

The slide features a dark blue background with decorative geometric patterns on the left and right sides. These patterns consist of overlapping, colorful shapes (yellow, pink, blue, and grey) that resemble stylized arrows or chevrons pointing towards the center. The text is centered in the middle of the slide.

Omotenashi

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Definition

おもてなし - usual written form

お持て成し

--持つ - to have, to hold

--成し - to become

持て成す - verb form - to entertain, to make welcome

- hospitality, entertainment, service

“to entertain guests wholeheartedly”

Why did I choose this?

- I've heard of it
- Every Japanese person I've talked to knows what it is
- common in the media
- wanted to explore what people actually thought of it

Use in Media



- August 2013 - Christel Takigawa (Tokyo Olympics bid ambassador)
 - “O-mo-te-na-shi” speech
- Popular marketing technique
- selling point of Japan

Interviews

日本人

- Saori Hori - 21
- Kazunori Kuwada - 22
- Yukina Mizoguchi - 19
- Shinichirou Kawata
- Ryosuke Kakuyama - 23

外国人

- Caleb Stone
 - 24; New Zealand
- Emily Abbott
 - 23; Britain

Interview Questions

1. Have you heard of Omotenashi?
2. What is your definition of Omotenashi?
3. What is an example of Omotenashi?
4. Is Japan the best at hospitality/omotenashi?
5. Can Omotenashi ever be too much?

Interview Data

1. *Have you heard of Omotenashi?*

日本人 -- Yes

Emily -- “I’ve heard the word once before.”

Caleb -- Never heard of it.

Interview Data

2. *What is your definition of Omotenashi?*

Yukina/Saori -- “Saying *ありがとう* without saying it”

Kazu -- “To give a person more than they expect. To go above and beyond to help a person to make them happy.”

Shin - Subconscious desire to help others.

Ryosuke - You just think “this must be good for them” and do it.

Interview Data

3. *What is an example of Omotenashi?*

Caleb -- If you are hitchhiking or your car breaks down, a Japanese person will go way out of their way to make sure you get to your destination safely.

Saori -- In the toilets, there are signs explaining how to use everything in different languages.

Kazu -- Taking care of relatives when they visit from far away.

Ryosuke -- Preparing for people to host visitors.

Emily -- The service industry is much friendlier in Japan than it is in England.

Interview Data

4. *Is Japan the best at hospitality/omotenashi?*

Saori -- Japan is a little better than others.

Kazu -- No. In Japan, omotenashi is mostly for family.

Yukina -- Yes. (Keigo, respect for elders and customers)

Shin -- No. Omotenashi is just a word to represent something people have all over the world.

Ryosuke -- ...it's difficult to say.

Caleb -- Japan is a good example, but there are countries that do omotenashi just as well.

Emily -- No, it's just average.

Interview Data

5. *Can Omotenashi ever be too much?*

Saori -- Yes. When store clerks constantly hover.

Kazu -- Yes. You feel obligated to do things in return.

Yukina -- No.

Shin -- No.

Ryosuke -- Yes. You feel obligated to do things in return.

Caleb -- Yes. When store clerks constantly hover.

Emily -- Never experienced too much omotenashi.

Problems

- can be stifling
 - staff hover
 - Ryokan serve food only at a specific time
- can create feelings of obligation
- assumptions of what guests want are not always correct

Conclusion

- every country has its own version of hospitality
- Omotenashi is an important part of Japanese culture
 - national pride
 - does have unique aspects