

MULTI CULTURAL FESTIVAL in SUGINOI HOTEL

Learn, think, and create with professionals

Practical Learning Project

MULTI
CULTURAL
FESTIVAL

Shape your world
APU
Ritsumeikan
Asia Pacific University



別府温泉
杉乃井

powered by オリックス不動産

This project is based on an agreement between APU and SUGINOI Hotel & Resort Co., Ltd. and ORIX Real Estate Co., Ltd. From November 24 to 27th (during fall quarter break), APU students and the professional staff of SUGINOI Hotel will jointly produce the "Multicultural Festival/MCF (tentative name)" at Beppu Onsen SUGINOI Hotel (operated by ORIX Hotel Management Co., Ltd.). The MCF is an event for guests and users of SUGINOI Hotel. All of the events, including planning, marketing, public relations, budget execution and management, planning and operation, and settlement of accounts, are conducted at the actual business level as official plans of the hotel.

The students participating in the project are not the ones who will be engaged at the MCF events, but rather the producers who will create the project. The participants will receive training in planning, marketing, and public relations from experts in various fields, such as the SUGINOI Hotel, and will work together with such professionals to make MCF a success. Through these activities, SUGINOI Hotel & Resort Co., Ltd. and ORIX Real Estate Co., Ltd. will work together with APU to develop unique human resources related to project management as a result of tourism and regional development.



Deadline for applications: By Noon on April 11 (Mon.)

Contact: NAKAHARA, Office of Planning (planning@apu.ac.jp)

Student PJ (Student Project Type C) Application Requirements

< APU × Beppu Onsen SUGINOI Hotel Powered by ORIX Real Estate >

Practical Learning Project: Learn, think, and create with professionals

Multi-Cultural Festival in SUGINOI Hotel Promotion Project

1. Project Overview

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2. Programs and Schedule (TBC)

(1) Activities

① April-July (Spring Semester, 2022): Planning and Skills Development

1) Develop The "POWER" to Carry Out The Projects.

Firstly, the students acquire essential knowledge in hotel promotion and learn how to make it their own "strength" by working with professional staff.

2) Establish Marketing Plans and PR Strategies

Secondly, the students allocating to 4 teams establish the marketing plans and PR strategies and practically execute the tactics cooperating with SUGINOI Hotel staff for the MCF in November. Each team should present their best tactics to ORIX Hotel Management and SUGINOI Hotels & Resorts executives in July.

② September – December (Summer Vacation and Fall Semester, 2022) : Planning, Operation, and Fulfillment

3) Execute The Tactics

Each team is assigned a role for the adopted project and enters the execution phase. There are many things to do such as budgeting, securing event performers, promotion activities, sales activities, scheduling on the day of the event, various orders, procurement, contracts, and personnel management. Do it with a professional in the field.

4) Reflections

The event will be followed by a retrospective. A business report is prepared along with a final evaluation as a business, such as whether the business balance has reached the target.

(2) Form of activity

① Sessions

The activities that all members gather together are basically scheduled for face-to-face meetings. The overall activities are designed to include learning the knowledge necessary for planning such as marketing, group work by theme, presentation of the content considered by each team, and intensive workshops.

② Other activities

Meetings are held for each team and preparations are made for overall activities. The Spring Semester will consist of four students from each team and one staff member (mentor) from SUGINOI Hotel.

③ Place of activity

Basically, students work at SUGINOI Hotel or on campus. We are also planning to conduct business activities outside of the university. Shuttle buses from SUGINOI Hotel are available for travel between Campus and SUGINOI Hotel, Beppu Station and SUGINOI Hotel.

(3) Overall activity schedule

* Unless otherwise noted, the 5th and 6th periods on Wednesdays (16: 10 ~ 19: 40) will be on the group activities. For activities at the SUGINOI Hotel, shuttle buses leave the campus at 16: 10.

