

Travel Agency Business Management I

Syllabus Number

MAN-233

Compulsory Elective
2 credit

1. Course Description

The outbreak of Covid-19 has heavily affected on tourism industry. Nevertheless, once the pandemic is brought under control, the demand for travelling will be greater than ever.

This course provides an overview of Japanese tourism industry. Students will learn i) roles of travel industry and the related industries such as hotels and transportation, ii) brief history of Japanese tourism industry, iii) its CSR (Corporate Social Responsibility), iv) the related laws and regulations, and v) dynamics and diversity of tourism market.