

旅行産業論Ⅰ

Syllabus Number

MAN-205

Compulsory Elective
2 credit

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1. Course Description

Japanese Government regards tourism industry as an important and growing industry for Japanese economy. Although Covid-19 has heavily affected the industry in the recent years, its potential demand is already seen in the market.

This course provides students with an overall picture of tourism industry. Students will learn various aspects of tourism industry such as history, business model, products and marketing in conjunction with the government strategy and try to figure out how Japanese tourism industry is going to be after Covid-19.