

Japan Foundation, Japan Studies Association of Canada and
Prince Takamado Japan Centre Present:

おもてなし
Omotenashi
(Quality Service)

As a source of Japan's soft power and its transferability

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November 3, 2016 (Thursday)

3:30 – 5:00 pm

University of Alberta, Business, B-5

COFFEE AND DONUTS WILL BE SERVED

Visitors to Japan often express their appreciation of *Omotenashi*, Japan's quality service, and regularly comment on their pleasant experience. Recently, *Omotenashi* has become a widely-used term by the Japanese government, mass-media and hospitality business who wish to attract more inbound tourists, one of the major strategies of Abenomics (Prime Minister Abe's economics). It is a term associated with the promotion of the Tokyo Olympic Games in 2020.

What is *Omotenashi*? What are the fundamental elements and characteristics of *Omotenashi*? Is it uniquely Japanese? Are there similarities and differences in quality service in Japanese and non-Japanese settings? How can it contribute to increasing Japan's soft power? Can it be transferable to a different cultural setting? This paper addresses these related questions from an interdisciplinary perspective.

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