

ホスピタリティ論 II

Syllabus Number

MAN-204

Compulsory Elective
2 credit

YAMANAKA, Saeko

1. Course Description

Good hospitality management that promotes excellence in services provided to guests by competent staff members enhances the results of marketing activities that can have great positive appeal to potential guests. In addition, we will discuss by means of concrete examples how to provide the most excellent of services to such guests.

During this course, the intention will be to deepen students' understanding of hospitality management based on a case study of those hotels, theme parks, and airlines that have a high level of customer satisfaction. We may also invite external lecturers to share their specialized knowledge and skills.