

1. Program Title プログラム名	Heritage tourism in Urban and Rural landscapes											
2. Professor 担当教員	VAFADARI Kazem											
3. Activity site 実習地	Italy, Spain, Portugal											
4. Academic Year 開講年度	AY2020											
5. Period in which program is offered. 開講時期	Summer Session											
6. Subject 科目	Field Study for Tourism and Hospitality											
7. Language 開講言語	English <i>[Language you may use in activity]</i> English											
8. Credits 単位数	4 credits <i>-Credits are not counted toward the maximum number of credits registerable per semester.</i>											
9. Overview プログラム概要	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											
10. Objective プログラムのねらい	To learn and experience the concept of heritage tourism through rural and urban landscapes											
11. Participation Fee (Approx.) 参加費 (目安)	<table border="1"> <thead> <tr> <th>Items</th> <th>Amount</th> </tr> </thead> <tbody> <tr> <td>Transportation</td> <td>¥220,000</td> </tr> <tr> <td>Accommodation</td> <td>¥75,000</td> </tr> <tr> <td>On-site Transportation</td> <td>¥25,000</td> </tr> <tr> <td style="text-align: right;">Total</td> <td>¥320,000</td> </tr> </tbody> </table> <p><i>[Fees not included]</i></p> <ul style="list-style-type: none"> <li>➤ <i>Food expenses</i></li> <li>➤ <i>Visa application &amp; its related fees (if applicable)</i></li> <li>➤ <i>Overseas travel insurance &amp; J-TAS (mandatory)</i></li> <li>➤ <i>Ground transportation in Japan</i></li> <li>➤ <i>Immunization (optional)</i></li> </ul>		Items	Amount	Transportation	¥220,000	Accommodation	¥75,000	On-site Transportation	¥25,000	Total	¥320,000
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12. Recommended qualifications knowledge 履修の目安	Students are encouraged to have heritage and tourism relevant studies and interest											
13. Standard of Completion 到達目標	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																																																				
14. 授業方法 Teaching Method	<p>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</p> <p><i>[Environment and Method to implement Multicultural Cooperative Learning]</i></p> <p>This program provides opportunity for group activities and discussions among participants from different countries</p>																																																				
15. Schedule スケジュール	<p>[Pre-Lectures]</p> <table border="1" data-bbox="516 814 1464 999"> <thead> <tr> <th>Date &amp; Period</th> <th>Period</th> <th>Contents</th> <th>Method</th> </tr> </thead> <tbody> <tr> <td>8-July (Wed.)</td> <td>5<sup>th</sup> period</td> <td>Urban Tourism Rural Tourism</td> <td>Lecture</td> </tr> <tr> <td>11-July (Sat.)</td> <td>1<sup>st</sup>,2<sup>nd</sup> ,3<sup>rd</sup> period</td> <td>Tourism Planning Dest. branding</td> <td>Activity, Workshop</td> </tr> </tbody> </table> <p>[Practicum]</p> <table border="1" data-bbox="516 1052 1464 1946"> <thead> <tr> <th>Date</th> <th>Lecture</th> <th>Activity</th> <th>Site</th> </tr> </thead> <tbody> <tr> <td>4-Sep. (Fri.)</td> <td>Departure from Oita</td> <td>Travel to Madrid</td> <td>Transit</td> </tr> <tr> <td>5-Sep. (Sat.)</td> <td>Heritage Tourism</td> <td>Orientation Aviation industry, teaching on road</td> <td>Spain</td> </tr> <tr> <td>6-Sep. (Sun.)</td> <td>Dest. branding</td> <td>Heritage environments in Madrid</td> <td>Spain</td> </tr> <tr> <td>7-Sep. (Mon.)</td> <td>cultural heritage 1</td> <td>international organizations and tourism</td> <td>Spain</td> </tr> <tr> <td>8-Sep. (Tue.)</td> <td>cultural heritage 2</td> <td>museums and heritage conservation</td> <td>Portugal</td> </tr> <tr> <td>9-Sep. (Wed.)</td> <td>intangible heritage</td> <td>authenticity and cultural heritage environments</td> <td>Portugal</td> </tr> <tr> <td>10-Sep. (Thu.)</td> <td>Report writing</td> <td>FS Activity</td> <td>Portugal</td> </tr> <tr> <td>11-Sep. (Fri.)</td> <td>marketing heritage tourism</td> <td>Religion and Heritage in Rome</td> <td>Italy</td> </tr> <tr> <td>12-Sep. (Sat.)</td> <td>events and heritage monuments capacity</td> <td>Architecture and monuments</td> <td>Italy</td> </tr> </tbody> </table>	Date & Period	Period	Contents	Method	8-July (Wed.)	5 <sup>th</sup> period	Urban Tourism Rural Tourism	Lecture	11-July (Sat.)	1 <sup>st</sup> ,2 <sup>nd</sup> ,3 <sup>rd</sup> period	Tourism Planning Dest. branding	Activity, Workshop	Date	Lecture	Activity	Site	4-Sep. (Fri.)	Departure from Oita	Travel to Madrid	Transit	5-Sep. (Sat.)	Heritage Tourism	Orientation Aviation industry, teaching on road	Spain	6-Sep. (Sun.)	Dest. branding	Heritage environments in Madrid	Spain	7-Sep. (Mon.)	cultural heritage 1	international organizations and tourism	Spain	8-Sep. (Tue.)	cultural heritage 2	museums and heritage conservation	Portugal	9-Sep. (Wed.)	intangible heritage	authenticity and cultural heritage environments	Portugal	10-Sep. (Thu.)	Report writing	FS Activity	Portugal	11-Sep. (Fri.)	marketing heritage tourism	Religion and Heritage in Rome	Italy	12-Sep. (Sat.)	events and heritage monuments capacity	Architecture and monuments	Italy
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	13-Sep. (Sun.)	lifestyle and rural heritage tourism	rural heritage	Italy
	14-Sep. (Mon.)	Food as heritage	food and agriculture heritage Travel to Japan	Italy
	15-Sep. (Tue.)		Arrive in Japan Overnight Stay in Tokyo	Transit
	16-Sep. (Wed.)		Travel to Oita	Transit
	[Post-Lectures]			
	<b>Date</b>	<b>Period</b>	<b>Contents</b>	<b>Method</b>
	17-Sep. (Thu.)	TBA	Research Presentation	Oral Presentation
16. 成績評価方法 Method of Grade Evaluation	Research Proposal 20% Active participation / daily report/punctuality 30% Final report 50%			
17. Requirements for students. 学生への要望事項	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.			
18. Textbook /教科書				
19. Further readings 参考文献	Heritage Tourism by Dallen Timothy			
20. Others / 上記以外				
21. Notes/その他	<ul style="list-style-type: none"> <li>• Max. No. of students: 15</li> <li>• Min. No. of students: 5</li> <li>• Risk Level: 0</li> </ul>			