

Business Capability II

Syllabus Number

MAN-208

Compulsory Elective
2 credit

YAMASHITA, Shinichi

1. Course Description

This course is designed to carry out specific research on the theme of sustainable tourism and transportation.

This course will research the current situation, issues, and future prospects of sustainable tourism destination development and the transportation that supports with consideration of the trends of SDGs, Smart City and MaaS.

In this course, lectures will be given on the themes of on-site examples and issues in the tourism and transport 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.