Tourism Policy Advanced Course

Special Subjects
Elective 2 credit

GOSO, Midori

1. Course Description

The main purpose of this course is to gain an understanding of the framework of the theory and practice of tourism studies and understand the specific cases for sustainable tourism and regional tourism policy.

This course is related to diploma policy 1-2.

2. Course Objectives

After determining the target area through a discussion, the student will investigate the circumstances surrounding tourism policy and the tourism industry. Then, based on the results, the regional issues, challenges, and the desired direction will be discussed.

3. Grading Policy

Students are expected to strive to understand the basic content about the upper tier of tourism-related plans of the municipality concerned.

4. Textbook and Reference

Textbook
No text required.

5. Requirements(Assignments)

Students are expected to actively join in discussions.

6. Note

7. Schedule

[1] The guideline of tourism policy
[2] The history of tourism and tourism policy
[3] The tourism industry : transportation, hospitality industry, travel industry
[4] The tourism industry : other industry
[5] Tourist destination development
[6] Sustainable tourism
[7] Tourism marketing
[8] Regional tourism policy : mountain resort and ski resort
[9] Regional tourism policy : spa resort
[10] Regional tourism policy : historical city
[11] Regional tourism policy : center city
[12] Regional tourism policy : green tourism
[13] Regional tourism policy : eco-tourism
[14] Regional tourism policy : local business tourism
[15] The future of tourism policy