

科学研究費助成事業 研究成果報告書

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研究課題名(和文) The opportunity development for the role of Japanese food overseas as an ambassador for tourism marketing

研究課題名(英文) The opportunity development for the role of Japanese food overseas as an ambassador for tourism marketing

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研究成果の概要(和文)：近年、ほとんどの海外で日本食レストランが増えています。自国で日本食を味わう海外の人々は、多くの理由で日本を訪れる意欲と関心のレベルが高くなっています。その日本の食文化は、他の国や地域で別の食文化に変換され、発展しています。さまざまな国の日本食レストランも、地元のニーズと好みを満たすためにローカライズされた文化とスタイルを採用しています。

研究成果の学術的意義や社会的意義

The research focused on (1) Theorizing the relationship between Japanese cuisine and destination marketing (2) Theorizing strategic approaches to use Japanese cuisine sold overseas as a tourism marketing tool to contribute to inbound tourism in Japan.

研究成果の概要(英文)：The number of Japanese restaurants in most overseas countries has been increasing in recent years. People overseas who taste Japanese food in their countries have higher level of motivation and interest to visit with many reasons. Japanese food culture is transformed and developed into her food culture in other countries and regions. Japanese restaurants in different countries also adopt localized culture and style to meet local needs and tastes.

研究分野：Tourism

キーワード：Japanese cuisine Tourism marketing Destination image Intention to visit

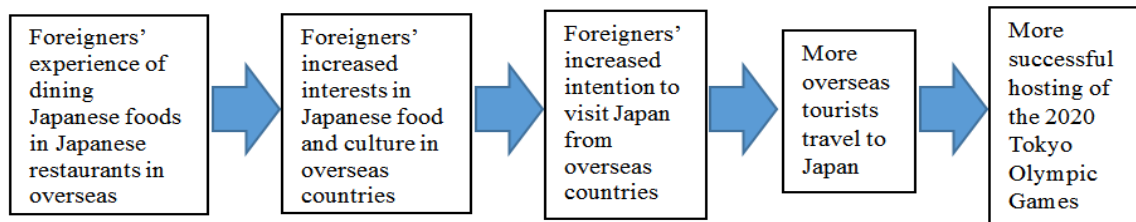
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1. Initial Background for Beginning Research

The total number of Japanese restaurants overseas has remarkably increased in the last decade. It was 24,000 in 2006, 55,000 in 2013 and it 89,000 in 2015. It has increased by 370% in nine years (Ministry of Agriculture, Forestry, and Fishery, 2015).

This is the first study to explore the connection between overseas residents' satisfaction with Japanese cuisine, various characteristics of the restaurant experience, and their intention to visit Japan. Secondary and primary data will be collected from dining customers of Japanese restaurants in nine international cities in three major continents of the world.

Four major factors (facility, menu, service, and food) will be derived as selection attributes. The study aims to investigate the correlation between satisfaction with local Japanese foods in the overseas countries, and the tendency of diners to think about visiting Japan. The results of this study can enhance competitiveness and tourist marketing for Japan as a strong marketing tool for the successful hosting of the 2020 Summer Olympic Games.



This is a comprehensive research on the role of Japanese cuisine sold overseas as a good strategic approach for Japanese inbound tourism. Japanese restaurants serving authentic Japanese cuisine outside of Japan can act as a key ambassador for the image of Japan and its culture throughout the world (Cohen & Avieli, 2004; du Rand, Heath, & Alberts, 2003; Hashimoto & Telfer, 2006). While there have been numerous studies devoted to the selection attributes of Japanese restaurants within Japan, it seems likely that such attributes might differ outside the country.

Also, there appears to be no studies specifically looking at whether satisfaction with Japanese restaurants overseas is linked to a desire to visit Japan.

This research will advance the theoretical understanding of culinary tourism, national image and branding management by incorporating geographical, and cultural dimensions into articulation of potential contribution of Japanese foods overseas. The international scale of this project will allow us to highlight multiple viewpoints about Japanese food served across the world.

2. Research Purpose

The proposed research broadens the scope and sharpens the method to deepen the level of investigation on the role of Japanese foods served overseas. The target sites are two metropolitan cities and one mid-sized city in each of the three continents.

