



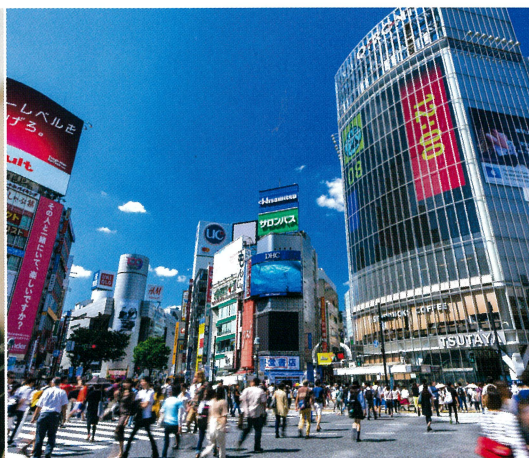
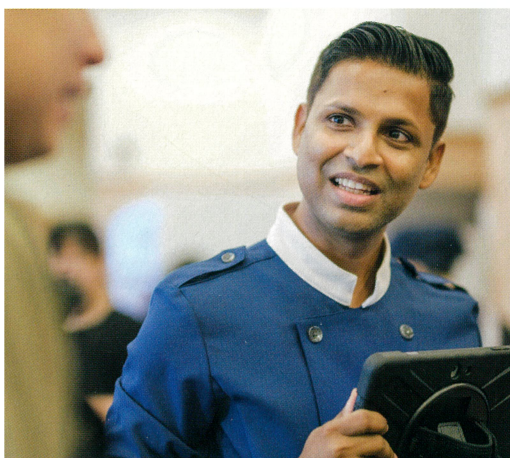
TOKYO
METROPOLITAN
GOVERNMENT

Tokyo Tokyo Old meets New

2025

LET'S WORK! in the TOURISM INDUSTRY in TOKYO

for INTERNATIONAL STUDENTS



Contents

Six Benefits of Working in Japan's Tourism Industry 2

- ▷ Utilizing Your Native Language and Knowledge in Japan's Tourism Industry: Jobs Where Foreign national s Can Thrive

Necessary Status of Residence and Types for Working in Japan 3 - 4

- ▷ Status of residence to work in Japan ▷ Main statuses of residence for the tourism industry
- ▷ Engineer/Specialist in Humanities/International Services ▷ Designated Activities (Notice No. 46)
- ▷ What is a Specified Skilled Worker? ▷ Specified Skilled Worker (i) ▷ Specified Skilled Worker (ii)

Tourism Industry in Tokyo and Demand for Foreign Staff 5

- ▷ Recovery in number of foreign tourists visiting Japan
- ▷ Japan as a popular country for tourists ▷ Labor shortage in the tourism industry

Main Jobs in the Tourism Industry and Examples Where Foreign Employees Thrive

▷ Accommodation Industry	6 - 8
▷ Food & Beverage Industry	9 - 11
▷ Retail Industry	12 - 14

Six Benefits of Working in Japan's Tourism Industry

Utilize Your Native Language and Knowledge in Japan's Tourism Industry — Jobs Where foreign national s Can Thrive

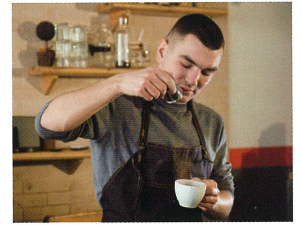
Utilize your native language

The increasing number of foreign tourists coming to Japan has created more jobs catering to these tourists. Japan needs foreign national s who understand foreign languages and cultures to enhance further its PR, marketing, and expansion efforts. The tourism industry offers jobs with an opportunity to utilize your native language.



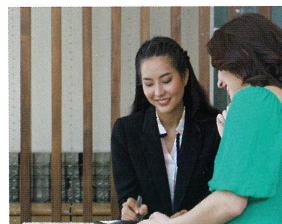
Positions for you to thrive

Working in the tourism industry requires language skills, knowledge of cultural differences, and understanding of people from other countries. As a foreign national , you have already learned or experienced those skills and knowledge. The tourism industry offers positions where you can leverage your unique perspectives and knowledge as a foreign national.



Many opportunities for career advancement

Many companies operate multiple locations in the food & beverage industry and retail sector, and there are numerous positions available for managing these stores. This means that there are more career advancement opportunities compared to other industries. Moreover, as more Japanese companies expand overseas, you may be entrusted with managing stores abroad after returning to your native country in the future.



Learn know-how unique to omotenashi

The Japanese tourism industry has a concept called omotenashi, which refers to hospitality. Omotenashi represents the utmost thoughtfulness, always thinking and acting on how to make guests happy and satisfied. Working in the tourism industry will allow you to learn know-how unique to Japanese omotenashi.



Work in a growing industry

The tourism industry has great potential for continuous market expansion. Particularly, Asia is experiencing economic growth, and the market has the potential to expand. Japan is a popular travel destination, attracting many foreign tourists and increasing the demand for tourism. Furthermore, since the tourism industry exists worldwide, there are opportunities for career advancement with a global perspective.



Bring happiness to foreign tourists

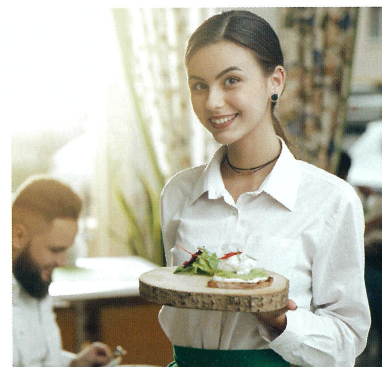
By adopting the concept of omotenashi (hospitality) in Japan's tourism industry and providing services to many foreign tourists, you can bring happiness to people from various countries. You will certainly have the opportunity to assist tourists visiting Japan from your own native country. Working in the tourism industry is a rewarding job that allows you to bring happiness to many people.



Necessary Status of Residence and Types to Work in Japan

● Status of residence to work in Japan

There are 29 types of status of residence that allow you to stay in Japan. Each has a defined duration of stay. Some statuses specify certain types of work, such as “Engineer/Specialist in Humanities/International Services” and “Specified Skilled Worker.” Statuses of residence that do not specify the type of work include “Permanent Residence” and “Spouse or Child of a Japanese National.”



● Main statuses of residence for the tourism industry

The statuses of residence obtained by many foreign workers are “Engineer/Specialist in Humanities/International Services,” “Specified Skilled Worker (i) or (ii),” and “Designated Activities (Notice No. 46).”

Eligibility	Engineer/Specialist in Humanities/International Services	Specified Skilled Worker (i)	Specified Skilled Worker (ii)	Designated Activities (Notice No. 46)
Educational background	Graduated from a Japanese university/professional training college or an overseas university	None	None	Graduated from a Japanese university or completed graduate school
Japanese language proficiency	None	A2 or higher on the JFT-Basic, or N4 or higher on the JLPT	Additional conditions depending on the field (such as passing N3)	N1 on the Japanese-Language Proficiency Test or a score of 480 or higher on the BJT Business Japanese Proficiency Test
Examination	None	Accommodation Industry: Accommodation Industry Specified Skilled Worker (i) Test Food Service Industry: Food Service Industry Specified Skilled Worker (i) Test	Accommodation Industry: Accommodation Industry Specified Skilled Worker (ii) Test Food Service Industry: Food Service Industry Specified Skilled Worker (ii) Test	None
Family permitted in Japan	Yes	None	Yes (with conditions)	Yes
Limit on period of stay	None	最長 5 年	None	None

● Engineer/Specialist in Humanities/International Services

Many foreign nationals working in Japan hold the residence status of “Engineer/Specialist in Humanities/International Services.” These statuses allow individuals who have graduated from a university or professional training college to work in jobs related to science, humanities, or foreign cultures.

