

Course Title	Special Lecture on Tourism 4 (Understanding the Tourism Industry in Hawaii)
Instructor	UYENO,R. K.
Credit	2 Credits
Course Number	TRM3003

■Course Objectives

To understand the development and current issues of Hawaii's tourism industry.

To provide students with a friendly and low-stress opportunity to improve their English listening and speaking skills.

■Course Contents

Overview of Hawaii, the development of the tourism industry, current issues and challenges facing the tourism industry in areas such as policy and planning, natural resources, workforce development, marketing, etc.

■Course Schedule

1. Introduction to the course and to the instructor.
2. Overview of Hawaii's location and geography.
3. Historical overview of Hawaii.
4. Development of the tourism industry in Hawaii.
5. Current status of the tourism industry in Hawaii.
6. Natural resources.
7. Sustainability.
8. Marketing research.
9. Product development.
10. Workforce development.
11. Marketing and branding.
12. Policy and planning.
13. Hawaiian culture.
14. Course summary.
15. Final test.

■Study Required Outside of Class

Short handouts to be distributed by Instructor.

■Evaluation

Final Test (40%); Attendance and class work (60%)

■Textbooks

None

■Readings

Instructor will provide short reading assignments.

Course Title	Western Tourism
Instructor	UYENO,R. K
Credit	2 Credits
Course Number	TRC2503

■Course Objectives

To study important issues that affect Western destinations and travel markets. To provide students with a friendly, low-stress opportunity to improve their English listening and speaking skills.

■Course Contents

In this course, we will study a variety of interesting and important topics related to global destinations and markets, focusing primarily on Europe and the Americas. Topics in hospitality, transportation, and tourism will be covered.

■Course Schedule

1. Introduction to the instructor and the course.
2. Historical development of western tourism.
3. Current status of western tourism (growth, trends, economic impact, etc.)
4. Recent issues in western tourism.
5. Destination branding.
6. Destination case studies.
7. Disruptive technology: Uber and ride sharing.
8. Disruptive technology: Air BnB and alternative accommodations.
9. Social media and tourism.
10. Tourism ethics: LGBT tourism, poverty tourism, accessible tourism, animal tourism.
11. Disasters and crisis management.
12. The Olympic Games and tourism.
13. Climate change and the tourism industry.
14. Review and summary.
15. Final test.

■Study Required Outside of Class

Course handouts (to be provided by the instructor).

■Evaluation

Final Test (40%); Attendance and class exercises (60%)

■Textbooks

None

■Readings

To be provided by the instructor.

Course Title	Business Development in Tourism 2 <Destination Marketing is the Heart & Soul of Tourism Planning>
Instructor	FUCHS, P. E.
Credit	2 Credits
Course Number	TRM2003

■Course Objectives

This course is taught in Spring and Fall Semesters, but the Fall Semester will be aimed at visiting international exchange students, taught primarily in English with more background on Japanese history, society and culture. The Spring Semester will be aimed at Japanese students, and those with strong Japanese language skills. For both semester, the objective of this course is for students to acquire the most effective skills and tools used by DMOs in Japan and other countries to boost their visitor flows.

■Course Contents

The role and requirements of DMOs in Japan and the World. All business is about competition with others to gain the attention, awareness and interest of the customer. Inbound visitors have many choices from start to finish and along the way, from selection of the destination, location, transport, schedule, price, and activities. The choice of destination is often the single most important one, as it shapes many of the other choices, and it is the job of marketing people to promote THEIR destination to increase their visitor traffic and income opportunities.

