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ABSTRACT

【Purpose】
It is expected that many foreign tourists will visit Japan because Tokyo Olympics is coming in 2020. Government set up a goal to get 20 million foreign tourists by then. The number of foreign tourists who come in Japan is getting increased recently and reached more than 16 million on October in 2015, the highest number as yet. Therefore, it is necessary to increase the number of accommodation accepting foreigners in Japan. And some foreign tourists are very interested in Japanese culture, so this study focuses on an accommodation called “ryokan” which have Japanese traditional style and guests can experience Japanese culture there. This study addresses what is necessary to accept foreign tourists to ryokan.

【Contents】
This paper looks first at the history of Ryokan, which date back over a 1000 years. The original ryokan and modern ryokan are very different, but some basic concepts are kept the same. Next, this study looks at an overview of studies related to ryokan. Foreign tourists mainly want to do in Japan is to experience Japanese culture and take a hot spring. Against the increase in the number of foreign tourists who visit Japan, there are fewer ryokans accepting foreigners. They are interested in accepting foreigners but do not know how and have some anxious about it. From there, the author conducted an interview with one ryokan owner in Tokyo. The author asked a number of different questions to the owner and the results are analyzed.

【Results】
From an interview with the owner of Sawanoya, it was found that understanding each other’s culture between Japanese and foreigners to accept foreign tourists to a ryokan. It is obvious to be happen some troubles and problems between cultures but the owner consider it is just a difference of culture and enjoy knowing a new culture. It is also important to stay as it is and not to change to appeal to foreign tourists because they want to experience a real life in Japan with Japanese people and does not care about if Japanese can speak English or not. By a ryokan accepting foreign tourists and foreigners communicating with local people, it is thought that it also leads to neighboring local activation. Government need to support for ryokan to accept foreign tourists.

【Key words】
Ryokan, Japanese accommodation, inbound tourism