現卓越的績效。「實踐大學雲朗學院」不僅止於傳統的產學合作框架中，而是將注入集團的企業文化、經營理念及專業技能等，安排相應的學習資源，以履行社會責任。同時，這項合作亦結合本校在義大利多所姊妹校的資源，提供臺灣學生赴義大利實習的機會，協助其有機會於跨文化環境中自我探索、累積專業職能及擴展國

際視野，並完善菁英獎勵制度，使優秀學生在實習後能順利銜接就業，同時為產業培育更多優秀人才。

落實跨國課程與國際實習

今年3月1日正式由董事長謝孟雄、校長丁斌首與雲朗觀光集團總經理盛治仁簽署「實踐大學雲朗學院」產學合作計畫，本校副校長兼教務長李孟晃、國際暨兩岸事務副校長兼國際長郭壽旺等一級主管及雲朗觀光集團資深經理邱筠晴一同出席見證。簽署儀式完成後，雙方就課程設計與實習計畫如何連結產業實務及國際化等問題進行討論，為未來產學合作奠定穩固的基礎。

「實踐大學雲朗學院」的課程包含旅館管理、義大利文、西洋烹飪、全球研究、跨文化溝通與管理、飲食文化、餐旅義大利文、葡萄酒賞析與企業實習等科目。學分數為2至3學分不等，修習6學分以上可頒發學程證書，並取得雲朗觀光集團實習面試資格。另外，若修習「餐旅義大利文」及「全球研究」二科目，學生可前往義大利姊妹校佛羅倫斯藝術大學(Florence University of the Arts)修習密集式課程。

攜手共創新局

「實踐大學雲朗學院」的成立標誌著本校與雲朗觀光集團在產學合作領域的創新嘗試，透過將學術與產業需求結合，整合與共享全球姊妹校及跨國企業的資源，此合作模式可望成為培養更符合市場需求之專業人才的新典範，並有助於推動飯店業的創新、發展與進步。■



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雲朗集團飯店 - 翡冷翠百花宮佛羅倫斯櫃檯經理向學生介紹飯店歷史及營運模式

The front desk manager of Palazzo Portinari Salviati Yunlang introduced the hotel's history and operational model to the students.

Shih Chien x LDC Academy : A New International Industry-Academia Collaboration Model

Elegance Chang (張雅惠), Chair of English Taught Program in Smart Service Management

Since 2017, Shih Chien University has been consistently ranked by *Global Views Monthly* as one of the “Best International Universities in Taiwan,” committed to providing students with diverse opportunities for international academic exchanges, such as co-teaching and co-learning projects, student exchange programs, and dual-degree programs. Through these initiatives, students not only enhance their professional skills but also broaden their international perspectives. This year, Shih Chien University has partnered with LDC Hotels & Resorts Group to sign a memorandum of understanding for the establishment of **Shih Chien x LDC Academy** to promote industry-academia cooperation. This collaboration will leverage the rich international resources of both parties to offer students opportunities for cross-cultural and interdisciplinary international exchanges, as well as valuable overseas internships, thereby realizing the educational philosophy of “unity of knowledge and action” at Shih Chien University.

Pursuit of excellence and growth

“This collaboration with LDC Hotels & Resorts Group is a perfect match!” expressed Chairman of the Board Shieh Mung-Shiung (謝孟雄). He emphasized that the Principle of People’s Livelihood is at the heart of national development, and the professional disciplines of Shih Chien University precisely encompass the five major areas mentioned in the Principle of People’s Livelihood. For instance, there are departments like Food and Beverage Management, and Food Science, Nutrition, and Nutraceutical Biotechnology; in clothing, there are departments like Fashion Design, and Fashion Styling and Design Communication; in housing, there is the Architecture Department; in education, there is the Family Studies and Child Development Department; and in leisure, there are departments such as Music, Tourism Management, and Smart Service Management.

Shih Chien University President Ting Pin-Shou (丁斌首) also mentioned that LDC Hotels & Resorts Group not only holds significant social influence but also shares a development vision aligned with Shih Chien University’s goal to become the best living sciences university in the Chinese world. He looks forward to the signing of the memorandum of understanding facilitating industry-academia cooperation and exchanges at various levels, as well as bringing about mutual growth and development for both parties.

