

Global Study Program

Collaborative Learning Abroad

2019

Re-invention of Japan for
International Tourism

Chiba University, Japan

Dresden University of Applied Sciences, Germany





Topic & Research Questions

The topic of the 2019 Global Study Program (GSP) at Chiba University was “Urban Attractions, Rural Destinations – The Reinvention of Japan for National and International tourism.” In the western world, Japan often is (wrongly?!) perceived as a nation in a state of a constant contest between the traditional and the modern, a country where mysterious Shintō shrines stand in front of high-rise skyscrapers, where samurai spirit met atomic disaster. In East Asia, although Japan is located most eastern on the map, due to its history, Japan is often considered to be the most “westernised” nation. Thus Asian and Western tourists alike enter Japan with a myriad of images that then are more often further challenged than affirmed. With more and more inbound tourists every year, Japan is now preparing the Olympic Games of 2020, which are expected to bring the next boost for Japanese tourism.

Given the steep rise of tourism since the 2000s, an increase of inbound tourism from 8 million to 23 million people annually by 2017, and the governments proposed goal to increase foreign tourists to 30 million by 2020, also mean that Japan right now is facing a “tourist crisis,” that is, at least on the “golden route.” Famous cities fight with overcrowded trains, hotel rooms are often unavailable, and restaurant and shop owners are not able to meet the demands of language or cultural issues (such as offering English language menus, Halal food, etc.).

On the other side, for the roads less travelled, the high influx of foreign tourists is a new chance to revitalise their areas and an opportunity to put the rich offerings they have to light. This all his happening against the background of Japan struggling with several demographic issues, to an even more severe degree than it is the case with Germany and

other European as well as East Asian countries. Thus, tourism is also an opening gate for migration of foreigners to Japan, which is highly needed to mitigate the adverse effects of demographic change.

With such situations and problems in mind, participants from Chiba and Dresden were expected to put in not only their academic expertise from their respective fields but also their experiences as tourists in their respective pasts. As always in GSP, students worked together in international groups to find and analyse problems of tourism in Japan, and to think of possible strategies of how to overcome them as well as testing the feasibility of their ideas. Because students run individual projects in group work, we aim for a great variety of backgrounds and age among students to facilitate student’s ideas, and it seems safe to say this worked out very nicely this year.

As GSP is a two-week program that is always pressed for time due to its rich and intense contents, it is, of course, impossible to make the participants travel all over Japan, our concept aimed to take a holistic view on the topic by exemplarily looking at sites in Tokyo and Chiba prefecture, with a focus on Chiba prefecture because it is also where the hosting university is located. Tokyo, as the capital of Japan, is by far the most well-known city in the country in the world and home to many famous tourist sites. Chiba prefecture, having a long history of serving the capital with its airport, has a massive influx of tourists, but most only come to Chiba on their way to and from the airport. Chiba City, often visited by foreigners for the many events held at Makuhari Messe, loses overnight stayers and thus “explorers” of the Chiba City vicinity due to the easy access from Tokyo. Also, many foreigners visit Chiba



without even knowing it, for Tokyo Disneyland is actually located within Chiba prefecture. More rural areas of Chiba, even though they have worked hard to improve national tourism, struggle with international tourism due to issues of infrastructure and language barriers, but have to offer a huge variety of sights, nature, and tasty local produce and speciality food.

It is against this background that students were to understand and analyse the local situations, and then develop ideas and solution of how to complement or better the actual tourist situation. This year, more than in previous years, we as teachers encouraged students to outside of the box thinking, and asked for crazy ideas, before then taking it a step further and check for the feasibility of these ideas in the contemporary time, because we are sure that ideas that now might sound “crazy” might be fitting to an overall long time development in the future of Japan’s tourism. Issues of tourism students were introduced to and asked to keep in mind were the following.

1) What kinds of tourism are there, how is tourism developing? With “Green tourism”, “Blue tourism”,

Sport and Health tourism, activity-focused tourism, “dark” or “educationary” tourism, tourism as such is in the process of diversification worldwide and related to more and more content. How are these strategies found and pursued in Japan?

2) How to make Japan more accessible to foreigners? With cultural and language gaps and diverse cultures and languages coming into Japan by tourism, what can Japan do to facilitate communication and intercultural mingling between tourists and locals? How can foreigners experience many sights and local foods and restaurant culture without language? How can Japanese become more self-confident when dealing with foreigners?

3) How to mitigate effects of tourism for the environment? How is sustainable tourism approached in Japan, and what measures are taken to prevent overtourism along Japan’s golden route? How are repeaters guided away from that golden route?

4) How can tourism be used for a revitalisation of areas that are victim to demographic change? How can tourism make people want to live in less urban regions?

GSPとは、2週間という限られた時間の中で、専門分野や年齢、そして出身国も異なる学生同士が交流を通して学びを深めるためのプログラムです。この度はドイツのドレスデン応用科学大学から12名の学生を迎え入れ、12名の日本人学生と共に千葉大学にて行われました。今回のテーマは“Tourism”。様々な地への訪問やフィールドワーク、ディスカッションを通して観光業における現状を理解し、さらなる発展に向けての案を考えながら最終プレゼンテーションを目指して取り組みました。GSPは終始英語で行われるため、意思疎通の難しさを感じたり、時には意見が対立したりすることもあります。しかしながらそれ以上に、文化的背景や言語が異なるからこそ新しい視点を得ることができ、GSPが終わる頃には2週間前の自分より少し成長した姿を必ず感じることができます。一般的な大学の授業は講義型のもので多いですが、GSPでじっと座っていることは許されません。思考力、発言力、行動力、積極性などの全てを養うことができるのがこのプログラムなのです。

(白石祐里菜 / Yurina)

