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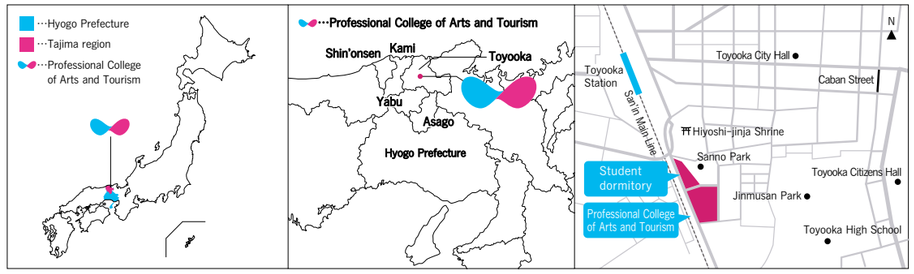


Professional College of Arts and Tourism

芸術文化観光専門職大学
Professional College of Arts and Tourism

ARTS × TOURISM
LOCAL × GLOBAL
MANAGEMENT × INNOVATION
DRAMA × COMMUNICATION

Creating New Value: Arts × Tourism, Theory × Practice

Students at Professional College of Arts and Tourism(CAT) study specialized fields such as stage and theater production, arts management, the tourism industry, and tourism-driven community development.
Through hands-on learning that creates meaningful experiences they develop the ability to create vibrant communities and societies while contributing to sustainable community and social development through the arts, and tourism.
The defining feature of a professional college is its emphasis on practical mastery, rather than knowledge and understanding alone.



Bringing Smiles to the World: The Power of Arts and Tourism

President
Oriza Hirata

Profile

- Leader, Seinendan Theater Company
- Director, Aomori Museum of Art & Toyooka Theater Festival
- Award-winning Playwright (Tokyo Notes, 39th Kishida Kunio Drama Award)
- Pioneer in global cultural exchange across Asia and Europe



Our graduates showcase the success of our educational approach

The arts and tourism have the power to bring joy to people. Based on this belief, our university was established in Toyooka in 2021 with the aspiration of bringing smiles to people around the world. Our graduates have developed practical and communication skills through rich interactions, earning high praise in fields ranging from local public service to world-renowned theme parks. Their accomplishments demonstrate the value of our educational approach.
What enables our students to become the leaders society needs? The answer lies in our educational approach , which combines arts and culture with tourism to promote community revitalization and international tourism. Students blend creative sensitivity with practical management skills in areas such as visitor attraction and public relations. By collaborating with highly motivated peers on local community projects, they build the confidence to tackle any challenge.
Hands-on learning opportunities in collaboration with local communities, businesses, and governments continue to expand every year, notably through the Toyooka Theater Festival. Additionally, our expanding study-abroad programs also provide valuable international experiences. As a higher education institution deeply rooted in the local community, we will continue building this college together with our students and share our model with the world.

Discovering the joy of contributing to the community through learning

As a small college, our strength lies in close-knit connections we foster. In their first year, students live in dormitories alongside peers from across Japan and overseas. Sharing daily life with people from diverse backgrounds and cultures fosters mutual understanding and respect—a unique experience found here in Toyooka. The strong bonds built during these years will remain a lifelong source of strength.
Students also learn directly from industry professionals at the forefront of arts, culture, and tourism. Through authentic learning, they develop the critical thinking needed to discern what truly matters amid today's flood of information, thereby enabling them to connect ideas and create new value.
With extensive study-abroad programs and overseas training opportunities, students have many possibilities to explore. At times, students may feel uncertain about their future path. Yet such uncertainty can be a valuable part of personal growth. Whether your future lies in your local community or on the global stage, the choice is yours. Embrace a student life filled with possibilities at Professional College of Arts and Tourism, and discover a future where your growth serves the world!

A distinctive and diverse curriculum

CAT offers the first program in Japan that allows students to study both the arts and tourism within a single faculty and department. From their second year, students choose either Arts or Tourism as their primary major, deepening their expertise in that field while acquiring the knowledge and skills of the other field as a secondary major. This approach develops graduates who can draw on perspectives from both fields.

