

Travel Agency Business Management I

Syllabus Number

MAN-233

Compulsory Elective
2 credit

1. Course Description

This course provides a comprehensive overview of Japanese tourism industry and helps the students understand the roles of travel industry, which coordinates the related industries such as hotel and transportation. Students will learn i) the brief history of tourism industry in Japan, ii) CSR (Corporate Social Responsibility) of travel industry, iii) the related laws and regulations, and iv) the dynamics and diversity of the tourism market.