

Summer Semester in Japan 2009



The University of West Florida
Tokyo Japan

May 22, 2009-July 3, 2009*

*Dates may change 2-3 days



Purpose

The purpose of the Summer Semester in Japan is to provide students of the state universities in Florida the opportunity to study the Japanese language and culture and an academic discipline in the Japanese environment. The program seeks to provide a multifaceted international educational experience which will help American students better understand the Japanese people and their culture.

Award

Each student selected to participate in the Semester in Japan program will receive a scholarship covering:

- Round-trip airfare
- Housing
- Certain class-related cultural excursions

Students will be responsible for:

- Tuition (9 semester hours)
- Meals
- Entertainment
- Other personal expenses--budget at least \$2000 due to the cost of living in Japan

Location

The Belle Epoque Este College, a member of the Jikei Technical College Group of Japan, will host the program.

Dates of the Program

Students will depart for Japan on or around May 22, with classes beginning May 25. The program ends July 3.

Eligibility

Degree-seeking students currently enrolled at the University of West Florida or other state universities of Florida with a 3.0 GPA or higher are eligible. Preference will be given to upper level undergraduate students (juniors and seniors) with at least 1 semester of Japanese language background and participation in Japanese activities.

Curriculum

Students will be required to register for 9 semester hours of UWF credit distributed as follows:

JAPANESE LANGUAGE--3 sch

INTRODUCTION TO HOSPITALITY, RECREATION, AND RESORT MANAGEMENT – 3 sch

Introduction to Hospitality, Recreation, and Resort Management is a required course within the Hospitality, Recreation and Resort Management curriculum. The course consists of three elements: (1) describing the difference between Japan and the world in service in the travel and tourism industry management in order to compare hospitality careers in Japan and the world, (2) comparing the key characteristics of hospitality organizations in Japan and the world, and (3) researching management theory and practice of hospitality management in different areas of travel markets in Japan and the world.

Instructor: Dr. Xuan Tran, Assistant Professor, Health, Leisure and Exercise Science, University of West Florida

HOSPITALITY, RECREATION, TOURISM AND RESORT MARKETING – 3 sch

Hospitality Sales and Marketing is a required course within the Hospitality, Recreation and Resort Management curriculum. The course consists of three elements: (1) describing the differences between Japan and the world in marketing and sales in order to build a marketing plan and manage a sales office effectively in the hospitality industry, (2) providing key techniques in sales and advertising of hotels in Japan and the world, and (3) researching marketing strategies to different segments of travel markets in Japan and the world.

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Excursions and Cultural Opportunities

Students will participate in course related field trips and local cultural events. They will also have the opportunity to interact with Japanese students and may have short homestays with Japanese families. During the week of June 28-July 2 the students will go on a cultural tour of Japan.

Application

Application forms will be distributed at the information meeting scheduled for February 11, 2009 at 3:30 p.m. in Bldg. 71, or they can be picked up at the reception desk located in the International Center. For more information, please call the Japan Center at 850-474-3363 or e-mail: shonda@uwf.edu.

Orientation Sessions

Students selected for the program will be required to participate in all orientation sessions. These sessions will cover a number of topics required for successful study and living in Japan. Also, they will deal with practical topics such as travel to Japan and living arrangements.

