

ホスピタリティ論Ⅰ

Syllabus Number

MAN-203

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 the first semester, the intention will be to deepen the students' understanding of hospitality management that is based mainly on a hotel and restaurant strategy focused on the greeting of Japanese guests and those guests from overseas.