

Tourism Economics II

Syllabus Number

MAN-202

Compulsory Elective
2 credit

KIM, Jinman

1. Course Description

The tourism Management I/II unit is designed to explain factors affecting demand on Hospitality and Tourism services. It includes identifying the marketing mix suitable to increase demand on Hospitality and Tourism services, determining the means of advertising and promotion, planning and budgeting advertising campaigns, defining targets and studying completion.