Category	〈Engineer〉 Jobs requiring technical skills in science and engineering (such as engineers and programmers) 〈Specialist in Humanities〉 Jobs that require knowledge in the humanities (such as accounting, human resources, general positions and overseas sales) 〈International Services〉 Jobs related to foreign cultures (such as interpretation and translation)
Conditions	<div> <div> 〈Engineer〉 〈Specialist in Humanities〉 *Either one 1) Graduated from a university or professional training college with an education related to the job 2) Possesses at least 10 years of work experience 〈All〉 Receives the same or higher compensation than Japanese nationals </div> <div> 〈International Services〉 *Both required 1) Engaging in jobs such as translation, interpretation, language instruction, tasks related to public relations, advertising, or overseas business transactions, as well as design related to fashion or interior decoration, or product development 2) Possesses at least 3 years of experience in work related to the new job </div> </div>

● Designated Activities (Notice No. 46)

"Designated Activities (Notice No. 46)" started in 2019. To receive this status, it is necessary to graduate from a Japanese university or graduate school and be able to work at a high level of Japanese proficiency.

Category (Example of work)	<p>〈Accommodation〉 Creating a website while translating. Providing interpretation (guidance) for foreign tourists. Engaging in customer service while instructing foreign staff. *Jobs that involve only cleaning cannot be undertaken.</p> <p>〈Food Service Industry〉 Providing customer service while interpreting for foreign customers. *Jobs that involve only dishwashing or cleaning cannot be undertaken.</p> <p>〈Retail Industry〉 Engaging in purchasing and planning of products, while providing interpretation along with customer service. *Jobs that involve only arranging products or cleaning the store cannot be undertaken.</p>
Conditions	<p>1) Graduation from a Japanese university or graduate school is required. Graduation from a junior college or professional training college is not accepted.</p> <p>2) Must pass the Japanese-Language Proficiency Test N1 or score 480 or above on the BJT Business Japanese Proficiency Test.</p> <p>3) Full-time jobs only. Not applicable for short-hour part-time work or temporary jobs. *Other conditions also apply.</p>



■Reference material

Specified Skilled Worker Guidebook

<https://www.moj.go.jp/isa/content/930006034.pdf>

Specified Skilled Worker

● What is a Specified Skilled Worker?

This system was started in 2019 to solve the labor shortage in Japan. There are two types of Specified Skilled Worker statuses: "Specified Skilled Worker (i)" and "Specified Skilled Worker (ii)." There are 16 industries in which you can work with a Specified Skilled Worker status. Common jobs in the tourism industry are accommodation and food service.



● Specified Skilled Worker (i)

Category	<p>〈Accommodation〉 Providing accommodation services such as front desk, planning and PR, services, and restaurant services</p> <p>〈Food Service Industry〉 General food service (food preparation, customer service, store management)</p>
Conditions	<p>1) For ages 18 and older</p> <p>2) Must pass an exam (Accommodation: (1) Accommodation Industry Specified Skilled Worker (i) Test, Food Service Industry: (2) Food Service Industry Specified Skilled Worker Test and a Japanese language test.</p> <p>3) Must not have stayed in Japan for a total of 5 years or more under the Specified Skilled Worker (i) status.</p> <p>*Other conditions also apply.</p>



(1) Accommodation
Accommodations Industry Specified
Skilled Worker Test
<https://caipt.or.jp/>



(2) Food Service Industry
Food Service Industry Specified
Skilled Worker Test
<https://otaff1.jp/gaisyoku/>

● Specified Skilled Worker (ii)

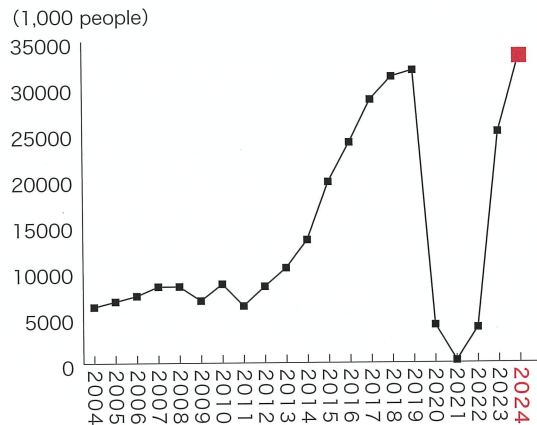
The decision to expand fields for Specified Skilled Worker (ii) was made in 2023. The Specified Skilled Worker (ii) requires more advanced skills than (i). This is a residence status that will gain even more attention in the future.

Tourism Industry in Tokyo and Demand for Foreign Staff

Recovery in the number of foreign tourists visiting Japan

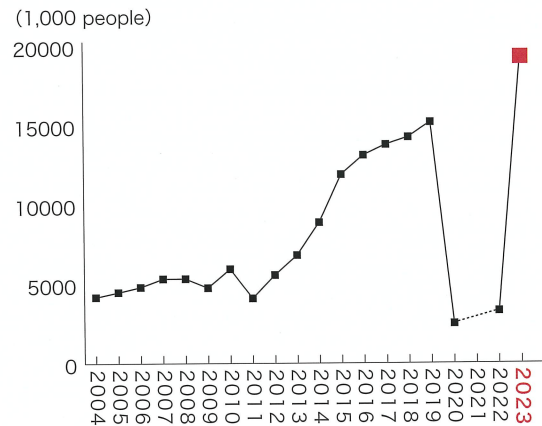
According to a survey by the Japan Tourism Agency, the number of foreign visitors to Japan, which had decreased since 2020, started to increase again in 2023. In 2024 (cumulative from January to November), the weak yen made it easier for foreign visitors to travel to Japan, resulting in a total of 33,379,900 people traveling to Japan. This number surpassed the previous record set in 2019 before COVID-19, marking the highest number of visitors ever.

Yearly trends in the number of inbound visitors to Japan



Source of graph: <https://www.jnto.go.jp/statistics/data/visitors-statistics/>

Tokyo Tourism Visitor Statistics Survey

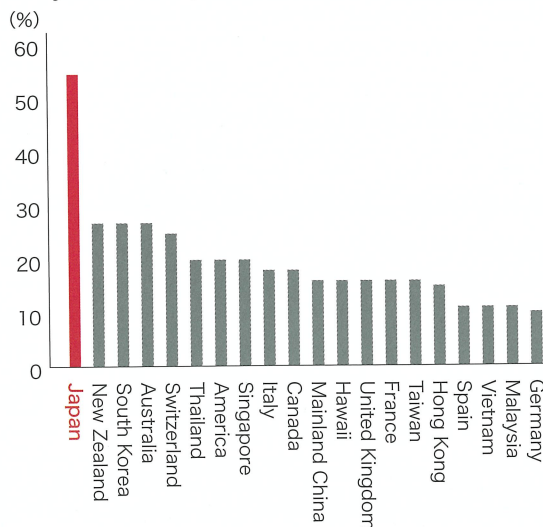


Source of graph: <https://www.sangyo-rodo.metro.tokyo.lg.jp/data/tourism/jittai/r5-jittai>

Japan as a popular country for tourists

Japan is an extremely popular country to visit for tourists from Asia and Western countries. Some surveys show that Japan ranks number one for the country that tourists want to visit on their next trip.

