

Abstract of Doctoral Thesis

Development of sightseeing hospitality education in a women's university —The case of Heian Jogakuin (St Agnes') University—

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With the concept of service being emphasized in many industries, nurturing the spirit of hospitality unique to the Japanese tradition, known as “omotenashi”, is drawing attention in industries as a whole. In tandem, a newly emerging style of education of tourism hospitality has started playing a part in the management strategy at women's universities, particularly outside metropolitan areas. But this education holds gender norms. Therefore, quite a few female students feel an aversion to education of manners and hospitality. As a result, gaps are becoming apparent between the target of such education and the need to develop human resources as required by industries. This report aims to examine educational issues concerning tourism hospitality and compatible manners with reference to arguments on sociology and cultural research. As an exemplary case, it highlights the education of tourism hospitality and relevant manners at St. Agnes University. The report also aims to derive any hints about reorganizing the educational content to make it more suitable for female university students of modern days. Toward that end, it questions the meaning of such education as part of the management strategy of a women's university.

Chapter 1 clarifies the process of tourism departments and tourism courses increasing rapidly against the backdrop of the national policy to make Japan a highly popular travel destination, and highlights the history of those departments and courses being established. Chapter 2 reviews the impact of declining birthrates and university reform plans on women's universities, and nationwide moves toward

implementation of tourism hospitality education. Chapter 3 examines the evaluations of tourism hospitality manner education given by students, taking note of various “female power images”, and points out that the hospitality manner education fails to catch up with wide-ranging values as modern day “women”. Chapter 4 It subsequently shows the importance for students to secure not only the platform of building their ability to work immediately after entering the workforce but also the foothold of grasping the image and expectation of themselves and society while playing their roles in extracurricular activities. Chapter 5 Here, it points out that hospitality education plays an important role in strengthening a new order created in the logic of the student association. The final chapter sorts out these issues of tourism hospitality education and discusses the possibility of female education being transformed, taking the example of a change in the way tourism hospitality education being learned at a women’s university.

Based on the results of research, this report presents three issues of the tourism hospitality and manners education at women's universities in the future.

Firstly, there is a need to search for ways to incorporate the roles played by conventional liberal arts education into the current curriculums that place too much emphasis on practical skills. It is also necessary to find a viable scheme that can make skill-focused subjects and liberal arts subjects work together organically without compromising the management strategy. Secondly, examinations are required to define the types of the tourism hospitality education and hospitality manners education that can be offered only by women's universities. Thirdly, collaborative studies need to be launched to discover a fresh management strategy for survival as women's universities and pursue a new possibility of the strategy.

This report proposes exploring the significance and feasibility of the tourism hospital education and the hospitality manners education with a renewed determination by implementing these three issues. In the annex, reference is made to the contents of the current lectures on manners and women's studies and responses from students. This is to help examine how to coordinate hospitality manners lectures and liberal arts subjects, one future issue mentioned in the last chapter. The report subsequently points out that the university policy tends to emphasize acquiring proper manners in the form of skills.