- Kazumi Kato Tokai university, kazumin1315@tokai.ac.jp

-Needs Analysis in Making Tourism Textbook

- This poster presentation shows the process of making a textbook for inbound tourism. The local people around the international cruise ship terminal in Shimizu struggle with English needed for visiting passengers and crews. To solve this problem, seventy-six Tokai University students interviewed local people at the terminal and analyzed and categorized their needs. The textbook is the result and is especially unique due to the large number of students involved in its creation.

75 words (74 words)

-This poster presentation outlines a class project of creating a textbook for inbound tourism, focusing on a port town. Shimizu Port is located seven kilometers away from Tokai university, where the presenter works. The presenter has been supporting English language needs in this area since 2014. In 2014, the luxury liners visited approximately thirty times yearly. By 2024 that number has risen to almost one hundred projected visits annually. Accordingly, an increased number of people are involved in the English-speaking environment created by the visiting ships, and the local people have struggled with this situation. To solve this problem, seventy-six Tokai University students visited the port in groups and interviewed local people, and shop or port staff around the cruise terminal. Consequently, they analyzed and categorized the needs of these people in several situations. Students visited three times in different weather conditions and found various problems and solutions which they addressed in a textbook of their creation. They also included additional sections detailing their own part-time working experience. The presentation will provide the audience with an idea of the students’ motivation and class management.

 200 words (182 words)

- Presenter biography: Maximum 50 words

Kazumi Kato is an associate professor at Tokai University, School of Marine Science and Technology, Shizuoka Campus. Her research interests are interlanguage pragmatics, and project based and cooperative learning. She also teaches Maritime English for navigation students and is interested in finding opportunities for her students to use authentic English.

50 words (50 words)