Quality level and the scope of the country tourism products that we could include to the tour package

Shigeyoshi Noto
Foresight Marketing
During trip

• Smiling is worth while million euro promotion
• Japanese are not so active people.
• Wifi is must service in accommodation
• “Enjoy yourself “ doesn’t work
• We can treat them in local way, but a bit more explanation
Informative society
Japanese services
What Japanese Tourists expect from Overseas Destinations

- Historical & Cultural sites
- Beautiful Nature and Wild Life
- Shopping
- Art and Local Craft
- Easy Access
- Reasonable and clean accommodation
- Warm Hospitality
- Local Cuisine
- Safety & Security
- Good Sanitation

Experience
The condition tour operator association recommend when new business starts with suppliers.

- **Transportation**
  - The company licensed by local authority
  - Utilizing the vehicles licensed by local authority
  - Following the low to maintenance the vehicles
  - Following the driving regulation by local authority
  - Having insurance regulated by local authority
  - Having emergency contact
  - Driver hopefully speaks English
  - Check the record of serious accident
  - Having appropriate working condition of the drivers
The condition tour operator association recommend when new business starts with suppliers.

- **Accommodations**
  - Licensed by local authority
  - Following the local laws as accommodation
  - Having proper system for fire such as exits
  - Good security system
  - Following the local sanitation law
  - Immediate action plan for injuries and emergency

- **Restaurants**
  - Licensed by local authority and following the food, sanitary regulation
  - Having proper system for fire such as exits
  - Environment around restaurant should be clean enough
  - Check the record of accidents, incidents, criminal case by local authority