

# JAPAN

## Spring 2020 Travel Course

Tourism Management, and  
Japanese Culture



**March 6-15, 2020**

travel dates subject to change +/- 1-3

BRIDGEWATER STATE UNIVERSITY  
STUDY ABROAD OFFICE

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**Travel Dates: March 6-15, 2020**

## **Tourism Management, and Japanese Culture**

### **Faculty Leader**

Prof. Chien Yu

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Prof. Yongmei Wu

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### **Course Info**

Undergrad: MGMT 357; LANG 355

Graduate: MGMT 504

\*can fulfill CORE requirement:

Global Culture

### **Program Includes**

Airfare, accommodations, in-country transportation, itinerary activities, & some meals.

**Additional costs:** Application fee, other meals, & spending money

### **Program Cost**

\$2,670

### **Pre and Post Travel Meetings**

Dates TBD

### **Application Deadline**

December 4, 2019

### **Contact Info**

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Bridgewater, MA 02325

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### **Rolling Acceptance**

Applications are reviewed and students are accepted on a rolling basis. Students are expected to pay the \$300 deposit within one week of acceptance

### **Course Description**

This Travel Course will take students to the major tourist cities in the Kansai region of Japan: Kyoto, Nara/Osaka, and Wakayama. Tourism is regarded as one of the leading industries in Japan, and the Japanese government has worked positively on tourism policy and cultural heritage protection and regional revitalization projects with the aim of making Japan a tourism oriented nation. The goal of this travel course is to give students a first-hand educational and cultural experience of studying Japanese culture and tourism management, sustainable tourism and regional revitalization, and heritage tourism in the Japanese tourism industry.

### **Sites & Highlights**

Kyoto, Nara, Wakayama City, Welcome Tea Party, Excursion to Mt. Koya, Center of Tourism Research, a visit to the factory of Kao Corporation, Traditional Craft experiences of "Kishu Lacquer ware /Shikki," and Japanese culture experiences classes.

