# COURSE DETAIL

| HOSPITALITY & TOURISM |
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| **Country**<br>Japan |
| **Host Institution**<br>Hitotsubashi University |
| **Program(s)**<br>Hitotsubashi University |
| **UCEAP Course Level**<br>Upper Division |
| **UCEAP Subject Area(s)**<br>Business Administration |
| **UCEAP Course Number**<br>114 |
| **UCEAP Course Suffix** |
| **UCEAP Official Title**<br>HOSPITALITY & TOURISM |
| **UCEAP Transcript Title**<br>HOSPITALITY&TOURISM |
| **UCEAP Quarter Units**<br>3.00 |
| **UCEAP Semester Units**<br>2.00 |

**Course Description**

This course delves into distinct strategies for strategizing, supervising, and structuring marketing within the hospitality & tourism sector. It sheds light on the pivotal choices that marketers encounter when involved in tourism enterprises, with a particular emphasis on two key aspects: conducting marketing research and devising marketing strategies tailored to the needs of tourism organizations.

**Language(s) of Instruction**
English

**Host Institution Course Number**
BU-B386-G-00

**Host Institution Course Title**
SPECIAL TOPICS ON MANAGEMENT AND MARKETING D - HOSPITALITY AND TOURISM

**Host Institution Course Details**
https://syllabus.cels.hit-u.ac.jp/hit_syllabus/2024/01/01_1BB38601_en_US.html

**Host Institution Campus**
Hitotsubashi University

**Host Institution Faculty**

**Host Institution Degree**

**Host Institution Department**
Commerce

**Course Last Reviewed**
2023-2024

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