

Policy and Administration in Tourism I

Syllabus Number

ECP-301

Compulsory Elective
2 credit

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1. Course Description

1. Class outline (aim)

Since the Visit Japan Campaign that started in 2003, the national and local governments have been working together to promote tourism, and the number of inbound tourists has been steadily increasing until the outbreak of the new corona. In this lecture, you will learn about the tourism policies of the core countries and local governments. At the same time, it will raise the understanding of what a policy is, what kind of process it is formed, and how to measure its effect. Also, read the tourism-related parts of the government white paper, including the tourism white paper.

Lectures are not only unilaterally spoken by faculty members, but also discussed. It is desirable to take the course all year long to get an overall overview.

* If necessary, we will invite related parties as guest lecturers.

* Discuss issues and directions for tourism policy.

* A mini test may be conducted irregularly.

* Some lectures may be held online.