

授業科目(ナンバリング)	Hotel Management (CD307)			担当教員	井上英也 Hideya Inoue		
展開方法	講義	単位数	2 単位	開講年次・時期	3 年・後期	必修・選択	選択
授業のねらい							アクティブ ラーニング の類型
Students will be well acquainted with the following: (1) The specific features of Japanese traditional inns – “Ryokans”, (2) The general perception of “Service” in Japan, (3) The history of hotels in Japan, (4) Various categories of hotels, (5) Typical hotel management styles in Japan.							①②④ ⑤⑥⑦
ホスピタリティ を構成する能力	学生の授業における到達目標				評価手段・ 方法	評価 比率	
専門力	Students will be able to understand the general features of the hotel industry in Japan.				Written Test	40%	
情報収集、 分析力	Students will be able to summarize the contents of articles from newspapers and/or magazines, and express their own views of the materials.				Presentation	30%	
コミュニケーション力	Students will be able to share their own views and make presentations about the assigned topics.				Presentation	10%	
協働・課題解決力	Students will be able to work together in group.				Presentation	10%	
多様性理解力	Students will be able to distinguish the differences in the business models of Ryokans and Hotels by understanding the background which is based on culture.				Written Test	10%	
出 席					受験要件		
合 計					100%		
評価基準及び評価手段・方法の補足説明							
Written test : 50% All questions will require narrative expression in English on the past and present status of the hotel industry. Presentation: 50% Number, quality, and performance of presentations. Feedbacks will be made in person.							
授業の概要							
Taking advantage of the Professor’s experience, 20 years in the hotel industry + 10 years with other industries (including 15 years in foreign affiliated companies), and various aspects of the hotel industry from an internal and external perspective will be lectured on. The average required time for pre/after work for this lecture is 180 min.							
教科書・参考書							
教科書 : <i>The Hotel Industry in Japan</i> Kyutaro Doi, Ohta Publications 参考書 : To be provided from time to time. 指定図書 : <i>The New Golden Standard</i> Joseph A. Michelli							
授業外における学修及び学生に期待すること							
① To read at least one specific newspaper every day. ② Not to hesitate to address questions in the class.							

回	テ ー マ	授 業 の 内 容	予 習 ・ 復 習
1	Orientation	Go over the syllabus, and confirm the general description of 14 lessons starting from week 2	Read the syllabus in advance
2	Introduction	Overview the mega trend of the hotel industry in Japan and the whole world	Read page 14-28 of the textbook & review
3	What are “Ryokans”	Per the Guinness Book, the oldest lodging facility, still in business, is “Ryokan” in Yamanashi Prefecture, Japan. Lecture on aspects of “Ryokan”.	Read page 36-43 of the textbook & review
4	Service and the Japanese	What is the perception of “Service” by Japanese? You will overview and discuss the meaning of “Service” in Japan.	Read page 50-56 of the textbook & review
5	The History of Hotels in Japan	By learning the history of hotels in Japan, you will be able to grasp the development of the Japanese economy since the Tokugawa era.	Read page 62-74 of the textbook & review
6			
7	The categories of Hotels	As retail business has many categories such as Department Store, Super Market, Convenience Store and 100 Yen Shop, hotel business has several categories as well.	Read page 76-87 of the textbook & review
8	International Brand Hotels / Management Structure	Overview of the global hotel chains and their brands in Japan and understand the management structures influenced by them.	Read page 94-110 of the textbook & review
9	The Lodging Industry	Understand the basic indicators to evaluate the hotel performance.	Read page 112-124 of the textbook & review
10	Marketing	Overview the hotel market conditions recently including the trend of inbound tourists.	Read page 126-138 of the textbook & review
11	The Restaurant Department	Grasp the overall restaurant business in Japan and discuss the ideal future of hotel restaurants.	Read page 140-158 of the textbook & review
12	Field work “Inspection of Hotel”	Visit a hotel near the university, and inspect various facilities and services.	<Report> Findings of the field work to be reported & review
13	Banquets / Weddings	Overview the current situation and history of the banquet business at full service hotels in Japan including the wedding business.	Read page 160-180 of the textbook & review
14	Human Resources	Management methods of human resources departments in Japanese hotels have many unique aspects. It is worth studying the basic philosophy behind them as they are applicable to most of business entities in Japan.	Read page 182-188 of the textbook & review
15	Review of the past lectures	Review the main points of the past lectures, and Q & A session to follow.	Review the past lectures, and prepare a list of questions
16	Examination	Written Test	Prepare for the final examination