■Course Schedule

- 1) Tourism industry has a complex "eco-system" in which many players contribute to the overall experience and economy. It is almost always a combination of public and private organizations that have to collaborate to keep the system going smoothly, at a national, regional and local level. To be effective as a tourist destination, a place needs transportation (mostly by railways but also buses, taxis and even rickshaw carriages), hospitality (shops and restaurants for visitors to have meals and shop for locally produced souvenirs), and other attractions for visitors to enjoy (taking photos, wearing kimono, getting historical tours). Local government must support private merchants for traffic safety and other issues.
- 2) Destinations are at the centre of the travel and tourism eco-system. A destination is both a physical place, but also a collection of diverse activities that often share a common theme, and thus create a certain cultural, even imaginary, place. No destination is exactly the same as any other - there is only one Kiyomizudera temple, only one SkyTree, only one Mt. Fuji and so on, which helps destinations present themselves to visitors.
- 3) Almost every product or service we can buy in the modern economy offers many competing choices, different brands, different models, colors, functions, prices and so on; and because there are so many different choices, the companies have to spend money on marketing, advertising and branding to attract customers.
- 4) Branding examples: Japan's richest man is Tadashi Yanai - we will see how marketing helps Uniqlo grow. America's most famous yuppie was Steve Jobs, and we will see how he turned Apple into the world's most successful marketer. But we will also look at locations such as Kyoto, Hida Takayama, Kanazawa and the Art Island of Naoshima have been marketed and have become strong tourism brands.
- 5) One challenge for DMOs in Japan is that they often lack a central office, mission, team and budget to do the marketing job. Instead destination marketing is often done by transport companies - esp. train operators that can get increased sales of tickets and other items by promoting the destinations on their train lines. NTO, local governments and specialized consulting firms are now actively helping create more DMOs with up-to-date skills and technology.
- 6) Tourism industry examples: We will take a look at how JR train companies promote destinations around Japan, along with other types of DMOs, and examine the way that local and regional DMOs are helping to promote historical and cultural awareness across the entire country.
- 7) The internet is a key infrastructure in the tourism industry, globally and in Japan. It provides many tools for visitors and travelers to plan, research, and engage in tourism activity - and at the same time provides tools for tourism providers to reach these visitors and provide them helpful information and transaction services.
- 8) On-line examples: We will take a look at how online service providers such as Rakuten Travel, AirBnB, Yelp!, Facebook, TripAdvisor, GuruNavi got started and influenced the way ordinary customers/tourists make their plans.
- 9) Beyond Mt. Fuji, Part 1: How to tell inbound visitors that Yamanashi is not just Mt. Fuji - a case study of local and regional DMOs in rural Japan. Go past Otsuki and Yamanashi has many attractions: wine country, Kofu city, Takeda Shingen, Suntory Hakushu whiskey, Hotel Resonare, and Seisenryo - developed by Rikkyo's Paul Rusch-Sensei. We will study how domestic tourism has changed and left some locations struggling.
- 9) Beyond Mt. Fuji, Part 2: How to tell inbound visitors that Yamanashi is not just Mt. Fuji - a case study of local and regional DMOs in rural Japan. Go past Otsuki and Yamanashi has many attractions: wine country, Kofu city, Takeda Shingen, Suntory Hakushu whiskey, Hotel Resonare, and Seisenryo - developed by Rikkyo's Paul Rusch-Sensei. We will study how domestic tourism has changed and left some locations struggling.
- 11) Student challenge, Part 1: We will divide the class into small teams that will play the role of consultant to find ways to help a local DMO promote itself to inbound visitors. Teams can chose the Yamanashi area of Hokuto Town and Yatsugatake Region, Sado Island, Tohoku's Shirakami Sanchi area; Aizu-Wakamatsu area of Fukushima; Kanazawa and Noto Peninsula etc. We will end the semester by having each team make a presentation of their promotional idea for branding the destination they have selected.
- 12) Student challenge, Part 2: We will divide the class into small teams that will play the role of consultant to find ways to help a local DMO promote itself to inbound visitors. Teams can chose the Yamanashi area of Hokuto Town and Yatsugatake Region, Sado Island, Tohoku's Shirakami Sanchi area; Aizu-Wakamatsu area of Fukushima; Kanazawa and Noto Peninsula etc. We will end the semester by having each team make a presentation of their promotional idea for branding the destination they have selected.
13. Student presentations and evaluation, discussion of strengths and weaknesses.
14. Final session: Summary of key skills and tools used in DMOs, with a surprise guest speaker to discuss current state of DMOs in Japan and answer student questions.

■Study Required Outside of Class

Students will be expected to contribute to class discussion by reading course materials and to conduct on-line research on destination marketing issues. Teamwork and collaboration will be necessary to participate and complete group projects.

■Evaluation

Final Report (40%); Active participation in class discussion (30%); Performance on biweekly in-class quiz (30%)

■Textbooks

Reading material and other discussion material will be distributed to students in this course via Rikkyo Blackboard. Other books, PDFs, and other publications may be recommended for purchase or borrowing.

Course Title	ESP (Investment and Finance) 1 <Mastering the top 10 key business skills for future tourism professionals.>
Instructor	FUCHS, P. E.
Credit	2 Credits
Course Number	TRM2003

■ Course Objectives

This course will be taught in both Spring and Fall Semester. The Fall Semester will focus on the needs of international visiting exchange students, and will include more background on Japanese history, society and culture, while the Spring Semester will be aimed at Japanese (and Japanese-speaking) students but both are for students who have some business experience, or want to master the 10 core skills needed both in tourism and general business management. Serious students only.

■ Course Contents

Inbound tourism in Japan has seen explosive growth, 19.4 million visitors in 2015 and 24 million in 2016. In just a few years, though the trends and patterns of inbound tourism has changed as visitors began to spread their travels beyond the Golden Route to less familiar parts and places in Japan. As in any fast-moving rapidly changing business, tourism professionals have to have strong basic skills and flexibility in using those skills in any aspect of tourism - transport, hospitality, entertainment, public safety, employment and training.