Country or region you want to visit on your next trip



Source of graph: <https://www.jtb.or.jp/research/asiaeuro-survey-2024/>

Labor shortage in the tourism industry

On the other hand, the tourism industry in Japan is lacking workers. In the accommodation, food & beverage, and retail industries, it is essential to cater to foreign tourists. For this reason, foreign workers in Japan are becoming indispensable for companies.

Percentage of full-time employee shortage (top 10 industries)

- 1 Construction
- 2 Mining, quarrying, gravel extraction
- 3 Accommodation, food & beverage services
- 4 Lifestyle-related services, entertainment
- 5 Medical, welfare
- 6 Transportation, postal services
- 7 Services (not classified in other industry)
- 8 Wholesale, retail
- 9 Real estate, rental goods
- 10 Manufacturing

Source of graph: <https://www.mhlw.go.jp/toukei/itiran/roudou/koyou/doukou/25-1/index.html>



Accommodation Industry



Types in the accommodation industry

The accommodation industry mainly refers to hotels and inns. Hotels can be categorized into several types. City hotels feature spacious rooms, luxury restaurants, and wedding venues. Business hotels offer streamlined services and room facilities at a low cost. Resort hotels are located in tourist areas and allow for enjoyable long-term stays.

Introduction to jobs (positions) in the accommodation industry

The accommodation industry mainly consists of four sectors: accommodations, food & beverage, banquets, and management. In the accommodation sector, front desk staff primarily handle guest interactions. Bellhops and door staff are the first to meet guests, so first impressions are essential in this line of work. In the food & beverage sector, staff provide heartfelt omotenashi (hospitality) to guests in settings such as restaurants. In the banquet sector, staff handle weddings, parties, and other events to assist in creating special memories for guests. The management sector includes roles that support hotel operations, such as human resources and accounting.

Accommodation sector

Front desk ★ ☆
Handles guest interactions from check-in to payment
Bellhop ☆
Guides guests from the entrance to the front desk and guestrooms
Door staff ☆
Directs vehicle traffic at the hotel entrance and provides directions to the hotel
Accommodations reservations and sales ★
Handles online reservations and domestic/international sales promotions
Concierge
Handles a variety of guest requests and inquiries
Housekeeping
Responsible for cleaning guestrooms and common areas, and checking and replenishing supplies.

Food & beverage sector

Chef ☆
Cooks meals by utilizing ingredients and cooking methods according to guest orders
Sommelier
Recommends the most-suitable wines to guests at the restaurant
Waiter ☆
Engages in customer service by taking orders and serving food and drinks to tables

Banquet sector

Banquet reservations and sales
Responsible for everything from booking to preparation for weddings and receptions
Banquet service
Responsible for setting up the venue, serving food, and attending to guests
Wedding ceremony operations
Manages everything from planning consultations to the actual ceremony
Wedding planner
Coordinates everything from the wedding planning consultations to the actual ceremony in accordance with the guests' wishes

Management sector

Marketing ★
Researches guest preferences and makes suggestions to increase reservations and sales
Management ★
Manages a variety of positions
Sales ★
Plans public relations and events to increase sales

*For people with the residence status "Engineer/Specialist in Humanities/International Services," it is common to be employed in jobs that allow you to utilize the subjects you studied in school, as well as your knowledge of your native language and culture. Jobs marked with a star (★) are examples of this.

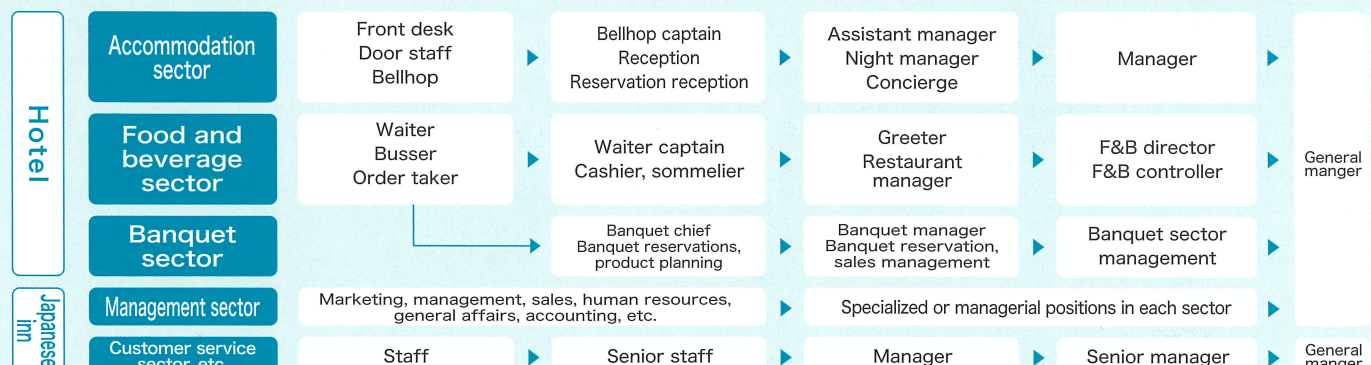
*Positions that can be undertaken with the "Specified Skilled Worker" residence status include those marked with a star (☆). Engaging in various tasks in the accommodation industry is required, so it is not possible to work only as a cook or as a housekeeper.

*Graduates from four-year universities or people who have completed graduate programs with high-level Japanese proficiency can obtain the "Designated Activities (Notice No. 46)" residence status, which provides various job opportunities.

Example career in the accommodation industry

*This is a general example case. Actual career paths will differ depending on the company.

A career in the accommodation industry values hospitality in every role. Staff always consider what is best for the guest while working. Staff often interact with guests from overseas, so language skills are also necessary. Main career paths include the accommodations, food & beverage, and banquet sectors, with the general manager being the top position across all sectors. Additionally, in the management sector, there are career opportunities for advancing to managerial positions in each role. You can change careers to your desired sector within the scope of your residence status.



Captivated by Japanese Hospitality, Delivering Daily Peace of Mind and Attentive Care —Nurturing My Unique Dreams in the Hotel Industry



Mr. Damruwan Osanda

Front desk staff
Toyoko Inn Co., Ltd.

Joined in September 2015. Graduated from Tokyo Management College.
From Sri Lanka.



Q: Why did you choose to work in this industry?