Schedule of Activities

	Day	Contents
Pre-course	21 May	Orientation Session
	4 June	Introduction of Survey Methodology by Prof. Ioannis Gaitanidis
	11 June	Workshop, titled "Tourism and me"
	18 June	Lecture by Mr. Arima from JTB
	16 July	Lecture by Prof. Masayuki Suzuki on Local Revitalization by Promoting Tourism
	2,4 Sep	Preparation of cultural presentations
Main Program	September	
	13	Arrival of HTW students in Chiba & first orientation
	14	Cultural Presentations & Welcome party
	15	Field trip to Makuhari Area
	16	Field trip to Tokyo (Meiji Shrine, Omotesando & Shibuya)
	17	Official welcome by Prof. Hiroaki Ozawa & workshop
	18	Lecture by Ms. Kokame (Chiba City) & guided tour in Chiba-City & discussion with volunteer guides
	19	Field trip to Narita, Shibayama & Yokoshiba-Hikari
	20	Workshop, lectures by Mr. Yoshida (Minami-Boso) and Prof. Abe (Chiba-U) & Panel presentation by Prof. Ueda's graduate students.
	21	Workshop & Midterm presentations
	22	Free Day
	23	Overnight Trip to Minami-Boso
	24	Return from Minami-Boso
	25	Workshop day
26	Final presentations & farewell party	
27	Departure of HTW students from Chiba	
Post-course	17 December	Feedback from Prof. Suzuki & Prof. Scherzer



| Collaborators & Organizers (alphabetical order)

APA Hotel & Resort <Tokyo Bay Makuhari>--Le jouet du ciel

Chiba City Volunteer Guide

Komatsu Temple

Mr. Hidekazu Kurokawa (Minami-Boso City)

Mr. Makoto Arima (JTB)

Mr. Masaomi Ikeda (Tourism Bureau of Ichihara City)

Michi-no-eki Furari Tomiyama (Minami-Boso City)

Michi-no-eki Hinanosato (Minami-Boso City)

Michi-no-eki Tomiura Biwa-Club (Minami-Boso City)

Mr. Mitsuhsa Yoshida (Tourism Bureau of Minami-Boso City)

Ms. Saori Kokame (Chiba City)

Shirahama Floral Hall

Shirahama Kosha

Mr. Ken Taguchi (Director, SANEI CORPORATION)

Takabe Shrine

Ms. Reiko Yamaura (Green & Sky project in Shibayama)

Yokopika Club (Yokoshiba-Hikari Town)

--University Collaborators--

Prof. Akira Ueda (Chiba-U)

Prof. Atsushi Abe (Chiba-U)

Prof. Dipl.-Ing. Cornelius Scherzer (HTW Dresden)

Prof. Hiroaki Ozawa (Chiba-U)

Prof. Masayuki Suzuki (Chiba-U)

Mr. Yuki Takagi (Chiba-U)

Prof. Ueda's Research Team

--Mr. Yaotian Ai

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--Mr. Chaoyue Ma

--Ms. Yoshimi Miyata

--Ms. Mao Takahashi

--Mr. Atsuo Tsuchiya

--Organizers--

Prof. Dr.-Ing. Thomas Himmer (HTW Dresden)

Prof. Dr.-Ing. Marco SteinhauserHTW Dresden)

Prof. Dr. Juljan Biontino (Chiba-U)

Prof. Dr. Hiroki Igarashi (Chiba-U)



Program Components

The framework of the 2019 Global Study Program between HTW Dresden & ChibaU evolved from collaborative discussion among the instructors involved on both sides. First of all, a pre-education lesson course was provided during the semester before the main program. Some sessions were held together online in real-time, so that the participants from the respective countries could meet and discuss first impressions about the topic, but also in order to prepare the various fieldwork once in Chiba. This year, we aimed at more student-centred work in the pre-education of both participating sites. The goal of this was to make students understand their own experiences as a tourist and contrast their views on tourism among each other. Another workshop aimed at making students aware of the tourist situation in the Tokyo Bay area, from Kamakura to Tokyo to Chiba.

Presentations by collaborating stakeholders such as JTB, the leading tourism enterprise in Japan, as well as researchers who work on Destination Management Organisation, students were able to gain professional insight in the tourism business and also tourism as a means to foster rural revitalisation.

Concerning the main program, central program components – as it is always the case with GSP – were intercultural collaborative workshop sessions with international teams, the fieldwork, and the cycle of mid- and final presentations. This spiral-like approach to collaborative learning ensures that students can continuously test the feasibility of their ideas, their relevance for the field, and whether or not there are fallacies in their argumentations. The overall GSP structure also helps students to learn new facets of the main topic continuously. This year, the overall idea of the main program components was to start out in

Tokyo to see some famous tourist sites and observe how tourists are behaving there and how the tourist flow is managed by the city and taken in by the locals. Afterwards, the program focus was Chiba City, then going on to Narita, Shibayama, Yokoshiba Hikari-machi and finally Minami Boso and Tateyama cities on the Boso Peninsula. Due to the fact that the Tokyo Gameshow was held, Chiba-centered activities started with the observation of a typical event day at Kaihin Makuhari area of Chiba city, where students were supposed to not only look at the main tourist/eventgoers flow but also on what the area has to offer for various needs of tourists, so to speak to "discover the value of the area." Students were also encouraged to visit the huge AEON Mall and understand about AEON as a Chiba based company. In the afternoon, there was a meeting with the head of the APA Hotel and Resort Makuhari Bay, when we were introduced to hotel business in Makuhari area and allowed to take a look from the 49th floor to gain a bird-eye view of Chiba, its natural surroundings and Tokyo Bay area.

In Tokyo, a visit to Meiji shrine was used to introduce German students to Shinto but also to deepen Japanese students' understanding of Shinto and its history. After that, the group was divided into subgroups to explore the adjacent areas such as Harajuku, Takeshita Dori, Omote Sando and Shibuya, where we regrouped to observe directly the most famous spot of Tokyo, which is the Scramble Crossing.

Our understanding of the inner side of Chiba City was facilitated by a presentation of Mrs Kokame from the Tourist promotion of Chiba City. After a fruitful and fun lecture about the policy for inbound tourism, the groups went to fieldwork in Chiba City together with the local volunteer guides. One group visited Chiba Shrine, which has not only

a very long history but is also home to a unique Shinto deity. The second group visited Chiba castle, which houses the folk and history museum of the city. In the afternoon, both groups reconvened to discuss with the volunteers about their motivations of becoming tourist guides and discuss problems and opportunities of such volunteer guided tourist services.

In a day-trip to Narita, Shibayama and Yokoshiba Hikari machi, students were supposed to understand the developed state of Narita City as tourist site close to a major air hub in Japan, Narita airport. Students were to experience firsthand that Shibayama, located at the backside of the airport, is hard to reach from airport and even though offers spectacular views and plane-watching opportunities, is mostly out of sight of ordinary inbound and national tourists. In Shibayama, students were also introduced to a local revitalisation project that tries to make use of old houses and promote tourism to the area. Students could experience the mountain bikes the facility provides to guests, and then move on to a canoeing experience onward toward Yokoshiba. Here, students could not only learn more about experience-based tourism but also learn about the city's role in catching salmon and how that relates to tourism as well. The day was rounded up by a visit to the most spectacular view of the day, namely the vast Pacific ocean at the time of early sunset.

