

# VT Pamplin in South Korea and Japan

Seoul 서울 | Jeju 제주도 | Busan 부산시 | Tokyo 東京 | Osaka 大阪

Each year, Solstice partners with a select number of universities to create one-of-a-kind, fully customizable study experiences around the world. With careful guidance from Solstice's team of American and international educators, Virginia Tech Pamplin students will learn gain insight into how the cultural economies of South Korean and Japanese and have paved their distinct pathways to dominance on the global stage.

Solstice provides three core services: (1) assistance in developing your program itinerary; (2) comprehensive pre-departure support; and (3) facilitation of all logistical provisions (e.g., domestic and international airfare, buses, hotel accommodations, restaurant recommendations and bookings, activity planning, and Solstice program leaders).

Please note that while the spirit of the below schedule will remain unchanged, certain aspects — in consultation with VT faculty leaders — are subject to be updated. Company and university visits are typically scheduled one to five months prior to the program start date. As a result, our proposal may include a few placeholders for unspecified visits. Each will be specified in the months leading up to July 2020, and this process will be completed in close collaboration with Virginia Tech faculty leaders. Solstice maintains a strong track record of providing engaging and impactful visits to local firms, multinational corporations, local educational institutions, and more. As always, please contact us anytime if you have questions, requests, or suggestions during the program planning and implementation process.

*Our team looks forward to welcoming Virginia Tech Pamplin College of Business to South Korea and Japan in 2020!*

## July 24 - July 29, 2020: Seoul | Innovation, Inspiration and Progress

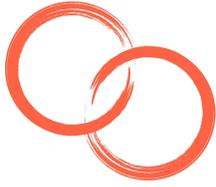
### Day 1 | Friday, July 24 (*Washington, DC to Seoul*)

**All Day** Fly from Washington, DC to Seoul, South Korea

### Day 2 | Saturday, July 25 (*Seoul*)

**Late Afternoon** Arrive in Seoul and transfer to your hotel  
*While traveling into Seoul, engage in a comprehensive orientation session to understand and conceptualize the journey ahead and share program goals and expectations amongst your fellow travellers.*

**Evening** Welcome to Seoul! Enjoy a group welcome dinner at an authentic Gogi Gui Korean BBQ restaurant



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## Day 3 | Sunday, July 26 (Seoul)

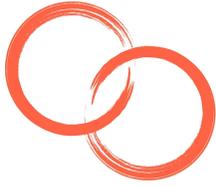
<b>Morning</b>	Embark on a guided walking tour of downtown Seoul <i>Commence your journey at the contemporary Seoul City Hall before witnessing the Changing of the Royal Guard at the walled Deoksugung Palace, former residence of the Korean imperial family. Next, visit the iconic Gwanghwamun Gate constructed in 1395 AD, then explore the National Folk Museum.</i>
<b>Noon</b>	Group lunch along our route
<b>Afternoon</b>	Discover the trendy Gangnam District while discussing contemporary Korean history <i>Popularized by PSY's K-pop hit 'Gangnam Style,' this historically affluent neighborhood lies along the southern banks of the Han River and is home to a variety of upscale attractions, filming locations, and K-pop recording studios. Try to spot your favorite K-pop star jaunting between luxury boutiques!</i>
<b>Evening</b>	Free time for small group dinners and exploration

## Day 4 | Monday, July 27 (Seoul)

<b>Morning</b>	Company visit to Seoul Cultural Publishers <i>Seoul Cultural Publishers, established in 1988, is one of South Korea's largest anime publishing houses and prints over 800 books per year.</i>
<b>Noon</b>	Free time for small group lunches nearby
<b>Afternoon</b>	Learn about the city's online gaming craze during a visit to a popular video game company
<b>Evening</b>	Group dinner and at a Hanok-style restaurant <i>Originating in the 14th century, Hanok architecture emphasizes harmony between humans and nature. As customary, patrons dine on classical cuisine while seated on the floor around communal wooden tables.</i>

## Day 5 | Tuesday, July 28 (Seoul)

<b>Morning</b>	Visit the School of Business at Hanyang University <i>Attend a guest lecture on South Korea's modern economy, then tour campus in small groups led by local peers.</i>
<b>Noon</b>	Group lunch at Hanyang University with local students
<b>Early Afternoon</b>	Company visit to a South Korean media outlet
<b>Late Afternoon</b>	Ascend the N Seoul Tower for a sprawling view of the city
<b>Evening</b>	Free time for small group dinners at the Gwangjang Market <i>Sample tteokbokki (spicy rice cakes), hotteok (sweet pancakes), and Korea's classic kimbap (seaweed rice rolls)!</i>



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## Day 6 | Wednesday, July 29 (Seoul)

<b>Morning</b>	Company visit to a South Korean cosmetics label
<b>Noon</b>	Small group lunches on your own in the Starfield COEX Mall, Asia's largest underground shopping mall
<b>Afternoon</b>	Experience K-pop culture at SMTOWN <i>SMTOWN is the cultural complex of the SM Entertainment Company, Korea's largest entertainment label and often credited with sparking the K-pop wave that popularized Korean music and entertainment worldwide.</i>
<b>Evening</b>	Group dinner, followed by a festive KTV night at an authentic karaoke club, or <i>noraebang</i> , which translates to song ( <i>norae</i> ) room ( <i>bang</i> )

