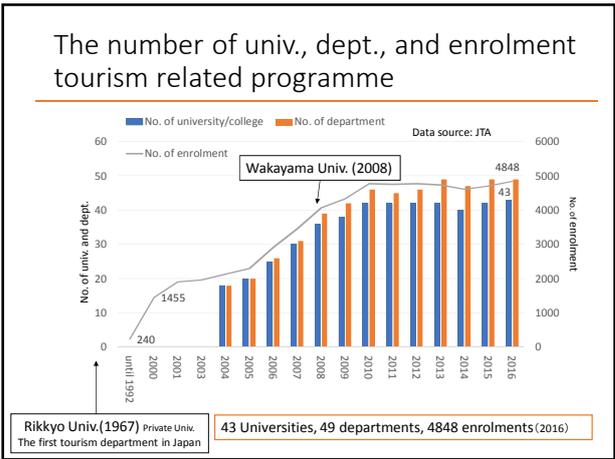


Tourism Education in Japan and its Challenges



Yumiko HORITA
Faculty of Tourism
Wakayama University, JAPAN

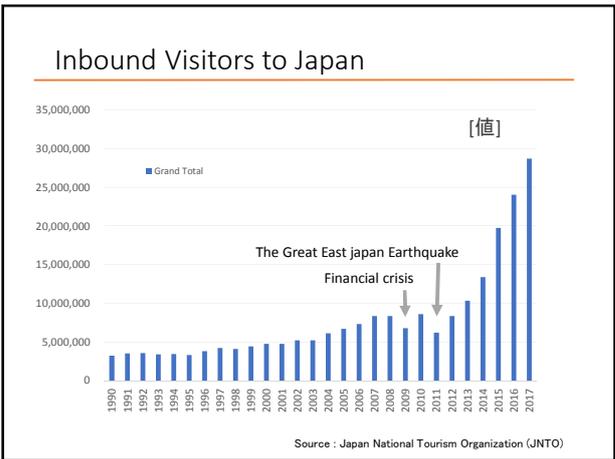



Promotion of Tourism in Japan

- National Govt. declared 'Tourism Nation' in 2003
- Visit Japan Campaign (2003-2010) "10million visitors to Japan"
- Establishment of Japan Tourism Agency in 2008 (Ministry of Land, Infrastructure, Transport & Tourism)

<Background >

- Increase great expectation for tourism to revitalize people's mind and economic situation
- Decline of local economy and depopulation in rural area



Wakayama University

Faculty of Tourism, Graduate School of Tourism

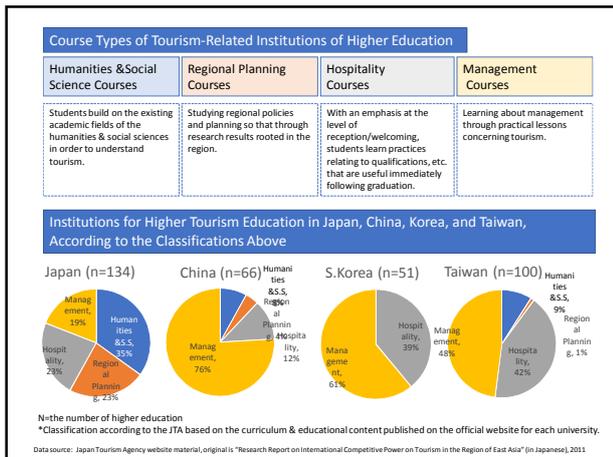
Policies for fostering tourism human resources



- April, 2007 Dept of Tourism, Faculty of Economics
- April, 2008 Faculty of Tourism
- April, 2010 Graduate School of Tourism (Master's program)
- April, 2014 Doctorate Program

Vocational ? Academic?

- Started from vocational education and developed academic education
- Japan follows the same path
- Dilemma of balancing vocational and academic
- Encouragement of Industry-focus education
- Development of graduates who immediately can be of benefit to corporates and employers



Crucial factors for workers in the tourism field

- Understanding what is happening in the world
- Enhancing environmental, social and cultural sustainability
- Understanding of people's perceptions and desires for tourism
- Sharing more about different cultures and their sense of value
- Creating new values as required by guests and society

Tourism demand has been sophisticated and diverse.

Development of "Core skills"

1. Scientific insight based on deep and critical thinking
2. A sense of respect for others from different cultures and with different ideas
3. Excellent communication skill
4. Capacity to build a relationship of trust among stakeholders through communication

Intellectuality and sensibility

All are based on diverse knowledge and experiences

To develop competence for understanding what happened in society through tourism's lenses and for positively changing the world.

Wakayama University Tourism Education For UG

Faculty of Tourism	Tourism Management Stream -Fostering future leader in tourism industry	UNWTO AFFILIATE MEMBER
	Regional Revitalisation Stream -Fostering community development leaders with tourism expertise	
Department of Tourism	Tourism Culture Stream -The mind of the tourist, Encounters through tourism/ Analising tourism with culture	UNWTO CERTIFIED T&C&E

