

[Note]

Micro-Conference on Tourism English Education

Co-sponsors: JACET ESP Kanto Chapter & JALT West Tokyo Chapter

Travis COTE[†], Brett MILLINER[‡]

On Saturday, October 11th, 2014, the first Micro-conference on Tourism English Education was hosted at Tamagawa University. This milestone event was co-sponsored by the Japan Association of College English Teachers (JACET) English for Specific Purposes (ESP) Kanto Chapter and the Japan Association of Language Teachers (JALT) West Tokyo Chapter. Mr. Charlie Robertson, chair of the JACET ESP Special Interest Group (SIG) and associate professor at Aoyama Gakuin University, gave the commencement address and emceed the event. Mr. Timothy Gutierrez, publicity chair for the JALT West Tokyo Chapter, also spoke during the opening address.

The Center for English as a Lingua Franca, working with the JACET ESP SIG, hosted and helped organize the event in Building 5 from 14 : 30–17 : 00. The CELF office staff was crucial in preparations, notably Youko Nakajima, whose unflagging support contributed heavily to the event's overall success.



Approximately 22 people attended and presentations were given by Travis Cote (Tamagawa University), Reiko Fujita (Tokai University), Kyoko Morikoshi (Hokusei Gakuen University, Hokkaido), and Atsuko Takamiya (Japan Convention Services, Inc.). Following the four presentations there was a 20-minute question and answer panel discussion. Some of the more interesting points discussed centered around the need to consider an academic aspect or approach to tourism English, not just the vocational aspect and focus. There was also discussion concerning some current research aiming to identify and collect a corpus of tourism English vocabulary.

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Travis Cote presented on the Center for English as a Lingua Franca and how it relates to students in the new College of Tourism and Hospitality Management (CTHM) at Tamagawa University. Reiko Fujita outlined an English for tourism education framework for consideration at the tertiary level. Kyoko Morikoshi discussed three tourism and hospitality related classes that have been successfully implemented at Hokusei University in Hokkaido. Finally, Atsuko Takamiya shared her experiences as a professional tour guide in Japan.

The event was very well received and attended by Professors Sylvie Suzuki and Eiichi Tamaki from Tamagawa University College of Tourism and Hospitality Management. Also in attendance from Tamagawa were Professor Ethel Ogane (CELF full-time faculty), Mr. Brett Milliner (CELF full-time faculty) and Mrs. Jody Yujobo (part-time teacher in the CELF). It should be further noted that a few guests came as far away as Kochi and Hyogo to attend this inaugural event.

The conference marked the first opportunity for teachers directly involved in ESP, and more importantly Tourism-focused ESP research, to gather and share expertise and ideas in the Kanto area. New relationships were established and members of Tamagawa CELF and Kanto JACET ESP SIG have discussed establishing this event as an annual meeting at Tamagawa University. It is hoped that the faculty of the College of Tourism and Hospitality Management at Tamagawa University will have a bigger role in this conference in the coming years.

The new College of Tourism and Hospitality Management Program has set very high goals for its students' English proficiency, and this event represented an opportunity for the program's teachers to retool and build relationships with professionals and other researchers in the same field. We hope that this opportunity will help CTHM English teachers enable their students to surpass these English proficiency targets, and more importantly, train students to become valuable leaders and contributors to the tourism industry.

Appendix: Event announcement and presenter information



JACET ESP Kanto Chapter and JALT West Tokyo Chapter co-present:

Micro-conference on Tourism English Education

Saturday, October 11, 2014

2 : 30 p.m. ~ 5 : 00 p.m.

Venue: **Tamagawa Gakuen University** – Building 5, Room: B-114

Access: <http://www.tamagawa.jp/campus/map/access/>

Map: <http://www.tamagawa.jp/campus/map/>

〈Program〉

- 2 : 30 Opening – Charlie Robertson (MC)
- 2 : 35~2 : 55 Presentation – Travis Cote
English as a Lingua Franca (ELF) and the College of Tourism and Hospitality Management
- 2 : 55~3 : 25 Presentation – Reiko Fujita
Framework for English for Tourism education at a tertiary level
- 3 : 30~3 : 50 Presentation – Kyoko Morikoshi
Integrating Hospitality and Tourism Education with English education
- 3 : 50~4 : 10 Featured Speech – Atsuko Takamiya
Traveling around Japan in English
- 4 : 10~4 : 20 Break
- 4 : 20~4 : 40 Q & A and discussion
- 4 : 40~5 : 00 Socializing (Restaurant Italiana, 玉川学園前)

〈Speakers〉

Travis Cote (Tamagawa University)

“English as a lingua franca (ELF) and the College of Tourism and Hospitality Management”

In early 2013, Tamagawa University in Tokyo embarked into new territories with the creation of a new College of Tourism and Hospitality Management (CTHM) in addition to launching a campus-wide English as a Lingua Franca (ELF) program. This presentation will briefly introduce the new College and the language program as it concerns the CTH students and one area of ESP: English for Academic Purposes (EAP). The presenter will also introduce the new ELF program at Tamagawa and discuss some of the challenges and successes within the new program as it relates to the CTH cohort.

Profile:

Travis Cote is an Assistant Professor in the College of Tourism and Hospitality Management at Tamagawa University and a faculty member in the Center for English as a Lingua Franca (CELF). He holds an MA TESOL degree, and his research interests include: teacher induction practices, computer-mediated language learning, and extensive reading and curriculum development. Travis is also a contributing author to Digital Mobile Language Learning (<http://dml.jaltcall.org>) travis@bus.tamagawa.ac.jp

Reiko Fujita (Tokai University)

“Framework for English for Tourism Education at a Tertiary Level”

English for Tourism (EFT) is a rather new field of ESP in Japan, and teachers are making respective efforts to design EFT courses. However, when available online syllabi are reviewed, the goals of these EFT courses are often too broad and vague. The presenter will suggest a framework for EFT courses in Japanese universities by examining the definitions, characteristics and assessment exams of EFT.

Profile:

Reiko Fujita is an Associate Professor in the Foreign Language Center at Tokai University. Her research interest is in the field of ESP, particularly English for Tourism. She is an English Program coordinator for the Faculty of Tourism.

Kyoko Morikoshi (Hokusei Gakuen University)

“Integrating Hospitality and Tourism Education with English Education”

Hokusei Gakuen University Junior College has implemented three hospitality and tourism related classes in order to help students become well prepared for their future careers. The success of the program is based on three key concepts of “global linkage,” “experiential learning” and “collaboration with the tourism industry.” In this presentation, the author discusses how hospitality and tourism education is beneficial for English teaching.

Profile:

Kyoko Morikoshi is a professor at Hokusei Gakuen University Junior College in Sapporo. Her current research interest is the integration of English education and hospitality education. Currently she is a doctoral candidate at the school of Hotels and Tourism Management, Hong Kong Polytechnic University.

Atsuko Takamiya (Japan Convention Services, Inc., Freelance Interpreter)

“Traveling around Japan in English”

The speaker will share her experiences as an interpreter tour guide and discuss foreign visitors’ expectations when visiting Japan on business or on holiday. Her lecture will cover the characteristics of “English for Guiding”. Specifically, the presenter will explain about customers’ questions and how she has solved various client problems. She will also share her experiences of using Internet-based devices that satisfy customers’ requests.

Profile:

Atsuko Takamiya is a certified English-speaking tour guide. For nine years she has been guiding tourists and corporate people from overseas, helping them with their sightseeing and business-related needs throughout Japan.

(トラヴィス・コーテ)

(ブレット・ミリナー)