

総合観光経営Ⅰ

Syllabus Number

ECP-401

Compulsory Elective
2 credit

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1. Course Description

The purpose of this lecture is to summarize the knowledge gained in the three years of lectures related to tourism studies and tourism management, and to enhance the students' thinking ability. This lecture uses a specific region (Miyakejima Island) as a target, students will learn how to understand the orientation and reality of tourists, the current situation of the region and the tourism industry in the region. Also, they will learn how to edit the appeal of the region. The theme of the lecture is "Tourism Management that students who learn tourism studies should know" and "Tourism Management that can be utilized in the future".