I started learning Japanese in high school. At first, I wasn't really thinking about working in Japan. However, as I learned more about Japanese news and culture, I started to develop an interest. I was captivated by Japan's unique values and culture and the politeness of the Japanese people. In particular, I was touched by the Japanese spirit of *omotenashi* (hospitality). After arriving in Japan, I first attended a Japanese language school for two years to firmly learn the basics of the language. I then continued my studies in the business administration department of a college. As I deepened my knowledge of economics and management, I became highly interested in the Japanese hospitality industry. My first job was at a hotel in Osaka, but I wanted to work in Tokyo. So, through the introduction of a Sri Lankan friend, I found out about Toyoko Inn and decided to change jobs. I really resonate with their philosophy of "providing attentive service and a sense of security so that guests feel like they are returning home."

Q: What duties are you responsible for?

Currently, I am mainly responsible for front desk operations at Toyoko Inn. In addition to providing guest services at the front desk, I have also been trained in bed-making and room cleaning. I handle a wide range of tasks to ensure our guests enjoy a comfortable environment. One of my important roles is catering to foreign tourists by providing guidance in English, ensuring that guests can have a comfortable experience without encountering any language barriers. I also provide various forms of support, such as offering tourist information and restaurant recommendations, to ensure that our guests can enjoy their trip with peace of mind. In recent years, I have been in charge of training and providing guidance to new front desk staff.

Q: What is the most rewarding part of your job?

The moment when a guest smiles and says, "Thank you." I am very happy when guests who have stayed with us for a long time remember my name and greet me when they visit again. In my daily work, I always strive to empathize with our guests and provide an environment where they can stay with peace of mind. I am responsible for the displays in our hotel and also focus on creating the overall ambiance of the hotel. One of the displays I created received an award within our company. Having many people see and appreciate what I have worked on also contributes to my sense of fulfillment.

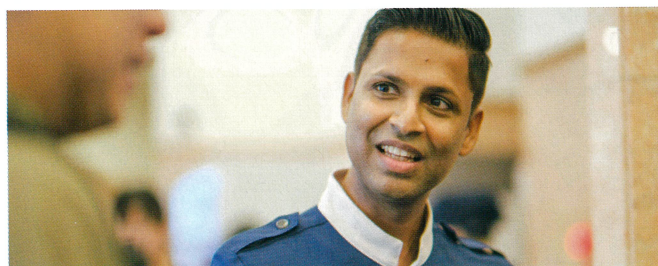
Q: What is your dream for the future?

I hope to serve as a bridge between Japan and Sri Lanka, thereby increasing the number of tourists visiting Japan from Sri Lanka. I want to provide accommodations and tourist information so that all

guests can stay with peace of mind. Also, by utilizing the spirit of *omotenashi* that I learned in Japan, I would like to help people from Sri Lanka have a smoother life in Japan. Additionally, I would like to take my experiences from Japan back to Sri Lanka and engage in activities that contribute to the development of the local tourism and hospitality industries.

Advice for junior employees

I would like junior employees to understand the importance of teamwork and communication. At Toyoko Inn, we work one shift every four days, with each shift lasting 25 hours (ample breaks are provided, including nap time). To ensure convenience and a sense of security for guests, it is essential to properly convey information to staff on the next shift. It is not enough to focus solely on your own tasks; instead, you should also work together with other staff to meet the needs of guests. If you have any trouble, be sure to consult with your fellow staff and maintain an attitude of solving issues as a team.



Employer: Toyoko Inn Co., Ltd.

Founded in 1986. The operator Toyoko Inn is a business hotel chain with one of the largest numbers of guestrooms in Japan. Toyoko Inn emphasizes coexistence with the local community by hiring staff locally and hosting live performances of classical music in the hotel lobby. The company is actively addressing SDGs under the slogan of "creating a chain hotel that is mindful of the future of the world." Toyoko Inn supports employee growth and offers various career paths (including positions such as assistant manager and manager) starting from the front desk.

Corporate message

Toyoko Inn is a business hotel chain with the concept of being a "nationwide network of travel bases." The company offers the largest number of rooms in Japan, with hotels located in 46 prefectures. When including its hotels in five countries overseas, the total number of guest rooms offered by Toyoko Inn is over 77,000. The company provides a sense of security by operating hotels throughout Japan in locations like airports and bullet train stations. At Toyoko Inn, foreign employees are active in various roles to help guests recharge their minds and bodies and start their day with energy.

Turning Pesticide-free Vegetables Grown at Our Own Farm into Special Dishes —Executive Chef Crafting Menus and Ensuring Quality to Surprise and Delight Guests



Mr. Aryal Meghanath

Executive Chef of the Culinary Department,
Hotel Continental Fuchu Co., Ltd.

Joined in July 2020. Graduated from National Chaudi Deurali High School.
From Nepal.



Q: Why did you choose to work in this industry?

I met my wife in India. After getting married, I moved to Japan, where I officially began my career as a chef. After arriving in Japan, I immediately started working at a hotel. I gradually learned Japanese while struggling with the language barrier. Although I have experience cooking in India, the Japanese cooking methods and ingredients are completely different. My first year as a chef in Japan was a period of trial & error. With the help of more-experienced employees, I honed my skills by learning to make Western cuisine, especially French. Afterward, I left the hotel where I had worked for eight years and transferred to another hotel. In 2012, I was appointed as executive chef of a buffet restaurant. In 2020, due to the impact of the COVID-19 pandemic, the hotel where I previously worked closed down. I decided to take a job at the Hotel Continental Fuchu. During the interview, I made a dish for the owner. He praised my cooking by saying that he had never eaten something so delicious! This experience remains a source of confidence for me even today and has motivated me to take on further challenges.

Q: What duties are you responsible for?

I manage all aspects of cuisine for all the restaurants and banquet halls within our hotel. Specifically, while coordinating with the head chefs of each restaurant, I am responsible for tasks such as planning menus, procuring ingredients, supervising, and directing cooking. Although each restaurant has its own head chef, as executive chef, I strive to maintain close communication with everyone to ensure that the quality of the dishes is upheld. I am also in charge of important tasks such as cost management and human resource development. By properly managing the procurement of ingredients and reducing waste, we offer highly cost-effective dishes. Furthermore, I focus on training young staff and supporting them so that they can cook with confidence. By being on-site and providing direct guidance, I strive to create an environment where young staff can grow.

Q: What is the most rewarding part of your job?

We particularly focus on utilizing pesticide-free vegetables grown at our directly managed farm, "Tohoku Farm." This farm grows a wide variety of vegetables and herbs each season. I regularly check the quality of the crops. The harvested vegetables are delivered to our hotel while fresh and are immediately used in cooking. This ensures that fresh and safe ingredients are provided to our guests. For banquets and special events, I often create customized menus that meet the requests of our guests. Having our directly managed farm that supplies our hotel with a rich variety of ingredients enables us to offer menus that cater to various food cultures, such as vegan and halal food. I also continue developing new sauces and creating special menus using seasonal vegetables. Nothing makes me happier

than having my cuisine praised as delicious by customers as a result of these efforts.

Q: What is your dream for the future?

