

Anniversary Edition

NIPPON TAIYO HOSPITALITY TURNS **1**



*Nippon Taiyo Hospitality is all set to celebrate its foundation day on 10th October.
Turn to Page 10 to learn more about their phenomenal journey.*

"Stop worrying about the potholes in the road and celebrate the journey."

By - Fitzhugh Mullan

RISE

MONTHLY JOURNAL FROM JAPAN



LETTER FROM EDITORS DESK

Dear Reader,

Ohayo Gozaimasu!!

It was India that echoed at the Tokyo 2020 Paralympic Games with India's best performance till date. The mega sporting event came to an end on 05 Sep 2021 with a message of "Where differences shine". India's came to an end with total of 19 medals and greater hope of achieving more in world sporting events.

September also had lot of festivals, but they were all conducted with restrictions and without foreign tourists. Some of the festivals that were the highlight of the season were Kitazawa Hachiman Festival, Shimokitazawa, Tokyo; Choyo no Sechi-e Festival, Kokuzo Horinji Temple, Arashiyama, Kyoto; Manto Festival, Hirano Shrine, Kyoto famous for its Lantern festival with over 800 illuminated lanterns plus traditional Noh, poetry reading and dance.

Some positive news on relaxing visitors' arrivals norms also came from Japan government with quarantine being reduced to just 03 Days from a 10 Days period. Hope if Covid cases see some more decline and vaccine reaches major eligible population of Japan, then ease in foreign tourist arrivals may soon be a reality.

We are delighted to inform our readers that Hilton Roku Kyoto - the first Hilton LXR Hotels & Resorts property in Asia, has opened its doors on 16 Sep and in Gion district of Kyoto, OMO5 by Hoshino resorts, is all set to open its doors in November 2021.

Autumn season has also arrived in Japan in the last week of September in Hokkaido and by October and November it should be in most of the Japan, offering a colourful landscape.

Stay Safe. Arigato Gozaimasu.



KABUKI – ONE OF THE JEWELS OF THE JAPANESE CULTURE

BY SHARAD SHARMA

The great performing art from Japan, that is combination of three-word Ka-Bu-Ki, meaning song, dance and acting skills. So, it is a combination of all three, more like a musical drama performed in extreme discipline. It is a visual treat and focuses more the looks and expressions.

It all started little over 400 years ago in and around Kyoto, initially it was all female troupe performing at shrines, by the river Kamo and portraying everyday life. As it gained popularity, other troops were

formed in Tokyo (Edo). As the art evolved, it is now only all male based performances, they the one, who are dressed in different characters. It was the 18th century that was the golden era for Kabuki performances, during this time the art took formal shape and structure was given.

Kabuki performance sometimes are based on thought provoking these, to bring in some change or to convey a message to the society. Some of the key elements of Kabuki performances are song, dance,

performance techniques, costumes, makeup, set design and props, and above them all it is the audience participation that make the whole act complete. It's recognized as one of Japan's three major classical performance arts along with noh and bunraku, and is on the list of UNESCO Intangible Cultural Heritage.

Some of the famous theatre in Japan to witness the great art are Kabukiza Theatre, Shinbashi Enbujo Theatre, Osaka Shochikuza Theatre and Minamiza Theatre.



NOGI-JINJA SHRINE, UNIQUE VENUE

BY SONIA SINGH

Japan is a unique country offering a perfect blend of modernity and old world and Roppongi, Tokyo is no different. The area is known as a hot spot for the latest fashion, chic cuisine, amazing stays and unique venues for hosting events and gala dinners.

One such venue in Roppongi is Nogi-jinja Shrine. It may sound surprising to be able to use a shrine, but this unique venue makes it possible. Despite being located in the heart of Tokyo amid the skyscrapers of Roppongi and Akasaka, it is an urban oasis, a quiet, serene place with traditional charm.

The inner shrine and grounds can be rented for company events and incentive tours. Inside the shrine, guests can experience traditional court music (gagaku) and ancient rituals praying for the success of their company, while outside in the grounds, a sake barrel-breaking ceremony (kagami-biraki) for good luck and prosperity can be arranged.

Nogi-kaikan Hall, a spacious reception venue, can accommodate banquets and Japanese food buffets that are a rarity even in Japan. Why not hold a reception in Nogi-kaikan Hall after an authentic Japanese experience at the shrine?

The shrine can be rented for ceremonies, sake barrel-breaking and photography in the grounds from 17:30 onward. The adjoining Nogi-kaikan Hall has a 197-square-meter banquet hall, Toyonoakari, that seats up to 130 or up to 180 for a standing buffet. This venue is perfect for traditional gala dinners and special meetings. (Capacity currently limited due to COVID-19. Please contact us for details.)