A final field trip was coordinated as an overnight stay to Minami Boso city. Guided by city personnel and members of the tourist organisation, students could learn about the tourism policy of the area and see its beautiful natural sights but also deep history and approaches to health-tourism. Unfortunately, a typhoon had recently severely damaged the area. While the city was busy clearing away the damage, it was a very good opportunity for the students to learn about disaster management and see how this can give tourist sites a very rough time.

Last but not least, the lectures during the program were always a backbone, helping to set the field visits into the proper contexts and widening the student's understanding of certain sites prior to visiting. Also, the workshop sessions were a time for students to digest what they had seen and experienced and facilitate their learning about the tourist policies in Japan, considering Chiba as a case study. All in all, it was a busy, but neatly seamed program with high input, and fortunately also very high student output that has been deemed quite feasible and interesting by the stakeholders from throughout our program which could take the time to attend the Mid- and Final presentations of the students.

GSFは、事前学習、協働学習、事後学習で構成されます。事前学習では、今回のテーマ「観光」に関する事前知識をそれぞれの大学で学びます。例えば、専門の分野の先生を招いてレクチャーを受けたり、互いの国の観光を把握するためにプレゼンテーションを行ったりなどです。メインプログラムでは、日本の学生とドイツの学生が同じ千葉の観光地を学び、互いの持つ事前知識をもとに意見交換をします。普段の講義型の授業ではなく、少人数のグループワークを通して自分の意見を述べ、相手の意見を聞き、自分達のプレゼンテーションを共に作り上げます。異なる価値観、異なる学年、学部を超えた参加者との交流は、自分の専門領域に新たな視点をもたらします。事後学習では、振り返りのワークショップを行うことにより、より深くテーマとなる問題に取り組むことができるようになるのです。(稲葉 葵 / Aoi)



Pre-course Education

Before HTW students come to Japan, we learned general information to make the main program better: what is tourism, the current situation in the tourism industry, and how to realize the problem of tourism in the fieldwork... Mainly, I was impressed by the lecture from JTB's staff. For me, it was an excellent opportunity to learn about the situation of real tourism agency from the business side because I'm thinking about finding a job in the travel industry. I was surprised that the travel industry handles various forms of travel I never heard of before, and they are also cooperating with regional revitalization.

I think the pre-education classes were useful to think about tourism from various perspectives of stakeholders such as Japanese and foreign tourists, tourism agencies, and local governments, and it was essential to know about these differing standpoints for the main program. I came to understand that the cooperation of these stakeholders is one of the most important elements to succeed in regional revitalization.

Fieldwork in Asakusa and cultural presentation were a bit difficult in terms of using English and work together with group members. Still, those experiences were helpful for me to make the main program better. Before this program, I've never been to fieldwork, so It was good to practice the way of thinking in later fieldworks with HTW students.

In summary, the pre-education classes are as important as the main program for me to develop my interest and understanding about tourism, it was interesting that sometimes my idea changed before and after knowing basic knowledge and information through the classes. (Manaka)





Main course: Sep 14

Cultural Presentations



As a warm welcome and gentle introduction, the GSP started with the so-called “Cultural Presentations”. Student groups up to four members held a small presentation concerning one aspect of their own culture out of an academic perspective.

The variety of topics was outstanding, and we got deep insights about Japanese club activities, Japanese Bento and other food culture, also German food, the famous German crime TV movie series “Tatort” and Christmas decorations from the Ore Mountains. Most of the time, the discussion afterwards revealed the differences in the reception of the specific topic, not only for the students from the other country but also for those who are familiar with the topic.

I personally enjoyed these presentations because, at this early stage of the GSP, we were introduced to cultural aspects we then could continue to explore and discover during our time in Chiba. Furthermore, the presentations appeared as an “ice breaker”, and we started to chat and made the first steps towards friendship with other students. (Jonas)

事 前学習では9月のメインプログラムに向けて、今回のテーマである“tourism”について学んでいきました。まず“tourism”とは何か見つけ直すことから始まり、JTBの有馬さんをお招きして日本の観光産業や観光戦略について講義していただきました。「tourism（観光）」はほとんどの学生にとって比較的身近な話題ではありましたが、それを学問として考えるのはとても新鮮でした。さらに各班に別れて東京や千葉のいわゆる「観光地」でフィールドワークも行ないました。観光客やお店の方へのインタビュー、そして町歩きを通して、観光の現状について実際に自分の目で見て学ぶと共に外国人観光客や彼らを受け入れるお店側など、新しい視点の声も聞くことができました。また千葉大学の鈴木先生には観光と地方創生について千葉での事例を中心にレクチャーをいただき、都市だけでなく地方における観光産業についても学びました。これらの事前教育を通して、日本人観光客としてだけでなく、様々な立場や視点から“tourism”をとらえて理解を深めていくことができたと思います。

(西沢美樹 / Miki)



Main Program: Sep 15 Visit to Makuhari Area



On our third day, it was time for us to explore the Makuhari area of Chiba City, as to give us an idea what tourism in Japan can look like and what measures are already being taken to allow foreigners to travel around in Japan comfortably. In order to do this, we split into five groups and visited different hot spots at Makuhari, including the Tokyo Game Show at Mahuhari Messe, AEON Mall (the biggest shopping mall in Japan!) and the Japanese Garden. Through interviews with locals and tourists at the sites, we discovered that most foreigners come here from China to do some shopping. We Germans thought it was positive to note that most sign, maps and menus were translated in English and easy to follow, also a lot of staff at the malls spoke English. Only announcements (for example safety regulations at the Messe) were only available in Japanese, which caused some confusion. Also, the travel from Inage Station to the Makuhari area was not easy to grasp, as we had to change trains at one point without exactly knowing when. We thought maybe a station map with some little pictograms indicating points of interest on the different train lines might be helpful.

