

STEPS TO HATANAKA RYOKAN (KYOTO, JAPAN)

Eric Drouart*



Steps to Hatanaka Ryokan (Kyoto, Japan). *Color Photograph.*

“This photograph shows the front steps of the Hatanaka ryokan, a traditional Japanese hotel in Eastern Kyoto.” — *Eric Drouart*

* **ERIC DROUART**, a native of France, after graduating from Institut de Préparation à l'Administration et à la Gestion (IPAG) in Paris, France, attended the University of Massachusetts (Amherst), and received a Bachelor's in Business Administration and a Master's of Science in Business Administration. Drouart joined Rivier College in early 2000. He is an Associate Professor in the Business Administration Division teaching courses in management, marketing, advertising, international business, and strategic management. Drouart had extensive international marketing and general management experience with Bristol-Myers Squibb. He was based in Paris, France from 1994 to 1999. Eric also spent five years, from 1986 to 1991, in Japan, and one year (1993) in Italy. Drouart had prior international research experience with General Foods Corporation and Burke Marketing Research. Drouart is a member of the American Marketing Association.