Faculty of Arts and Tourism

Department of Arts and Tourism

(Four-year program / Enrollment capacity: 80 students per year)

Creation

Development

Foundation

Foundation courses

Literacy courses that lay a foundation for thinking and action, and intellectual creativity courses that foster an awareness of issues and inspire ideas and deeper thinking to lead to the creation of new value

(Required)
Introduction to Academic Skills
(Required)
Communication Seminar
(Required)
English, etc.

Employment

Graduate school or further study

Graduation (129 credits)

Bachelor of Arts(Professional) | **Bachelor of Tourism(Professional)**

Comprehensive courses

Practical, interdisciplinary courses jointly taught by faculty members from different fields, enabling students to identify issues related to arts, culture, and tourism, develop solutions, and present their findings

■Comprehensive Seminar, etc.

Crossover courses

Courses that enable students pursuing careers in arts and culture to acquire knowledge and skills in tourism, and students pursuing careers in tourism to acquire knowledge and skills in arts and culture

Fourth year

Third year

Second year

First year

Arts major

- Theory of Acting
- Introduction to Drama Education
- Management of Culture Facilities
- Theory of Performing Arts
- Drama Workshop
- Theater Production Practicum
- Practicum in Comprehensive Arts and Culture, etc.

Courses that develop arts and culture management skills, tourism management skills, and the ability to create new value

Tourism major

- Service Management for Tourism Industry
- Lodging Industry
- Destination Marketing
- Regional Innovation
- Accommodations Practicum
- Practice for Tourism Project Planning
- Regional Collaboration Practicum, etc.

Students choose a primary major from Arts or Tourism.

Interdisciplinary courses

- Arts and Tourism
- Project-based Practicum for Arts and Tourism
- Theory of Regional Revitalization
- Specialized Seminar

Foundational arts and culture management skills

- Survey of Arts Management
- Management of Culture Facilities

Value creation skills

- Introduction to Management
- Introduction to Accounting and Finance
- Introduction to Business Creation

Foundational tourism management skills

- Introduction to Tourism Studies
- Tourism Marketing

Core courses

Professional courses (Arts) | **Professional courses** (Tourism)

Enrollment

Advanced courses

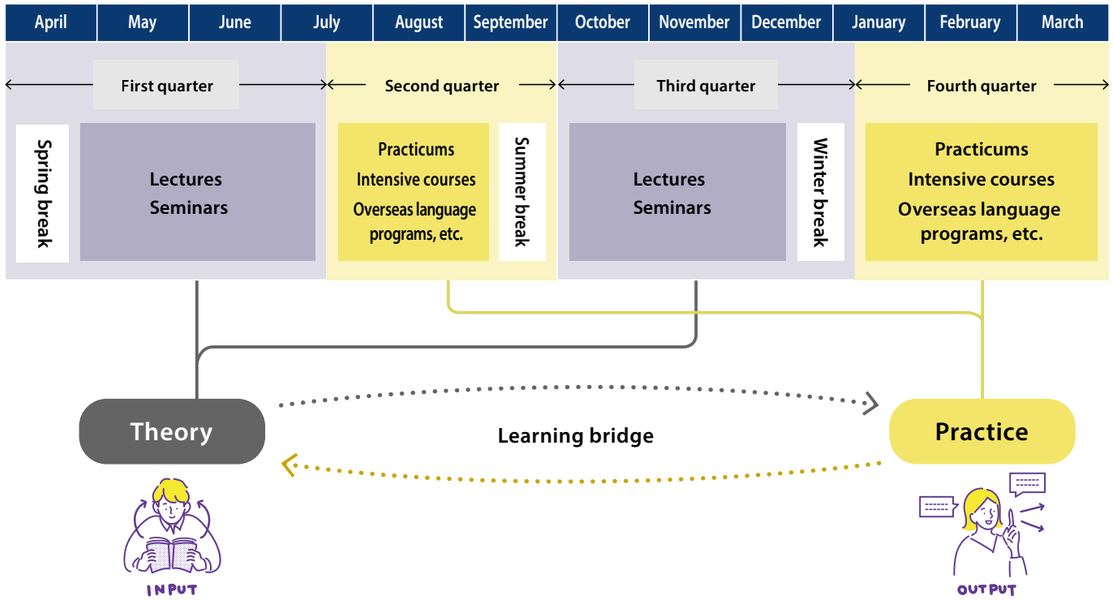
Courses that develop the ability to build a safe, secure, and sustainable society by understanding diversity and supporting one another