The highlight of the day was the visit of the APA Hotel, where we were greeted by stakeholders of Chiba's tourism industry, and we were able to experience a stunning view of the area from the sky bar on top. This gave us a good insight into the topography and layout of the region. (Katarina)



Main Program: Sep 16

Visit to Meiji Shrine, Omotesando & Shibuya

Before our trip, we learned from the teacher that the Meiji Shrine is one of the most famous shrines in Tokyo and has a history of now precisely 100 years, honoring the remembrance of the Meiji Emperor and his wife. It's also a place where we could learn some Japanese traditional culture, like seeing wedding ceremonies or learn how to pray in Shinto style. After walking through a long Sandou (shrine approaching way), we cleaned our hands at the Temizuya and walked into the central sanctuary. There are not only the imposing buildings but also activities for tourists to experience, for example, to write an Ema votive tablet or buy an Omamori talisman as a souvenir. We were fortunate to witness a solemn procession of the Shinto wedding there. Two priests and two maidens in a traditional dress walked at first, followed by the couple under a big red umbrella, and then family and friends. It was really striking, and the spectators also sent the best wishes to the newlyweds. (Muye)

During our first field trip to Tokyo, we had some free time in the quarters of Omotesando and Shibuya. Omotesando is a quarter mostly for the younger Japanese with a lot of colourful small shops where you can buy clothes and food or gifts. It looks a little bit like Camden Town in London. There we got into a local sushi restaurant and tried a lot of the real Japanese Sushi, which is quite better than the one you can find in Europe.

After this, we went to Shibuya. This quarter is known for art and modern clothes. The most impressive part for us was the Shibuya crossing, where during one green phase, more than 1000 people across the street. From a viewing platform, you have a great look over the whole intersection. But Shibuya was really crowded, also with a demo going on, and especially the train station near to the scramble crossing was overflowing. Lastly, with a short walk through the area of Shibuya, our first field trip to Tokyo got an impressive end. (Julius)

海 浜幕張エリア散策では東京ゲームショー、イオンモール等を含む北エリア、三井アウトレットパークを訪問する3グループに分かれて行動しました。私は三井アウトレットパークのグループで、その場所へは外国人がどれだけ訪問するのか、また必要な情報が外国人にも伝わっているのかなどのインタビューを行いました。様々な質問をしていく中で最も驚いたことは、外国人のスタッフを雇っていたり、お店の人が相手の言語に対応できない場合、オペレーターに繋がるシステムが導入されていたことです。一方で東京散策、具体的には原宿・渋谷エリアを訪問した際、外国人の数は幕張エリアよりも多く見受けられましたが、英語の標記や通訳が出来る人が少なかったように思います。また渋谷のスクランブル交差点は、それを我慢した私たちにとっては「ただ混雑している」というマイナスイメージが強いものであったが、一緒に行動していたドイツ人学生にとっては興味深いものであるという事実に衝撃を受けました。この活動を通して知らない情報や感覚を学ぶことが出来たので、とても良い経験となりました。(秦美乃莉 / Minori)



Main Program: Sep 18

Explore Chiba-city Tourism



We had a lecture on the Tourism policy of Chiba City from Ms Kokame, who is working at the Tourism department of City Hall Chiba.

The attractions of Chiba City are that it is convenient to travel from Narita Airport to Disneyland and Tokyo area, the monorail is a unique hanging type, and in winter you can see Diamond Fuji from the Makuhari area etc. On the other hand, since many people go directly to Tokyo from Narita Airport, it is rare to visit Chiba City for sightseeing or stay overnight in Chiba City.



To solve these issues, Chiba City has organized an event in which people can have dinner in Chiba City. Also, the City has improved restaurants and prayer rooms so that Muslims can easily come, and has implemented a homestay program in the hope that the citizens will deepen their understanding of Muslims (in Malaysia). After lunch, we went around Chiba city center area (include Chiba Shrine and Castle) with volunteers who usually do Chiba city tour for tourists. Then, we had a Q&A session with Chiba Tourist personnel and the volunteers.



In the session, questions we asked were how many foreign tourists they have been touring with, how they advertise the tour, etc. And since we actually experienced the tour that day, we had time to talk about how it would be better to go on the tour in the future, such as how many people are needed to go sightseeing in one group. (Aoi)



Main Program: Sep 18

Guided Tour in Chiba City

In the afternoon, participants were divided into two groups to experience a guided tour to Chiba Shrine and Castle by the volunteers of Chiba city. Moving around with the monorail, we visited Chiba Shrine, which is a Japanese Shinto Shrine, but with some peculiar characteristics. The shrine is painted in orange-red, which is not unusual, but also not an everyday sight for a shrine. The deity revered there is Myoken, a Shinto interpretation of a Buddhist bodhisattva that is a personification of the North Star. Thus star constellations play an important role and visitors can pray to different directions according to their personal needs and wishes. The tour guide was very knowledgeable about the shrine and Shinto in general. Our tour to Chiba Castle led us to one of the oldest buildings in Chiba prefecture. The museum is located within the Chiba-shi Inohana Park. We had a local guide from Chiba City, who gave a presentation about the most interesting parts of Japanese history, which was exhibited there. At first, we learned something about the old Samurai, who were comparable with the medieval knights we

had in Europe. Chiba Clan has been a famous family of Samurai, who took part in many battles and political decisions in Japan. The prefecture has its name from them. Then we learned about life in Japan in the 17th and 18th century. Different developments took place and helped Japan becoming a modern country as it is today. Finally, we reached the floor in which modern history was shown. Interesting for me was that the furniture reminded me of GDR, German Democratic Republic. Also, the people of Japan still kept their Tenno (Japanese Emperor) after the war. On top of the building, we had a nice view of the park and parts of Chiba City. (Ayu and Raphael)



6日目(9月18日)の午前中は大学に千葉市観光協会の小亀さんにお越しいただいて講義をしていただきました。千葉市における観光産業への取り組みについて、実際に現場でご活躍されている方のお話を直接伺えたのはとても貴重だったと思います。午後のフィールドワークでは千葉駅周辺で行なわれている外国人観光客向けのガイドツアーに参加しました。このツアーはボランティアの方によるガイドのもと、千葉の町を歩き千葉城や千葉神社などを訪れるもので、ツアー後はボランティアの方々にお話を伺うこともできました。千葉駅周辺という自分たちにとって身近な町を観光客の視点から見るととても新鮮で、それまで知らなかった千葉の町の魅力を再発見することができたのと同時に、先日訪れた東京や幕張の様子と比較して様々な課題も見つかりました。この日の講義やフィールドワークは千葉市の観光の現状や課題を知るだけでなく、千葉県としての観光振興における市の役割や他地域との関わり方についても考えることができた良い機会となりました。(西沢美樹 / Miki)



