

Seminar I

Syllabus Number

SEM-301

Compulsory 2
credit

YAMASHITA, Shinichi

1. Course Description

This Seminar is designed to research the current situation and future perspective of tourism destination management by researching the current Destination Marketing Managing Organization (DMO), which is registered and approved by the Japan Tourism Agency.

This course focuses on investigating the current situation of the 32 DMOs in Japan, which were officially selected, certified and allowed to gain the support of the Japanese government as the priority support DMO under the Japan Tourism-Oriented country policy.

As the student will be assigned to a group as the group project member, each group will research and analyze the current issues and making long- term future perspective of the assigned DMOs. The result of each group project will be required to be presented and finally compiled as a treatise at the end of autumn semester.