

COURSE DETAIL

HOSPITALITY & TOURISM

Country

Japan

Host Institution

Hitotsubashi University

Program(s)

Hitotsubashi University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

114

UCEAP Course Suffix**UCEAP Official Title**

HOSPITALITY & TOURISM

UCEAP Transcript Title

HOSPITALITY&TOURISM

UCEAP Quarter Units

3.00

UCEAP Semester Units

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

HOSPITALITY & TOURISM

Host Institution Campus

Hitotsubashi University

Host Institution Faculty

Host Institution Degree

Host Institution Department

Commerce

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