Main Program: Sep 19

Visit to Narita, Shibayama & Yokoshiba-Hikari



We started our Fieldwork Trip to Narita from early morning. We walked from the Buddhist temple Narita-san to the train station and passed beautiful traditional restaurants and small craftsmanship stores. Afterwards, we took the train to Shibayama Chiyoda Station, which is barely used. We explored the area around the backside of Narita Airport and visited the Hikoki no oka, Plane Watching Park, where you can watch planes start and land. After that, we visited Yume Park Makino, a former school which is now used as a venue for sports events and as a community center. There we had bento lunch and tried out their services for tourists, such as mountain biking. Meanwhile, we received information about how the school building was reformed and how it will be used in the future. We also gathered ideas on how to improve tourism around this area. Subsequently, we moved to Yokoshiba Greenpark and took part in a canoeing experience. We were divided into groups of two and canoed together for one hour at the Kuriyama river. Finally, we drove to Yakata beach, and collected shells and some of our German boys went swimming in the still very warm ocean. Unfortunately swimming in the sea isn't popular at the beginning of autumn in Japan and the beach was empty. After a long, exciting and eventful day we arrived back at Chiba University in the late evening. (Janine)



Main Program: Sep 18, 20&21

Workshops towards Midterm



At first, everybody decided for some keywords we wanted to work with and wrote them down. The professors checked them, and after this, they split us in groups of four to five persons. Then we sat together and used the whiteboards to brainstorm about our topics. Two groups used monitors to visualize the facts from the internet. We could also use the information of lectures by Ms Kokame Saori and Professor Abe as well as the printed material the professors provided us. Together we analyzed the problems of our topic and tried to find solutions for them. After that, we selected the topics we wanted to present. All groups used Google Slides so that everybody could work on their topics on their own laptops. We had the chance to practice our presentations in our groups at first for improving last things. In sum, we had only about six hours to work on the presentations before presenting it, which was a good exercise in time management. (Eric)

GSPでの学習を通し、私は千葉県で成田山が外国人に人気のある観光地であると知りました。しかし自分自身行ったことがなかったので、なぜ人気なのか分かりませんでした。実際に訪れてみて、その昔ながらの日本の街並みなどが分かり、人気の理由を知ることができました。この体験から実際に見ることの大切さを改めて感じました。芝山千代田は空港の近くということもあり、将来の可能性を感じることができました。今後、地域活性化の先導を切っていく地域になると思いました。横芝光町ではカヌーの体験をさせていただきました。自然に囲まれたのどかな場所でカヌーができ、とても楽しかったです。最近の子どもたちは自然体験をする機会が少なくなっているので、子どもをターゲットにした観光ができると思いました。また鮭の稚魚を育ててもらって体験について聞き、なかなかできず、貴重で大変興味深いと思いました。またこの体験では一回だけでなく、複数回訪れることになるのも素晴らしいプログラムだと思いました。最後に台風被害が甚大ななか、私たちの訪問を受け入れてくださった皆様に感謝いたします (三瓶有希乃 / Yukino)



Main Program: Sep 20

Poster Presentation by Prof. Ueda's Team



The master and doctoral students under the supervision of Prof. Ueda (Design Culture Unit of Design Science, Faculty of Engineering) in their Poster Presentation Session presented various topics of traditional design & culture from Chiba's Boso area. Projects included local foods, festivals, "Maiwai" (fishermen's dress-up costume), design with new digital applications, and also the reproduction of Buddha Statues by using 3D printing technologies. The main point was the combination of rediscovered local, traditional assets with modern technologies such as digitalization to foster crafts and endogenous regional development. They are attempts to create tourism-related assets by fostering culture through design. During our discussion with the students of Prof. Ueda, we were focusing on tourism for tourists moving in to visit various famous areas but learned that ordinary local life includes an enormous potential for tourism if we are creative enough to find it. This Poster Presentation Session thus showed us different aspects in thinking about tourism itself before actual visiting Chiba's Boso Area during GSP. By seeing and thinking about this aspect of tourism, we could change our mindset by widening our understanding of tourism. We tended to see tourism as an existing concept. Still, this Poster Presentation Session was a good opportunity for us to think about tourism in a way to combine existing local traditional life with new technologies and ideas. Thanks to the master and doctoral students for giving us this kind of an opportunity! (Osamu)



Main Program: Sep 21

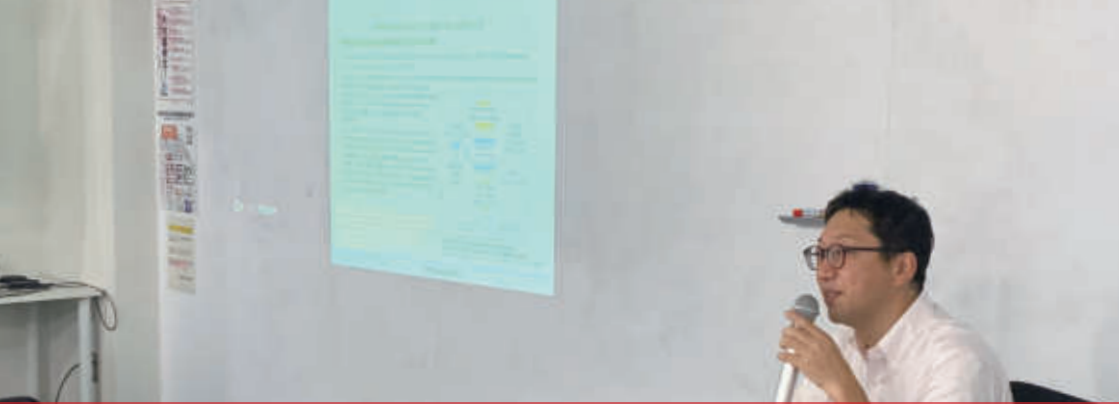
Midterm Presentations



The five teams offered an overview of their initial findings during the midterm presentations. These were based on the previous trips and workshop days, the first impressions the German students had gathered as visitors so far, and the input the Japanese students provided as local residents. Topics addressed points such as advertisement, sustainability, communication and countryside tourism; the groups shared issues they had found concerning their topic and introduced first attempts to find solutions. Sharing this information provided other groups with a broader insight into the general state of tourism in Chiba prefecture. This exchange of ideas motivated everyone to look at the main topic from different perspectives. After each team spent 15 minutes presenting, the staff spent about five minutes on giving thorough feedback while other participants had the chance to ask questions. Based on these presentations, the teams were reorganized, and the topics adjusted. (Nicole)



