

102-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	觀光旅遊心理學	Serial No. / ID	2091 / TTB3003
Dept.	觀光旅遊學士學位學程	School System / Class	進修學士班2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
1. Psychology of Tourists 2. Tourism Perception 3. Tourism Attitude 4. Tourism Motivation 5. Tourism Personality 6. Tourism Learning 7. Tourism Groups 8. Travel Consumption Behavior of Tourists

Prerequisite
None