- Global Understanding of the World
- Regional Health Care and Welfare
- Multicultural Society in Region
- Ethics in Current Lives
- Sustainable Society
- Theory of Regional Community
- Global Environmental Studies
- NPO and NGO in International Society
- Consumer Protection Law and Practice
- Ethics in life and Death
- Lessons from Hyogo and Disaster Prevention
- Conservation and Utilization of Regional Resources, etc.

Building Knowledge and Practical Skills by Bridging Theory and Practice

The Quarter System: Effectively Integrating Theory and Practice

The college's curriculum follows a quarter system that divides the academic year into four terms. This approach creates a distinctive learning experience in which students alternate between theory and practice. The first and third quarters focus on lectures and seminars, while the second and fourth quarters feature practicums, intensive courses, and study-abroad programs. Students achieve active, in-depth learning by putting the theory learned in lectures into practice through practicums.



Building advanced practical skills step by step through progressive practicums

Stage one (first year)

Discover

- Through practicums that deepen their understanding of the tourism and arts industries, students recognize the differences between the perspectives of users and service providers.
- Practicums that develop specialized knowledge and skills enhance students' motivation to learn.

Stage two (second year)

Think

- **Tourism** : develop plans tailored to different types of tourism businesses.
- **Arts** : take the initiative in developing plans.
- **Communities** : develop solutions to local issues.
- Students deepen their understanding of industries and communities and learn firsthand about the challenges they face, developing the practical and applied skills needed to work effectively in different industries and community settings.

Stage three (third and fourth years)

Create

- Take on the challenge of planning new projects based on experience gained through practicums.
- Learn about the business process through creative practicums designed to bring ideas to market.
- Some practicums are offered on an individual basis. Students acquire more advanced knowledge and skills while developing the ability to put their own ideas into practice creatively and independently.

Developing Communication Skills through Theater-Based Techniques

All first-year students take Communication Seminar, a course that uses theatrical techniques. Through theater, students develop expressive skills and cultivate the dialogic communication skills needed to bridge differences in values—an essential ability in a society where interaction among people from diverse backgrounds is increasingly important. In addition, all first-year students live in shared-house-style dormitories, where interaction with fellow students helps them develop collaboration and communication skills.



Developing a Global Outlook from Toyooka, a Local and Global City

Our exchange program with Chung-Ang University in South Korea sends and receives students between the two institutions, while overseas practicums provide opportunities to learn about professional practices and operations at institutions in countries and regions such as Germany and Taiwan. In their first and second years, students develop strong language skills through intensive instruction in small classes. Through overseas language programs, overseas practicums tailored to their fields of study, and everyday interaction with international students in the dormitory, students cultivate an appreciation of diverse values while developing the ability to connect the people, resources, and values of local communities with the world.



Attentive and Personalized Guidance in Small Classes for Deeper Learning

The college's diverse faculty includes many experienced professionals with extensive backgrounds in management, marketing, entrepreneurship, and the establishment of organizations, as well as dancers and theater professionals active on the international stage. With an enrollment of 80 students per year in a single faculty and department, we maintain a strong commitment to small-group education, with all courses limited to 40 students or fewer. Close relationships between faculty and students, combined with attentive, personalized guidance, deepen learning and produce excellent educational outcomes.
In the first year, each class has an assigned advisor (with approximately 13 students per class); in the second year, each student receives support from a faculty member designated in advance; and in the third and fourth years, faculty members leading the Specialized Seminar and Comprehensive Seminar serve as advisors and provide comprehensive support. We also maintain a consistent system of small-group instruction, including intensive language education in classes of approximately 15 students during the first and second years, allowing students to master both theory and practice while interacting with leading professionals in their fields.



Community partnerships and hands-on experience

CAT works closely with the Tajima region, with its wealth of arts, cultural, and tourism resources, through initiatives that include participation in the international Toyooka Theater Festival. Through practicums that bring them into direct contact with local people, students learn how to harness the arts, culture, and tourism to revitalize communities. Students also have many opportunities to persue the initiative and take on their own challenges, allowing them to grow significantly as individuals while discovering both the joy of learning and the fulfillment of contributing to their communities.

