

## Joint Press Release

# Kyushu Tourism Promotion Organization and JAL Cooperate in Training and Publicity of Kyushu Tour Guide-interpreters

**Tokyo February 18, 2015:** Today, Japan Airlines (JAL) and Kyushu Tourism Promotion Organization (KTPO)\*1 have reached an agreement to cooperate in training and publicity of tour guide-interpreters in the Kyushu region. (Kyushu tour guide-interpreters)\*2

\*1. Kyushu Tourism Promotion Organization (KTPO): KTPO was established in 2005 by local prefectural governments and businesses in Kyushu Island, Japan. The public-private entity promotes Kyushu Island as a compelling travel destination for international travelers by developing creative marketing campaigns. Under the spirit of “Kyushu as One,” KTPO is making effort dedicated to welcoming international travelers to Kyushu.

\*2. Thanks to deregulation from the government, Kyushu tour guide-interpreters who has passed a training course which is focused on the education of Kyushu’s highlights etc., can apply to the governors of the relevant prefectures for official registration before providing interpretation guide service within Kyushu region. These kinds of special training courses for tour guide-interpreters are being provided in six special zones across Japan now.

KTPO has been launching a training course for Kyushu tour guide-interpreters covering Fukuoka and other six prefectures in Kyushu since 2013. The organization has trained a total of 137 Chinese-speaking and Korean-speaking guide-interpreters, and is educating Thai-speaking guide-interpreters now. In addition to the development of Kyushu tour guide-interpreters, more activities will be spread out to facilitate tourism to become one of key industries in Kyushu.

JAL has been contributing to improve the regional revitalization through various activities including “Japan Project”. Following the increased overseas visitors to Kyushu, JAL will provide KTPO with a sustained support to training of tour guide-interpreters in Kyushu region. Additionally, JAL is considering to expanding this cooperation and support to the other regions in near future.

JAL will effectively utilize its air transport networks to contribute the exchange of population among the regions within Japan, the airline is continuing to support social activities related to regional revitalization to stimulate and promote the regional economies by united efforts of each region in Japan.

## Outline

### 1. Support of training of Kyushu tour guide-interpreters

JAL will dispatch its cabin attendants and airport staff with much experience in customer service as instructor involved some parts of a following-up training course (concerning hospitality etc.) for guide-interpreters or the applicants.

JAL will start to dispatch the instructor to Fukuoka on March 18, 2015, in where an upskilling seminar planned to be held.

### 2. Publicity of Kyushu tour guide-interpreters

JAL will promote Kyushu tour guide-interpreters abroad by effectively utilizing its network such as overseas branch offices in China, Korea, Taiwan and Thailand etc.

Additionally, the airline will promote Kyushu tour guide-interpreters in its in-flight magazine and so forth. (JAL will start this activity from April 2015)

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