## July 30 - August 1: Jeju | Nature and Luxury on a Volcanic Island

### Day 7 | Thursday, July 30 (Seoul to Jeju)

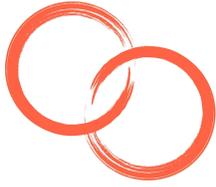
<b>Morning</b>	Free time to explore Seoul; hotel check-out
<b>Early Afternoon</b>	Fly direct from Seoul to Jeju (~1 hour) <i>South Korea's largest island, this forested wonderland has long been a favored holiday destination among domestic travelers. Over the past decade, local government investment has transformed the area into a high-tech mecca of advanced education, healthcare, and research.</i>
<b>Late Afternoon</b>	Embark on a bicycle journey along the island's scenic coastal roads
<b>Evening</b>	Hotel check-in, followed by small group dinners in Old Town Jeju

### Day 8 | Friday, July 31 (Jeju)

<b>Morning</b>	Company visit to Innisfree <i>This natural beauty brand has gained international recognition as one of Asia's leading sustainable cosmetics companies. Meet with product designers to learn about the company's manufacturing process and ingenious marketing strategy, which draws inspiration from the island's pristine natural landscape.</i>
<b>Noon</b>	Sample Jeju's famous sashimi during a group lunch
<b>Afternoon</b>	Company visit to Nexon <i>When this digital gaming giant relocated its headquarters to Jeju's Science Park in 2011, the island earned the nickname of 'South Korea's Silicon Valley.'</i>
<b>Evening</b>	Free time for small group dinners on the Nuwemaru Pedestrian Street

### Day 9 | Saturday, August 1 (Jeju)

<b>Morning</b>	Hike along the Seongsan Ilchulbong (Sunrise Peak) <i>This tuff cone crater, a UNESCO World Heritage site, was formed approximately 5,000 years ago through an underwater volcanic eruption.</i>
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<b>Noon</b>	Small group lunches Seongsan Village
<b>Afternoon</b>	Visit the Play K-Pop Museum <i>Attend hologram K-pop concerts, try your hand at stardom, and witness some of South Korea's most advanced media technology in this digital theme park.</i>
<b>Evening</b>	Free time to enjoy small group dinners and explore Jeju

## August 2 - August 3: Busan | Uniting South Korea's Past and Future

### Day 10 | Sunday, August 2 (Jeju to Busan)

<b>Early Morning</b>	Hotel check-out; fly from Jeju to Busan (~1 hour)
<b>Late Morning</b>	Stroll through the Gamcheon Cultural Village <i>This colorful village was once a make-shift living quarters for Korean War refugees; it's now a laid-back crafts enclave for local and international artists.</i>
<b>Noon</b>	Small group lunches in Gamcheon, followed by hotel check-in
<b>Early Afternoon</b>	Learn about Korean Buddhism at the Beomeosa Temple
<b>Late Afternoon</b>	Discover the Jagalchi Fish Market, the largest seafood market in South Korea <i>Jagalchi boasts huge varieties of live seafood, a friendly ambiance with outdoor street performances, and fantastic views of the nearby sea.</i>
<b>Evening</b>	Feast on a seafood buffet near the Jagalchi Fish Market

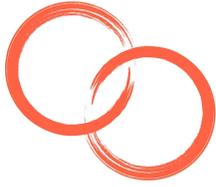
### Day 11 | Monday, August 3 (Busan)

<b>Morning</b>	Company visit to an animation studio
<b>Noon</b>	Small group lunches in the Shinsegae Department Store <i>The Shinsegae Centum City holds the Guinness Book of World Records title for largest department store, offering an indoor driving range and skating rink, as well as almost any fashion label imaginable.</i>
<b>Afternoon</b>	Attend a K-pop related company visit
<b>Evening</b>	Free time for relaxing and small group dinners near Haeundae Beach

## August 4 - August 8: Tokyo | Trendsetting in Japan's Capital City

### Day 12 | Tuesday, August 4 (Busan to Tokyo)

<b>Morning</b>	Hotel checkout; fly direct from Busan to Tokyo (~2 hours)
<b>Noon</b>	Group lunch at a traditional <i>makizushi</i> sushi restaurant
<b>Afternoon</b>	Embark on a tour of downtown Tokyo, including stops at Meiji Shrine and Shibuya Crossing <i>Rumoured to be the busiest intersection in the world, Shibuya Crossing has been compared to an enormous beating heart, sending locals and visitors in all directions with every pulsing traffic light.</i>
<b>Evening</b>	Hotel check-in, followed by small group dinners



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## Day 13 | Wednesday, August 5 (Tokyo)

