

ECN310 Tourism Studies

1st and 2nd quarters, Junior

Instructor HIRAMATSU RYUEN

Style of Class Lecture

Number of Credits 2

Day and Period To be advised

Course Description

Employing a hospitality and marketing standpoint, this lecture-format course covers theory and practical examples related to the formulation and execution of management strategies for the tourism industry and sectors that attract customers and stimulate exchange. A concurrent objective is to cultivate capabilities to “produce” tourism business that highlights the characteristics of the Fukui Prefecture region.

Course Objectives

Prerequisites

Class Materials

Course Method

Evaluation/Assessment

Grading

Course Schedule

Preparation and Follow-up