Nogi-jinja Shrine is open every day from early morning until 5 p.m. Please feel free to visit during the daytime.



VEGAN FOOD IN JAPAN

BY ICHIRO HATTA

Is Vegan or Vegetarian food liking, keeping you away from planning a holiday to Japan, then you would be surprised that with amazing food culture, being vegan would not let you feel left out for options. Yes, Japan's exceptional and varied food culture could be intimidating, for a first-time visitor and specially if you happen to be a Vegan or Vegetarian. The image that Japan carries is of a sea food loving nation. However, locals have very well embraced vegan food and now you may find good restaurant serving vegan food all across Japan and especially at all the cities which

have a major tourist arrival, like Tokyo, Osaka, Kyoto, Fukuoka, Hiroshima and list is endless.

Amongst all cities of Japan, Tokyo has emerged as vegan food paradise with approximately Seven hundred and twenty-two restaurants. Most of the restaurants in high traffic tourist areas would display food replicas, and at times, menus are also in English for you to select what to eat even before you enter restaurant.

From old-style Japanese ramen to vegan comfort food like parfaits and cheesy

burgers, you will be surprised of how good the selection is. All this comes without the compromise of taste or flavours. Some of the restaurants that are worth mentioning and you may consider them while your next trip to Tokyo are T's Restaurant, Weird Bonbon, Ain Shop, Premarche Gelateria, Ripple and Falafel Brothers. The latest addition to Vegan restaurant list is Vegan Ramen UZU at Tokyo and Kyoto, since its opening it has been receiving great reviews. Moku-Moku, is another Vegan restaurant in Osaka and Kyoto that offers unlimited dining for 90 minutes.



ADVENTURE MOTORCYCLING IN JAPAN

BY SHARAD SHARMA

Japan has one of the best public transport networks in the world, connecting most of the places in Japan with its Shinkansen i.e. bullet trains, normal trains or busses that does let not one think of other means by which this amazing country could be explored. That's where most of the people are mistaken, Japan is blessed with remarkable coastlines, mountainous interior with deep valleys with meandering roads and charming villages, where you can experience the real Japan. One of the safest places on earth with no petty crimes and offering lip-smacking food and historic sights to explore. With all this on offer, one of the best ways to discover or enjoy Japan

outside the beaten path, is on a motor bike and cherry on cake would be if you get yourself an adventure motorcycle that would make exploring effortless.

While you plan your motorcycling adventure in Japan, one of the best months would be May and November for most of Japan and for Hokkaido June to September is a good time. It is also important to consider that an International Driving Permit (IDP) is a basic requirement for you to rent a bike in Japan and it is recommended that you must secure it from your home country before arriving into Japan.

One of our top recommended biking tours would be going on a 7 Days trip from Tokyo, driving through IZU Skyline's curves, the Kawazu Nanadaru Bridge astonishing loops, the iconic Mount. Fuji area and romantic ocean view on the Bay Bridge.

We highly recommend using Moto Tours Japan for an incredible motorcycling experience, as they offer wide array of adventure motor bike selection and have an expert team of multilingual professionals to make your journey a memorable one.



A WONDERFUL TIME IN OKINAWA WITH YOUR LOVED ONES AND THE BLUE OCEANS.

FROM THE DESK OF TAKAHIRO YUHARA,
ACCOUNT MANAGER, JAPAN AIRLINES
INDIA OFFICE

I have spent two years in Okinawa, one of the most famous tourist destinations in Japan, and created travel-related packages and products with companies in Osaka.

Today I would like to share more about Okinawa - an exotic dream destination for beach lovers.

When you visit Okinawa, you will be amazed by the culture and the kindness of the people who have grown up surrounded by the beautiful blue sea. Relax, as you admire the crystal-clear waters framed against the white sandy beaches

Simple pleasures include taking in the stunning sunrises and sunsets from the comfort of your hotel or enjoying a cup of coffee at a café along the beach. Be immersed in the rich history of Okinawa with a visit to Shuri Castle or the Stone Steps of Shurikinjo-Cho. Try traditional local delicacies such as the famous Okinawa Soba or “foamy” Okinawan tea. For the shopaholic, snag the best deals at T Galleria or ASHIBINAA outlet mall. There’s so much to see and do!

