

102-2 Preliminary Syllabus, Da-Yeh Univ

| Information | | | |
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| Title | 觀光學概論 | Serial No. / ID | 2334 / RMB1016 |
| Dept. | 休閒事業管理學系 | School System / Class | 進修學士班1年1班 |
| Lecturer | 許立群 | Full or Part-time | 專任 |
| Required / Credit | Required / 3 | Graduate Class | No |
| Time / Place | (三)ABC / B403 | Language | Chinese |

| Introduction |
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| "Tourism" is an introductory course into the field of tourism, the tourism development process and describes the tourism characteristics, so that students can understand the positive and negative impact of major facets and factors affecting the development of tourism and tourism development caused. Let students to learn a correct knowledge related to tourism and recreation-based, and thus become a professional tourism personnel. |

| Outline |
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| <ul style="list-style-type: none"> Tourism Phenomena and System Tourism Development Tourism needs Tourism administrative systems and organizations Tourism industry in Taiwan Development of tourism policy and planning Tourism Planning The socio-cultural impact of tourism The economic impact of tourism The environmental impact of tourism Tourism Research Tourism Marketing Tourism Service Quality Future Challenges and Sightseeing |

| Prerequisite |
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| none |