

2018 年度第 1 回関西支部例会のご案内

ご挨拶

寒さまだまだ厳しき折、会員みなさまにおかれましては、お変わりなくご活躍のことと存じます。2018 年度第 1 回目の関西支部例会を下記のとおり開催する運びとなりましたので、ご案内申し上げます。

今回は、ご発表者に佐藤研一会員と三宮優子会員をお迎えし、関西学院大学梅田キャンパスにて開催いたします。みなさま、どうぞ奮ってご参加ください。春の例会にて、みなさまとお目にかかれますことを、心待ちにしております。

国際ビジネスコミュニケーション学会 関西支部長 岡本真由美

記

日時：2018年3月31日（土）14：00～17：00

会場：関西学院大学 大阪梅田キャンパス（K.G.ハブスクエア大阪）

10階 1002号室

https://www.kwansei.ac.jp/kg_hub/access/index.html

スケジュール：

14：00 開会 支部長挨拶

14：10～15：10 研究発表（p.3参照）

“Business Communication in Promoting Traditional Japanese Artisans to the World: through Projects of WANOBI-Beautiful Japan”

三宮優子（一般社団法人 WANOBI 和の美；神戸ビジネススクール株式会社）

15：10～15：25 休憩

15：25～16：25 研究発表（p.4参照）

“Intercultural Communication in the Japanese Inbound Tourism Business: Challenges and Issues”

佐藤研一（同志社大学 商学部）

16：30～17：00 支部総会

支部会終了後、懇親会を開催いたします。（会費 4,000 円程度）

発表要旨

“Business Communication in Promoting Traditional Japanese Artisans to the World: through Projects of WANOBI-Beautiful Japan”

Yuko Sangu

Traditional arts and crafts are important historical elements of Japan’s cultural heritage and the artisans responsible for carrying on these traditions are largely anonymous. It is WANOBI-Beautiful Japan’s sincerest desire to introduce such artisans from Japan to the world by telling you their stories and sharing with you the exquisite work they produce.

Japanese artisans are living testaments to historical Japan as the methods used to create their work have remained unchanged for centuries. By making a website in English that features them, I try to re-ignite interest in them and their work so that these artisans will once again flourish and their traditions will live on.

Traditional Japanese handcrafts are truly outstanding and unique art that have been passed down for over 1200 years. However, little do we Japanese know about these handcrafts and how even fewer Japanese can explain and describe them in English. It is really striking to me that these irreplaceable treasures are about to die out and there is not much time left until this happens.

I hope that by learning about the traditional techniques used by these artisans you may gain some insights into Japanese culture. And perhaps you may also discover something beautiful and delightful that you never knew existed.

“Intercultural Communication in the Japanese Inbound Tourism Business: Challenges and Issues”

Kenichi Sato

The number of inbound tourists visiting Japan is rapidly increasing. At the same time, letting the world know the Japanese culture and values is one of the priorities of the Japanese government, as observed in a series of governmental policies and initiatives.

One of the main purposes of such initiatives of the Japanese government, most notably in the campaign for the traditional Japanese cuisine to gain UNESCO’s world heritage status in 2013, is to preserve the Japanese culture, which the Japanese themselves are overlooking or even forgetting. Therefore, the main approach therein is to sustain the Japanese cultural norms and traditions as they are.

However, does such an approach work when involving inbound tourists and other non-Japanese people visiting Japan? People from other cultures may have different or even unpredictable perspectives and attitudes towards the Japanese culture, at least in the eyes of the Japanese. Will they accept or follow the Japanese cultural norms as they are? If not, are the Japanese, as the guardians of their own culture, entitled to force the non-Japanese to adapt to the Japanese way? Or should the Japanese be ready to adjust their approach to accommodate the non-Japanese needs and interests? Does it imply a betrayal to their cultural traditions?

In this small research project, I would like to explore the real communication issues occurring between the transmitters of the Japanese culture and the receivers, by talking to practitioners with rich experiences of communicating the Japanese culture and values to the non-Japanese audience and the inbound tourists.

＝関西学院大学 大阪梅田キャンパスへのアクセス＝

アクセス

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阪急「梅田駅」茶屋町口改札口より 北へ徒歩5分。
 JR「大阪駅」御堂筋出口から徒歩10分、地下鉄御堂筋線「梅田駅」から徒歩7分、「中津駅」から徒歩4分。
 (大阪市北区茶屋町19-19 アブロースタワー14階<受付、TEL06-6485-5611>、10階)



アブロースタワーのエレベーターは、開館時間以外は14階に止まりません。ご注意ください。

<最寄り施設> ホテル阪急インターナショナル、梅田芸術劇場
 (いずれもアブロースタワー内施設)

付近交通および地図



アブロースタワー（ホテル阪急インターナショナル）1階フロア図



(https://www.kwansei.ac.jp/kg_hub/access/)

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