If you're looking for a quick and easy way to get to Okinawa, look no further. Take a direct flight from Delhi to Tokyo and a connecting flight every hour between Tokyo and Okinawa operated by Japan Airlines. An easy transit in Tokyo makes your travel seamless and quick.

We hope you will have a wonderful time with your loved ones in Okinawa a.k.a. the “Hawaii of Japan.”



JAPAN AIRLINES



TANGIBLE CULTURAL PROPERTY— HOTEL IIZUKA HOUSE

BY YUKI IKEDA

Situated just 2.5 hours north-west of Tokyo in the charming town of Nakagawa-machi, Tochigi Prefecture, Iizukatei is a boutique hotel with over 200 years of history. The first building in east Japan registered as a tangible cultural heritage property to be renovated into a hotel, Iizukatei offers six unique rooms. Guests can glimpse into the lives of the formerly residing Iizuka family and Japanese traditions of construction from the Edo and Meiji period.

Offering luxurious apartment style rooms suitable for long stays, Iizukatei is equipped with high quality furnishings. Each apartment style room has a comfortable living area, conversational dining area, and

a complete kitchen, offering guests flexibility and a space to call home.

Iizukatei's off-the-beaten-path location allows guests to soak up an authentic Japanese rural lifestyle without the crowds, and enjoy a slower pace. Working together with the people of Nakagawa-machi to create experiences reflecting the culture and traditions of the area.

Nakagawa-machi is excellent as a base to explore the immediate surroundings or further afield. Within 2 hours drive, guests can access world heritage Nikko, Nasu, Ashikaga Flower Park, Ouchi-juku, Hitachi Seaside Park, and areas of Tohoku.

The clean river, rich nature surrounding the river, and woodlands located nearby the residential area, allow for a relaxing atmosphere. Tourist attractions include hot springs, art galleries, golf courses, aquarium, temples, Koisago ceramics, shrines, and campsites. The friendliness and affection of the people living in this town and their culture that has been passed down make for a unique and soul-warming stay in Japan. Accessed via train and bus from Tokyo. Shinkansen to Utsunomiya, local train to Ujiie Station, bus to the front of Iizukatei. For more freedom to explore further afield, try a rental car from Tokyo.



KITIOTSU GORGE



DIFFERENT COLOURS OF NIIGATA

BY DEEPAK SINGH

Niigata City, which is long from north to south and faces the sea, is a treasure trove of places to **watch the sunset**.

With Sado Island in the distance, the sun setting over the Sea of Japan is a sight to behold.

From spring to summer, you can see the sun set over Sado Island, and from autumn to winter you can see the sun set over the horizon of the Sea of Japan.

Since 1986, Niigata has been conducting the "Sea of Japan Sunset Campaign" to promote the beauty of the Japan Sea sunset from Niigata.

In this campaign, various projects with the

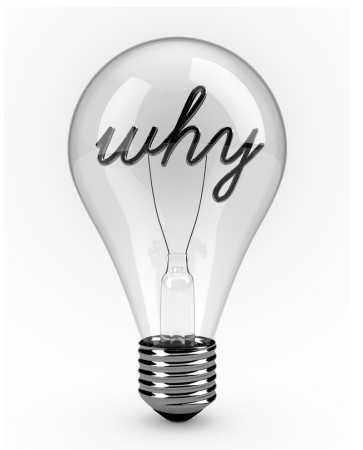
keyword "sunset are being held. (The Sea of Japan Sunset Concert, Japan Sunset Photo Awards, My Sunset Poem Contest, Sunset Kids Chorus).

The Sea of Japan Sunset Concert has become a summer tradition in Niigata City, attracting many visitors from inside and outside the prefecture.

Another popular sightseeing spot in Niigata is **Kiyotsu Gorge Tunnel**. The Kiyotsu Gorge (Kiyotsukyo) in Tokamachi City, Niigata Prefecture is considered one of the three great gorges and is designated a natural monument of Japan. The Kiyotsu Gorge Tunnel was opened in October 1996 and is 750meters long. rom the three viewing locations along the tunnel as well as the

Panorama Station at its end, visitors can enjoy the fantastic beauty of the gorge. The most impressive spot here is the panorama station at the end of the tunnel, where the scenery is mirrored back on a reflecting pool in a beautiful art space. The water mirror at your feet shows an inverted view of the canyon, creating a fantastic art space, as if people were floating on the surface of the water. In addition to the hot springs in the surrounding area, this is an excellent starting point for visiting the Echigo-Tsumari Art field.

The tunnel is also open to stroller and wheelchair users.



