

Urban Tourism

Syllabus Number

GGR-211

Compulsory Elective
2 credit

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1. Course Description

Cities are not only the places where people live, but also the destinations which travelers visit. What are the attractions of the cities as tourist destinations? What kind of events are held in the cities? How people of the cities try to attract travelers? What are their strategies?

In this course, students will learn values of major cities in Japan and the world as tourist destinations, their attractive points, their events and facilities and the strategies to attract travelers.