

Local Marketing II

Syllabus Number

8C207

course of local/regional
societies/communities
and industries
Elective 2 credit

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1. Course Description

The relation between tourism and economy will be analyzed examining what tourism has been developed and how it has evolved in the societal and economical changes of Japan. In addition, the conditions of tourism to contribute the regional economy will be discussed focusing the recent cases in Japan. This class relates to DP1.

2. Course Objectives

The students will get an essential knowledge to understand the relation between tourism and regional economy from the history of tourism and case studies.

3. Grading Policy

Midterm and Term examination (60%), short tests, short reports, discussions in the class (40% in total).

4. Textbook and Reference

Textbook

Handouts will be distributed.

Reference

The reference materials will be indicated in the class.

5. Requirements(Assignments)

To collect the reference materials as books, papers and reports about the histories and the situations of the regions focused in the class will help to understand the lectures.

Use of the Internet will be useful to collect information about various cases.

6. Note

7. Schedule

- [1] Orientation
- [2] Recent trends of the tourism in Japan and the world
- [3] Inbound tourists to Japan
- [4] Tourism in Edo-era and Meiji-era
- [5] Tourism in Taisho-era and the early Showa
- [6] The rapid economic growth and tourism
- [7] The era of the Discover Japan
- [8] The dawn of the theme park tourism: Tokyo Disneyland and city tourism
- [9] The circumstances of the resort law: A case of Tomamu Resort
- [10] Midterm exam
- [11] Yufuin: A spontaneous tourism development in a province
- [12] Culture events and tourism: Yufuin Music Festival and Saito Memorial Musical Festival
- [13] Recent trends of Japanese tourism: Food Tourism
- [14] Recent trends of Japanese tourism: Pilgrimages to the holy places of animation movies
- [15] Conclusion