

# Tourist trap? The price of food in Niseko

## Vocabulary Match

renowned ●     fluctuating ●     surge ●     frequented ●     reflecting ●     capitalize ●

● visited often     ● profit     ● showing     ● changing     ● famous     ● increase

## Article

In Niseko, Japan, renowned for its ski resorts and international visitors, local food vendors are adapting to the changing economic landscape. Amid fluctuating exchange rates and a surge in tourism, prices for traditional dishes such as tempura soba are seeing an increase, particularly in areas frequented by tourists.

A food truck near Hirafu Gondola has become a talking point, with its tempura soba priced at 3,500 yen, reflecting the premium placed on local cuisine in this globally popular destination. This price hike is seen as part of a trend where local businesses capitalize on Niseko's growing popularity among overseas visitors.

## Quiz

1. What are the local food vendors in Niseko, Japan adapting to?
2. What is causing an increase in prices for traditional dishes like tempura soba?
3. How much is the tempura soba at the food truck near Hirafu Gondola?
4. What is the price hike seen as a part of?

## Conversation

- A: Can you believe the price of tempura soba here?
- B: I know, right? It's more than double what you'd pay in Tokyo!
- A: It's all because of the tourists, I reckon.
- B: Well, can't blame them. They're just capitalizing on Niseko's popularity.
- A: Still, 3,500 yen seems a bit steep, don't you think?
- B: Definitely, but we don't have to pay it. Let's go to Lawson instead.

## Discussion

1. Have you ever experienced a price hike in your favorite food? How did you feel?
2. What traditional dish from your country would you recommend to tourists?
3. What food from your country has become popular overseas?
4. Do you think it's fair for businesses to capitalize on the popularity of a location?