

国際観光論Ⅰ

Syllabus Number

ECP-201

Elective

2 credit

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1. Course Description

The Tourism Nation Promotion Basic Law was enacted and the Tourism Nation Promotion Basic Plan came into effect at the Cabinet in 2007. In 2008, Japan Tourism Agency was established in order to prepare both comprehensive and organized promotion of a tourism nation.

As Japan began to trend towards significant population decline, lower birth-rate and aging society, we should make effective use of our assets, such as human, technological and tourism resources, to ensure a sustainable future. Building a tourism nation create job opportunities and increase bilateral international understanding.

Under such circumstances, we study the current situation of tourism from the point of view of outbound and inbound of Japan, recognizing where Japan stands in the global tourism trends.

Further more, guest lecturers who know the actual state of the details may be invited.