

# Tourism Management Seminar I/II

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The Tourism Management Seminar will be offered to students who are interested in acquiring specialist knowledge in tourism. The seminar meets for 2 consecutive periods every week (2 komas/4 credits) and is designed to be taken over 2 years.\*

While governments are quick to laud the economic benefits that tourists can bring, there are growing concerns about the impact of relentless growth of global tourism on the environment as well as the socio-cultural wellbeing of host communities. Driven largely by deregulation, globalisation and technological developments, the overarching focus on growth that has driven post-WW2 development is being increasingly challenged and questioned. There is growing awareness that the inexorable expansion of the tourism industry and our addiction to low-cost travel is unsustainable, and ultimately endangering the planet's finite resources and the welfare of destinations and their inhabitants.

Adopting a lens of sustainability, this semester considers the management and marketing of tourism. Combining analysis of seminal research with illustrative and up-to-date case studies from a range of domestic and international destinations/organisations, students will gain insights into the factors driving tourism development. Students will be introduced to different qualitative research methods, and will acquire the tools to critically investigate tourism in a context of their choice. This will form the basis of an extended research paper that will be completed during the second year of the semester.

Through the course of this seminar, students will develop their discussion and presentation skills. In particular, students' research project will enhance their ability to critically analyse problems and develop compelling arguments. Such capabilities are highly valued by employers and will stand you in good stead in your future careers.

## Seminar Content

The seminar consists of in-depth analysis of various issues related to sustainable tourism management in the form of discussion, presentation and writing. In the opening spring semester, students are introduced to some core texts and research and are encouraged to start to consider which areas they intend to focus on. In the fall semester, students will begin to refine their topic and engage in a more in-depth consideration of relevant literature. By the end of the year, students are expected to have developed a firm research proposal.

In the second year of the seminar, students will research and write their extended research paper. While students are encouraged to take greater responsibility for their own studies, guidance will be provided both in-class and also through individual consultation with me.

In order to get the most from each seminar, students must commit to undertake the reading assignments. These take the form of Core Readings (chapters/articles containing key concepts or empirical investigations relating to various aspects of tourism management) and Current Readings (of topical news stories). While some seminars will be instructor-led, students will play an increasing role in leading discussions on the Core Readings. As students' own research develops later in the seminar, they will give presentations on various aspects of their research. This will enable students to acquire insights from other students in addition to the instructor.

Fieldtrips will be organised to selected tourism-related sites in Tokyo, and a 1-night summer camp will be held. Details will be given in class (this year we are going to Niseko, Hokkaido).

## Research themes

Building on some key aspects of earlier tourism-based classes, students are encouraged to develop an interest by doing their own reading. Through concentrating on one of these themes, students will then focus on a particular topic for their extended research paper, and in which particular context they wish to investigate:

- destination management & marketing
- visitor attraction management
- sustainable tourism destinations
- tourism marketing
- the tourist experience
- event management

## Requirements

- 1) Seminar students should have taken some of the following Business & Economy courses: Introduction to Tourism Studies; Introduction to Business; Principles of Marketing; Marketing in Japan; Tourism Development in Japan; Event Management; Marketing Management.
- 2) Seminar students are encouraged to concurrently enrol in Services Marketing (300-level course).
- 3) ***Seminar students must commit to do the required reading, preparation and assignments, which will be at a more intensive level than previously experienced.***
- 4) Students must display a high level of interest in tourism.

Additionally:

\*Students are expected to participate in the seminar for two years. At the instructor's discretion, students may be allowed to join in their 4<sup>th</sup> year.

\*Transferring between seminars is discouraged.

\*Students intending to take part in OAS can take this seminar; it will be necessary to establish a tailored study plan.

\*Please email me should you wish to observe a class (Mondays periods 3&4).

## Assessment

- 1) Participation: 40%. Students must do the required reading and preparation **for each class**, submit required assignments, give group/individual presentations, take turns to lead discussion and actively contribute.
- 2) Semester-end paper: 60%. In the 1<sup>st</sup> year students must submit a theory paper at the end of the first semester and a research proposal at the end of the second semester.  
In the 2<sup>nd</sup> year students must submit a progress report at the end of the first semester and an extended research paper at the end of the second semester.

## Application process

During the seminar application week (beginning October 19<sup>th</sup>), send me an email stating your formal intention to apply for this seminar. I will then provide you with an application form. Your application will include a *300+ word essay on your aims*. The application should be submitted by email; please send a copy to me, and to the GIS office, **by 17:00 on November 5<sup>th</sup>**.

Interviews will then be held between November 7<sup>th</sup>-30<sup>th</sup>; details will be provided in due course.

Target enrolment: The seminar will be open to up to 10 3<sup>rd</sup> year students. In special circumstances it may be possible to admit 1 or 2 4<sup>th</sup> year students.

The exact number will vary depending on the strength of students' applications.

The results will be announced on December 3<sup>rd</sup>.

\*The selection process will also take into account students' GPA and participation/contribution in previous classes.