

## 観光学実習(観光施設) II

Syllabus Number

TOS-206

Elective

2 credit

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### 1. Course Description

The theme of this course is focused on the marketing of hotel pastries. Each hotel is currently aiming to create popular products in the hope of boosting sales figures. It is not unusual these days for Japanese hotel pastry chefs to win world-famous competitions. Why are hotels concentrating attention on the marketing of pastries? We will, therefore, research confectionary market trends, the characteristics of each hotel's strategy and visit a Tokyo hotel twice during this course.