

Special Topics in Tourism Industry Management 1

Elective 2 credit
OZAWA, Kenichi

1. Course Description

This course will conduct more advanced research on strategies of tourism and tourism-related firms and industries. In particular, in this lecture, we will study the theory and model in economics and its application to tourism-related firms and industries. By doing so, it will be possible for students to have a deeper understanding of the strategy and to draw appropriate answers on strategic issues. And also, as the market involved in tourism is imperfect market rather than perfect, we will learn about the pricing in the imperfect market.