

科目コード／科目名 (Course Code / Course Title)	DM489／Tourism Study 3 (Destination)		
テーマ／サブタイトル等 (Theme / Subtitle)	Destination Management and Marketing		
担当者名 (Instructor)			
学期 (Semester)	秋学期(Fall Semester)	単位 (Credit)	2単位(2 Credits)
科目ナンバリング (Course Number)		言語 (Language)	英語 (English)
備考 (Notes)	For PEACE and DLP students		

#### 授業の目標 (Course Objectives)

Upon completion of this course, the student will be able to

- ① Understand and explain basic tourism concepts and destination marketing elements.
- ② Understand the role of destination management
- ③ Able to discuss destination plan (Japan)

#### 授業の内容 (Course Contents)

Tourism is the world's largest 'industry' in terms of employment and global production, which creates 1 in 10 jobs around the world and contributes to more than 10.3% of global GDP in 2019. The purpose of this course is to introduce the basic concepts of tourism, destination marketing, and emerging trends in the hospitality and tourism industry in Japan. The student will be required to write a destination plan by exploring local tourism resources in Japan.

#### 授業計画 (Course Schedule)

1. Introduction  
Tourism concepts & basic elements Textbook
2. Destination Management and Marketing  
Concepts and Roles;
3. Tourist Decision Making  
Travel motivation; Destination markets  
Class Experiment: Travel Decision Making Process
4. Destination Planning  
4P's marketing mix
5. Positioning I  
SWOT analysis; student group work
6. Positioning II  
Student group work
7. Destination Promotions: Digital Advertising
8. Destination Promotions: Social Media
9. Online Reputation Management  
Word of mouth (WOM)
10. Consumer Satisfaction:  
SERVQUAL; Kano model; Disconfirmation model
11. Sustainable marketing
12. Sustainable marketing
13. Presentation
14. Presentation

#### 授業時間外(予習・復習等)の学習 (Study Required Outside of Class)

group work

#### 成績評価方法・基準 (Evaluation)

最終レポート(Final Report)(40%) / 発言 In-class Participation (English)(30%) / 発表 Presentation (English)(30%)

#### テキスト (Textbooks)

No textbook is required for this course. Reading materials will be introduced during the course

参考文献 (Readings)

Will be introduced during the course

その他 (HP 等) (Others (e.g. HP))

Will be introduced during the course

注意事項 (Notice)