The research sets out to find out the following:

- (1) What are the common image and perception of Japanese foods for local residents in overseas countries?
- (2) Whether those who frequently eat Japanese foods in overseas Japanese restaurants have stronger interest in overall Japanese culture.
- (3) Whether those who frequently eat Japanese foods in overseas Japanese restaurants have stronger motivation and intention to visit Japan.

- (4) What are the collaboration activities conducted by relevant stakeholders to increase foreigners' interests in visiting Japan by promoting Japanese foods overseas?
- (5) How can overseas Japanese food restaurants contribute more as a cultural ambassador or catalyst as a tourism marketer for overseas potential tourists?

3. Research Method

This three-year project employs a combination of different methods that entail the following activities:

- (1) Discourse analyses of food tourism and related secondary resources,
- (2) Interviews with stakeholders in nine cities in three continents, and
- (3) Distributing questionnaires to diners at overseas Japanese restaurants. The research questions are:
 - (a) How do Japanese restaurants in global cities have an impact on local customer satisfaction?
 - (b) Whether local customer satisfaction of Japanese restaurants overseas is associated with local people's interest in Japanese culture, and
 - (c) How is their interest in Japanese food and culture connected to their motivation to visit Japan?

The research members of the project have conducted a series of expert interviews and distributed questionnaires to diners in Japanese restaurants in Sydney and Brisbane (Australia), Shanghai (China), Bangkok (Thailand), Taipei (Taiwan), Kuala Lumpur (Malaysia), and Busan (South Korea).

The main questions asked in the stakeholder interviews were:

General perception of manager

- (1) What are the common image and perception of Japanese foods for local residents?
- (2) Do you think those who frequently eat Japanese foods in Japanese restaurants have stronger interest?
- (3) Do you think those who frequently eat Japanese foods in Japanese restaurants have stronger motivation and intention to visit to Japan?
- (4) Are there any current and potential collaboration activities among relevant stakeholders to increase foreigners' interests in visiting to Japan by promoting Japanese foods?
- (5) How can Japanese food restaurants contribute more as a cultural ambassador or catalyst as a tourism marketer for overseas potential tourists?

Customers' attitude

- (1) What factors have most influenced diners' decision to eat at Japanese food restaurants?
- (2) What are the most typical images for you of this Japanese food restaurant?
- (3) To what extent the image of Japan influences customers' decision to dine at this Japanese restaurant?
- (4) How would you perceive this Japanese restaurant overall?
- (5) Are you revisiting this Japanese restaurant? If so, why?
- (6) Did the customers' dining experience at this Japanese restaurant help them to have higher motivation to visit Japan in the future?

4. Research Results

The research could determine the following:

- (1) Japanese cuisines in overseas restaurants are steadily increasing all over the countries where the data has collected.
- (2) Japanese cuisines overseas have a strong impact in building up the national image of Japan and elevate interest to visit Japan with many reasons (to experience authentic Japanese cuisines, to learn how to cook the original recipes, to buy original ingredients, to taste localized cuisine, to learn about Japanese culture especially related to Japanese food, etc.).
- (3) Japanese restaurants are constantly gaining popularity and trying to adopt localized culture, adjust local dining culture, and even adjust the form.
- (4) There are many interesting issues in ownership of Japanese restaurants especially in relation to the authenticity of menus.
- (5) The image of Japanese food is also affected by the type or cost of Japanese food sold overseas.

References

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〔雑誌論文〕 計1件（うち査読付論文 0件 / うち国際共著 0件 / うちオープンアクセス 0件）

1. 著者名 LEE Mihwa	4. 巻 7
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〔学会発表〕 計4件（うち招待講演 1件 / うち国際学会 4件）

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2. 発表標題 Role of overseas Japanese restaurants from inbound perspective
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4. 発表年 2019年

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2. 発表標題 Features and role of overseas Japanese restaurants
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〔図書〕 計0件

〔産業財産権〕

〔その他〕

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6. 研究組織

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7. 科研費を使用して開催した国際研究集会

〔国際研究集会〕 計0件

8. 本研究に関連して実施した国際共同研究の実施状況

共同研究相手国	相手方研究機関
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