① Spring semester

Date	Content
April 20 (Wed.)	Session1: Orientation and Team Building
April 27 (Wed.)	Session2: Lecture: Marketing Strategies → Preparatory Activities for Presentation Presentation: Marketing Strategy * Sunday 13: 00 -16: 00
May 8 (Sun.)	
May 11 (Wed.)	
May 22 (Sun.)	Session3: Lecture: Regional Tourism Issues → Preparatory Activities for Presentation Presentation: Regional Tourism Issues * Sunday 13: 00 -16: 00
June 4 (Sat.) ~ June 7 (Tue.)	Session4: Planning Workshop @ SUGINOI Hotel Stay * 4 days, all day Each team will plan the MCF event in November. From here, we are going to make a plan for the presentation in July. After that, there will be team meetings in addition to the Session.
June 25 (Sat.) ~ June 26 (Sun.)	Session5: Advertising and promotion strategy planning workshop * 2 days, all day Create advertisements and promotions for events that are being considered by each team.
July 6 (Wed.)	Session6: Pre-check of Presentations ① Pre-check of Presentations ②
July 13(Wed.)	
July 17 (Sun.)	Session7: Presentation (3 hours expected) The students will suggest various MCF promotion plans to ORIX Hotel Management and SUGINOI Hotels & Resorts executives, and the executives will adopt the best one for the successful MCF event.

(Session1) Orientation

Orientation for this project. Divide the team and introduce the staff of SUGINOI Hotel and the project members who will be mentors.

(Session 2.3) Lectures and Presentations

In Session 2 and 3, students will acquire the knowledge necessary for this project. As for marketing strategy, ORIX Hotel Management experts explain examples of marketing in hotels. Regional Issues: Experts will explain the tourism issues of Beppu City, Oita Prefecture. Each team will present what they learned at a later date.

(Session 4) Planning Workshop

The participants will stay at SUGINOI Hotel for 4 days and 3 nights during the quarter break and plan MCF events for November. After this workshop, the participants will brush up the event plan as appropriate.

Day 1 Counselling Research

Students ask guests to experience the facilities, meals, and accommodations of SUGINOI Hotel from the standpoint of a guest, and investigate what they feel.

Day 2 and Day 3 Analysis and Planning

Based on the experience gained through the participation survey and the marketing and regional issues learned, the participants will conduct various analyses and plan events for the MCF event in November.

Day 4 Preparation for Presentation

The participants will give a presentation about the planned event. The top team of the presentation will get a "hotel ticket" of SUGINOI Hotel, and the 2nd - 4th teams will get a "meal ticket (buffet)"!

* There is no charge for accommodation, use of facilities and meals during 3 nights and 4 days activities.

(Session 5) Workshop on Strategy Planning for Advertising and Promotion

We invite leading advertising and promotion experts to give a two-day workshop based on presentations prepared by each team. On the first day, students will learn basic knowledge while introducing examples of advertising and promotion strategies. On the second day, each team will take advantage of what they have learned to conduct advertising strategies, order rough publicity for designers, etc.

(Session 6.7) Presentation of the proposal

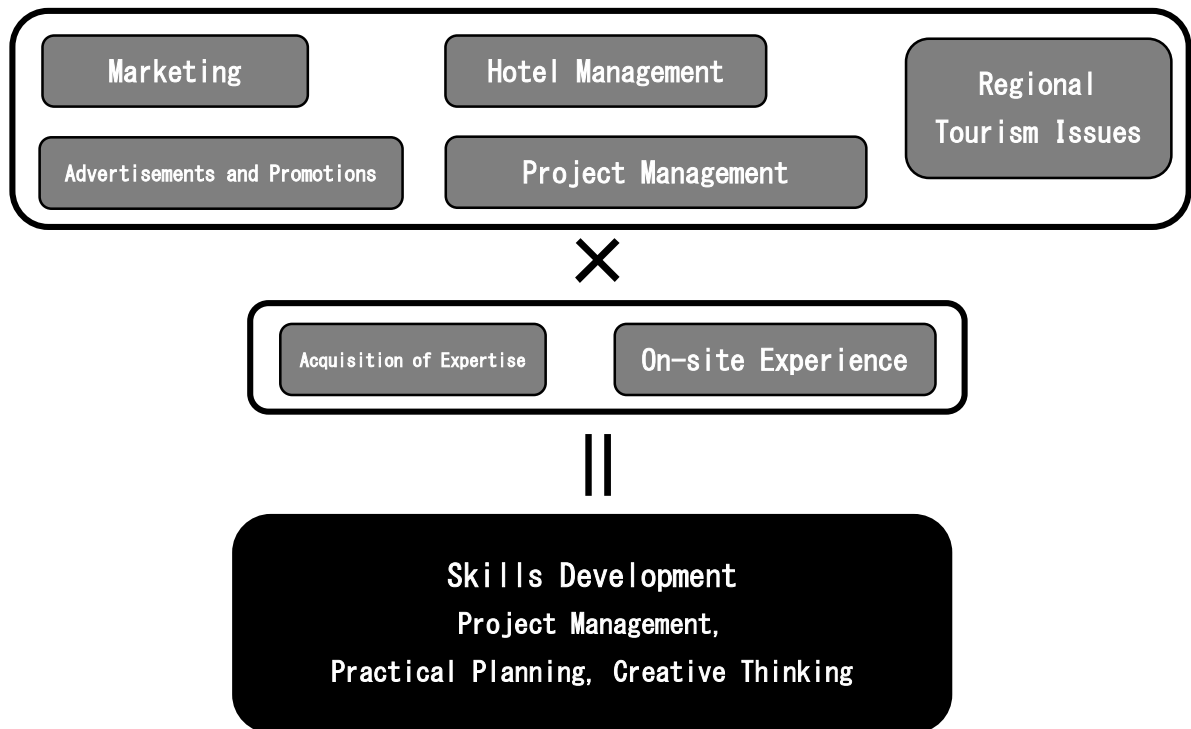
This is the final preparation period for the presentation scheduled for 7/16 or 17. As a result of the presentation, the project of one team will be adopted and the event will be held at the MCF in November.

