

Course Syllabus
LANG 355 & MGMT 357/MGMT 504
Tourism Management and Japanese Culture
Dr. Chien Wen Yu and Dr. Yongmei Wu

Course Description

This Travel Course, which incorporates an overseas trip during Spring Break, March 6-15, 2020, will take students to the major tourist cities in Kansai region of Japan: Kyoto, Nara/Osaka and Wakayama. Tourism is regarded as one of the leading industries in Japan, and the Japanese government has worked positively on tourism policy and cultural heritage protection and regional revitalization projects with the aim of making Japan a tourism oriented nation. The goal of this travel course is to give students a first-hand educational and cultural experiences of studying Japanese culture and tourism management, sustainable tourism and regional revitalization, and heritage tourism in the Japanese tourism industry. Kansai region provides abundant resources and opportunities for BSU students to achieve above study goals.

Kyoto is the imperial capital and the center of Japanese culture and heritage for more than a thousand years that has one of the world's largest collections of UNESCO World Heritage Sites. It is well-known for Japanese wooden architecture, particularly religious architecture, and the art of Japanese gardens, along with traditional handicrafts industries like Nishijin silk weaving, Yuzen dyeing, Uji-cha tea cultural landscape as well as the geisha entertainment sector. As Japan's first permanent capital, Nara also is full of historic treasures, including some of Japan's oldest and largest shrines and temples. While Kyoto and Nara present themselves as the symbol of ancient history and culture in Japan, Osaka is a large port city and cosmopolitan commercial center well-known for its big-name large companies, modern architecture, delicious street food, night life and entertainments as well as the famous 16th-century shogunate Osaka Castle. And Wakayama, the capital city of Wakayama Prefecture, is a traditional city with historic sites and attractions, such as Wakayama Castle and Wake No Ura (the Bay of Japan), and home for local traditional crafts and productions such as Kishu Lacquerware, Yusa Soy sauce and Arida Orange, and Kao Wakayama Plant, the flagship factory and its attached Eco Lab Museum of Kao Corporation, a leading Japanese chemical and cosmetics company. Wakayama is also within the day-trip distance to the mountainous region of Kumano which has been thought to be the mythical "holy ground where gods dwell" and a UNESCO World Heritage Site designation called "Sacred Sites and Pilgrimage Routes in the Kii Mountain Range". The site includes the Kumano Kodo that is connected by a trio of Shinto shrines collectively known as Kumano Sanzan. and Koyasan (Mt. Koya), where Shingon Buddhism is headquartered and more than 100 temples rest among the peaks of the mountain. These sacred sites and pilgrimage routes have provided the imperial family and aristocracy, the samurai warrior class, religious devotees and non-believers alike respite from the stresses of everyday life and a space in search of heaven on earth, and formed a cultural landscape that reflects the fusion of Shintoism and Buddhism, a

persistent and well-documented tradition of sacred mountains maintained over 1200 years, and ascetic spiritual practices harmoniously interwoven with nature.

Through a carefully designed itinerary, students will be participating in multiple learning formats, including lectures, field trips, exchanges with Japanese students, and research activities. Unique practical lectures on Tourism Management, Sustainable Tourism and Regional Revitalization, Heritage Tourism, Tourism Marketing and so on will be offered by teaching and research staff of the Faculty of Tourism and the Center for Tourism Research in Wakayama University, BSU's partner university in Japan. Japanese Cultural Experiences Classes are also offered by Wakayama University's expert in traditional Japanese culture in fields such as the tea ceremony, flower arrangement, traditional arts and Kimono culture. In addition, the issues of community based tourism, the natural and human environment, and revitalization of regional economies, cultural property protection as well as the learning of unique fusion between Shintoism and Buddhism that illustrates the interchange and development of religious cultures in East Asia and Japan will be explored through field trips to companies, factories and traditional craftworks, and visits to historical and cultural sites such as world heritage sites and the sacred sites and pilgrimage routes in the Kii Mountain Range. Other activities include enjoying Japanese food, visits to the local markets and shops.