As the executive chef at the Hotel Continental Fuchu, my goal is to consistently provide meals that are both safe and secure for our guests. Furthermore, I want to expand cultivation on our directly managed farm and take on the challenge of growing new crops. I also aim to introduce these ingredients overseas and spread Japanese food culture around the world. It has already been 32 years since I came to Japan—time has passed quickly! Japan is my second home. After retirement, my big dream is to travel around Japan and the world with my wife. My hobby is running marathons, so I would also like to stay healthy by running in various parts of Japan.

Advice for junior employees

It is important to enjoy your work and persevere through difficulty. I particularly recommend prioritizing communication with Japanese colleagues for young people coming from abroad to work in Japan. At first, it may take time, but it is important to always give a steady effort while believing that daily efforts will lead to future success. As a chef, you are expected to constantly challenge yourself with new things and continue learning to grow.



Employer: Hotel Continental Fuchu Co., Ltd.

Founded in 1987. The hotel has a directly managed farm, "Tohoku Farm," which is the first of its kind for an urban hotel in Japan. This enables the hotel to serve meals that are completely free of pesticides and chemical fertilizers. Hotel Continental Fuchu strives to pursue true wellness based on the desire to "serve our customers with sincerity and honesty."

Corporate message

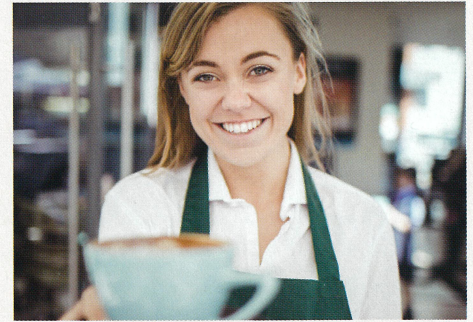
Hotel Continental Fuchu Co., Ltd. owns a directly managed farm called "Tohoku Farm" in Aomori Prefecture. The farm breeds and trains thoroughbred horses, cultivates completely pesticide-free and chemical fertilizer-free vegetables and herbs grown using compost from the horses, and raises chickens for egg production. Hotel Continental Fuchu provides these fresh and safe ingredients to realize a sustainable future together with guests. Through exceptional cuisine, the hotel aims to together build a hotel experience that will continue to thrive 100 or even 200 years into the future.



Food & Beverage Industry

Types in the food & beverage industry

The food & beverage industry includes various types of establishments such as fast food, family restaurants, izakaya (Japanese pubs), dinner restaurants, and cafes. There are also various types of cuisine, such as Japanese, Chinese, Italian, ramen, and beef bowls.



Introduction to jobs (positions) in the food & beverage industry

In the food & beverage industry, there are roles such as customer service, restaurant operations staff, and kitchen staff, as well as sales and restaurant development (marketing and restaurant development), product and quality management (product development and purchasing), and management sectors (business planning, general affairs, human resources, and accounting). The food & beverage industry requires various skills. Acquiring these skills can be beneficial in other workplaces as well.

Restaurant operations sector

Staff ☆
Handles customer interactions, serves meals to customers, takes reservations, cleans, etc.
Chef ☆
Prepares the dishes served at the restaurant
Restaurant manager, supervisor, area manager
Restaurant managers are responsible for the operation of the restaurant, developing plans to increase sales, recruiting, managing, and training staff. Supervisors and area managers are responsible for providing advice and guidance to multiple restaurants.

Sales and restaurant development sector

Restaurant development
Plans restaurant layouts and conducts market research and location surveys for opening new restaurants
Marketing ★
Plans and executes marketing strategies, and organizes, manages, and promotes campaigns to increase sales

Product and quality control sector

Buyer (procurement)
Procures ingredients and beverages
Product and menu development
Develops products, menus, and recipes based on trends of the times and regions

Management sector, etc.

Management ★
Responsible for tasks necessary to run a company (corporate planning, human resources, general affairs, accounting, etc.)
Overseas business ★
Handles various tasks such as overseas procurement, local management, securing distribution, and negotiating for restaurant openings

*For people with the residence status "Engineer/Specialist in Humanities/International Services," it is common to be employed in jobs that allow you to utilize the subjects you studied in school, as well as your knowledge of your native language and culture. Jobs marked with a star (★) are examples of this.

*Positions that can be undertaken with the "Specified Skilled Worker" residence status include those marked with a star (☆). In addition to cooking, staff handle various tasks, including serving food and taking orders.

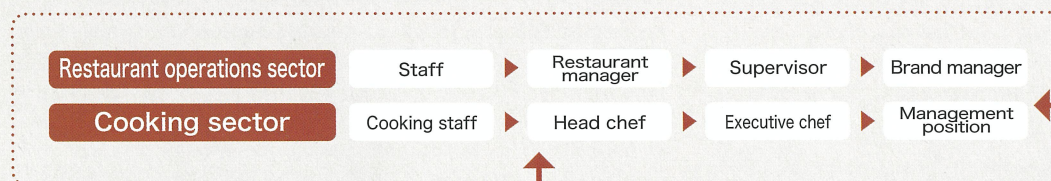
*Graduates from four-year universities or people who have completed graduate programs with high-level Japanese proficiency can obtain the "Designated Activities (Notice No. 46)" residence status, which provides various job opportunities.

Example career in the food & beverage industry

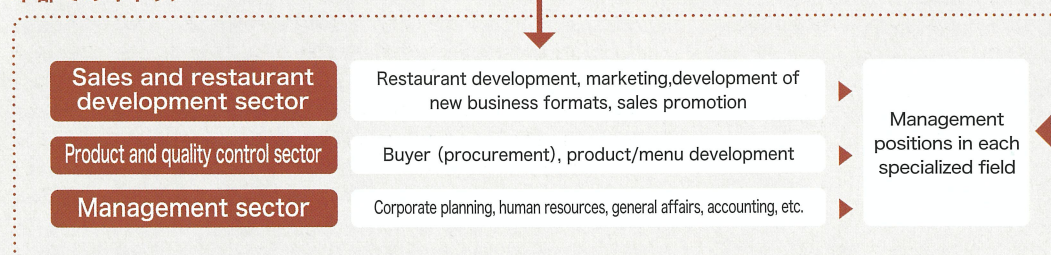
*This is a general example case. Actual career paths will differ depending on the company.

Career advancement in the food & beverage industry is relatively fast, with some people working as restaurant managers in their 20s. Moreover, in companies with many restaurants, employees can advance their careers from restaurant manager to supervisor or area manager. In companies expanding overseas, you can advance your career abroad in roles such as management consultant or restaurant owner. The appeal of the food & beverage industry is that you can carve out your own path through effort and motivation.

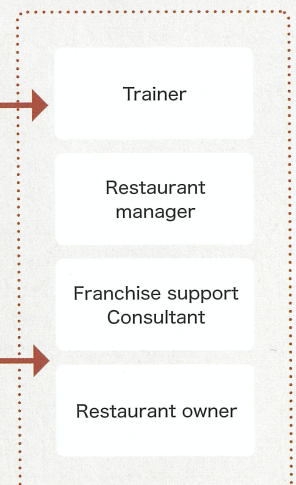
Career at restaurants (on-site)



本部でのキャリア



Career overseas



Crossing Cultures to Challenge the Ramen Industry —Cultivating Skills and Responsibility as an Assistant Manager, Aiming to Share Japan's Ramen Culture with the World



Mr. Bhattra Saroj

Vice Store Manager of Ramen Hayashida Asakusa Store
INGS inc.

