

Tourism Marketing I

Syllabus Number

MAN-301

Compulsory Elective
2 credit

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1. Course Description

In this lecture, we will use "tourism products," both tangible and intangible, as keywords to understand the effects of tourism, such as the expansion of the exchange population through increased number of tourists, securing repeat customers through customer satisfaction, and town development through tourism. The course will also explore effective and practical tourism marketing methods through a discussion of tourism marketing theory and case studies. The course will be divided into two parts, the first and second semesters, with the first semester focusing on theoretical studies and the second semester on case studies. In addition, practitioners in the tourism field may be invited as external lecturers to give lectures.