

Japan Brand Program

Japanese Hospitality and Resort Management Technique

Schedule: February 26-March 2, 2018 Site: Russia (Saint-Petersburg, Moscow)

■ Dispatched Expert

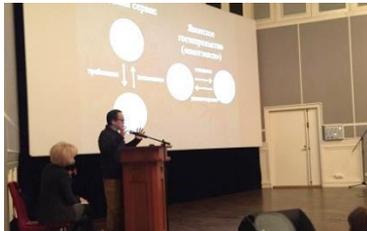


Yoshiharu Hoshino
CEO, Hoshino Resorts Inc.

Mr. Hoshino completed master's degree in hotel management at Cornell University after graduating from Keio University in economics in 1983. He became President of Hoshino Hot Spring Inc.(present Hoshino Resorts Inc.) in 1991. By adopting strategy to specializing in business management in the Japanese tourism industry, Mr. Hoshino switched himself to a new business model to provide business management service distributing profit to his investors. The number of Hoshino Resorts operational base has grown to 38 properties, and it will celebrate the 105th anniversary in 2019.

■ Review of Activities

● Russia (Saint-Petersburg)



Lecture scene at Angleterre Hotel



Q&A session at Angleterre Hotel



Discussion with people from tourism agencies and hotel industry at reception

● Russia (Moscow)



Lecture scene at Hotel National



Lecture scene at Moscow Metropolitan Governance University



Q&A session at Moscow Metropolitan Governance University

■ Achievements

Mr. Hoshino, CEO, Hoshino Resorts Inc., visited Russia and gave lectures for the participants from tourism industry and universities. He has operated his resorts adopting each local culture, manner and custom, in order to make Japanese style inn "Ryokan" another option of accommodation's category in the world. In his lecture, he explained Hoshino Resorts' unique management model. The Resorts combines branding strategies which are different depending on targeted customer segments with Japanese hospitality "Omotenashi," which is distinct from western service. He also introduced the charm of Japanese inn with hot springs "Onsen" where people can experience Japanese lifestyle (e.g. how to take a hot spring bath). In addition to a lively discussion to encourage travel to Japan from Russia, a construction project of Japanese style inn in Russia was presented by a local real estate company to show the possibility of business projects between Japan and Russia in the future. He was interviewed by local media, resulting in online articles including the lecture scene.