■ Course Schedule

1. Technology and Innovation (Overview): From the mid-19th century, the industrial revolution created the "machine age" and by mid-20th century, the electronics revolution launched the "computer age." Today we all rely on computers, networks, smartphones and the internet, and they continue to change the way we do business, and shape a new global culture. Donald Trump is the first president to master these tools and the new modes of mass communication they make possible, but it is unlikely that he understands how they work and where they came from. In this lecture we will explain exactly that in a way that even Mr. Trump would understand.
2. Technology and Innovation (Uses in Tourism): The machine age could also be called the "steam age" as the rapid growth of train lines, and later steam ships opened the door for mass tourism - of course, later followed by the automobile and jet plane. Telegraph evolved into telephone, radio into mobile phone and cinema into television, now all converging on the handheld wireless smartphone. In this lecture we will explain how rapidly evolving technology accelerates change in culture and tourism.
3. Money and finance (Overview): The global economy is a giant eco-system full of interdependent parts, like a huge clockwork where every little piece is connected to the whole, and the whole dependent on each one to function. Money is like water in the natural eco-system, and finance is the knowledge of how to use the power of money - like farmers and fishermen manage water - to grow the economy. In this lecture we explain how local, regional and national business and industry are interconnected.
4. Money and finance (Uses in Tourism): Tourism depends on investment into building facilities, both public such as airports, rail lines, harbors, and private such as resorts, hotels, and theme parks. In this lecture we will show how different types of investors and businesses collaborate to share the total cost, and how they pay for workers, materials and services.
5. Management and measurement (Overview): The economy is not like a clock where each piece and component is designed to do the same thing every time, but is a fluid, ever-changing mixture of supply and demand, delays, bottlenecks, and other surprises. In this lecture we look at how any business has to manage its resources - people, facility, customers, suppliers to ensure they can make a profit and stay healthy.
6. Management and measurement (Uses in Tourism): As a business, tourism is usually concerned with "capacity utilization" which is measured as the occupancy rate in hotels, and similar in planes, trains, restaurants and so on. In this lecture we look at how a business can find the right balance depending on season, weather, and other factors.
7. Marketing and branding (Overview): There are few if any business in the world without competition between different suppliers of similar goods and services, or alternatives. We can shop for food at any supermarket, depa-chika or 7-11. Japan has 8 makers of cars - and there are more imported brands, as in most other businesses, TVs, cameras, watches, shoes. In this lecture we look at understanding who the customer is, what he/she needs and wants, and how to guide them to choose one brand over another.
8. Marketing and branding (Uses in Tourism): Travelers and tourists have a huge and growing number of choices, airlines, destinations, hotels, attractions, shops, but also a large number of information resources to help narrow their choice and guide their final decision. It is a crowded and "noisy" marketplace, and in this lecture we learn how clever firms can create a clear brand image to raise their profit margins.
9. Collaboration and planning (Overview): In a global economy, no one company can do much on its own; instead they have to plan and coordinate their actions with others. Parts from different suppliers around Japan all have to arrive at a Toyota or Honda auto plant at just the right time, but in this lecture we will learn how collaboration is required in any business.
10. Collaboration and planning (Uses in Tourism Part 1): Transport systems are the backbone of tourism, and they need to be safe, reliable, and on time. Hotels and restaurants need to be ready for each group of new customers and in this lecture we will learn how they manage the flow of guests, staff, and supplies.
11. Collaboration and planning (Uses in Tourism Part 2): Transport systems are the backbone of tourism, and they need to be safe, reliable, and on time. Hotels and restaurants need to be ready for each group of new customers and in this lecture we will learn how they manage the flow of guests, staff, and supplies.
12. Student challenge: We are going to divide the class into small teams that will pick a Japanese tourism destination - or tourism service provider and create a business plan to improve its brand image, raise capacity, increase customer satisfaction and boost profitability using the 10 key business skills covered in this semester.
13. Student presentations and evaluations of strengths and weaknesses.
14. Surprise guest presentation to give a discussion of most recent business innovation in Japanese tourism sector.

■ Study Required Outside of Class

Students in this class will be expected to read and understand materials assigned before each class, and if called upon to summarize the material in class. Short written tests of key ideas and concepts will be held every other week, and students will prepare a team project at the end of the semester.

■ Evaluation

Final Report (40%); Active participation in class discussion (30%); Performance on biweekly in-class quiz (30%)

■ Textbooks

Reading material and other discussion material will be distributed to students in this course via Rikkyo Blackboard. Other books, PDFs, and other publications may be recommended for purchase or borrowing.