

JTB Essay competition

JTB (Japan Travel Bureau), which is the top travel agency in Japan, invited 35 students from Japanese 6 (AY2010/2011 Sem 2) to JTB Singapore main office on the 1st March, 2010. The students listened to the lecture, observed the office, and then, visited the DFS outlet in Orchard to interact with the JTB staff in Japanese.



During the visit, the company asked the students to participate in the essay contest. Furthermore, the company opened internship positions for undergraduates and job openings for fresh graduates. It is because JTB is trying to capture local tourists to expand the global market and they wanted hear the local students' opinions. In order to support the global expansion plan, all of the students wrote essays in Japanese (1500 letters) and offered their ideas.

Undergraduates from three other educational institutions (SIM, NTU, and MDIS) also participated in the competition and the best 3 essays for each question were selected by the company. 12 finalists were invited to present their written essays in PowerPoint for 10 minutes. Two finalists from NUS presented in Japanese. After the presentation, they exchanged opinions with the JTB staff as well as other participants.

Such mutually beneficial opportunity, in which the students supported the company by providing creative ideas and the company recruited talented language users, became a new platform to connect the language learners with the global enterprise. It is hoped that such tie-up with global companies will produce more job opportunities for the graduates with the language skills.



The finalists from CLS are as follows:

Essay Question 3 "How to create JTB branding in global market?"
Ms Eniwati (2nd winner) and Mr. Kor Zhi Yang (3rd winner)



Essay Question 4 "How to enrich and upgrade JTB Website?"
Mr Choong Wai Hua (2nd winner)



The second winners received S\$200 and third winner received S\$100.

JTB Internship recipient: Ms Ng Hui Ling, Wendy

