

101-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	運動與觀光	Serial No. / ID	1965 / BSM3033
Dept.	運動事業管理學系	School System / Class	大學日間部3年1班
Lecturer	許立宏	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(二)789 / B503	Language	Chinese

Introduction
Learning the definition and scope of sport tourism

Outline
Introduction to sport tourism Definition and scope of sport tourism Sport tourism behavior and motivation Sociology of Sport Tourism Sport tourism on economic, social and cultural impact Sports Tourism Transport Sport tourism accommodation and catering Sports Attractions Land, sea, air space sport tourism Human resources development in sport tourism Sports Tourism Organization and Policy Sport tourism market Sport Tourism Marketing

Prerequisite
no