中間発表では以下の題について5つのグループに分かれて作業をしました。持続可能な観光とオーバーツーリズム、人々を千葉に滞在させるには、千葉県農村部の観光の促進、言語 / コミュニケーション、広告（および情報）戦略。私たちは事前にフィールドワークで学んだこととこれらの題を関連付けながら限りある時間の中で、話し合い、考え協力しながらプレゼンテーションを作成しました。私のグループは広告（および情報）戦略がテーマで、どのように SNS（インスタグラム、ユーチューブ等）を利用すれば外国人観光客に千葉県の事について知ってもらえるかが焦点でした。またフィールドワークで訪れた芝山町にある“ゆめパーク牧野”のような職業訓練校跡地を利用する町おこしの例とムスリム観光客とをどう結び付けるのかも考えました。さらにインスタグラム、ユーチューブなどのインフルエンサーが千葉県について触れることで広告の媒体になるということも発表しました。（濱中レダ / Reda）



Main Program: Sep 20

Lectures by Mr. Yoshida & Prof. Abe



We had another workshop day at Chiba University and listened to two lectures, one by Professor Abe and one by Mr Yoshida. Both were about the region of Minamiboso. Professor Atsushi Abe is Regional Coordinator from the Office of Community and Innovation and a passionate racing bicyclist. At first, he talked about regional problems like declining population, shrinking birthrate, increasing average age, and leaving youth. He presented the goals of the Chiba University Regional Creation Projects COC and COC+, which are promoting the regional industry, regional employment and new companies. Subsequently, he presented ideas on how to reinforce suburban areas like substantial transformations of closed facilities into guest houses, restaurants and co-working spaces. Another idea of him was the intensification of cycling tourism with more cycling racks, rental places, marked cycle paths and the utilization of the B.B.Base Train. Mr Yoshida is the head of the tourism center of Minamiboso and pointed out the specialities like the biwa fruit, main tourist attractions, local events and measures how to improve tourism in the southern area. One of his three ideas he presented was the expansion of roadside stations called "Michi no Eki" which sell local products and sometimes offer a whole experience package with outdoor installations like footbaths. He also talked about cycling tourism and health tourism. Minamiboso city has been recognized for the first time as a base for wood therapy in the whole of Japan in 2014 and is now using it as an activity to improve tourism. (Janine)



Main Program: Sep 23

Trip to Minami-Boso Day 1

On the eleventh day, we started the two-day journey to Minami-Boso. From now on, our goal was to investigate our theories from the midterm presentation. We started from Inage Station and went to Minami-Boso by train, presumably as most foreign tourists would do. There we drove around with the bus to get a personal view and opinion over the area. First, we visited two road stations and investigated their profiles and offerings. While we were there, we learned for example, about Community Supported Agriculture and how road stations create infrastructure for bicyclists as well. Our next goal was the forest therapy site, where we were supposed to learn about health tourism. But unfortunately, the area was highly damaged by the typhoon, and thus we learned about plans and problems of how to revitalize the typhoon-struck area. After this, we went to the Tateyama Folk Museum, which is mostly about the life of the fisher community in Tateyama. Then we moved on to the community project that was presented to us by Prof. Abe.

The MUJI inspired community offers small shelter houses for private use, while everything else is shared in the community, such as toilets, shower and kitchen. Our last station of the day was Nojimasaki Lighthouse with its beautiful cliffs and viewpoints. The day ended then with checking into Shirahama Floral Hall where we stayed overnight. We worked in a short workshop to recap the day with a presentation of our first ideas. (Ephraim)



—— 泊二日の合宿はととても有意義なものであり、自分の目で千葉の観光の現状を確かめる良い機会となった。ただ例年と決定的に違うことは、9月上旬での台風の甚大な被害が影響しており、それが観光客の減少の一因となってしまっていたことである。2日間で三箇所の道の駅を訪れた。現地の特産物や千葉県ならではのお土産コーナーがあり、そこではローカルの良さを感じられた。しかし、問題は訪問客が少ないということだ。近辺に住む人の訪問は多少あるが、県外や県内の遠くに住む人々はそもそも場所の存在を知らないなどと、いまだ知名度が低い。HPなどで宣伝をしているが、その効果が薄い、あるいは宣伝の仕方が不十分であると考えた。その他、南房総エリアにある神社や寺院の観光、灯台からの海の眺望を楽しんだ。自然はととても豊かなため、多くの人々に存在を知ってもらえば、全国にあるような観光名所となっても不思議ではないと感じた。ただ、知名度の低さだけではなく、交通の便や外国人観光客向けの案内が不足していることも問題に上げられるのではないかと考えた。(伏見朋音 / Tomone)



Main Program: Sep 24
Trip to Minami-Boso Day 2

Professors divided us into two groups, one group visited Hie shrine, and our group visited Takabe shrine, the only shrine in Japan that is dedicated to a culinary god. Then, we learned not only about Shintoism, but also how to fish and cook traditionally, that the HOCHOSIKI knife ceremony is dating back to the beginning of the Heian Era, so has been around for over 1000 years. Kindly, there was a pamphlet written in both Japanese and English. Next, both groups joined together and ate whale for lunch. Some countries, especially in Europe, refuse to eat whale, but it is part of the traditional culture of Minamiboso. We had a chance to think about this issue again. Minamiboso is very famous for various kinds of foods such as whales and biwa, that is one of the citrus fruits. We could enjoy eating it too. All in all, We realized that ALL Chiba areas held substantial appeal to stay longer and explore more deeply. (Tsubasa)





Main Program: Sep 25-26

Workshops & Final Presentations



After arriving back from our fieldwork trip to Minami Boso in the evening before, we started the final presentation workshop at 9 am on Wednesday 25th. Because we had just this one day to prepare our final presentations, everyone had to make an effort. Additionally, it was the first time to work together with our new group in the classroom. At first, the old group members had to present their actual research and solution suggestions, show their mid-presentations again and repeat the review given by the professors. After that, all together started to discuss the topic again, figured out new aspects and found the main solutions to present on the next day. Working concentrated and helping each other was the foundation of success. From time to time, the professors also listened to our discussions and gave some advice that every group were able to prepare a solid presentation and nice slides. At the end of the workshop, we felt well prepared to show our results in front of the stakeholders and professors the next day. (Felix)

