EUROPEAN HOSPITALITY EXPERIENCE

Sponsored by RCB School of Hospitality 3 Credit Hours

Summer Study Abroad Program
May 12 - 22, 2018
Program Director
Dr. Donetta Poisson: dpoisson@gsu.edu

Program Description
The program is designed to introduce students to European hospitality through the exploration of a variety of hospitality businesses in France, Italy, Switzerland and Germany. Classes will be held in Atlanta on May 7-11, 2018. Departure for Frankfurt, Germany is Saturday, May 12th, 2018. A follow-up class will be held in Atlanta upon return from Europe. The program incorporates tours of major hospitality operations in Europe with an emphasis on marketing, tourism, customer service and sustainable, environmentally proactive practices. Particular attention will be given to the analysis of such practices, the return on investment, advantages/disadvantages to business operations and service levels and the applicability to U.S. hospitality companies.

Application Information
Students interested in applying should find this program’s listing at mystudyabroad.gsu.edu and begin an online application.

Transient Students: please see the Transient Student tab on the How to Apply page on our website: mystudyabroad.gsu.edu/prospective/how-to-apply

International students at Georgia State who hold F-1 visas must contact the Office of International Students and Scholar Services at (404) 413-2070 to discuss possible implications of study abroad for their immigration status.

Eligibility
The program is open to undergraduate students who meet all academic requirements of Georgia State University, J. Mack Robinson College of Business. Program size is limited and participation is contingent upon acceptance by the Program Director. Due to popular demand, students are advised to submit their applications early.

Accommodations
Participants will stay in double-occupancy rooms at comfortable three-star hotels.

Application Deadline: December 2, 2017
TENTATIVE PROGRAM ITINERARY

Atlanta, GA
Classes will be held in Atlanta on May 7-11 & at least one class session will be held after returning to Atlanta.

Frankfurt & Heidelberg
Germany
Day 1 - Flight to Frankfurt, Germany
Day 2 - Arrive in Frankfurt; traditional German dinner
Day 3 - Visit to the IMEX at Messe Frankfurt Congress Center
Day 4 - Travel to Heidelberg, Germany; visit to "Brauerei zum Klosterhof" Brewery; visit the Château de Pourtalès; overnight in Strasbourg

Strasbourg, France
Day 5 - Guest lecture on “Terrorism threats to tourism in Europe” at the European Study Center, Château de Pourtalès; visit traditional French Pâtisserie, the art of pastry making in France; visit the European Parliament

Engelberg & Lucerne,
Switzerland
Day 6 - Travel to Engelberg & Lucerne, Switzerland; visit Mount Titlis in Swiss Alps
Day 7 - Guided tour of the 5-star Hotel Schweizerhof; guided walking tour of Lucerne

Milan, Parma, Modena
& Florence, Italy
Day 8 - Travel to Milan, Italy; guided walking tour of Milan in the morning including visit to the Duomo & admission to the Santa Maria della Grazie.
Day 9 - Visit Volterra & Montespertoli, Italy; guided tour of olive oil groves and winery; farewell dinner in Florence
Day 10 - Departure from Florence Airport to the USA

Courses and Credits
Students are required to register for HADM 4600. Participants who successfully complete the trip and the course will receive three (3) semester hours of course credit. This is a fast paced program and successful completion of the course is dependent upon prompt and professional attendance at all lectures, group sessions, and scheduled activities, as well as satisfactory completion of all assignments. Students from other institutions should follow their institution’s regulations concerning transfer credits.

Program Cost
The program cost is tentatively set at $3750 in addition to regular Georgia State University tuition and fees. Program cost may vary at any time according to currency fluctuations and changing travel arrangements. Non–resident/out–of–state students will pay in–state tuition plus a $250 fee in addition to the program cost. For more information on what the program cost does and does not include, please visit: http://www.studyabroad.gsu.edu/?go=hospitality

Payment Schedule
December 2, 2017: $350 deposit with application
January 23, 2018: $1250 First Payment
February 23, 2018: $1250 Second Payment
March 23, 2018: $900 Remaining Balance
All payments are non-refundable upon receipt

Scholarship Information
Georgia State University students are eligible to apply for the IEF Scholarship and may be eligible to apply for the Global Experience Scholarship. Visit mystudyabroad.gsu.edu/prospective/funding-study-abroad or call the Study Abroad Programs office at (404) 413-2529 to learn more about scholarships & financial aid for study abroad.

Program Director Contact Information
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