

入門観光学実習 II

Syllabus Number	TOS-106
Elective	2 credit
YAMASHITA, Shinichi	

1. Course Description

This course is focused on learning the importance of thinking "closer", "wider", and "more independently" through the fieldwork.

This course is designed to accurately understand and recognize the importance of tourism and the new Japanese government 's tourism policy as the Tourism-Oriented Country (PJTOC)" targeting to gain inbound tourists from the aspect of the Destination Marketing and Management Organization (DMO) through researching the DMOs of Hakone and Odawara on the fieldwork as a specific example.