

観光政策論 II

Syllabus Number ECP-204
Elective 2 credit
SHINOZAKI, Hiroshi

1. Course Description

Since the Visit Japan Campaign started in 2003, the national and local governments have worked together to promote tourism, and the number of inbound tourists had been steadily increasing until the outbreak of the new coronavirus. In this lecture, you will learn about the tourism policy of the national and local governments, which is the core of that. At the same time, students will learn about specific examples of tourism policies of prefectures and municipalities.

Lectures are not just one-way talks by instructors, but also include discussions. It is desirable to attend the course throughout the year in order to grasp the overall overview.

*Relevant persons will be invited as guest lecturers as necessary.

* Discuss issues and directions of tourism policy.

*There may be occasional mini-tests.

*Some lectures may be held online.