最終日にはそれぞれの五つのテーマごとに班にわかれ最終プレゼンテーションを行いました。班ごとに今まででの都内や千葉のフィールドトリップや、千葉の宿泊学習時に考えたことをワークショップでアイデアを話し合いました。それぞれのプレゼンの内容は以下のようなものでした。一つ目はコミュニケーションと言語で、英語教育や英語を話せるレベルに分けたネクタイの着用などの解決策、二つ目は広告では、インターネットの活用で SNS や YouTuber を用いるといったもの、三つ目は地域振興で、千葉の自然を活かしたサイクリングや神社巡りなど、四つ目は持続可能なツーリズムで、千葉の名所の花畑やスタンプラリーを実施するといったもの、五つ目は歴史とツーリズムで、千葉の観光アプリを開発したり、駅のホームまでの長い道に展示を行うといったものでした。どの班もドイツのメンバーと日本のメンバーが協力してクリエイティブなとも面白いアイデアを発表したプレゼンテーションであったと思います。(山本京香 / Kyoka)

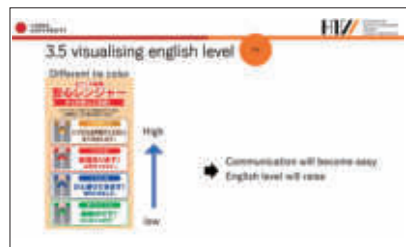
Final Proposals

1. Language and Communication

At the first stage, we thought mainly about communication without language, such as by using pictures, diagrams, and illustrations. We had a lot of discussions with the members of the group. As a result, we concluded the necessity to use English also in Japan, with simple English already may be fine as long as Japanese people dared themselves more to use the language. There are many Japanese who refuse to answer when they are asked in English. But most of them can speak simple English. We thought that having a little more courage on the Japanese side would allow tourists to spend a bit better time here. We further found that it may be a good way to visualize the level of English skills on the clothes of employees in the service sector; for example, the color of the tie could indicate English proficiency.

In addition, cultural differences are also a cause of poor communication. So we thought

about what kind of initiatives we can do to understand each other's culture. It was a very difficult subject, but we were able to put our findings together well as to give a good base for further discussion among all participants. (Yukino)

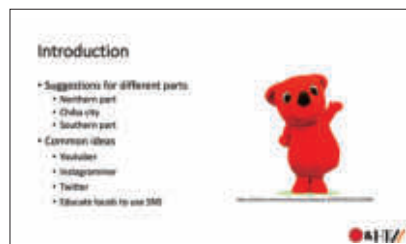


2. Advertisement

Chiba is composed of three parts: the northern Chiba, the middle Chiba and the southern Chiba. Each part has its own characteristics that ask for a different advertisement. Because the north of Chiba has abundant mountain and local resources, we plan the program "Welcome to farmer life". The local people could use empty houses to rent and sell fresh vegetables and fruits to the tourists, and tourists could experience the real natural Japanese life with the local people. For Chiba City, we want to build it like a fashion center. We developed the idea called "One free day at Aeon". The Aeon Mall could recruit someone to experience one free day. In that day he could try everything in Aeon mall for free, after that he should also write feedback. It's a really good advertisement for Chiba City. The southern Chiba has a lot of local specialties, for example, biwa. Because of the expensiveness of the biwa, we want to invite some companies

to make some limited biwa production just like perfume. These companies could make money by selling biwa perfume, and southern Chiba will also be more well-known.

We also noticed the influence of SNS-Media and thought it's a good way to use more SNS media to introduce Chiba. The government could do some collaboration with some Youtubers, Instagrammers and Twitterers, invite or fund them to make promotional videos of Chiba. And the local people could learn and use the SNS to tell others what is the special things in Chiba. (Muye)

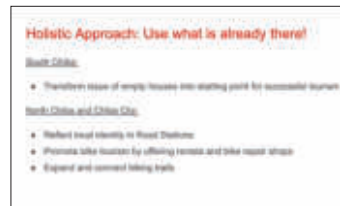


3. Revitalization

Our group first recapitulated prominent issues in the area of Chiba prefecture such as the declining population and the resulting increase in abandoned homes, but also the scarcity of unique road station themes and an improvable biking network. The overall message behind the solutions to conquer these problems was to strengthen and expand the utilization and integration of already existing attractions, also involving local people, rather than to create disconcerting new influences.

To realize these goals, the group narrowed their targeted groups down to groups of younger people, e.g. school and college student groups, health-conscious tourists and long-term travellers. New types of accommodation could be provided to these groups by transforming a part of the neglected houses into partially self-sustaining housings while others could turn into communal spaces like bars and art

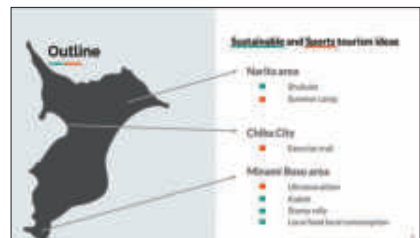
studios. Use of local products, scenic features and culture should be applied to design and to promote individual road stations, achieving a sort of flagship status. Furthermore, these stations ought to be connected by a functioning, wide network of cycle tracks that also enables travellers to experience the unique coastal landscapes of the prefecture. Additional support can be provided by repair stations within the road stations, while it would also be beneficial to offer bike rental services. (Nicole)



4. Sustainable & Sports Tourism

We proposed several ideas to make people visit beautiful Chiba in a sustainable way. Our first idea is Shukubo, that means to offer a temple stay for foreign visitors. Moreover, Minamiboso area is known for flowers. Therefore we think it is the right place to offer Kadoh (a Japanese style of flower arrangement) lessons. Furthermore, big events catch the attention of many people. For this reason, we think it could be a good idea to implement an Ultramarathon in Chiba. At the race day, many people will visit. Athletes will also visit for training and possibly in the future. One nice more sportive idea for everyone is to build fitness trails. Everybody can use it easily also in combination with a hiking tour. Another idea is summer camps. It will bring children more in contact with nature, discover and learning to know in an active way also to make the experience, e.g. in surfing. Because Chiba has lots of beautiful nature, and

it is located close to Tokyo, we think it is the right place for that. Moreover, we suppose many foreign people like to experience in fishing or harvesting, just like knowing to process it. Why not offer this type of day trip? All in all, we think Chiba has potential in sustainable and sports tourism, and we hope to get some ideas to be realized. (Linda)



Final Proposals (Cont')

5. History and Content Tourism

During this program, we saw a lot of historical places, like the old bunker from WWII in a beautiful park near Minamiboso. We also visited shrines, e.g. in Chiba, and Tokyo. In Minamiboso, we had the option to eat whale meat. The decision to eat it can bring hard discussions, but the fishing whale is an old tradition in Japan. We learned about it in a museum about fishing in Minamiboso and a museum in Chiba about the history of the prefecture. At our two-day stay in the southern part of Chiba we visited two old Buddhist temples. In the first one, we find some wood carving art from 200 years ago. This work belongs to one of the favourite artists in Chiba. In the second one, we took part in a ceremony, where we get an amulet for luck and richness.

