John Tran

～How to solve overtourism～

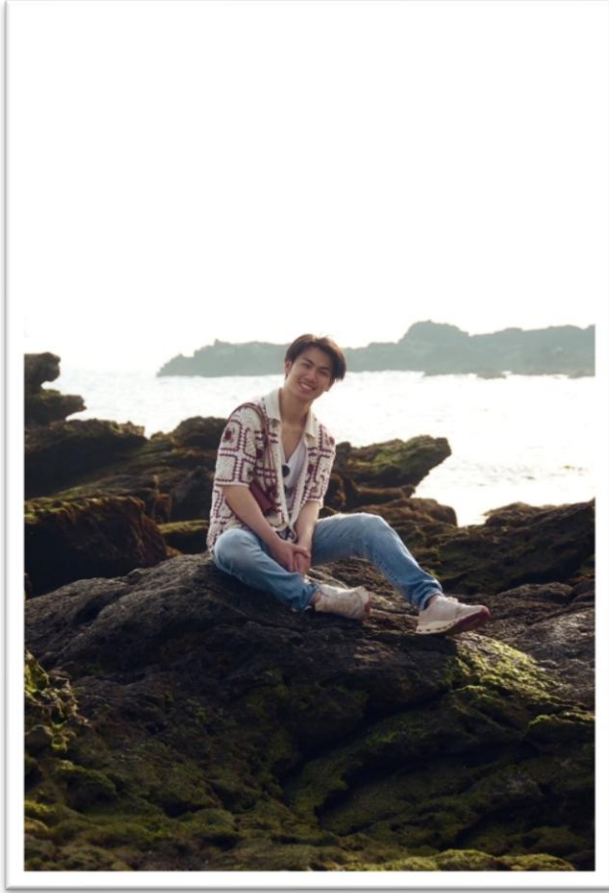

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Who is John Tran?

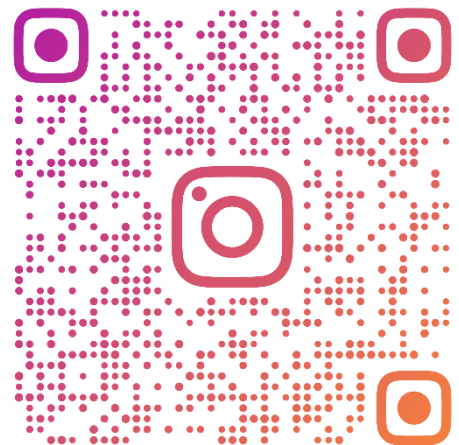
Background

He is John Tran. He was born in California in America. When he went to university in America, he majored in Japanese. And, at that time, he was interested in anime especially, "Pokémon". These factors promoted him to come to Japan. In fourth grade, he decided to become a teacher and took part in ALT program. After graduating university, he came to Japan and became an ALT at special needs school and high school.

From interview

He mentioned important things for becoming teacher. First one is communication skills. Of course, teachers always interact with students. Teachers have to hear students' worries, realize something unusual. So, Communication skills are essential. Second one is matching with each students' learning level. There are many people who are good at studying or have trouble with studying. Thus, teachers must adjust each level.

JO.NATSU

↑ his Instagram

Photographer

He is not only ALT but also photographer. He uploaded his photos on Instagram all aver Japan. These photos were taken by him. Actually, almost all the people only visit famous places in Japan. As a result, overtourism is caused in many places. For him to solve this problem, he visits many sites which include minor places and takes photo. Additionally, when he posts photos on Instagram, he cares about adding some information in English and Japanese such as hashtag and details of events because he tries to spread charm of Japanese places and events.
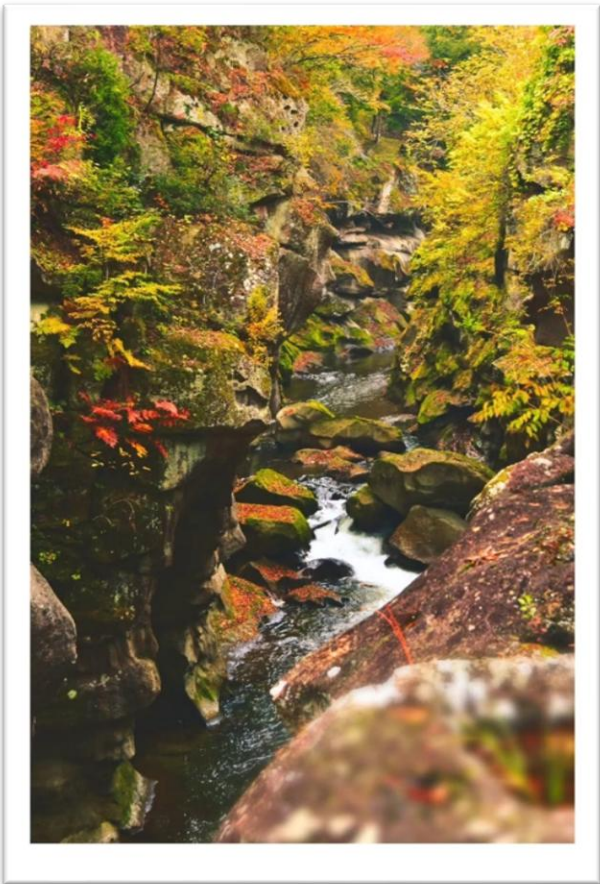
If you are interested in his photos, Let's check his Instagram from QR

Next his job

He has been working as ALT for three years in Japan. But he made a big decision. In this summer, he will change his job from ALT to travel company worker. He loves traveling and often visit many prefectures in Japan. Actually, he has visited thirty-one prefectures. At that time, he watches situations of overtourism.

In these days, many people focus on making restriction, but he does not. He does focus on telling attraction of local areas. the reason why he wants people to know the attraction of local areas is for dispersing tourists. If the number of tourists disperse, famous areas' environment will be comfortable and safe and local economy will grow. That' why, when he starts to work at travel company, he will try to encourage local tourism.

To make tourism better...

Except for the number of tourists, the manner of tourists is a big problem. Many tourists tend to break the rules like traffic rules, photo ones, and trash rules because they are likely to concentrate on buildings, nature, and food. So, how we teach them rules or manners is important things. In the interview, he mentioned two ways.

1, Oral explanation

This is the most basic ways. When we encounter people who break rules, we call them and warn their bad thing. At first glance, there is no problem, but we have to select words very carefully. For example, if we say "Don't~", they feel disgust. So, we have to use nice words like "Please~". But this is a difficult way because Japanese people are shy. They tend to hesitate to call people. For keeping the environment safe and clean, don't be shy!

2, Photo, Pictogram

John thinks this is the most effective way since we can understand those meaning without any languages. So, people don't have to talk with stranger, it is not cost everyone and this way match with Japanese people character. Another reason is keeping spots traditional. Some sightseeing spots care about exterior. Choosing materials leads to maintain looks.