

# 102-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際觀光餐旅概論與實務	Serial No. / ID	3244 / ELF4029
Dept.	英美語文學系	School System / Class	大學日間部4年1班
Lecturer	張智惠	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(四)9AB / J423	Language	Chinese

Introduction	
Introduction to Tourism and Practical Issues & Introduction to Hospitality And Practical Issues.	

Outline	
Introduction to Tourism and Practical Issues	
Introduction to Hospitality And Practical Issues	
World Travel and Food Culture	
Events, Conventions, and Exhibition Planning (1)	
Events, Conventions, and Exhibition Planning (2)	
Marketing for Hospitality and Tourism (1)	
Marketing for Hospitality and Tourism (2)	
Destination and Resources Planning(1)	
Destination and Resources Planning(2)	

Prerequisite	
無任何限制	