

Course Title	<b>Special Lecture on Tourism 3</b> <Tourism Development Trends of Asia>
Instructor	BADARUDDIN, M.
Credit	2 Credits
Course Number	TRM3003

#### ■Course Objectives

The aim of this course is to give a general overview of the general trends of tourism development in Asia, with a special focus on Southeast Asia. It uses simple English. It discusses selected issues on tourism, some cultural aspects of tourism using basic terminology and concepts of tourism.

#### ■Course Contents

The course discusses many relevant and interesting issues of tourism like the 'new tourism' and 'alternative tourism' and, travel trends and the impacts of tourism. Discussion will also focus on the different travel culture and host communities around the Southeast Asia. Students are expected to share their travel experiences and present their ideas in class. The class will be conducted in simple Asian English.

#### ■Course Schedule

1. Tourism from past to today–Focus on Asia & Southeast Asia
2. Image of destination and its importance
3. Tourism trends in Asia and predictions
4. Survival of Asia tourist resorts
5. Rural tourism in Malaysia
6. Development of tourism products
7. Sustainable Tourism
8. Impacts of Tourism
9. Tourism and Transportation
10. Domestic Tourism
11. Case Study 1 - Tourism Development
12. Case study 2 - Tourism Development
13. Theory and model of tourism planning
14. Urban Tourism Issues
15. Discussions and Exam preparation

#### ■Study Required Outside of Class

None

#### ■Evaluation

Final Test (40%); Final Report (20%); Quiz.(10%); Assignment (20%); Class Participation (10%)

#### ■Readings

To be announced during classes

Course Title	<b>Business Development in Tourism 2</b>
Instructor	FUCHS, P. E.
Credit	2 credits
Course Number	TRM2003

#### ■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 comparing and contrasting the ASEAN region and Japan.

#### ■Course Contents

2015 was clearly the breakthrough year for inbound tourism in Japan, 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.

In the Spring semester we will look at how another region in Asia is managing its own inbound tourism challenge, and that is the ASEAN region which includes tourism magnets like Singapore and Thailand along with emerging destinations such as Laos, Cambodia and Myanmar. Building a strong tourism industry in the ASEAN region which is made up of 10 very different and distinctive cultures and societies that in some cases have little in common except geography, is unlike that in Japan but is worth studying in detail as preparation for studying the case of Japan in the Fall semester.

We will use up-to-date information from the regional tourism authorities, and whenever possible invite speakers from ASEAN inbound promotion agencies to visit Rikkyo Niiza Campus to talk to students in this course directly. (English and Japanese both available).

#### ■Course Schedule

1. Overview of ASEAN region and modern post-war history and economic development
2. Singapore - the island state that in only 60 years generated the highest per-capita wealth in ASEAN, and is the only English- speaking but multi-ethnic country in the region.
3. Thailand - the prosperous monarchy that has a long history of peace and stability but has in recent years suffered political conflict resulting in a military coup. Home to a large concentration of Japanese industry but famous for its easy-going culture.
4. Vietnam – Reunited as one country after the war ended in 1975, the country has opened to global investment and trade and is now a competitor with China. Once part of French Indo-China with Laos and Cambodia.
5. The Philippines had a different colonial legacy as part of the Spanish dominion in Asia, and has a vibrant democracy spread across its many islands with a young and well-educated population.
6. Indonesia is the largest country in ASEAN and with neighboring Malaysia one of the largest predominantly Muslim countries in Asia. Well endowed with natural resources and a young growing population.
7. Malaysia (and tiny Brunei, an independent member of ASEAN) has a distinctive government with a Federal government as well as regional mini-kingdoms led by hereditary islamic royal families. Like neighbour Singapore a former British colony with an old tea and rubber plantation economy transformed into a more industrial one.
8. Cambodia and Laos emerged from French Indo-China after the Vietnam War and have a later start on modernising their economies. Both are part of the greater Mekong region and with Vietnam are in the shadow of China.
9. Myanmar has just emerged from a long period of isolation with a commitment by the former military regime to market opening and democratic elections. The country is rich in resources, but faces a challenge of healing wounds of past ethnic conflicts.
10. Led by Singapore and Thailand, the large countries of ASEAN 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.
11. We will examine how each country encourages different types of international tourism. First we look at the traditional tropical beach family holiday markets across the region, along with the traditional local culture and historical marketing aspects.
12. Second, we look at tourism infrastructure from transportation hubs, capital cities, access, resorts, linguistic support and other services.
13. Third we look at the business and economics of the hotel and tourism related industries across the region, and examine sustainable development practices that raise social fairness while preserving local culture and natural assets.
14. Finally we take the Bird's Eye View and look at how we can compare and contrast the Inbound Tourism trend in ASEAN and Japan.

#### ■Study Required Outside of Class

Students are encouraged to use a variety of published online and print media to deepen their knowledge of each of these distinctive countries and cultures.

#### ■Evaluation

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

Course Title	<b>ESP (Investment and Finance) 1</b>
Instructor	FUCHS, P. E.
Credit	2 credits
Course Number	TRM2003

### ■Course Objectives & 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. Overview and summary of class presentations and discussions. Tradition to stay healthy must be renewed and refreshed. We will summarise the key lessons and take-aways from the previous lectures and invited speakers.

### ■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 contribution to class discussion (15%)

Course Title	<b>Western Tourism</b>
Instructor	UYENO, R. K.
Credit	2 Credits
Course Number	TRC2503

### ■Course Objectives

To study important issues that affect Western destinations and travel markets

### ■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.

### ■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 (based on WTO and other reports).
5. Climate change and the tourism industry.
6. The Olympic Games and tourism.
7. Accessible tourism.
8. Use of animals as tourist attractions.
9. Poverty tourism.
10. LGBT tourism.
11. Disasters and crisis management, part 1.
12. Disasters and crisis management, part 2.
13. Destination branding.
14. Review and summary.
15. Final exam.

### ■Study Required Outside of Class

Reading of course handouts (to be provided by the instructor)

### ■Evaluation

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

### ■Textbooks

None

### ■Readings

To be provided by the instructor