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“*Shodo* Experience” Workshop with 100% Participant Satisfaction Scheduled in June

Following its success over the last two years, students from Toyo Gakuen University are returning to *Ryokan Sawanoya* to offer free *Shodo* (Japanese calligraphy) lessons to foreign guests. This program, called “*Shodo* Experience” will offer guests this unique experience over four sessions in June. The aim of this program is to prepare students to contribute to the enhancement of inbound tourism, with an eye to the 2020 Olympics in Tokyo.

Overview: All the students taking part are business majors taking a



course in “Project Management” taught by Assoc. Prof. Honjo from the Faculty of Business Administration. Some of the students have qualifications in Japanese calligraphy and most of them have little experience in actually using English outside the classroom. In preparation for the workshop, they spend hours discussing how best to teach *Shodo* and give a warm and friendly reception to their guests. They also study effective marketing strategies by creating their own posters and Facebook advertisements. By offering a free calligraphy lesson, they are rewarded with hands-on training in not only English but also project management skills in a real life situation, outside school. It is their determination to lead a successful project that helps them overcome some of the barriers of communication. The focus is on providing them with the joys and challenges of leading a project and using English – providing them with real motivation to continue studying both project management skills and English. After a past lesson, one of the students told others how eye-opening the experience was in terms of leadership, teamwork, a sense of achievement, and communication.

Survey Results: It is also a great opportunity for foreign customers to learn *Shodo* from Japanese university students. Very positive feedback was given to all the eight lessons offered between May and July last year. The participants were from various countries such as France, the U.S., Belgium, and Singapore, and 100 % of them said they were “very satisfied” with their experience. One of the participants said, “These people were very friendly and helpful. The technique was easy to follow and the step by step instructions were very helpful.” They also remarked, “It’s perfect. Don’t change anything! The students are fantastic teachers and so lovely,” and “I will never forget them.”

“*Shodo* Experience” Workshop Schedule

Dates: June 6th, 18:00~21:30 June 13th, 20th, 27th, 19:30~22:00

Place: The Dining Room at Ryokan Sawanoya (2-3-11 Yanaka, Taito-ku, Tokyo)

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