Joined in October 2022. Graduated from Tokyo International Culture
Education Institute. From Nepal.



Q: Why did you choose to work in this industry?

I became very interested in Japan after hearing stories from my uncle, who has worked in the Japanese food & beverage industry. I was attracted by Japan's economic stability and rich culture, so I decided to visit. Around that time, I had just graduated from school in Nepal and was motivated to seek out new challenges. After arriving in Japan, I learned the basics of Japanese at a language school, and then I attended a professional training college for IT. However, I gradually developed a deeper interest in Japanese food culture, especially ramen, and decided to work in the food & beverage industry. I wanted to work at Ramen Hayashida because I have a strong desire to gain experience in the ramen industry. During the interview, the staff was very kind, and I felt this was a place where I could grow, which was a major deciding factor for me. Ramen Hayashida is a highly acclaimed restaurant in Japan, so I believe that the experience I gain here will be precious for me.

Q: What duties are you responsible for?

I am currently serving as the assistant manager and am responsible for the overall operations of the restaurant. In kitchen operations, I handle all cooking-related tasks, including the preparation and cooking of our signature dish, ramen. In particular, to serve ramen with consistent flavor, I pay close attention to the preparation of our ingredients and the management of our soup. Additionally, an important part of my role is to oversee the entire kitchen workflow and support the staff to ensure they can work smoothly. I also have other essential responsibilities, such as order processing and inventory control. I ensure smooth restaurant operation by determining the appropriate order quantities based on daily sales data. Many foreign tourists visit the Asakusa Store, so part of my job involves providing customer service in English and handling communication in multiple languages. Sharing the appeal of ramen with customers coming from overseas is a rewarding daily challenge.

Q: What is the most rewarding part of your job?

The most rewarding moment is when customers delight in our ramen. I am especially happy when customers from overseas smile and tell us how delicious the ramen is. At these times, I feel that I am sharing Japanese food culture with the world. Additionally, seeing high ratings on review sites makes me feel that my efforts are being recognized, which brings me great satisfaction. I am currently studying to obtain a qualification as a health supervisor. I also feel happy when I can apply this knowledge to restaurant operations.

Q: What is your dream for the future?

My dream is to someday open my own ramen shop in Japan. I am currently honing my skills in restaurant management as an assistant

manager. Ultimately, I aim to become the restaurant manager and oversee total operations. I will then draw upon that experience to open my own restaurant. Once I have opened my own ramen restaurant, I will offer ramen that showcases my personal style while utilizing the skills and knowledge that I have acquired. I hope that my own restaurant will be loved by local customers, tourists, and foreign customers, and that it will further promote the Japanese ramen culture.

Advice for junior employees

Working in the food & beverage industry involves a lot of direct interaction with customers and is very rewarding. I especially feel that there is a great sense of fulfillment at ramen restaurants because I can directly sense the reactions of my customers. First and foremost, it is essential to approach your work seriously and always be sincere with customers. Additionally, even during busy times, effectively fulfilling your responsibilities and collaborating with your team members is the key to success.



Employer: INGS inc.

Founded in 2009, INGS operates restaurants and engages in licensing and production businesses, managing popular brands such as Ramen Hayashida, CONA, and Shumai no Joe. While expanding across Japan, INGS focuses on creating stores rooted in the community and strives to provide high-quality food and service. The company culture supports self-realization by employees and offers diverse career paths.

Corporate message

INGS values the concept of "working for personal growth." The company is committed to creating a comfortable work environment for employees and promises to continue enhancing this environment in the future. Some may not have a very good impression of the food & beverage industry. However, at INGS, the goal is to build a company that transcends industry boundaries, ensuring that employees feel truly glad to be part of INGS. This embodies the true meaning of "embracing challenges to achieve happiness," as stated in INGS's corporate philosophy. Additionally, each person striving hard for personal growth naturally leads to the growth of the company.

Aiming to Connect Japan and Indonesia —Enhancing Customer Satisfaction with the Omotenashi Spirit Learned Through Attentive Service



Ms. Vitria Wulan Sari

Floor Staff at Yakiniku Horumon Inada
Beatus Inc.

Joined in June 2023. Graduated from Semarang State University.
From Indonesia.



Q: Why did you choose to work in this industry?

I first became interested in Japan through anime and TV shows that I watched as a child. By the time I became a high school student, I naturally developed a desire to learn Japanese. After that, I attended a Japanese language school in Indonesia to gain a deeper understanding of Japanese culture. This made me want to experience living in Japan even more. As a result, I set the goal of working in Japan and decided to first gain experience in the food & beverage industry. I became particularly interested in Beatus Inc. because I strongly felt their spirit of omotenashi compared to other restaurants. I was impressed by the daily efforts to enhance satisfaction by providing courteous service to each customer. The workplace atmosphere was also comfortable, and whenever I felt unsure about my Japanese, everyone taught me with patience and kindness. This allowed me to work with peace of mind.

Q: What duties are you responsible for?

I am currently responsible for customer service while working as floor staff at Yakiniku Horumon Inada. Starting my shift at 1:00 p.m., I also engage in prep work, such as preparing drinks and desserts. Specifically, when making panna cotta for dessert, we use fresh cream, milk, and brown sugar to create a taste that is distinctive to Yakiniku Horumon Inada. During floor operations, I am responsible for guiding customers, taking orders, and serving food. When grilling meat in front of customers, I pay careful attention to the level of doneness to enhance customer satisfaction. I also strive to provide attentive service to ensure that our customers have a pleasant dining experience. I constantly monitor the conditions inside our restaurant, offering to bring new plates and refill drinks. My role is to facilitate a smooth flow of overall service so that customers can enjoy a comfortable experience.

Q: What is the most rewarding part of your job?

I feel most rewarded when customers leave our restaurant satisfied with smiles. Especially when I receive comments like "That was delicious!" or "Thank you!" during the meat grilling performance or through my interactions with customers, I feel that my efforts are truly rewarded. Self-service is common in Indonesia, and such attentive customer service is rare, so I was surprised by the Japanese style of service. Although it took some time to get accustomed to it, I now feel that I have a deep understanding of the essence of the service industry in Japan. Also, since there are many foreign customers in Tokyo, my English skills are often useful. Working in an environment where I can use both Japanese and English in customer service is something I feel is contributing to my personal growth.

Q: What is your dream for the future?

My major goal for the future is to open a Japanese-style restaurant in Indonesia. I would like to use the customer service and culinary skills that I learned in Japan to create a restaurant in Indonesia that serves as a bridge conveying food culture. There are still many things I need to learn to make this dream a reality. I am currently honing a wide range of skills, from floor operations to cooking, preparation techniques, and restaurant management know-how. In particular, I believe that customer service skills and quality control in cuisine are indispensable for successfully managing a restaurant in the future.

Advice for junior employees

The most important thing when working in Japan is to thoroughly study Japanese. In particular, you need to be able to correctly use honorific and humble language. Also, managing your time and adhering to rules are also very important in Japanese workplaces. By being mindful of these aspects, I believe you can work more smoothly and gain greater trust as an employee. Please make sure to keep these points in mind.



