

The 7 Steps -
January

1. CONTEXT



JTB

Listening Questions 1

1. Where are JTB's headquarters located?
_____.
2. How many offices and employees did JTB have globally as of 2016?
_____.
3. When did JTB become a corporation independent of the government?
_____.
4. What are JTB's two most popular Sunrise Tours?
_____.
5. What has the travel magazine 'Rurubu' achieved?
_____.

Listening Questions 2

1. Where has JTB been looking to expand?
_____.
2. Why did they merge with Japanican?
_____.
3. How many tourists from Korea and China visited Japan in 2016 respectively up until October?
_____.
4. What is JTB's role for the 2020 Tokyo Olympics and Paralympics?
_____.
5. What does MICE do within JTB?
_____.

Discussion Questions

1. What do you think of the emergence of online travel websites that offer a range of packages?
2. Do you think tourism trends in Japan will continue after the Olympics?

Mindmap anything you know about the topic, including vocabulary. Do some research online to help.

2. QUESTIONS

Read the listening questions to check your understanding. Look up any new vocabulary.

3. LISTEN

Listen and answer the questions using full sentences. Circle the number of times and % you understood.

Listening 1				
1	2	3	4	5
%	%	%	%	%

Listening 2				
1	2	3	4	5
%	%	%	%	%

4. CHECK ANSWERS

Read through the transcript and underline the answers. Check them against your own answers.

TRANSCRIPT 1

One of the biggest and most successful travel agencies around the world is JTB, or the Japan Travel Bureau, headquartered in Shinagawa, Tokyo. Established in 1912 to **promote** inbound tourism to Japan from overseas, JTB has expanded globally and now has 516 offices in 36 countries around the world, employing 26,646 people as of 2016. JTB was originally a government-owned company until 1963.

JTB's most famous product is Sunrise tours, with tour packages ranging from day trips to 16-day tours throughout Japan. JTB have welcomed more than 6 million foreign visitors to Japan through these Sunrise tours. Their most popular tours include the Mt. Fuji-Hakone day trip and the Tokyo-Kyoto bullet train trip.

JTB also publish a travel magazine called 'Rurubu', which was officially recognized by the Guinness Book of Records as the largest selling travel guide series in the world in 2010.

5. CHECK VOCABULARY

Read the transcript and circle any new vocabulary you find. Look them up and add them to your list.

Promote	Influx	Install	Take advantage of	Diversify
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Fill-in the blanks with the appropriate word above:

- The company wants to _____ the changing population trends in Japan.
- There has been an _____ of resident complaints since nearby construction started.
- Bill was _____ as the fiftieth mayor of the city last week.
- He wants to _____ his skills so he is more attractive to employers.
- The Japanese government has invested a lot of money in _____ tourism in rural areas.

6. READ ALOUD

Read the transcript aloud at least 5 times, focusing on intonation and pronunciation.

1	2	3	4	5
1	2	3	4	5

TRANSCRIPT 2

JTB has been looking to expand both within and outside their industry. In 2009, JTB merged with Japanican, an online company dealing with bookings of hotels and *ryokans*, or Japanese-style inns. The reason for this was to **take advantage of** the **influx** of Asian tourists to Japan as it offered services in English, Chinese and Korean. This is supported by the fact that in 2016 nearly 1 million tourists visited Japan from China (506,200) and Korea (449,600) up until October.

JTB has even **diversified** into other industries such as financial services, printing and telecommunications, and has been **installed** as an official travel service partner of the 2020 Tokyo Olympics and Paralympics.

JTB also has a MICE corporate arm, which stands for meetings, incentives, conventions and exhibitions. JTB organizes these events for companies in both directions, showcasing both Japanese culture to foreign companies, and foreign culture to Japanese companies.

7. SHADOWING

Say the transcript aloud at the same time as the audio without reading it. Circle how many times below.

1	2	3	4	5
1	2	3	4	5