

2010 JAL SCHOLARSHIP PROGRAM

The JAL Scholarship Program

Japan Airlines launched the JAL Scholarship Program in 1975, and invites university students from Asia and Oceania to visit Japan each summer. The purpose of the program is to foster a better understanding of Japan via education and cultural exchanges. It additionally aims to develop mutual understanding across country borders. To this day, 1408 students have participated in the program and many former scholars work actively as intermediaries between Japan, Asia and Oceania.

In 1990, the management of the program was transferred to the newly inaugurated JAL Foundation. Since then the JAL Foundation has continued to successfully execute the program and adapts the contents according to the needs of the day. Currently, the program operates as part of the JAL Group's corporate social responsibility contributions.



Theme : "Tourism and cross-cultural understanding"

Tourism is not a new concept. The last century has seen large-scale movements of people across national borders as the tourism industry continues to expand and allow increasing accessibility to the remotest parts of the world. Today, it is regarded as an important revenue-generating tool for many modern economies. Beyond the dollars and cents though, how has tourism benefited or affected us? Has tourism brought the world closer together or was it our cross-cultural knowledge that was boosted by tourism? Is the age-old adage 'when in Rome, do as the Romans do' still relevant today? Has tourism promoted tolerance and encouraged interaction between cultures or has it reinforced stereotypes and accentuated differences? Tourism has often been considered an effective catalyst in fostering cross-cultural understanding. To what extent has it been effective and what challenges does it pose to us in the future? These are some of the critical issues that will be dealt with, as the theme of the 2010 JAL Scholarship Program brings our focus to the relationship between tourism and cross-cultural understanding.

This matter will be the main focus of this year's 2010 JAL Scholarship Program.

Introduction to the 2010 Program

DURATION: June 27 – July 13, 2010 (17 days)

PROGRAM CONTENTS

1. Lectures for Globally Minded Citizens

Students will gain knowledge in such areas as Japanese culture and issues related to this year's program theme.(see below)

2. Student Sessions

Students will participate in group discussions on the program's theme.

3. Asia Forum

The forum will be made up of lectures and a public symposium, as well as Japanese cultural experiences. It will take place in Kanazawa, Ishikawa Prefecture.

4. Field Trip

An overnight trip to a location outside of Tokyo.

5. Homestays

The students will be provided with homestays as part of the program. Homestays will deepen students' understanding of Japan by experiencing Japanese customs and lifestyles first-hand.



Scholars will attend seminars by distinguished speakers in various fields, forums and discussion sessions, and field activities in the Tokyo area and rural Japan. They will also experience living with Japanese host families. Throughout the program, scholars will have ample opportunity to get to know the Japanese people and culture, fulfilling another important objective of the program.

Please visit the JAL Foundation homepage for additional information.

www.jal-foundation.or.jp/

The JAL Foundation and Japan Airlines will meet the following costs:

Air travel – Economy return air travel on a JAL flight between Tokyo and the nearest airport to the scholar's hometown that is serviced by JAL.

Insurance – Insurance against sickness, injury and theft (excluding cash and checks).

Accommodation – Accommodation, as well as 3 meals per day.

Transportation in Japan – Transport to and from the airport, and all transportation costs during the official program.

Neither the JAL Foundation nor Japan Airlines shall be held any responsibility except mentioned above.

Applicant requirements

The applicant must:

- Be a citizen of the country in which he or she applies for the program, and should be either an undergraduate or postgraduate university student in that country.
- Be at least 20 years old when the program commences.
- Have an interest in social contribution and environmental issues.
- Be healthy, cheerful and able to get along well with others.
- Have an interest in Japan and be willing to experience Japanese culture and customs.
- Have a strong command of English. In order to effectively partake in the program, the student will be required to understand the lectures and be able to participate in discussions (both of which will be conducted in English). If the applicant has taken TOEIC or TOEFL examinations, please provide results.
- Submit an essay based on the theme of "Tourism and Cross-cultural Understanding". The essay should be 400 words or less, and be written in English on A4 paper (handwritten submissions will not be accepted). The JAL Foundation reserves the right to use the submitted essays for various purposes.

Selected students are required to:

- Observe the rules of the program.
 - Participate in the program in its entirety.
 - Board on the assigned date, flight and route when coming to Japan and returning to their home countries.
 - Submit a report upon completion of the program by the assigned due date.
- Participate in any activities that the program coordinator requests.

For more details regarding the program and application procedures, please contact your nearest JAL branch office shown below.

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