

Special Topics in Tourism Industry Management 2

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Elective 2 credit

1. Course Description

As well known, the information is very important for tourists and tourism-related firms and industries. The purpose of this course is to theoretically explain to students that information is important for both tourists and tourism-related firms and industries. In particular, in this course, we will explain that when information asymmetric between a tourist as a buyer and a firm as a seller, prices of tourism-related goods and services are different compared to when the information is symmetric.