

Hello, we are Kirsty Skidmore and Jasmine Robinson, and we are the travel agency Voya Japan. We are going to discuss why Japan is a great place for an educational trip and also the details of the trip. This presentation will be a business to client presentation and will be marketed towards you, the lecturer who is planning to take these students on an academic field trip.

Japan is the perfect place for tourism students as it is bursting with culture and traditions, from sacred temples to bustling cities overflowing with a variety of foods and clothing. They will get to experience pop culture such as anime and K-pop which will interest a lot of the students.

An international trip will improve students' employability skills such as teamwork, communication and adaptability which they can use in their future employment within the tourism industry. They will be exposed to a new culture and thus develop their intercultural skills which is essential when they are travelling on their own after they graduate (Tomasi, Paviotti & Cavicchi, 2020).

Students can apply many academic theories from the classroom to their trip. Kolb's experiential learning theory states that learning occurs through a cycle of experience, reflection, understanding, and application (Kolb, 1984). Students will experience cultural sites, reflect on them through discussions, get a better understanding of Japanese culture and then use this in the classroom.

The Cultural Tourism Framework shows how well-designed activities, information, and interactions in cultural tourism help visitors actively experience, think about, and understand culture through experiential learning (Alhassan and Adam, 2024). Japan's rich cultural heritage offers opportunities for immersive engagement, a key component of cultural tourism. The students learn how cultural assets are marketed and preserved, and how they contribute to destination branding.

Maslow's hierarchy of needs suggests that people must satisfy basic needs like food and safety before progressing to social connection, self-esteem, and ultimately self-fulfilment (Maslow, 1943). Students can see how Japan appeals to different levels of tourist motivation from physiological needs such as food and accommodation to self-actualisation such as cultural enrichment and personal growth.

There is a lot to learn in Japan that can be taken into the classroom. Students will learn about sustainability through the public transport and Japan is one of the cleanest places in the world (McCurry, 2019).

Mottainai is a Japanese concept about regretting waste and respecting resources, objects and time and using it to its full potential. This promotes reusing and repairing items and leads to sustainability (Jimura, 2023).

Tours in Japan emphasise ecotourism by showcasing local lifestyle, traditional crafts and even farm to table dining experiences. The Japan National Tourism Organisation (n.d.) displays ways to be sustainable when travelling on their website, such as cultural experiences and sustainable destinations.

The chosen target group for this project are twenty students who are studying travel and tourism at a university level as we believe this course will benefit the most from immersion into a different culture and can use what they learn from this trip in the classroom. In order to get the required funding they have to be studying in the University of Wales Trinity Saint David.

There are a few companies we will work with to make the trip as affordable as possible. The Welsh Government have agreed to let us have Taith Funding. GWR have given us funding for the train and the UWTSD Go Global Team have given us some funding for excursions.

The flights and trains are already organised. All the students have to do to get there is arrive at the Swansea Train Station. The train takes the students directly from Swansea Railway Station to Heathrow Airport Terminal Five and back. Heathrow Airport advises that people should arrive at least 3 hours before an international flight (Heathrow Airport, n.d.). The train leaves Swansea at 06:26 on the 23rd of June to get the students to the Terminal 5 at 10.00 am. This gives the students three hours to navigate the airport before their 1 pm flight. The train coming back to Swansea leaves Heathrow at 5.12pm and arrives back at Swansea at 8.34 which allows the students around an hour and a half to leave the airport.

The flight leaves Heathrow at 1pm on the 23rd of June and arrives at Haneda Airport in Tokyo on the 24th at 10.55 am the following day which saves money on a hotel and students can jump straight into action. The flight is through the night, which means that students don't have to pay for a hotel. The returning flight will depart from Haneda at 09.45 am on the 6th of July and arrive back at Heathrow at 3.50 pm. The flights are with British Airways and are ATOL and IATA protected so if anything goes wrong, they will help figure it out.

There are a lot of different accommodation that the students get to stay in whilst they are visiting Japan so that they can get as much experience with different accommodations and different areas of Japan as possible. On the first two nights, students will be staying in Hostel Den, located in Japan's capital, Tokyo. Then they will be moving to Hotel Suimeikan in Onsen. On the 6th day they will move to the

hotel Lake villa kawaguchiko which has a view of Mount Fuji. In Osaka, students will be staying in Imano Osaka Shinsaibashi Hostel for two nights before moving on to the Buddhist Temple Kakurinbo for an authentic Buddhist experience for four nights. For the final two nights, the students will be going back to Tokyo and staying in Ogi-Hashi Apartment.

