

Outline of Proposal for SDGs Online Cross-Registration: Online Exchange Program (OEP) focusing on SDGs		
General Information	Name of University/ Institution	<b>Toyo University</b>
	Brief Introduction of the University/Institution	Toyo University is a comprehensive private university in central Tokyo. Toyo was selected for Top Global University Project by the Japanese government and has been striving for internationalization of the university. The Faculty of International Tourism Management aims to cultivate human resources that can actively work in the increasingly globalized market as experts on the tourism industry and tourism policy. We strongly support students' efforts to realize their dreams through our courses based on two key areas, tourism policy and tourism area/hospitality area, according to their individual areas of interest.
	Country/Territory	Japan
	City	Tokyo
	Address	3-28-20 Hikkasan, Bunkyo-ku
	Official University/Institution Website	https://www.toyo.ac.jp/
	UMAP Contact Person	Name
Organization/Office		Education Affairs Education Affairs Section for the Faculty of International Tourism Management
Email Address		ml-egs@toyo.jp
Email Address(about the content of class)		jogendashi@toyo.jp
Program Information	Name of Program	World Cultural Heritage Area Promotion Theory
	Name of Faculty	Faculty of International Tourism Management
	Name of Department	Department of International Tourism Management
	Subject (Code name, if any)	World Cultural Heritage Area Promotion Theory
	Program Description & Syllabus	<p><b>[Sub-title]</b> On the relationship between sightseeing and society (観光と社会の関係について)</p> <p><b>[Course Purpose and Description]</b> Tourism &amp; Society is one of the most important topics in tourism research. As tourism is related to various fields and trends in society, we cannot separate these terms. For proper tourism development, we need a sense for future trends. So, the purpose of this course is to link the past with the present and to understand in which direction lifestyle and tourism are likely to go. With regard to content, in this course, first, we learn basics about the history of tourism both in Japan and Europe. Second, we will study how we understand tourism, society and heritage. For example, does cultural heritage always represent real history or is it rather a fiction? Is heritage for education or for entertainment? For cultural tourism, how authentic should a site be? We will deal with such questions. Furthermore, we will study about the social future of tourism, including latest trends in Germany, as well as various challenges, such as globalization, social conflict and tourism ethics.</p> <p><b>[Learning Objectives]</b> This course has three objectives. First, by studying the history of tourism, students will learn how tourism developed and changed over time. This helps to understand the motivation of travelers and social trends behind tourism. Second, by focusing on the relationship of tourism, society and heritage, and the social future of tourism, we ask ourselves questions that we usually don't ask or even notice. Third, you will make a group discussion. This will help you to be pro-active, prepare, practice speaking with other students. You will summarize discussion results in a final report.</p> <p><b>[Schedules]</b> 1: Introduction (to get to know each other, topics &amp; class rules) 2: Social history of tourism I (Japan) 3: Social history of tourism II (Europe) 4: Students' discussion task, group formation, topic selection, topic brainstorming 5: Tourism, society, and heritage (basic aspects) 6: Tourism, society, and heritage (case study I: The Grand Shrine of Ise, Japan) 7: Tourism, society, and heritage (case study II: Monastery Sill Klosterneuburg, Austria) 8: Students' discussion preparation program, Consulting with the teacher. Upload written outlines on ToyoNet-Ace! 9: The social future of tourism I (latest trends of tourism in Germany) 10: The social future of tourism II (globalization led, Coronavirus, security issues) 11: The social future of tourism III (tourism ethics and search for meaning in life) 12: Final in-class test (online on ToyoNet-Ace) 13: Special assignment on ToyoNet-Ace. Final report (equivalent to 14th &amp; 15th lessons) [特別課題 (14 回日と15回日の授業に担当)]</p> <p><b>[Instructional Methods]</b> All written materials and student assignments are or should be written in ENGLISH. Interactive discussions are part of the whole course. Your English skills will be developed by listening, talking and writing. [Class format] This is a non-face-to-face (media) class that combines distance learning (simultaneous interactive classes) and assignment delivery learning (on-demand classes). Class materials and lectures will be distributed using ToyoNet-Ace, Webex Meetings, as well as PDF files, Word files, and PowerPoint files, so a terminal and Internet environment compatible with these files are required. Questions and answers will be posted via ToyoNet-Ace, but please post under your real name. Also, when using Webex Meetings, there will be an opportunity to exchange ideas in real time.</p> <p><b>[Self-study before/after classes]</b> Basically, all students are expected to participate actively during classes, download handouts from ToyoNet-Ace, and review handouts and your own notes/lessons after class. You will need a dictionary for this course. In addition, each student is expected to collect information about tourism and society for their discussion group and own sub-topics and actively contribute to the final discussion report.</p> <p><b>[Methods of Evaluation and Grading Criteria]</b> Evaluation will be based on: (1) 40% Final in-class test (2) 30% Report (3) 30% Participation in class (4) Subject to the criteria of evaluation of Toyo University. *The final in-class test is the main assignment and designed as a review of the course (multiple choice/ blank spaces to be filled in). The discussion report will be judged on clear writing formats, content, and effort to produce thoughtful opinions. Depending on the viewing and response status recorded in ToyoNet-Ace, performance in class includes active participation in class and online discussion threads.</p> <p><b>[Pre-requisites]</b> Note: Active participation required! [積極的な参加が必要] Basic knowledge of English at university level. The will to develop your English skills. Interest in the subject of the course expected! 大学レベルでの英語力があり、英語のスキルアップをしたい学生。本科目に関心がある学生。</p> <p><b>[Textbooks]</b> The teacher will prepare hand-out copies of PowerPoint presentations, and upload them into the ToyoNet-Ace system, for download and review by the students.</p> <p><b>[Reference Materials]</b> Will be announced during the course by observing students' English ability.</p> <p><b>[Related Study Fields and Courses]</b> Social science, geography, social history, cultural heritage, international conflict research (社会科学、地理、社会史、文化遺産、国際紛争研究)</p> <p><b>[Notes]</b> Planned activities may be altered depending on student achievement and the situation in class. Students being late more than 20 minutes will be counted as being absent! [計画された活動は、生徒の成績やクラスの状況に応じて変更することが可能性があります。後半20分以上である学生は、欠席としてカウントされます!]</p>
	Program URL	
	Degree Level and/or Grade	for undergraduate student
	Language of Instruction	English
	Requirements (Language Proficiency, etc.)	Note: Active participation required! [積極的な参加が必要] Basic knowledge of English at university level. The will to develop your English skills. Interest in the subject of the course expected! 大学レベルでの英語力があり、英語のスキルアップをしたい学生。本科目に関心がある学生。
	Number of Credits to Transfer (Timing of credit issuance)	University Credits
EUCTS		The definition of EUCTS is as follows: One (1) EUCTS = 30 – 40 hours of student workload.
Means of Transmission (e.g. via Zoom, etc.)	Online	
Number of Lectures	16	
Total Teaching Hours	22.5	
Independent Study Hours		
Student's Total Workload	Including teaching hours and independent study hours: 33 hours *Please write as detailed as possible.	
Program Fee		
Requirement	Language Proficiency	We accept native English speakers and/or a certificate
	GPA	Yes
	Others (if any)	
Program Schedule	Length	1 semester
	From	17-Sep-21
	To	31-Jun-22
Participants	Day of week	every Friday 13:00-14:30 (EST)
	Maximum Number of Participants	Unlimited
Application Period	Minimum Number of Participants	
	From	24-Aug-21
Others	Until (Deadline)	30-Sep-21
	If there are any other facts to inform, please specify.	