CAT offers a diverse range of courses that use real-world settings in the arts, culture, and tourism as their classrooms. Moreover, one-third of the curriculum—more than 800 hours—is devoted to practicums, helping students develop genuine practical skills that they can put to work in the field. Practicum sites are equally diverse, ranging from travel agencies and accommodation facilities to theaters and local governments. By taking on actual work and tackling real-world challenges, students develop advanced skills that simple workplace experience alone cannot provide.

Cultivating a Global Perspective through Diverse Study-Abroad and Training Programs

Developing a global perspective in everyday life

To enable students to share the value created by local arts, culture, and tourism with the world, the college places particular emphasis on training professionals who can thrive in the international community. A diverse range of classes and programs allows students to develop a global perspective and sensibility without leaving campus.

Deepening the understanding of the world

To explore the appeal of arts and tourism around the world, students first need to understand the countries themselves. Through a broad range of classes, students learn about the theories underlying these fields, exploring such questions as what historical and social circumstances gave rise to particular theories and what policies fostered the growth of culture. We also develop students' leadership and other abilities so they can draw on their broader perspectives and knowledge on the international stage.

[Related Courses]
- Cultural Policies around the World
- Global Understanding of the World
- International Environmental Studies

Developing the ability to communicate with the world

To build the language skills essential for communicating globally, all first-year students take the required English course, which develops the four language skills in a balanced manner. We also offer Chinese and Korean as elective subjects. Students can further develop language skills tailored to their goals through courses such as English for Arts, which covers terminology specific to the performing arts, and English for Tourism Industry and English for Business and Management, which focuses on tourism and management.

[Related Courses]
- English ・Chinese ・Korean
- English for Tourism Industry ・English for Business and Management
- English for Arts

Overseas language program [Three to four weeks / two credits]

*As of October, 2026

This three- to four-week language program is open to all students from their first year. Students take part in a three- to four-week English-language course at a university in an English-speaking country during the second or fourth quarter. By creating more opportunities to use English in real-world situations, the program helps students develop practical communication skills.




Overseas practicum [Two weeks / two credits]

*As of October, 2026

This short-term program is led by our faculty and offered from the second year onward. Practicums take place in Germany (arts) during the second quarter and Taiwan (tourism) during the fourth quarter. Students learn about professional practice and operations on site while developing a global perspective through exposure to different cultures and societies.





Exchange program [Six months to one year]

*As of October, 2026

Our college and its overseas partner universities exchange students on a reciprocal basis. Students can spend between six months and one year studying abroad, which gives them an extended opportunity to deepen their learning. The program is ideal for students who want to take the time to gain substantial international experience.

Find out more here.




Exchange Partner Universities

South Korea: Seoul Institute of the Arts / Chung-Ang University (theater major) / Kyonggi University
Germany: Trier University
Taiwan: Ling Tung University / Hsiuping University of Science and Technology / Chienkuo Technology University

Building stronger community ties through active engagement

The Research & Innovation Center (RIC) serves as a hub for collaborative projects that draw on the research resources in the arts and culture, tourism, and management to address local challenges. Working primarily in the Tajima region in partnership with local governments, community organizations, businesses, and other stakeholders, the center seeks to revitalize communities through innovation and promote sustainable regional economic development, extending its impact from Tajima across Japan.

Contributing to communities through hands-on learning

Students participate in projects as assistants, gaining practical experience through direct exposure to local challenges. By experiencing the problem-solving process firsthand, they discover the satisfaction of helping revitalize communities through their own efforts. What they learn in the field develops into a solid foundation for supporting society and forging their own paths.

Follow us on Instagram.

Hyogo Prefecture





Hyogo Field Pavilion

Students staged a performance promoting tourism in the Tajima region at the Hyogo Field Pavilion Festival 2025, held at Expo 2025 Osaka, Kansai, Japan. Drawing on the skills they had developed through their studies combining arts and culture with tourism, the students successfully responded to Hyogo Prefecture's request on the Expo stage.

