

REVIEW OF COMMERCE AND BUSINESS

Vol. 38

November 1997

No. 3

CONTENTS

Articles:

A Basic Approach to Some Cases and Types of the Tourist-attractionized Local Industries.

.....Yoshiaki Takamuki... (1)

One Hundred Years of Study on "Marketing" in U. S. A. (1)

.....Tokuji Ohtsubo... (25)

A Study on Accounting of Reserves.Hitomi Hatakenaka... (53)
Toward the Business System Construction in Tourism Business.

.....Hiroyuki Inui... (79)

Notes:

Sustainable Tourism Development and its Impact Management.

.....Eiichi Tahara... (109)

Green Marketing Communication and Environmental Audit

: ISO14001 Accreditation in Kyushu Island, Yamaguchi Prefecture and Hiroshima Prefecture (An Interim Report III)

.....Jitsuo Saito... (135)

Edited by

THE SOCIETY OF COMMERCE AND BUSINESS

KYUSHU SANGYO UNIVERSITY

FUKUOKA JAPAN