

国際観光論 II

Syllabus Number

ECP-202

Elective

2 credit

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1. Course Description

With the objective of the realization of Japan as a tourism nation, Visit Japan Campaign was carried out and Tourism Nation Promotion Basic Law was introduced in 2006, and Japan Tourism Agency was established in 2008, and after, Japan Travel and Tourism Association came into existence. In current, tourism promotion is one of the Abenomics policies. In such circumstance, as a result of these efforts, the number of international visitors to Japan exceeded 30 million people in 2019.

However, from the beginning of this year, under the spread infection of coronavirus, the prospects are uncertain.

After convergence of coronavirus, in order to increase the number of tourists and visitors we study the current situation of the tourism market and industries in Japan and other major countries, and consider possible solutions to overcome various problems. Further more, guest lectures who knows the actual state of the details may be invited.