

授業科目(ナンバリング)	Hotel Management (CD216)			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	2 年・前期	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 history of hotels in Japan, (2) Various categories of hotels, (3) Typical hotel management styles in Japan. (4) The general perception of "Service" in Japan, (5) The Future outlook of the hotel industry.							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 views of the materials.				Presentation	30%	
コミュニケーション力	Students can share their 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 a group.				Presentation	10%	
多様性理解力	Students will be able to distinguish the differences between Ryokans and Hotels' business models by understanding the background 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. Feedback 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. The average required time for pre/after work for this lecture is 180 min.							
教科書・参考書							
教科書 : <i>An Outline of the Modern Hotel Industry</i> The Japan Education Center for The Hotel Industry 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	What does "Hotel x Brand" mean? Overview of the relation between Hotel and Brand.	Think about the value of the brand in the hotel industry
3	The fundamentals of the hotel business①	Ascertain and understand the current state of the global tourism and travel industry	Read pages 77-89 of the textbook & review
4	The fundamentals of the hotel business②	Grasp the contextual differences in hotel development between Europe and the United States	Read pages 89-105 of the textbook & review
5	The fundamentals of the hotel business③	Understand the changes affecting hotel development in Asia and Japan	Read pages 106-129 of the textbook & review
6	The profit structures and management forms in the hotel business①	Understand the characteristics of the profit structure in the Japanese hotel business	Read pages 134-145 of the textbook & review
7	The profit structures and management forms in the hotel business②	Understand the various categories of hotels and their respective characteristics	Read pages 146-167 of the textbook & review
8	Basics of service and service according to job function①	Understand why the redefinition of service in Japan is necessary	Read pages 170-197 of the textbook & review
9	Basics of service and service according to job function②	Understand the skills and qualifications that will be required in the future by Japanese hotel companies	Read pages 198-213 of the textbook & review
10	Changes in the environment in the hotel business①	Understand conditions in the hotel business in Japan since 2000	Read pages 2-33 of the textbook & review
11	Changes in the environment in the hotel business②	Understand four trending keywords corresponding to the hotel business in the 21 <sup>st</sup> century	Read pages 34-73 of the textbook & review
12	Fieldwork "Inspection of Hotel"	Visit a hotel near the university, and inspect various facilities and services.	<Report> Findings of the fieldwork to be reported & review
13	Future outlook concerning and challenges facing the hotel industry①	Shed light on the challenges facing the hotel business in the 21 <sup>st</sup> century	Read pages 252-261 of the textbook & review
14	Future outlook concerning and challenges facing the hotel industry②	Investigate hotels and the functions and services that hotels offer from the standpoint of users	Read pages 261-271 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