② Summer Vacation and Fall semester

Date	Content
September 2 (Fri.) ～ September 26 (Mon.)	Advertising and Design period We will consider and produce advertisements and various designs for the adopted event planning. This is done by a professional at SUGINOI Hotel, but interested students can observe the professional work.
September 28 (Wed.)	Session 8 Inaugural meeting This is the meeting for the start of the fall semester activities. Check the schedule, etc.
October 5 (Wed.)	Session 9: Team Building Review tasks for fall activities and assign roles and teams. In fall, two teams are organized: TEAM-A: PR and sales promotion, and TEAM-B: same-day operation and site management. After that, there will be team meetings in addition to the Session.
October 19 (Wed.)	Session10: Team Activities
November 2 (Wed.)	Session11: Team Activities
November 9 (Wed.)	Session12: Team Activities
November 23 (Wed.)	Session13: Team Activities After the test is completed, activities are performed to prepare for the performance.
November 24 (Thu.) ～ November 27 (Sun.)	Multicultural Festival (performance) It includes rehearsals and mass media announcements. * Each day and all day
December, January	Session14: Review and Report Students will review their activities and compile a final report. It is assumed to gather about 1-2 times. In the final report, the names of the students who participated until the end are listed as project member, and the results will be used for the future career of the participants.

*Details will be explained before the start of the fall semester activities.

3. Project Outcomes (what can be obtained through this project)



Concept of ORIX Hotel Management

The motto of Beppu Onsen and SUGINOI Hotel, operated by ORIX Hotel Management, is where you can make good “memories”. We endeavor to have our customers, as well as local residents, share their special moments have a precious time with beloved people. We want to be here as the place where we help you grow up around various memories.

This project aims to create another memory through the “new tourism” event, Multicultural Festival/MCF. We hope that this brand-new trip will bring you fresh memories in Beppu.

[Project Planner: Yusuke KENMOCHI]

This project is a practical HR program for APU students developed by SUGINOI Hotel and ORIX Hotel Management. Through the actual process of creating tourism products, you can learn how to overall manage hotel promotions, from planning PR & marketing tactics to implementing the strategies.

You might feel challenging to work with professionals such as SUGINOI Hotel staff, regional issue experts, and marketing leaders. However, it will bring out the most creative power in you. You will learn “what really you need” for your dream, and it will take you to the upper-level in your future career.

Yusuke KENMOCHI: Representative Director, Special Operation Design Co., Ltd.

The representative of Creative Farm handles space and experience designs.

This program aims to deeply understand the value of spatial designs through persuasive design experience in the field.

