

観光学実習(都市観光) II

Syllabus Number TOS-208
Elective 2 credit
YAMASHITA, Shinichi

1. Course Description

This course is focused on learning the importance of thinking "closer", "wider", and "more independently" through the fieldwork.

This course is designed to investigate the sustainable urban tourism management of Tokyo and Hachioji city including MICE promotion, which has various valuable tourism resources such as unique history, culture, food and others, comparing with Kyoto, Yokohama and Kobe. Thereby, attracting domestic and inbound tourists as one of the leading global destinations.

This class will pursue to recognize the present issues and prospects of Tokyo and Hachioji city's Urban tourism developed by analyzing the local government and DMO financial situations, human resources, and the actual developing situation of the tourism urban area through the fieldwork.