

Hospitality Management to Welcome Foreign Guests in the Japanese Lodging Industry

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Abstract : This study examines the factors for attracting foreign guests in the Japanese lodging industry and discusses some measures taken for accepting foreign guests. It reviews three different accommodation providers acclaimed highly by foreign guests, Yamashiroya, Sawanoya and Fuji-Hakone Guest House, and identifies their characteristics. The common points for attracting foreign guests were: 1) making the best use of the old facilities, 2) multilingual signs, guidance and websites, 3) necessary and sufficient communication in English, 4) events and opportunities to experience Japanese culture, 5) *omotenashi*, warm and homely Japanese hospitality. These findings indicate that foreign guests' dissatisfaction level can be decreased through internationalization utilizing ICT and by offering multilingual support. On the other hand, their satisfaction level can be increased by encouraging interaction with other guests and local Japanese people, providing events and opportunities to experience Japanese culture and *omotenashi*, home-style Japanese hospitality.

Keywords : hospitality management, foreign guests, Japanese lodging industry, *Omotenashi*

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