Cultivation and retention of talent

Established in 1990, LDC Hotels & Resorts Group has quickly risen to prominence as a leader in the hospitality industry. With a diverse portfolio of properties ranging from luxury resorts to boutique hotels, the group is known for its commitment to delivering exceptional guest experiences. From impeccable service to innovative

03 04

佛羅倫斯藝術大學烹飪課程 - 學生學習如何製作義大利麵配料及麵條

Students participating in Shih Chien University’s overseas study program “Global Studies” visited the partner university Florence University of the Arts (FUA) in Italy to experience a course on Italian cuisine and culture.





05 06

05 學生參訪佛羅倫斯中央市場並實地訪談店家
Students visited the Mercato Centrale Firenze and engaged in actual interviews with local vendors.



06 赴摩德納參訪義大利香醋製作過程及品嚐各式巴薩米克醋
Students visited Modena and learned the process of making Italian balsamic vinegar and tasted various types of balsamic vinegar.

amenities, LDC Hotels & Resorts Group properties are synonymous with excellence and luxury. Their Taiwanese brands are located in major cities and at the hottest attractions, including Palais de Chine Hotel (Taipei), Fleur de Chine Hotel (Sun Moon Lake), Chateau de Chine Hotels, Maison de Chine Hotels, Hotel Pin, Gala de Chine (wedding & event venue). In Italy, they own seven elegant hotels & villas in the country's most charming regions, including A.Roma Lifestyle Hotel (Rome), Palazzo Venart (Venice), Villa Ortaglia (Florence), Villa Monte Solare (Umbria), Relais Sant'Uffizio (Piedmont), Casa Munfrà (Piedmont), and Palazzo Portinari Salviati (Florence).

In addition to its focus on guest satisfaction, LDC Hotels & Resorts Group is dedicated to fostering talent within the hospitality industry. LDC Hotels & Resorts Group, which has won the National Talent Development Award from the Ministry of Labor six times, actively cultivates and develops hospitality talent with its core

concepts of **“Luxury to enrich life, Dream to build solid dreams, and Culture to innovate”**. Through partnerships with leading educational institutions like Shih Chien University, the group provides students with valuable opportunities for internships, mentoring, and career development. By collaborating with academia, LDC Hotels & Resorts Group ensures that the next generation of hospitality professionals is equipped with the skills and knowledge needed to succeed in a competitive global market.

Expanding students' international horizons

In addition to collaborating with LDC Hotels & Resorts Group, Shih Chien x LDC Academy will also actively cooperate with partner universities around the globe. The cooperation with partner universities in Italy will be at center stage. Shih Chien x LDC Academy will provide more international exchange opportunities, enrich students' learning experience, expand their

international horizons, and drive them to be more globally competitive.

Breaking the ground

The memorandum of understanding on industry-academia collaboration for Shih Chien x LDC Academy was signed by Shih Chien University Chairman Shieh Mung-Shiung, President Ting Pin-Shou and LDC Hotels & Resorts Group General Manager Emile Chih-jen Sheng (盛治仁). Most senior administrative team members as well as LDC Hotels & Resorts Group Senior Manager Melissa Chiu (邱筠晴), were all present to witness the signing.

After the signing ceremony, mutual exchanges and discussions laid a solid foundation for how to connect industrial practice and internationalization in curriculum design and internship programs. Courses include Hotel Management, Italian, Culinary and Laboratory, Global Studies, Cross-Cultural Communication, Food Culture, Italian for Hospitality, Wine

Appreciation and Corporate Internships. They range from two to three credits. Students who have completed more than six credits will be awarded a certificate and be qualified for internship interviews with LDC Hotels & Resorts Group. Those who take the two subjects of “Italian for Hospitality” and “Global Studies” can choose to take the intensive courses at the Florence University of the Arts (FUA) in Italy.

A new partnership for success

The collaboration between Shih Chien University and LDC Hotels & Resorts Group exemplifies the power of partnerships in shaping the future of an industry. Together, they are working to cultivate talent, drive innovation, and elevate the standards of excellence in the hospitality sector. By combining academic rigor with industry expertise, this partnership is empowering students to become the leaders of tomorrow and helping to shape the future of hospitality around the world. ■

07 (左起) 實踐大學丁斌首校長、謝孟雄董事長與雲朗觀光集團盛治仁總經理簽訂產學合作備忘錄。
(From left) Shih Chien University President Ting Pin-Shou, Chairman Shieh Mung-Shiung and LDC Hotels & Resorts Group General Manager Emile Chih-jen Sheng signed the memorandum of understanding on industry-academia collaboration.

