

Course title	Strategic International Business Consulting (A)				
Teacher(s)	Monica CHIEN, SAITO Akira			開講区分	単位数
				2nd semester	1.0
Numbering Code		Day · Period	Other	Timetable Slot Code	3J330

#### Lesson topic

This course aims to provide students with the necessary knowledge and skills to give advice concerning business planning and management in tourism, events, and sports. It has an international focus and introduces students to the key concepts involved in tourism and event management, while offering insights into the principals of marketing.

Tourism has become a key economy pillar of many nations. In Japan, for example, to facilitate the growth of the industry, the government aims to increase the number of international tourists to 40 million annually by 2020 and 60 million by 2030. The nation's hosting of the forthcoming mega-events (i.e., 2019 Rugby World Cup, 2020 Olympic and Paralympic Games, 2021 Kansai World Masters games, and 2025 World Expo) is projected to further boost tourism development and increase the influx of international tourists.

Meanwhile, special events and festivals such as sport, arts, and cultural celebrations have long been used by cities and regions to provide residents with entertainment and leisure opportunities, and to further develop infrastructure and boost social cohesion at the destination. Events represent a unique form of service product development to satisfy diverse stakeholders including consumers (residents and/or tourists), government, community and cultural groups, media and business sponsors or financiers.

Against this backdrop, this course gives an overview of issues involved in international tourism and event planning, operations, marketing and resourcing at both the macro and micro levels. As such, the course draws upon cross-disciplinary theories from marketing, tourism, psychology and social science, as well as current business practice to provide a framework for understanding.

#### Lesson target

After successfully completing this course, students should be able to:

- Understand the terminology, definitions and models applied to the study of tourism and event.
- Identify the landscape in which tourism and events operate within the broader social, economic, and legal contexts.
- Identify some of the complex issues and challenges related to tourism development and event marketing.
- Demonstrate an ability to critically analyze and respond to the issues underpinning international tourism and event management.
- Bridge the gap between business and legal practices by raising awareness of the role law plays in the marketing of event and tourism.

#### Syllabus and plan

There will be a total of eight lectures covering the following topics.

- Contemporary issues, trends, and challenges in event and tourism
- Tourism experiences and tourism research
- Destination planning and marketing
- Event impacts and legacies
- Event marketing and operations
- Sponsorship and fundraising
- Risks, legal and ethical considerations
- Working in business consultancy

The topics and schedule may be adjusted depending on our progress over the course.

#### Evaluation method

- (a) Open-book exam 40%
- (b) Tourism facility audit and sales pitch 60%

#### Evaluation baseline

With the method stated above, grades will be determined in accordance with the degrees of achievement of the objectives.

#### Notice (include info. on related class)

The detailed course syllabus including lecture materials will be distributed to students later.

#### Review and preparation

Read the assigned materials and prepare the proposed questions before each lecture.

#### Office hour · Contact information

Contact details will be announced during lectures.

#### Message for student

This course provides students with an understanding of how business principles and marketing theories can be applied to the planning and management of tourism and event projects. It will also give insight into the current issues in tourism development, as well as the impact of mega-events on economy, environment, and society. I look forward to students' active participation in class.

#### Improvements in Teaching

N/A

#### Text

Special interest tourism: Concepts, contexts and cases / Agarwal, S., Busby, G., & Huang, R. : Wallingford, Oxfordshire, UK; CABI. ,2018 ,ISBN:  
Festival and special event management, 5th ed. / Allen, J., O'Toole, W., Harris, R. & McDonnell, I. : Milton, Qld: John Wiley and Sons. ,2011 ,ISBN:  
Events management: An introduction. 2nd ed. / Bladen, C., Kennell, J., Abson, E., & Wilde, N. : Abingdon, Oxon: Routledge. ,2018 ,ISBN:

#### Reference Material

Morrison, A. M. (2019). Marketing and managing tourism destinations, 2nd ed., Abingdon, Oxon; Routledge.

The sponsorship handbook: Essential tools, tips and techniques for sponsors and sponsorship seekers / Collett, P. & Fenton, W. : West Sussex, UK: John Wiley and Sons. ,2011 ,ISBN:  
Events and sustainability / Holmes, K., Hughes, M., Mair, J., & Carlsen, J. : Abingdon, Oxon: Routledge ,2015 ,ISBN:  
Marketing research for the tourism, hospitality and events industries / Kolb, B. : Abingdon, Oxon: Routledge ,2018 ,ISBN:

#### Classroom Language

English

#### Keywords

Tourism, destination, marketing, mega-event, sport, visitor, strategy