

授業概要 (シラバス)

専門学校日本ホテルスクール

■科目基本情報

科目番号	MS102	分類	講義科目
授業科目名	国際観光論(英)	英文授業科目名	International tourism theory
年度	2023年度	年次	屋間部 1年 英語専攻科
開講学期	通年	授業の方法	講義科目
単位数	2単位	年間授業時間数	28.8時間
科目区分	専門科目	授業コマ数	24コマ
担当教員名	Ginny	実務経験なし	
経歴			

■授業・科目情報

学習目標	By the end of this course, students should: * have a general understanding of the history of the travel industry and various factors which shaped it. * be able to speculate on and discuss how these and other factors may shape the future of the industry. * have some idea of what this means for their role in the industry.		
教科書	original prints based on World Tourism Organization publications and other sources		
Lesson contents	回数	内容	
	1	Question paper, some Page 1 – self-introductions, thoughts on what International Tourism is about, etc.	
	2	Page 1 – Introduction to International Tourism: definitions, benefits of tourism, etc.	
	3	Page 2 – Tourism History: Early Ages – Middle Ages	
	4	Page 3 – Tourism History: The Renaissance – Modern Era	
	5	Page 4 – Sectors of tourism business (transportation, hospitality, food and bev., etc.)	
	6	Page 5 – Types of tourism businesses (direct vs. indirect, public vs. private)	
	7	Page 6 – External Factor that Affect Tourism (demographics, technology)	
	8	Page 6 – External Factor that Affect Tourism (sustainable tourism, etc.)	
	9	Page 7 – Patterns and Trends (regional statistics, arrivals and receipts by country)	
	10	Page 7 – Patterns and Trends (expenditure, Asian arrivals and receipts)	
	11	review for semester exam	
	12	semester exam	
	13	Page 8 – Types of accommodations	
	14	Page 8 – Food and beverage, etc.	
	15	Page 9 – Management styles, ADR	
	16	Page 9 – ADR, Occupancy Ratio	
	17	Page 10 – Positioning, Advertising	
	18	Page 10 – Promotions, Linkage	
	19	Students will make groups and start planning for a final presentation on a hotel of their own design	
	20	continuation of preparation for presentation	
	21	Students make their final presentations	
	22	Students continue with presentations	
	23	review for final exam	
24	final exam		
How to proceed class	lecture and discussion based on worksheets, group work, individual speculation final group presentation		
試験の実施方法	前後期各1回 試験期間に設定し、形式は文書試験とする。		
成績評価方法	本校の規定に基づき、全科において共通評価基準にて算出する。 ①試験得点 = 50% (10ポイント) ②出席率 = 50% (10ポイント) 上記の2つの項目をそれぞれ10ポイント(合計20ポイント)に置き換えて、そのポイントに応じてA,B,C,D,F評定を決定する。 尚、前提基準として①試験全体平均点の50%未満。または②出席率の50%未満に該当する場合には「F」評定とするが、通年教科の後期学年末の評価については、前期および後期全体の状況をもって算出する。		
関連科目	国際情勢、国際文化比較論		
Reference book			
Message for students	In this class, I would like for you to think about the current and future situation in the tourism industry using what you know or can guess about it. I will often ask your opinions or your guesses on questions you might not have thought of before. Getting the right answer is good, but the more important thing is for you to think and share what you think, so don't be afraid to speak up!		

以上