Local organizations




Star Climber: Naomi Uemura

To mark the 40th anniversary of the death of Naomi Uemura, an adventurer born in Tajima, this project involved creating and staging a play looking back on his extraordinary achievements and carrying his spirit forward to the next generation. After gathering source materials and writing the script, students performed the play both on campus and at the elementary school Uemura attended, sharing the Uemura spirit with audiences.

Toyooka



Collaborative project with Yashiro Elementary School

At Yashiro Elementary School, a small school with a special enrollment policy, students conduct 10 creative classes each year in which children can express their individuality while discovering the joy of creative expression. The classes also provide opportunities for lively interaction from different grades to interact.

Asago



"Pageant of Wind and Light" support project

This project, commissioned by the Asago municipal government, entered its fourth year in 2025. For a Halloween event organized by the Asago Art Village Museum, CAT students were responsible for aspects of the spatial design and production, including installing art objects and giving performances. Their contributions brought tremendous energy to the venue.

Shin'onsen



Igumi Walk

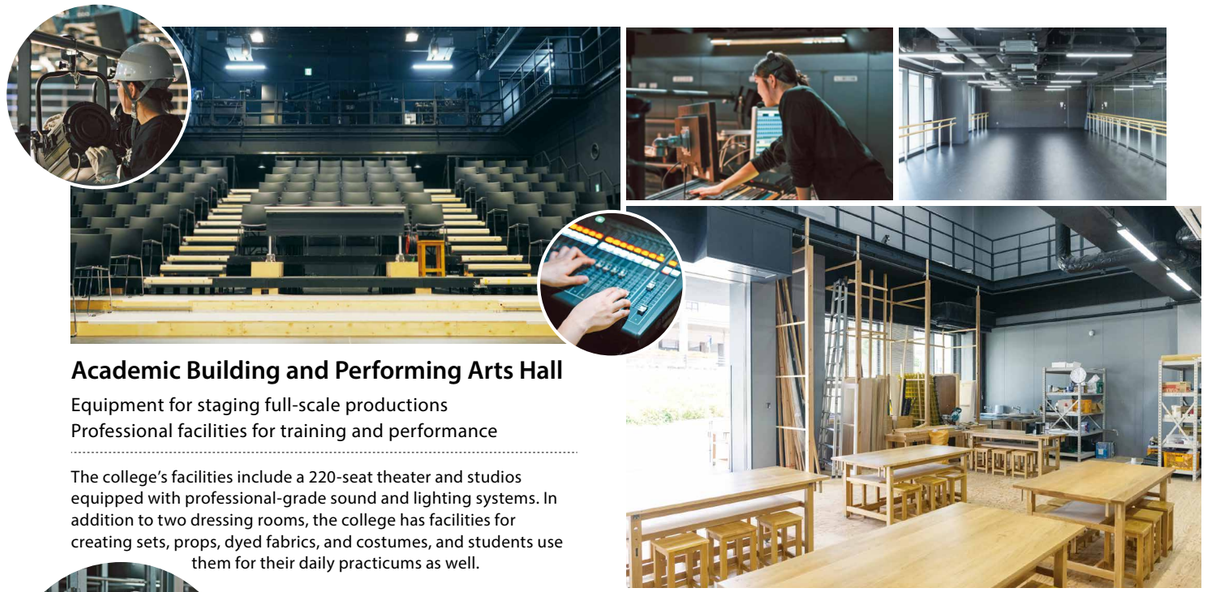
Students planned a walking event featuring three courses to promote community revitalization and better health. They played active roles throughout the event, from developing original exercises to serving as guides on the day.

● Community Partnership Student Assistant (SA) Program ●

Under the Community Partnership Student Assistant (SA) Program, students work as assistants to faculty and staff on individual projects. They talk with local residents, address real issues facing the community, and explore ways to turn potential solutions into reality. In addition to providing valuable experience, the program gives students an official college record of their activities that they can use in job hunting and other pursuits.



State-of-the-Art Facilities Support Students as They Take on New Challenges and Grow



Academic Building and Performing Arts Hall

Equipment for staging full-scale productions
Professional facilities for training and performance

The college's facilities include a 220-seat theater and studios equipped with professional-grade sound and lighting systems. In addition to two dressing rooms, the college has facilities for creating sets, props, dyed fabrics, and costumes, and students use them for their daily practicums as well.



