

Course Title	Business Development in Tourism 1 <Niiza>
Instructor	FUCHS, P. E.
Credit	2 credits
Course Number	TRM1003

■ Course Objectives

"Inbound Tourism: Managing Challenges and Opportunities. This will be a two-part course taught in the Spring and Fall Semesters with the goal of understanding the importance of inbound tourism to economic growth, and the development of effective infrastructure and human resources both at the national and local level by contrasting the experience in ASEAN with that in Japan. In the Fall we will take a careful look at the amazing growth during 2015 in Inbound visitors, the benefits, and possible risks to the scenario.

■ Course Contents

The hottest topic during 2015 in Japan was the Inbound Tourism Tsunami.

While China, Europe, Syria and other places were in the news, for Japan 2015 was clearly the breakthrough year for inbound tourism, and the media have paid much attention to the record-breaking number of visitors to Japan, and how much they spend on shopping and travel. The course will take a look at the roots of inbound tourism going back to the arrival of Dutch and Portuguese traders during the Tokugawa era, and look at the significant changes in the perception by foreigners of Japan as a travel destination, and the welcoming attitude in Japan towards such visitors of many cultures and ideologies.

In the Spring semester we looked at how ASEAN, led by Singapore and Thailand, have developed tourism infrastructure and global branding has helped market them to global travelers. The others are emerging or frontier markets with different needs. International and intra-regional tourism are both sources of growth. Tropical climate and geography are similar while local culture and history provide "spice" to the tourism menu. We will look at how the region can boost all instead of one in the way that Japan can boost all local regions, not just the Golden Route.

We will invite guest speakers from Japan's leading tourism service providers whenever possible to meet and talk to students enrolled in this course.

■ Course Schedule

1. Overview of Japan's Inbound Tourism Tsunami - what the data tell us and how the impact has been felt differently by location, business sector and how it helps Japan as a whole.
2. Abenomics: How Japan was able to go from one of the most expensive countries in the world, to one that is easy and fun to visit for tourists from around the world. Smart and timely political and economic choices helped change the global perception.
3. What makes Japan unique: Key aspects of Japanese culture, geography and history that helped fire up the tourism boom. We will look at the main "mental magnets" that make Japan a stand out destination – and we will show how different nationalities fancy somewhat different aspects of Japan. We will start by looking at Japan through the eyes of foreign visitors going back to the Dutch and Portuguese, later the Americans and British around the time of Meiji Isshin, and the happy spirited days of Chaplin, Einstein, Babe Ruth and Charles Lindberg. We will look at MacArthur and the Occupation, which also led to the Americanisation of Japan.
4. Then we look at the Picture Postcard view of "traditional Japan" which combines the pre-modern images of samurai culture, castles, sakura, and the refined arts of the geisha, tea ceremony, ikebana and the martial arts. This includes Kyoto and Kamakura, along with Imperial Palace, Himeji and the Tokugawa shrines at Nikko.
5. Next we look at aspects of modern contemporary Japan symbolized by the Shinkansen, the Shinjuku skyscrapers, the elevated highways, the subway system and other features, all the way to Sky Tree. Until recently this would include the Sony building in the Ginza, but now trends to the Apple Store instead.
6. Next among these mental magnets, we look at the imagined worlds of the anime and manga, the otaku world of Akiba, Robot Cafe, Scramble Crossing and its appearance in movies, Godzilla and even the Seven Samurai.
7. Finally we look at the natural aspects, including the famous powder snow of Niseko for Australian skiers, the hot-spring monkeys of Nagano, the lure of Mt. Fuji, the blue skies and fresh air, the sakura and the fall foliage, the Kenrokuen and other gardens, the Gassho roofs at Hida Takayama and the Shimanami Bridges from Imabari to Onomichi.
8. The economic impact and how it is shared. Inbound visitors spent an estimated ¥3.5 trillion during 2015, and we will examine who were the biggest winners.
9. The social and political impact. Inbound visitors develop strong personal impressions during their visit to Japan and present different images and narratives about Japan to family and friends, as well as social networks. We will see how this provides a valuable grass-roots diplomacy.
10. Challenges: We will study how localities and local communities ranging from the top destinations to smaller less visited ones deal with the shortage of hotel rooms, shopping, entertainment and other services catering to inbound visitors.
11. We will look at over-crowding and differences in cultural behavior and patterns when large groups of inbound visitors arrive at the same time at the same location. We will look at the Gion "geisha" girl phenomenon.
12. Inbound visitors have different needs and preferences from domestic travelers, including type of hotel room, information sources, transport, meals and so on. We will look at how to overcome these shortages.
13. The Golden Route gets the majority of visitors from many countries. The challenge for destination marketers is to create compelling reasons and narratives to attract visitors and we will look at what ideas are working well.
14. Overview: We will take the Bird's-Eye view and see what the outlook for Inbound Tourism will be in the next 5 years to the 2020 Olympics.

■ Study Required Outside of Class

Students are encouraged to do their own research using on-line sources and print media to deepen their understanding and to raise new questions and issues for class discussion. Bringing original and creative ideas to class discussion will contribute to overall grade.

■ Evaluation

Final Report (40%); Active Participation in class discussion (30%); Full Attendance (15%); Original Ideas and creative contribution to class discussion (15%)

Course Title	ESP (Investment and Finance) 2 <Integrating Old and New to Create Success Stories: How Innovation has Re-shaped the New Japanese Tourism Sector> <Niiza>
Instructor	FUCHS, P. E.
Credit	2 credits
Course Number	TRM2003

■Course Objectives

Innovation can break with tradition, or it can complement and reinforce existing and time-honoured ways of doing business. AirBNB does not need to beat the existing hotel industry, it wants to create a supplementary and more informal lodging industry. Students in this course will learn how innovators in Japan have introduced creative new visions to boost the overall attractiveness of Japan as an inbound and domestic tourist destination.

