

Business Capability I

Syllabus Number CAE-207
Elective 2 credit
YAMASHITA, Shinichi

1. Course Description

This course is designed to carry out specific research on the industry and company closely related to the tourism industry. The tourism industry is composed of a wide range of industries such as transportation, travel, and accommodation.

This class focuses on the airline industry, which plays its significant role as one of the main components of the tourism. Most especially, this practical research will consider the role, challenge and future prospects that the airline industry has with the tourism industry.

In this course, lectures will be given on the themes of on-site examples and issues in the industry, making use of the practical experience of the professor himself as general manager of Japan Airlines and tourism destination management organization (Akan DMO) and sharing the knowledge and global experience cultivated with students.