Subject	
AY2011 Curriculum	Field Study
AY2017 Curriculum	Field Study for Tourism and Hospitality
Eligible semester to apply	3~7 Semester *Refer to Application Information for more info.
Program Title	Heritage tourism in Urban and Rural landscapes (VAFADARI M. Kazem)

1. Program Title	Heritage Tourism in Urban and Rural Landscapes
2. Professor	VAFADARI M. Kazem
3. Activity site	Italy, Spain
4. Academic Year	AY2019
5. Period in which program is offered.	Summer Session
6. Language	・English [Language you may use in activity] ・English
7. Credits	4 -Credits are not counted toward the maximum number of credits registerable per semester.
8. Overview	This program offers a collection of different heritage productions in tourism such as history, culture, architecture, food, and agriculture in Italy/ Spain. Students are expected to explore the applications of theoretical studies on heritage tourism in European models of heritage business environment.
9. Objective	To learn and experience the concept of heritage tourism through rural and urban landscapes.
10. Participation Fee (Approx.)	Items / Amount Transportation ¥220,000 Accommodation ¥75,000 On-site Transportation ¥25,000 Total ¥320,000 [Fees not included] ➢ Food expenses ➢ Visa application & its related fees (if applicable) ➢ Overseas travel insurance & J-TAS (mandatory) ➢ Ground transportation in Japan ➢ Immunization (optional)
11. Recommended qualifications knowledge	Students are encouraged to have heritage and tourism relevant studies and interests.
12. Standard of Completion	Students should follow the program step by step in a group work manner and study. Active participation in discussions and contribution to quality research throughout the trip is required. Understanding of readings and other study materials is required.

Subject	
AY2011 Curriculum	Field Study
AY2017 Curriculum	Field Study for Tourism and Hospitality
Eligible semester to apply	3~7 Semester *Refer to Application Information for more info.
Program Title	Heritage tourism in Urban and Rural landscapes (VAFADARI M. Kazem)

13. Teaching Method

Students will review the literature on heritage tourism prior to the trip. During the program, you do a range of field works activities such as direct participation and observation, data collection by interview and participate in ecotourism activities. Mapping destination and tourism environment for SWOT analysis and comparative studies of heritage tourism in the rural and urban environment. After returning, students will bring their understanding in conclusion and present research results.

[Environment and Method to implement Multicultural Cooperative Leaning]

This program provides opportunity for gorp activities and discussions among participants from different countries.

14. Schedule

[Pre-Lectures]

Date	Period	Contents	Method
3-July (Wed.)	1st period	Urban Tourism	Workshop
10-July (Wed.)		Rural Tourism	Workshop
17-July (Wed.)		Tourism Planning	Lecture
24-July (Wed.)		Dest. Branding	Workshop

[Practicum]

Date	Lecture	Activity	Site
4-Sep. (Wed.)	Departure from Oita	Travel to Madrid	Transit
5-Sep. (Thu.)	Heritage Tourism	Orientation PM: field work in Madrid	Spain/ Madrid
6-Sep. (Fri.)	UNWTO and Heritage Management	Urban Heritage Tourism, Madrid	Madrid
7-Sep. (Sat.)	Heritage Tourism Policy and Planning	Madrid Travel Facilities and Destination Management	Madrid/ Valencia
8-Sep. (Sun.)	Destination Branding	Valencia destination and Brand	Valencia
9-Sep. (Mon.)	Urban Heritage Tourism	Marketing Local Products through Tourism	Valencia
10-Sep. (Tue.)	Heritage, Capacity Building and Conservation	Religion and Heritage in Rome	Valencia/ Rome
11-Sep. (Wed.)	Rural Tourism	Vatican and Tourism	Rome/ Bracciano
12-Sep. (Thu.)	Measuring Sustainability in Heritage Tourism	Rural Destination Branding	Bracciano
13-Sep. (Fri.)	Governing Heritage Tourism	Agriculture Heritage and Food	Braccaiano/ Rome
14-Sep. (Sat.)	Conclusion and Discussion	Travel to Japan	Transit

Subject	
AY2011 Curriculum	Field Study
AY2017 Curriculum	Field Study for Tourism and Hospitality
Eligible semester to apply	3~7 Semester *Refer to Application Information for more info.
Program Title	Heritage tourism in Urban and Rural landscapes (VAFADARI M. Kazem)

	15-Sep. (Sun.)		Arrive in Japan Overnight Stay in Tokyo	
	16-Sep. (Mon.)		Travel to Oita	

[Post-Lectures]

Date	Period	Contents	Method
17-Sep. (Tue.)	1st-3rd Period	Research Presentation	Oral Presentation

15. Method of Grade Evaluation	Research Proposal 20% Active participation / daily report/punctuality 30% Final report 50%
16. Requirements For students.	-When going abroad, it is necessary for participants to purchase an international insurance and a flight ticket designated by the university from the date of departure until the date of return to Japan. The Academic Office will contact individual students once their participation is confirmed.
17. Textbook	[Reading Materials will be distributed during the course]
18. Further readings	Heritage Tourism by Dallen Timothy
19. Others	
20. Notes	No. of students required: 15 Minimum No. of participants: 5 Hazard Information Level：Level 0