THE NTH JOURNEY

BY SHARAD SHARMA

Many people would say, "First is forever," when commemorating the FIRST anniversary or FIRST foundation day. At NTH things are a bit different, it is all about the journey and these milestones should not be the first to be celebrated but a continued process of evolving, is to be celebrated and trail of memories are to be cherished. So, what has it all taken to be what Nippon Taiyo Hospitality is all about? Let us take you on a journey that talks about how, when, why, what and road ahead will be taken.

The journey that started with a humble phone call in the month of September'20, made by Kimura San, one of our ex-colleagues at JTB India, that due to

COVID19, the operations at JTB India are being trimmed and it is all about survival. That one phone call changed our perspective and made us think how we can make best of this pandemic or what can be done to fill in the gaps that we have been observing for many years in terms of handling of service request to on ground handling of services in Japan. Why should we continue with tourism, that was one of the sectors that was hit hard due to pandemic. All these questions were to be answered with the right approach and that is what brought us to the table and a collaboration happened between Sonia and Sharad that started to take shape. First few weeks were extremely important, as those were the forming days that would give NTH

shape for the future or in simpler terms making it future ready.

On 10th Oct 2020, foundation was laid. The process started with a clear mandate that Nippon Taiyo Hospitality has to be one stop solution provider for Japan, it shall start with, as Destination Management Company, a joint collaboration was set up with our associates in Tokyo, Japan, leading NTH to be present at two locations New Delhi, India and Tokyo, Japan. But as easy as it may look things are not that straight, by the time organization was able to set up all the process and things started to take shape, India was struck with massive second wave of pandemic, causing havoc.

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All the countries started to impose stricter measures on arrivals of foreign people in their country, leading us to delay the plans of starting the DMC process.

As it is said, there is light at the end of the tunnel and every situation has the ray of opportunity, it is just that we need to look at the right spot. It was in the month of May'20 while pandemic second wave was at its peak, NTH started its two new divisions MEDIA & REPRESENTATION. First digital journal RISE from Japan was launched on 1st July 2021 and since then it has received

readership from varied sections. Hospitality counterparts look forward to reading its unique style of storytelling or bringing a fresh take on the unique venues, handicraft or the In-Conversation page.

For the Representation Division, NTH won its first contract for "Kyoto by the Sea Region DMO," as an outreach partner for marketing and promotion in the Indian market. And since then it has been no looking back, followed by the signing of Niigata Visitors & Convention Bureau and Moto Tours Japan.

The journey till now has only been possible due to the continued support extended by the fraternity and our associates, partners in Japan and in India. Special vote of thank to All Nippon Airways, Japan Airlines, J.N.T.O. and J.A.T.A for putting trust in us. Hope the celebrations continue in the years to come and we at NTH deliver on the trust that you all have placed on us.

Thank You!





RINKU PREMIUM OUTLET, OSAKA

BY ICHIRO HATTA

Premium Outlets® is Japan's most popular shopping destination. There are 9 Premium Outlets® throughout Japan, from Tohoku to Kyushu. The most famous outlet mall in Japan is Gotemba Premium Outlets® in Shizuoka Prefecture, where visitors can enjoy fantastic views of Mt. Fuji. The new area, Hill Side, opened in summer 2020, and features 100 brand stores, a new food hall, as well as an entertainment part with numerous facilities. It now features 290 stores in total and has become the biggest shopping mall in Japan. Fukaya-Hanazono Premium Outlets® is under construction and is planned to open in autumn 2022.

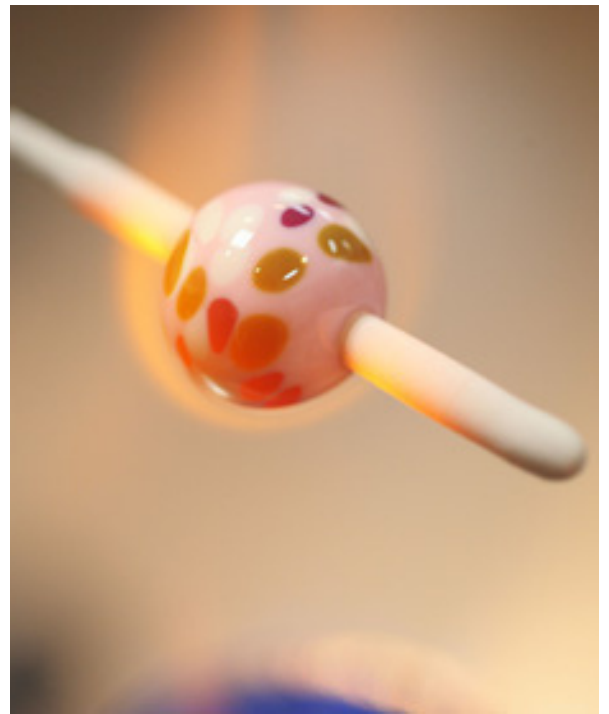
Rinku Premium Outlets® is the largest outlet in Osaka, near Kansai Airport, only 10 minutes by train, gathering a wide range of international and Japanese-brand stores as well as restaurants. Visitors can enjoy outlet shopping and gourmet here. Furthermore, the outlet has scaled up in summer 2020, adding 50 new brand stores, a new food hall with an amazing sea view, and the glamping facility JYUBAKO in the mall, which now features 250 stores in total, becoming the biggest outlet mall in western Japan.