Students will be taught some basic Japanese language by Dr. Yongmei Wu. During the study tour, they will not only be able to learn traditional Japanese culture through classroom teaching, but also get a deep understanding towards the nation of Japan and its cultures as well as tourism management and marketing in the Japanese tourism industry through in-person real experiences. Dr. Wu will guide students as they make connections between language and culture/business operation in various factory visits and tourism trips. Students are requested to keep field notes and take photos when they go to visit local factories, traditional craftworks, and tourist sites.

BSU's College of Humanities and Social Sciences, and students of BSU's Ricciardi College of Business will have an opportunity to take either the 3 credit course of LANG 355 International Cultural and Language Study Tour or MGMT 357 International Business Study Tour or MGMT 504 (graduate), and study together on the role of cultural traditions and tourism industry in Japanese society, and the challenges facing the industry as well as the implications to the United States. This experience will be educational, life-changing and helpful to students who want to develop their careers in Japanese studies/Asian studies, intercultural communication, chambers of commerce, state and municipal planning, business management, the tourism industry and a variety of hospitality venues.

Course Goals and Learning Objectives

Goals	Learning Objectives
<ul style="list-style-type: none"> • Enable students to become more sensitive to Japanese cultural issues and have them explore how Japanese cultural traditions such as Shintoism and Buddhist beliefs as well as folklore tales have provided abundant resources for the development of contemporary Japanese popular culture 	<ul style="list-style-type: none"> • Demonstrate understanding of cross-cultural issues through oral and written communication;
<ul style="list-style-type: none"> • Stimulate students' curiosity and exploration of how Japan balances tradition and innovation by revitalizing tourism resources and cultural properties through cultural heritage protection policies in local communities, and how Japan promulgate a "cool Japan" or a "cultural superpower" image through tourism 	<ul style="list-style-type: none"> • Show abilities to locate appropriate academic, educational, and media resources and examples to answer the questions.
<ul style="list-style-type: none"> • Understand the use of a comparative analysis to develop skills and abilities to compare and contrast the similarities and differences across different cultures in the field of tourism. 	<ul style="list-style-type: none"> • Understand to apply the anthropological methodology of fieldwork and participant observation to study Japanese culture and society, and know how to locate necessary academic resources to do literature review, study theories and use appropriate example to do analysis.
<ul style="list-style-type: none"> • Improve students' writing skills to conduct fieldwork based analytical research or qualitative research in the areas of Japanese Studies, Asian Studies and tourism management with a sounding theoretical perspective. 	<ul style="list-style-type: none"> • Apply and provide analytical answers to the students' research questions with theoretical applications and framework.
<ul style="list-style-type: none"> • Stimulate students to find good points and problems as well as sustainable solutions to these questions in Japanese tourism industry, and consider the implications to the States' tourism management. 	<ul style="list-style-type: none"> • Identify and explain the findings through individual observation and studies.

Course Pedagogy, Procedures, and Policies

You must complete assigned projects to gain full credits for this course. Incomplete grade is not an option.

i. Required Readings and other course materials

Students will be required to complete selected readings, feature films, and documentary TV before the trip to gain familiarity with Japanese language, culture and Kansai region of Japan as well as the designated tourist sites.

ii. Required Project and assignments

1. Paper 1: 6 pages: Summarize the readings to indicate your knowledge and information about Japanese culture and Japanese tourism management, particularly that of the cities that you are going to visit in Kansai region. These summaries will be a crucial component in your understanding of the course material and will serve as an important foundation for your experiences in Japan. In closing of this paper, you must include ten specific questions that you are hoping to answer and learn about while you are traveling in Japan. Please don't borrow information from other sources. Due 2/25/2020.
2. Blogging: A blog form will be created prior to our travel and continue for the duration of the travel course.
3. Paper 2 (final paper): 10 pages: Write a final research paper to discuss to discuss your cultural, social and tourism management experiences during the study tour. Emphasis can be put on Japanese regional development through cultural tourism and cultural heritage protection based on your field trips to local industries in Wakayama Prefecture and the Sacred Sites and Pilgrimage Routes in the Kii Mountain Range as well as your cultural experiences in Japanese traditional arts and crafts in Kyoto, Nara/ Osaka and Wakayama. An appendix that provides substantial answers to your ten specific questions should also be attached. Photos and charts can be utilized in analysis. Due 5/10/2020.

