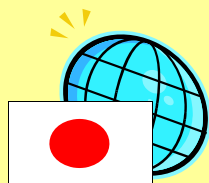


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Business Promotion Seminar for Service Industry

- ✓ *Learn the latest trends of Japanese tourism industry and Japanese way of service, “Omotenashi”*
- ✓ *Meeting with Japanese business persons in the industry for seeking new business opportunities*
- ✓ *Learn tastes of Japanese travelers*



Program Date: April 4-8, 2011 (staying days:8 days)

Participation Fee: JPY264,000.-

Including accommodation (7 nights), meals (partially), participation fee for the seminar, interpreters, transportation b/w Narita int'l Airport-YKC, overseas travel insurance.
(Exclusive of airfare, other expenses than stated above)

Venue: AOTS Yokohama Kenshu Center (YKC)

5-1, Fukuura 1-chome, Kanazawa-ku,
Yokohama, Kanagawa 236-0004

Tel: 81-45-786-1611 (Reception) Fax: 81-45-786-1625 HP: <http://www.aots.or.jp>

Number of Participants: 25-30 people (minimum number 20 people)

Tentative Schedule

	Contents	Accommodation & Meal
Day 1	Arrive in Japan	YKC -/-/-
Day 2	Orientation Current Situation and Issues of Tourism Business in Japan -Taste and Expectation to Tourism -Rules and Requirements of Tourism Business in Japan -Points for Receiving Japanese Tourists -How to attract Japanese tourists	YKC B/L/D
Day 3	L: Quality Management in Service Industries - Definition of Service -Quality of Service and its Characteristics'- TQM Promotion in Service Industries	YKC B/L/D
Day 4	(move to Nagano) L&V: Tourism Industry Promotion Case Study	Nagano B/L/D
Day 5	L&V: Experience Tour Case Study (Back to Yokohama)	YKC B/L/D
Day 6	Proposal Presentation by Participants Discussion with Japanese Business Persons in Tourism Industries	YKC B/L/D
Day 7	Free	YKC B/-/-
Day 8	Leave Japan	-/-/-



Accommodation & Seminar room



*All sessions will be conducted in English or with English interpreters.
 *The above date and contents of the schedule are subject to change.

B:Breakfast,
 L:Lunch, D:Dinner

How to Apply

Either contact NGC Group (Tokyo) directly or AOTS Alumni Societies in your countries/regions to receive application forms. (Visit AOTS website for contact information of Alumni Society in your country)

Due date for application: March 4, 2011

(your application must arrive at AOTS by above date)

**The Association for Overseas Technical Scholarship (AOTS)
 New Global Cooperation (NGC) Group**

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