Many of the stores have multilingual staff. If all else fails, a translating service via

phone covering the entire center can be used, so language will not be an issue!

If you have time, stay until the evening to soak in the glorious sunset! Eating dinner at RINKU DINING or the Seaside Park while watching the sun sink into the ocean is an experience you'll never forget! If you're lucky, you might even see a plane flying off into the setting sun!

RINKU PREMIUM OUTLET'S® ' OFFICIAL WEBSITE:
<https://www.premiumoutlets.co.jp/en/rinku/>



KOBE LAMPWORK GLASS MUSEUM

BY SONIA SINGH

Lampwork glass beads, a traditional art that has found appreciation all over the world and has been technically improvised while retaining the traditional feel. Lampwork is a form of glasswork used to produce smaller glass objects using a fixed directional flame to melt the glass, whilst using lampworking tools and gravity to shape the piece. The process is time consuming and result of human labour is pure marvel, one of a kind lampwork glass bead.

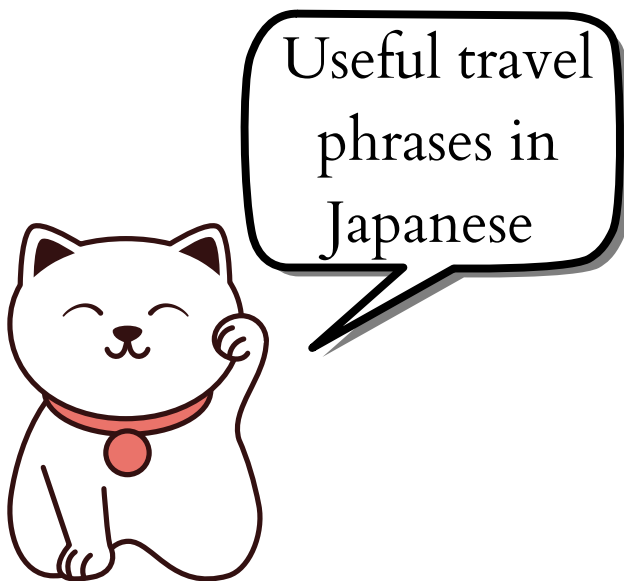
This art form has been part of the Roman empire and Japan has adapted it well. Kobe has a leading workshop and the only museum in the world, of glass beads

made using this technique. The museum is called Kobe lampwork glass museum and it exhibits approximately 2,000 showpieces, including lampwork beads, or “Tombodama” in Japanese, from ancient times through the modern age of great variety: exquisitely artistic works and distinctively unique ones. The exhibition presents you with all the charm and fantastic potential of lampwork as an art form.

While on a tour of the museum, apart from viewing incredible pieces of art, the staff offer live demonstrations which will give you deeper insight into lampwork glass

production. One could also try their hands at making their very own lampwork glass beads. It's a perfect spot to pick up memorable souvenirs, as well as a celebration of practical sightseeing where you can enjoy seeing, learning, creating, and consuming.

The museum is located eight minutes' walk from JR Sannomiya Station, opens from 10AM to 07PM and is closed during the year-end and New Year holidays. A maximum of 25 people can be accepted at the facility. For group experience, a prior reservation is mandatory.



I don't speak Japanese. – Nihongo ga wakarimasen.

Do you speak English? – Eigo o hanashimasu ka?

Speak slowly, please.– Yukkuri hanashite kudasai.

Repeat, please.– Moo ichido onegai shimasu.

What's your name? – Onamae wa nandesu ka?

How are you? – Ogenki desu ka?

Where is the subway? – Chikatetsu wa doko desu ka?

Is the tip included? – Chippu wa fukumarete imasu ka?

How much does that cost? – Kore wa ikura desu ka?

Can you help me? – Tetsudatte itadakemasu ka?

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