In our final presentation about historical and content tourism edited to some of these points. Such as the idea of reconfiguring the old airport tunnel to a portfolio of different arts, where you can see the development of

the region and the airport. Another suggestion was an event to present the art of fishing in medieval times and to take part in it with fishers of Minamiboso. The 3rd proposal was the Chiba app where locals and tourist of Japan and foreigners can connect to have different experiences in the Chiba region. The app works with QR-codes that include facts about historical places or other touristic attractions. (Julius & Raphael)



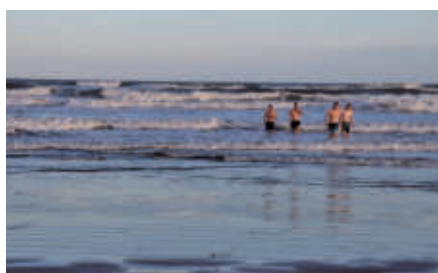
6. Teachers' Ideas

For the teachers organizing, guiding and accompanying the GSP, it is always the most exciting part to see with what ideas students come up, and it is challenging for us to hold back our own ideas in order to not impede on student's ideas. But because the stakeholders were all so helpful in showing us around and telling us about the various challenges of their respective fields, we as teachers also felt it necessary to share our ideas, even though they are of course not "GSP approved" in the sense that we did not arrive at them through proper group work with a set of methodology. Thus, the following ideas are only derived from observations and not deeply checked for their feasibility. We found that Chiba City, especially Kaihin Makuhari area as convention town could further style itself as "hub to Chiba peninsula". This way, tourists are encouraged to stay overnight before entering the Bōsō peninsula. This is why we felt it necessary that the space at Kaihin Makuhari station, which is only a very small tourist office, should be

expanded to better promote the sightseeing spots of the whole peninsula, such as German Village, Mother's Farm, Kid's Kingdom and others.

For the peninsula in general, in order to improve inbound tourism by individual foreigners, to create a "share car system" or "driving volunteers" system or other forms of matching services for locals and tourists, which could also be realizable for hobbies and sportive interests. (Juljan)





Participants

I am glad that this program deepened my understanding of travel and was interested in regional revitalization through tourism. (Manaka)

The program offered a challenging topic while exploring and getting to know a less-travelled region of Japan, showcasing how a decreasing population could also affect our society in the future. (Nicole)

It was my first time to debate and present in English, so I was a bit nervous and unsure. But I am happy that I could share my opinions with everybody. (Minori)

The Global Study Programm 2019 was a great opportunity to experience Japanese culture and get to know new people. Working on the topic in groups was familiar. I like to participate again. (Julius)

My heartfelt thanks to all members related to this project for giving us a nice indelible experience during this GSP, even in areas of Chiba that were seriously damaged by the typhoon. (Osamu)

I enjoyed the GSP 2019 because it was interesting to get in contact with interesting people. It was great to see a new country and culture. (Eric)

My experience in GSP was stimulating. It was quite hard because we had to make a presentation in a limited time, but I was very happy to meet great friends from Dresden and to have so much fun. (Aoi)


It was a very great experience to participate in this program and work together with Japanese students as one team. I learned different things about a very beautiful, not crowded region close to Tokyo. どうもありがとうございます。 (Linda)

The GSP was a more valuable experience than I had expected. Through the interaction with HTW students, I could broaden my horizons. Danke schön! (Yurina)

Taking part in the GSP is an absolute “Must do” if you’re keen to work interdisciplinary with foreign students. The well-structured schedule allows you both discovering different cultures and collaborative working on interesting issues. (Jonas)

Through this program, I could have great experiences and a deeper understanding of tourism. Besides, thanks to the collaborative study, I could notice new viewpoints and make new friends. Vielen Dank! (Miki)

I am grateful for the opportunity to discover Japan in a way a “normal” tourist could never do, with so much insight into its beautiful culture and language. Arigato! (Katarina)



I got a lot of precious experience to think of Chiba Prefecture as a whole. I came to realize that group discussion was very important for my study. (Tomone)

The GSP enabled an easy exchange with other students, and therefore it was the perfect way for me to get to know another culture - more profoundly than a normal tourist! It also allowed us to analyze all aspects of tourism. (Janine)

Indeed, the program was tough, but it was meaningful. I could learn many essential things through fieldworks and team-collaborating. I'll take advantage of what I learned here and try hard. (Tsubasa)

The GSP 2019 was a great experience, which we wouldn't get from a regular trip to Japan. We learned so much about tourism and Japan from different viewpoints. Thank you for a great time to every participant. (Ephraim)

I was interested mostly in regional revitalization this time. I was able to come into contact with various ideas by thinking together with Germans as well as Japanese people. (Yukino)

I would do this again in every parallel universe. GSP enlarged my cultural horizon exorbitantly. I hope this program will never extinct. Thank you for everything! (Raphael)

I have not joined such an international program before. I could not speak English frequently, but it was a special experience for me to interact and cooperate with foreign students. (Kyoka)

Collaborating with other people, getting to know new cultures and collecting experience in a new country is very important because, in the end, you realize that all people are people. A fact that is being forgotten more and more. Arigato GSP 2019! (Felix)

During the workshop in English, I felt frustrated because even if I had my own opinions, they were not conveyed as I expected. It was a good program that made me realize the lack of my English skills. (Yui)

Thanks for the GSP Program, I can experience Japanese culture as a student. So interesting and so oishi, just like I have gained 3kg in weight. XD (Muye)

Thanks. (Ayu)

GSP was a great experience that I got many new findings of urban attractions and rural destinations in Chiba and overall Japan. It was hard for me to discuss smoothly and logically, but it was so much fun. (Reda)

Global Study Program



RE-INVENTION OF JAPAN
FOR INTERNATIONAL
TOURISM



Contact

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