

Seminar I

Syllabus Number

SEM-301

Compulsory 2
credit

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1. Course Description

1. Class outline (aim)

This class studies regional management centered on tourism.

Students set research target areas under the guidance of faculty members, and not only conduct literature surveys and hearing surveys, but also seriously consider issues facing the community by directly connecting students with local stakeholders.

Finally, we will give a presentation to the local government or tourism association in the research area as a proposal for tourism policy or measures.

In this class, you will not only do research, but you will also experience the project type that think tanks are doing so that it will be useful even after you get a job. (4-5 people per team)

We would like to send human resources who have practical ability to various issues to society.

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

* Research and recommendations will be conducted on a project team basis.

* We will conduct field surveys (interviews with related parties, etc.) and seminar camps.

* We will hold an online meeting with local stakeholders (including the mayor of the municipality).

* Introduced a mentor system and receive advice from active businessmen.

(Research theme)

In 2022, the following research themes will be implemented.

① Regional management by tourism

The Tourism Community Development Corporation (DMO) is making new efforts for regional management through tourism. We will study the PDCA cycle such as tourism planning, development of local resources, and promotion.

② Regional ecosystem

If the money consumed by tourists does not circulate in the area, local businesses cannot make a profit. We will study the construction of a regional ecosystem that promotes mutual transactions by businesses in the region and maximizes the economic spillover effect.

③ Local business incubation

There are many unused resources in the area. We will study the construction of new business models that utilize these.