4. Treatment and Conditions related to project participation

- ▷ We will provide free transportation service (Shuttle buses) for the scheduled meeting. You don't need to pay for transportation.
 - Route A : SUGINOI Hotel ↔ APU
 - Route B : Beppu Station ↔ SUGINOI Hotel
- ▷ In the Session (For example, Session 1 ~ 3 assumes 4 out of 5 total sessions.) held at SUGINOI Hotel, after the Session, free meals will be provided in principle at restaurants and employee cafeterias in SUGINOI Hotel. There are no meals at the session held on campus.
- ▷ During Session 4 (3 nights and 4 days) with accommodation, accommodation and meals are free. The accommodation fee includes breakfast and dinner. Additional meals and facilities (Spa, game corner, Gold Gym, etc.) are charged.
- ▷ After the presentation at Session 7, the participants will have a dinner with Executive of SUGINOI Hotel & ORIX Hotel Management.
- ▷ For students who have completed the project to the end, ORIX Hotel Management and SUGINOI Hotel & Resort will issue the completion certificate in Japanese and English. Please use it for your future career.
- ▷ Students who participated until the end were listed as project members in the final report. It can be used as a product of participating students in their future careers.
- ▷ The names and photos of participants may be posted on the project site of ORIX Hotel Management or SUGINOI Hotel.

5. Application Procedure

(1) The total number of applicants: around 16.

(2) How to Apply: Please submit your application according to the schedule below.

Both individual and group applications are allowed.

* In case of a group application, one team should consist of 4 members.

Submit to: planning@apu.ac.jp

* If you have any questions or concerns, please contact the Planning Office at the above e-mail address.

(3) Qualification and Eligibility

a) As of Spring 2022, the students who are in between the 2nd and the 7th semester

b) The students who can communicate in Japanese

* This project moves on in Japanese. All the materials are also provided in Japanese. Universities and organizers do not provide materials or interpretation in English, so you need to be able to participate on your own language ability. In the case of group application, if there is a member who is not confident in Japanese, it is possible to supplement within the group (have to follow the meeting at the same time). In the case of a group application, the students who are non-fluent in Japanese can apply by teaming up with Japanese-fluent members.

c) The students who can participate in activities in Beppu from spring to fall 2022.

* No project activities from August to late September. The official activities will re-start in late September after a short break.

d) The students who can mainly concentrate and invest their time in the project activities

* This project is to address the actual hotel event. Therefore, we want the applicants willing to be dedicated and committed to the project as cooperate employees of SUGINOI Hotel. We will try to set the activity schedule not to be overlapped with your class and exam.

(4) Procedure

a) Document Review

b) Interview

(5) Schedule

April 6 (Wed.)

Guidance Session (online) at 14:00

ZOOM <https://weareapu.zoom.us/j/98225371070>

※ The content of the Guidance Session (recorded video) will be posted at a later date. Recorded videos will be on the Student Office website.

<https://www.apu.ac.jp/studentsupport/page/content0319.html/>

April 11 (Mon.)

Deadline for applications: 12:00 (on time)

April 13 (Wed.)

Announcements of Document Review Results and Interview Schedule (around 10:00)
(Campus terminal "Action Required")

April 15 (Fri.)

Face to Face Interview from 10:00 to 15:00

IMPORTANT: Applicants must schedule Friday, 4/15, from 10 to 15:00 for interviews.

April 18 (Mon.)

Announcement of successful applicants at 10:00

April 20 (Wed.)

Project start (Session 1) on the 5th : 6th periods

(6) Ideal Candidates

No worries, even if you are not qualified for the SUGINOI Hotel Promotion Project. The key factor of the project is cooperation. That's why we want to meet the various students having different backgrounds. Even if you hold only one qualification among the following, you can attain a brilliant result through cooperation.

① Student with a Pioneering Spirit

There might be unexpected humps in our journey because it is our first attempt. However, if you are proactive, we can overcome the hurdles and perfectly carry on the project together.

< Passion >

We want to think about the future of Beppu and solve problems. To do this, we would like to work with students who are not afraid of trial and error and failure, and who are passionate about thinking and acting independently and creating new events with professional business people.

② Students interested in the following careers

We look forward to searching for a person who is deeply interested in the following field;

Sales planning, sales strategy, marketers, public relations, project managers, and brand managers

③ Students interested in and knowledgeable about marketing, branding, and project management

1) Examples of subjects that would be useful for project promotion if completed (see below)

*You can apply even if you don't have credits.

APS	APM	
	Grade Level: 100	Grade Level: 200
Hospitality Marketing	Introduction to Management	Marketing Research
Hospitality Management	Introduction to Marketing	Brand Management
Event and Festival Management		Consumer Behavior
		Promotion and Sales Management

2) Students who have experienced event management such as Multicultural Week