

総合観光経営Ⅱ

Syllabus Number

ECP-402

Compulsory Elective
2 credit

SHINOZAKI, Hiroshi

1. Course Description

This lecture will summarize the tourism management that I have learned in my four years at university, and will organize my thoughts on the direction that tourism management should take from a new perspective based on the knowledge I have accumulated so far. In the fall, you will read the White Paper on Tourism and deepen your understanding of corporate activities, product development processes, and the local ecosystem in tourism. At the same time, we will grasp the serious issues facing tourism management and enhance our knowledge about the direction that tourism management should take.

Lectures are not only unilaterally spoken by faculty members, but also discussed. It is desirable to take the course all year long to get an overall overview.

* If necessary, we will invite related parties as guest lecturers.

* A mini test may be conducted irregularly.

* Some lectures may be held online.