■Course Contents

In this intensive seminar-style course, taught in both Spring and Fall Semesters with specially invited guest speakers, we are going to examine the new "game changers" who are re-creating a new model for tourism in Japan, not only inbound but also internal domestic visitors. Tourism is one of the world's largest industries, and creates one out of eleven jobs worldwide. It is both old and conservative and bold and innovative at the same time, and this dynamic tension is an asset. We will look at 5 valuable case studies here in Japan where one person or one company had a vision and made it reality.

■Course Schedule

1. Part 1a: First we are going to look at Hideo Sawada, the founder of H.I.S., the youth-oriented travel agency, and how he has turned the Haus ten Bosch theme park in Nagasaki into a unexpected success story. The resort was for a long time a symbol of bubble-era excess when the dream of building a Dutch-style resort village was hatched in the late 1980s. But Sawada believed the idea could be reinvented and the old problems could be fixed. He fixed it and sold it to H.I.S. and it continues to make positive news as a lifestyle innovator.
2. Part 1b: Same with Part 1a
3. Part 1c: Same with Part 1a
4. Part 2a: Second we are going to look at Tobu Railway and SkyTree, the new monument to our familiar but evolving Tokyo skyline. Cities like Dubai, Kuala Lumpur, Taipei and Shanghai had captured the magic that comes with iconic skyscraper towers, but Tobu had the vision to put Tokyo back on the map. A landmark in the true sense of the word.
5. Part 2b: Same with Part 2a
6. Part 2c: Same with Part 2a
7. Part 3a. Third we will look at how Hokuriku and the famous but distant tourist destination of Kanazawa was put back on the map thanks to the long-held dream to connect the regions of Japan to the center once known as Nihon Retto-ron. The first step to re-uniting the "backside" of Japan to the "front" was taken by former prime minister Tanaka with the order to build the Shin-Etsu line to Niigata, and later the one to Nagano. Taking it to Kanazawa was just a logical but challenging next step. We will see what changes the new line has made.
8. Part 3b: Same with Part 3a
9. Part 3c: Same with Part 3a
10. Part 4a: Fourth, we will look at Hoshino Resorts and the methods they have used to revitalize old and often money-losing hotel and resort properties to update them and reposition them for the contemporary market.
11. Part 4b. Same with Part 4a
12. Part 5a: Finally, we will examine how a local outdoor museum in the Inland Sea at Naoshima created by a wealthy art patron named Fukutake, the business founder of Benesse Holdings, has without much attention in Japan become a favorite cultural tourist destination for many foreign visitors.
13. Part 5b: Same with Part 5a
14. All human activity needs to be refreshed, renewed and revitalised. In this course we looked at how innovation by individuals and companies have taken tradition and extended it with new ideas and new technologies to make all of Japan a more attractive destination for both inbound and domestic tourism. We will summarise the important take-aways and look for new challenges ahead.

■Study Required Outside of Class

Students will be encouraged to dig deeper using online and printed materials so they can make original and creative contributions to class discussion for which they will be partially graded.

■Evaluation

Final Report (40%); Active Participation in class discussion (30%); Full Attendance (15%); Original ideas and creative input to class discussion (15%)

■Textbooks

None

Course Title	Heritage Tourism <Niiza>
Instructor	CHEUNG, C. H.
Credit	2 Credits
Course Number	TRC2203

■Course Objectives

Students learn about various aspects of heritage tourism in different countries from the socio-cultural perspectives. They will learn about the development of heritage tourism both in developing and developed countries and major relevant anthropological theories, and will be more aware of the cultural dimension of heritage management, conservation policy and tourism development.

■Course Contents

This course will explore various aspects of heritage preservation and tourism development in different countries. The contents of lectures will be divided into FIVE major areas as follows:

1. introduction: What is Heritage?
2. The Emergence of Heritage Tourism
3. Heritage Tourism in Asia
4. Heritage in the World
5. Heritage Management and Tourism Development

■Course Schedule

1. Defining heritage
2. Preservation, conservation and heritage
3. Defining heritage tourism
4. Concepts of heritage Tourism
5. From ethnic tourism to heritage tourism
6. Cultural landscape and community-based tourism
7. World heritage and local heritage
8. Heritage preservation and tourism development I
9. Heritage preservation and tourism development II
10. Heritage and local identity I
11. Heritage and local identity II
12. Intangible cultural heritage and tourism
13. Social change and rural tourism
14. Gastronomic tourism
15. Final presentations

■Study Required Outside of Class

1. Lecture notes will be prepared for distribution so that students can have printed materials for revision.
2. Readings will be sent to students.
3. Power-point presentation will be available.

■Evaluation

Attendance (25%); active participation in class discussion (25%); final presentations or interviews (50%)

■Textbooks

Several articles will be chosen from *The International Journal of Heritage Studies*, published by Routledge. Details will be announced in class.

■Readings

Cheung, C.H. Sidney, *The Meanings of a Heritage Trail in Hong Kong*. (*Annals of Tourism Research* 26(3): 570-588. 1999) .
 Kurin, Richard, *Safeguarding intangible Cultural heritage in the 2003 UNESCO Convention: A critical appraisal*. (*MUSEUM International* 56 (1-2): 66-77. 2004).
 Shackel. Paul, *America's home town: Fiction, Mark Twain, and the re-creation of Hannibal*, (*Missouri International Journal of Heritage Studies* 17 (3): 197-213. 2011)