Employer: Beatus Inc.

Founded in 2003. Based on the corporate philosophy of "bringing Japanese food and spirit to the world," Beatus operates a wide range of businesses centered around the food & beverage industry, including Yakiniku Horumon Inada. In addition to restaurant operations, Beatus has expanded into trade, e-commerce, and the hotel industry. As part of its international expansion, the company has opened restaurants, such as Yakiniku Yazawa, in Singapore, Italy, the United States, and Vietnam.

Corporate message

Delicious food is universal. There are no borders for cuisine that touches the heart. Beatus creates happiness by adding attentive service to such cuisine. Many company colleagues who are thriving within the company started with an interest in Japan as a country and a desire to experience Japanese cuisine. Learning the spirit of first-class value and omotenashi will surely become an invaluable experience. The company strives to continue to create a bright future together for the precious lives of each employee.



Retail Industry



Types in the retail industry

The retail industry is an industry that sells products. This includes department stores, supermarkets, and convenience stores that offer a wide range of products. Additionally, there are specialty stores that focus on specific products, such as electronics retailers for consumer electronics, drug-stores for pharmaceuticals and cosmetics, and apparel stores for clothing.

Introduction to jobs (positions) in the retail industry

The retail industry is mainly divided into the store operations sector, product development and procurement sector, sales promotion and store development sector, and management sector. The store operations sector manages the store and handles customer interactions. The product development and procurement sector develops new products and procures products. Additionally, a merchandiser (MD) is a position that involves product development, sales planning, and budget management. The sales promotion and store development sector creates new stores and supports sales. The management sector manages the company by handling tasks such as human resources and general affairs.

Store operations sector

Staff
The job of retail staff is to respond closely to the needs of customers.
Store manager
Acts as a site manager, responsible for planning sales operations and overseeing the recruitment and management of staff
Area manager
Acts as a site manager, responsible for planning sales operations and overseeing the recruitment and management of staff

Product development and procurement sector

Buyer (procurement)
This job involves researching sales trends and market movements to purchase products with good sales efficiency.
Merchandiser (MD)
This job involves managing the entire process, from product development to sales planning and budget management.

Sales promotion and store development sector

Store development
Plans store layouts and conducts market research and location surveys for opening new stores
Marketing
Plans and executes marketing strategies, and organizes, manages, and promotes campaigns to increase sales

Management sector, etc.

Management
Responsible for tasks necessary to run a company (corporate planning, human resources, general affairs, accounting, etc.)
Overseas business
Handles various tasks such as overseas procurement, local management, securing distribution, and negotiating for restaurant openings

*For people with the residence status "Engineer/Specialist in Humanities/International Services," it is common to be employed in jobs that allow you to utilize the subjects you studied in school, as well as your knowledge of your native language and culture. Jobs marked with a star (★) are examples of this.

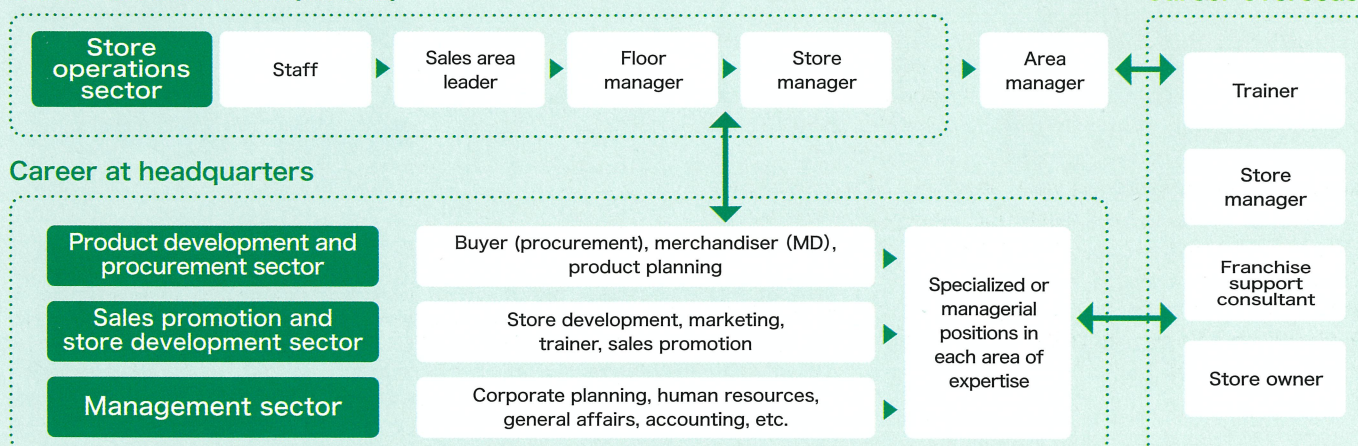
*Graduates from four-year universities or people who have completed graduate programs with high-level Japanese proficiency can obtain the "Designated Activities (Notice No. 46)" residence status, which provides various job opportunities.

Example career in the retail industry

*This is a general example case. Actual career paths will differ depending on the company.

A career in the retail industry often begins with a position as sales area staff in the store operations sector. This starting position allows new employees to carefully listen to customer feedback and learn how to meet their demands, as well as understand customer needs and market trends. Whether you want to manage a store in the future, transfer to the product development and procurement sector, or get involved in store development and sales promotion at the head office, you should take the time to clearly envision your future path. In companies expanding overseas, you can also advance your career abroad in roles such as management consultant or store owner.

Career at restaurants (on-site)



Handling Domestic and International Promotions to Connect the Local Community, Stores, and the World —Promoting the Appeal of Ueno to the World from a "Glocal" Perspective



Mr. Yakugen Ma

Manager of Marketing Solutions Group
Takeya Holdings Corporation

Joined in April 2000. Graduated from Kanagawa University (major in trade).
From Taiwan.



Q: Why did you choose to work in this industry?

The reason I came to Japan is simple. During Japan's economic bubble period, I followed my father's advice to learn Japanese for the future and came here to study the language. Although I felt lonely at first, I made many friends at an international school in Tokyo and gradually began to learn Japanese. I joined Takeya Holdings because I was overwhelmed by the energy and bustle when visiting one of their stores during my first trip to Japan. Inside the store, a wide variety of products were lined up, creating an atmosphere like a festival, and the smiles of the staff left a strong impression on me. I felt that Takeya Holdings was a place where I could utilize the trade knowledge that I gained at Kanagawa University. Since my goal at the time was to hone my skills in the service industry, it was an ideal workplace for me.

Q: What duties are you responsible for?

I currently work as a manager in the Marketing Solutions Group at Takeya Holdings. I am in charge of conducting promotional activities targeting both domestic and international customers. In my recent work, I have been involved in proposing and organizing content for customers who have registered with our store's official LINE account. Specifically, I analyze customer behavior through the distribution of coupons and measure their effectiveness. It is essential to closely examine who used the coupons and what results were produced. I use this data to plan subsequent measures while maintaining continuous communication. Recently, we have been holding an event called Asobi no Gakko (Play School) for families and children every Sunday. This event aims to attract a new customer base. Going forward, we aim to increase the number of Takeya fans by offering workshops where children can participate for free.