Center for Academic Information

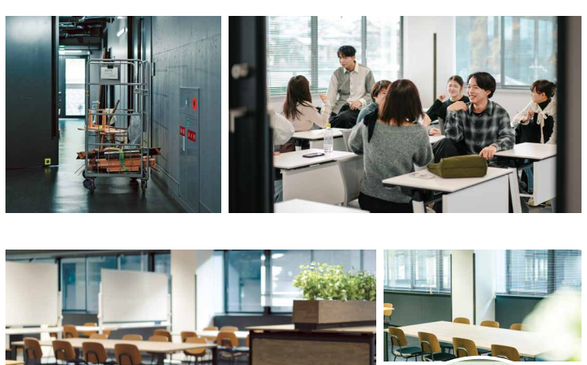
A wealth of information to inspire intellectual curiosity

The library can house up to 100,000 volumes. In addition to an extensive collection of books and e-books on the arts, culture, and tourism, it also serves as a performing library, occasionally becoming a stage for performances. Its comfortable facilities support students as they pursue their own learning.

Cafe

A place for students to relax and recharge

The cafe offers a calm atmosphere with a monochrome color scheme. Some students come every day, eagerly anticipating that day's meal. It's a comfortable place to unwind and enjoy a leisurely break.



Learning Commons

A hub for active, collaborative learning

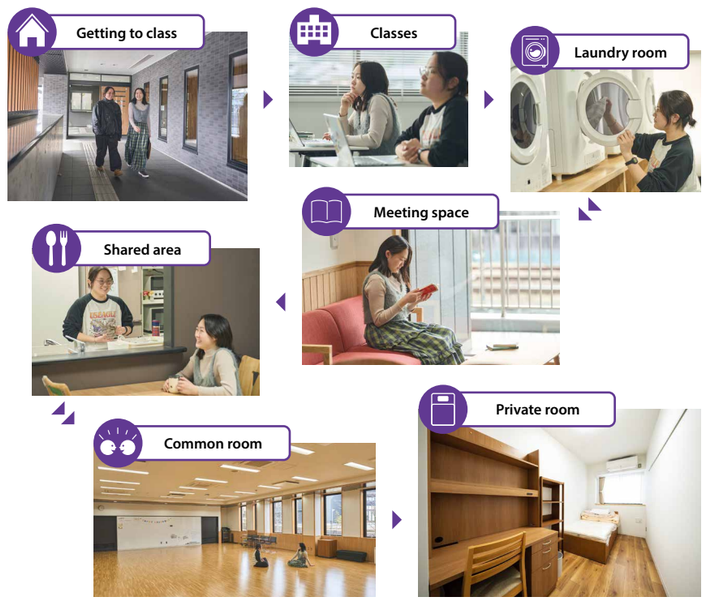
The Learning Commons, which is used for daily active learning, features a whiteboard at every table and provides space for group presentations and debates. Students can also use it for independent study.

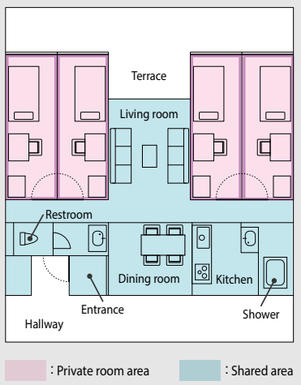
First-Year Dormitory Life Builds Collaboration Skills



The student dormitory operates as a "share house." As a general rule, all first-year students live in the dormitory. The arrangement protects each student's privacy while encouraging relaxed, everyday interaction, naturally helping students develop social and communication skills. Staff remain on duty in the manager's office until 10:00 pm. For added security at night, a direct telephone line connects the dormitory to the security office in the adjacent academic building. Residents enter and leave using key cards, providing a high level of security. The dormitory also has a wheelchair lift and incorporates careful attention to accessibility throughout.

A glimpse of life in the student dormitory





Living space

- Approximately 10 m² per room
- "Share house" style with four students per unit

Dormitory fee

¥30,000/month
(Includes utilities and internet access)
Separate fees apply for rental bedding and other items.