Japan Presentation

EDUCATIONAL TRIP TO JAPAN

By Kirsty and Jazz



TARGET GROUP

- 20 Travel and Tourism Students
- University Level
- From Wales – Using Taith Funding



WHY VISIT JAPAN?



- Japan is bursting with culture and traditions
- Experience pop culture such as anime and K-pop
- Exposed to a new culture and develop their intercultural skills

EDUCATIONAL OUTCOMES

- Kolb's experiential learning theory
- Cultural Tourism Framework
- Maslow's hierarchy of needs



SUSTAINABILITY

- learn about sustainability through the public transport
- Mottainai concept
- Tours in Japan emphasise ecotourism



PARTNERS

- GWR
- Taith Funding
- Go Global





TRANSPORT

- Flights and trains already organised
- Swansea to Heathrow
- Heathrow to Haneda Airport in Tokyo



HOTELS

- Different accommodations to experience different parts of Japan
- Hostel Den to Hotel Suimeikan to hotel Lake villa kawaguchiko to Imano Osaka Shinsaibashi Hostel to Buddhist Temple Kakurinbo to Ogi-Ohashi Apartment.

ITINERARY

14 Days



TRANSPORT

This tour prioritises:

- Trains
- Metro systems
- Ropeways
- Ferries
- Walking

Why? Because transport is tourism's biggest carbon problem.

- you're paying for experiences, organisation, and peace of mind... not just noodles and train tickets.

RISK ASSESSMENT

- Full risk assessment matrix
- Japan is one of the safest countries in the world
- · Public transport is highly regulated
- · Activities are delivered by licensed providers
- · There's a buddy system, clear codes of conduct, and supervision
- In short: it's structured, controlled, and significantly safer than Freshers' Week



SOCIAL MEDIA



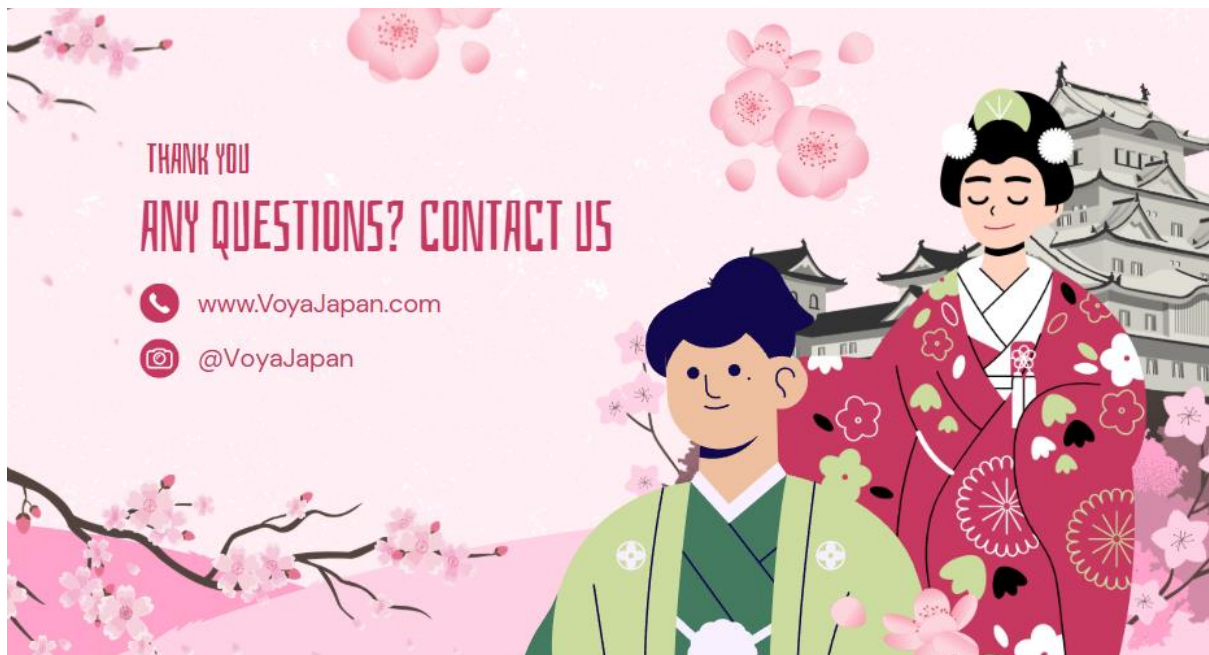
So why should you invest in Voya Japan?

Because it is:

- Academically relevant
- Financially realistic
- Sustainably designed
- Professionally risk-managed
- And genuinely exciting

This isn't just a trip. It's a learning experience students remember, talk about, and recommend.





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