Q: What is the most rewarding part of your job?

I feel particularly fulfilled by the inbound strategies we've been working on long term since 2005. The first measure we took was applying to the tax office to start a tax exemption system. Additionally, we developed an in-house automated program for tax exemption calculations using barcodes to improve operational efficiency. Since then, we have implemented various measures such as managing social media, providing free Wi-Fi, and introducing Alipay, an online payment service offered by China's major IT company, Alibaba. Exhibiting at travel expos in Thailand and Taiwan, in particular, has yielded significant results. When I participated in a travel expo in Taiwan for the first time this May, I once again realized the high level of awareness toward Takeya.

Q: What is your dream for the future?

My dream is to become a role model for foreign employees at Takeya Holdings and to create an environment where they can excel even further. In addition, I aim to achieve "glocal" development by integrating the attractions of the Ueno district with Takeya. Specifically, I want to highlight Ueno's history and culture and share it with the world, so that people both inside and outside Japan can discover the charm of Ueno. It is also vital to deepen relationships and grow together with the local community. I hope to continue activities that enhance the overall attractiveness of the area in cooperation with the UENO TOURISM ASSOCIATION and other local organizations.

Advice for junior employees

I hope that you will use your own experiences to spread the hidden charms of Japan and Tokyo to the world. In the process, differences or misunderstandings may occur, but the power to resolve them lies within all of you. Let's work together to build the future of the tourism industry, connect people, and open new paths.



Employer: Takeya Holdings Corporation

Since its founding in 1947, Takeya Holdings has been operating the comprehensive discount store, Takeya, in the Ueno-Okachimachi neighborhood. The store handles a wide variety of products such as food, clothing, jewelry, and branded goods. Takeya is putting effort into services and product offerings that cater to inbound demand and is working to increase recognition by exhibiting at travel fairs in Taiwan and Thailand.

Corporate message

Takeya is a company that has long been loved by local customers for its wide range of products and affordable prices. In the past decade, Takeya has had a significant increase in visits from inbound customers. The company is seeking employees who can cater to both global and local customers, so that it may continue to be cherished by both groups. Takeya has been hiring foreign nationals for over 30 years, and many staff members from foreign backgrounds are currently active. Takeya provides an environment where everyone can collaborate and enjoy working together, regardless of age, gender, or nationality.

A Challenge Inspired by Admiration for Japanese Culture—The Growth Found in a 100-yen Shop by Infusing Ideas and Passion into Sales Area Creation



Mr. Seong Ho Bang

Global Operation Division Japan Store Operation Division East Kanto Region
Daiso Industries Co., Ltd.

Joined in April 2024. Graduated from the Department of Mechanical Engineering, School of Mechanical Engineering, Dongyang Mirae University. From South Korea.



Q: Why did you choose to work in this industry?

Ever since I was a child, I have had a strong interest in traditional Japanese architecture, culture, and anime. My admiration for Japan increased as I had more opportunities to experience Japanese culture, such as shrines, festivals, anime, and movies. When I graduated from university in Korea, I thought about my future and decided that I wanted to grow by working in a different culture. This desire led me to seek employment in Japan. I chose to work at Daiso because I wanted to gain experience in personal growth in a global environment. I initially started working part-time. However, as I experienced the warm support from the staff and the fun of store operations, I felt a stronger desire to gain more experience and grow at Daiso. Ultimately, I decided to pursue a path as a full-time employee.

Q: What duties are you responsible for?

I am currently responsible for overall store operations. When I first joined Daiso, I began with basic tasks such as stocking shelves and assisting customers. However, I am now entrusted with the overall management of stores, including creating sales areas, ordering, and inventory control. When managing stores, it is important to understand the different products and best-selling items for each store and to work on creating effective sales areas. For example, at our Ikebukuro store, which attracts many young customers, the character goods and trading card sections are popular. Therefore, we put significant effort into the display and inventory control for these products. Also, I often have the opportunity to work at stores with many foreign customers, and providing service in English and Korean is also part of my role. I find it rewarding to be able to provide better service to international customers by communicating in a foreign language.

Q: What is the most rewarding part of your job?

The most rewarding moment is when my ideas and creativity lead to increased sales. For example, when new products are stocked, I consider where to place them so that they are easily noticed by customers. I try to be creative with displays and arrangements. As a result, I feel that my hard work has paid off when customers show interest in a product and make purchases. Furthermore, experiencing a sense of unity as a team with the staff while creating a sales area is also a significant source of motivation. When we are busy and staff coordinate with each other to smoothly guide customers, or when we can solve problems by cooperating, I feel glad to be working as part of a team. One of the rewarding aspects of this job is that I can feel myself growing through my daily work.

Q: What is your dream for the future?

My short-term goal is to work in the Global Product Division Global Product Planning Department External Sales Section at the Tokyo Sales

Office of Daiso. In particular, I am interested in working on trade and product development between Korea and Japan. This will allow me to use my language skills and cultural understanding. My dream is to introduce Korean and Japanese products to each other and deliver attractive products to more people. In the long term, I would like to obtain a customs broker license and be involved in work that deals with interactions with various countries, not only in Asia but also in Europe and America. Through these experiences, I want to achieve personal growth while maintaining an international perspective.

Advice for junior employees

Although my own experience is still limited, something I want to convey to people who are considering working in Japan is the importance of having the courage to take on challenges. I believe that those of you already living in Japan have plenty of courage. Why not use that wonderful courage a bit more and challenge yourself to work as a full-time employee? When I first came to Japan, I didn't have a very concrete dream, but through working, I've learned a lot and experienced personal growth. Although you may feel anxious about taking on a new challenge for the first time, taking that step will certainly expand your potential. New paths will open if you consistently work hard while keeping your goals and ideals in mind. Let's keep pushing forward together!



Employer: Daiso Industries Co., Ltd.

Founded in 1977. A retail business operating over 5,300 stores domestically and internationally, with a focus on the 100-yen shop "Daiso." Daiso Industries utilizes the SPA (Specialty store retailer of Private label Apparel) model to offer approximately 76,000 high-quality items at low prices. Daiso Industries is enhancing its overseas expansion under the philosophy of "Enriching lives around the world with one price—exciting prices, exciting quality." The company aims to expand to 10,000 stores and reach sales of 1 trillion yen by fiscal year 2030. Daiso Industries prioritizes the growth of its employees and offers diverse career paths such as store operations, product development, logistics, and international business.

Corporate message

Daiso Industries promotes organizational diversity. The company recognizes that leveraging the diversity of individuals, such as age, gender, and nationality, is becoming essential in promoting global expansion. Considering future overseas expansion, the company needs more global talent, and many opportunities are available.

LET'S WORK!
in the TOURISM INDUSTRY
in TOKYO
for INTERNATIONAL STUDENTS



TOKYO
METROPOLITAN
GOVERNMENT

Revised in March 2025
<Editing and Publishing>
Tourism Infrastructure Development Section,
Tourism Division,
Bureau of Industrial and Labor Affairs,
Tokyo Metropolitan Government
2-8-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo 163-8001



古紙・パルプ配合率60%再生紙を使用