

# 101-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	觀光學概論	Serial No. / ID	2608 / HOG1003
Dept.	餐旅管理學士學位學程	School System / Class	大學日間部1年1班
Lecturer		Full or Part-time	專任
Required / Credit	Required / 2	Graduate Class	No
Time / Place	(四)12 / B304	Language	Chinese

Introduction
The course covers theories, philosophies, and practices of tourism while introducing students to the development, structure, and impact of tourism on destinations and travelers alike.

Outline
<p>Chapter 1: Tourism in Perspective.</p> <p>Chapter 2: Tourism through the Ages.</p> <p>Chapter 3: Career Opportunities.</p> <p>Chapter 4: World, National, Regional, and Other Organizations.</p> <p>Chapter 5: Passenger Transportation.</p> <p>Chapter 6: Hospitality and Related Services.</p> <p>Chapter 7: Organizations in the Distribution process.</p> <p>Chapter 8: Attractions, Entertainment, Recreation, and Other.</p> <p>Chapter 9: Motivation for Pleasure Travel1.</p> <p>Chapter 10: Cultural and International Tourism for Life ' s Enrichment.</p> <p>Chapter 11: Sociology of Tourism.</p> <p>Chapter 12: Tourism Components and Supply.</p> <p>Chapter 13: Measuring and Forecasting Demand.</p> <p>Chapter 14: Tourism ' s Economic Impact.</p> <p>Chapter 15: Tourism Policy: Structure, Content, and Process.</p> <p>Chapter 16: Tourism Planning, Development, and Social Considerations.</p> <p>Chapter 17: Tourism and the Environment.</p> <p>Chapter 18: Travel and Tourism Research.</p> <p>Chapter 19: Tourism Marketing.</p>

Prerequisite
None