<b>Morning</b>	Visit a local university for cultural exchange <i>Participate in cultural exchange activities with local students, then attend a guest lecture on Japanese media.</i>
<b>Noon</b>	Group lunch on campus with local students
<b>Afternoon</b>	Company visit to a J-pop entertainment label <i>Popularized in the 1990's and symbolizing Japan's soft power abroad, this mainstream genre of Japanese music artfully combines rokabiri (rockabilly) and eleki (electric) beats with catchy upbeat tunes.</i>
<b>Evening</b>	Free time for small group dinners and exploring on your own

## Day 14 | Thursday, August 6 (Tokyo)

<b>Early Morning</b>	Ascend the Tokyo Metropolitan Government Building for a view of urban Tokyo and the towering Mt. Fuji
<b>Late Morning</b>	Attend a visit to a Japanese beauty 'J-beauty' company <i>Often outshaded by its K-beauty rival, the competitive Japanese cosmetics market exported over 2.75 billion USD worth of products in 2018.</i>
<b>Afternoon</b>	Discover the Mandarake Complex (Akihabara) <i>Soak up Tokyo's anime culture while perusing eight stories of manga collectables.</i>
<b>Evening</b>	Group dinner at a traditional noodle house

## Day 15 | Friday, August 7 (Tokyo)

<b>Morning</b>	Visit the headquarters of a Tokyo-based fashion brand <i>Japan has been regarded as an avant-garde hotbed of East-meets-West fashion since the political, economic and social reforms introduced during the Meiji era.</i>
<b>Afternoon</b>	Understand Japanese marketing culture at the Advertising Museum Tokyo
<b>Evening</b>	Small group dinners in the bustling Harajuku neighborhood

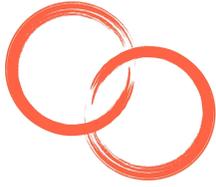
## Day 16 | Saturday, August 8 (Tokyo)

<b>Morning</b>	Learn about the history of Japanese anime at the Auginami Animation Museum
<b>Afternoon</b>	Attend an anime-related company visit
<b>Evening</b>	Free time to explore Tokyo on your own

## August 9 - August 13: Osaka | The Spirit of Entrepreneurship

### Day 17 | Sunday, August 9 (Tokyo to Osaka)

<b>Morning</b>	Hotel checkout; board the bullet train to Osaka (~2.5 hours) <i>Japan's second largest metropolitan area after Tokyo, Osaka has been the economic powerhouse of the Kansai Region for many centuries.</i>
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**Afternoon** Visit the Entrepreneurial Museum of Challenge and Innovation  
**Evening** Sample traditional cuisine at an authentic *kappo*, or small hidden restaurant

## Day 18 | Monday, August 10 (Osaka)

**Morning** Company visit to a gaming company based in Osaka  
**Afternoon** Attend a guided tour the historic Osaka Castle  
*This ancient castle played a major role in the unification of Japan during the sixteenth century of the Azuchi-Momoyama period.*  
**Evening** Free time for small group dinners in the Dotonbori District

## Day 19 | Tuesday, August 11 (Day Trip to Kyoto)

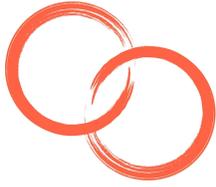
**Early Morning** Travel from Osaka to Kyoto via private bus (~1 hour)  
**Late Morning** Embark on a guided tour to historical sites throughout Kyoto  
*This city was dropped from the list of targets for the atomic bomb and escaped destruction during World War II in an effort to preserve its countless temples, shrines and other historically priceless structures.*  
**Afternoon** Company visit to the Nintendo Headquarters  
**Early Evening** Enjoy a group *Kaiseki* dining experience consisting of multiple courses of precise dishes, and geisha, female entertainers often found in the Gion district;  
**Late Evening** Return to Osaka by bus

## Day 20 | Wednesday, August 12 (Osaka)

**Morning/Afternoon** Free time to explore Osaka  
**Evening** Enjoy a festival group dinner and program reflection with your program leaders and peers!

## Day 21 | Thursday, August 13 (Osaka to USA)

**All Day** Fly back to the USA



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## Program Fee

The per participant fee for Virginia Tech's Pamplin College of Business Summer 2020 South Korea and Japan program, including, but not limited to, all services and activities listed above is **4,850 USD**. A minimum of 10 students is required for the program to be held.

### **Note on international airfare:**

Solstice often purchases international airfare on behalf of our groups and does not charge any processing fee for this service; we provide airfare at the lowest possible group rate that we're able to negotiate with the airline. Let us know if you would like Solstice to arrange group airfare on Pamplin's behalf.

## Program Fee Includes

- ❖ All activities and site visits listed in the program itinerary
- ❖ 24-hour assistance from Solstice's international and local team ([www.gosolstice.org/team](http://www.gosolstice.org/team))
- ❖ One to two meals per day, including breakfast daily
- ❖ All domestic group transportation
- ❖ All tips for drivers, local guides, restaurant attendants, etc.
- ❖ Quality housing accommodations (up to two students per room; chaperones one per room)
- ❖ Smooth implementation of all key logistical elements (buses, planes, trains, hotels, restaurants, guides, site visits, relationships with local firms and stakeholders, etc.)
- ❖ All in-country program fees and international airfare for one faculty member per ten paying participants, prorated

## Solstice Contact Information

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