

観光施設運営管理論Ⅱ

Syllabus Number

MAN-306

Compulsory Elective

2 credit

OGASAWARA, Nagataka

1. Course Description

In this lecture not only we will learn about the management of tourist spots, but also will learn the ability to attract tourists. To understand a tourist spot, we need to know the functions of the tourist facilities in that land and how to manage them. When we know more about the background, you can look at it at another point of view. Specifically, we will learn how public facilities (museums, museums, direct sales departments, regional railroads, etc.) can contribute to the tourism of the land. Not only we will understand and accumulate knowledge, but also learn techniques of regional revitalization by ourselves.