

# Tourism Economics II

Syllabus Number

TOS-204

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.