

102-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	觀光旅遊心理學	Serial No. / ID	2078 / TTB3003
Dept.	觀光旅遊學士學位學程	School System / Class	進修學士班1年1班
Lecturer	李淑如	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(四)ABC / B505	Language	Chinese

Introduction
The purpose of this course is to understand the psychology and behavior of the tourists, include perception, attitude, motivation and travel consumption behavior of tourists.

Outline
<ol style="list-style-type: none">1. Psychology of Tourists2. Tourism Perception3. Tourism Attitude4. Tourism Motivation5. Tourism Personality6. Tourism Learning7. Tourism Groups8. Travel Consumption Behavior of Tourists

Prerequisite
None