iii. Grade Breakdown:

Attendance and participation	35%
Blogging and Discussion	15%
Paper One	20%
Paper Two/Final	30%
Total	100%

vi. Grade Scale and Distribution

A = 93-100%, A- = 90 - 92.9%
B+ = 87 – 89.9%, B = 83 - 86.9%, B- = 80 – 82.9%,
C+ = 77 – 79.9%, C = 73 – 76.9%, C- = 70 – 72.9%,
D+ = 67 – 69.9%, D = 63 – 66.9%, D- = 60 – 62.9%

F = 0 – 59.9%

- A = Excellent: course work is fully completed at a level measurably outstanding.
- B = Good: course requirements are met at a level measurably above the average.
- C = Adequate: course work is completed at an adequate level.
- D = Poor: coursework is completed at a level measurably below adequate or many assignments are not completed.
- F = Failure: much of the course work is not completed, assignments are completed inadequately, or both.
- Excellent=A=5 points Good: B=4 Average: C=3 Below Average=D=2 Poor=F=1

Required Pre/Post Meetings

First Pre-Departure Meeting: 2/12/2020 at 1:00pm, Global Program Room.

Second Pre-Departure Meeting: 2/26/2020 at 1:00pm, Global Program Room.

Third Pre-Departure Meeting: 3/3/2020 at 1:00pm, Global Program Room.

Post Course Meeting and Final Presentation: 5/1/ 2020 at 3:00pm, Global Program Room.

Itinerary

Date	Time	Events
March 6 (Fri)		Departure from Boston Logan International Airport
March 7 (Sat)		Arrive at Kansai International Airport Check in a hotel in Kyoto
March 8 (Sun)		Kyoto Excursion: Chosen from Kinkaku-ji Temple (the “Golden Pavilion”); Kiyomizu-dera Temple; Ginkaku-ji Temple (the “Silver Pavilion”); Ryoan-ji Temple; Nijo-jo Castle; Fushimi-Inari-Taisha Shrine; Nishijin Textile Center; Gion; and the Kyoto International Manga Museum
March 9 (Mon)	a.m.	Arrive at Wakayama University; Check in a hotel in Wakayama City
	p.m.	Welcome tea party; Orientation; Campus tour
March 10 (Tue)	a.m. p.m.	Excursion (Mt. Koya or Kumano Kodo)
March 11 (Wed)	a.m.	Tourism Management and Marketing course offered by the Center of Tourism Research; Japanese culture experience class (Kimono) by Ms. Yamada

Date	Time	Events
	p.m.	Tourism Management and Marketing course offered by the Center of Tourism Research; Japanese culture experience class(Tea ceremony) by Ms. Yamada
March 12 (Thu)	a.m.	Factory visit to Kao Corporation
	p.m.	Factory visit to Nakano BC (Brewery) Traditional Craft “Kishu Lacquerware/Shikki” experience at Kainan, Wakayama
March 13 (Fri)	a.m.	Tourism Management and Marketing course offered by the Center of Tourism Research; Japanese culture experience class (Seal Curving) by Ms. Yamada
	p.m.	Networking event with Japanese students; Graduation(award Certificates of Completion) ; Farewell tea party
March 14 (Sat)		Trip to Osaka or Nara: Chosen from Todai-ji Temple, Kofuku-ji Temple, Kasuga Grand Shrine, Gango-ji Temple, Yakushi-ji Temple, Toshodai-ji Temple; Osaka Castle, the neon lights district of Osaka’s of Dotombori and Shinsaibashi area, and shopping and culinary neighborhoods in Tenma and Namba areas.
March 15 (Sun)		Departure from Kansai International Airport; Arrive at Boston Logan International Airport