

Les Clefs d'Or Japan

Key News



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Les Clefs d'Or Japan & Japan Concierge Association Joint Seminar 2024

By Ikuyo Takeuchi

The 2024 seminar by Japan concierge association and Les Clefs d'Or Japan was held on January 24th at Cerulean Tower TOKYU hotel in Shibuya, Tokyo. The seminar consists of two parts and the first part was a lecture by Mr. Yoshihiro Miwa, Professor of Hospitality and Tourism faculty of Meikai University, titled 'DX and Concierge, and the spreading world beyond it. The second part was a talk by Mr. James Ridenour of the 1st Vice president-UICH, the chief concierge at Next Hotel Melbourne, about DX usage example in the workplace of concierge.

Professor Miwa's lecture began by discussing the impression that the word of 'Digital' has and how generative AI differs from humans. Quoting the results of survey and common examples, then he talked about the penetration of digital technology into every field around us is causing a major digital transformation (DX) that is changing people's behavior patterns and even sense of values on a global scale.

On the other hand, he said that the current situation where the digitalization is slow in the hospitality industry so we understood that there are still issues to be solved as the human touch may be thought to be valuable. The core focus is that accommodation is not just accommodation but what we can do through it. From that we learned it is important to identify what is the benefit to be gained and what needs to be



protected, and it is also essential to convey the concierge mindset with knowledge deepened through the real experience, to the next generation that has grown up in a fully digital world.

In the continual second part, Mr. James RIDENOUR reaffirmed our strengths and introduced study cases incorporating generative AI in the concierge field. Especially the thought of 「Hybrid AI」 utilizing data based on reliable information and a trust network built up in the workplace rather than using general data, has the potential to connect digitalization to the better concierge services. Lastly, we all participants truly appreciated both valuable lectures.

Welcoming New Member to Les Clefs d'Or Japan



We are delighted to announce that we have welcomed Mr. Satoru Masuda the Chief Concierge at Andaz Tokyo. This is the first Les Clefs d'Or member from the hotel.

My name is Satoru Masuda, I was born and raised in traditional town in Tokyo, I am a pure Tokyoite. This traditional town has a long shopping street that has existed for about 100 years, I love visiting old-fashioned Japanese shops in the shopping street and chatting with a local people who they also born and raised in the town same as me.

Let me introduce myself work experience that I was starting from bell attendant, doorman, hotel reservations, front desk, and butler services, I eventually became a concierge at a Japanese hotel. I then gained experience as a concierge at an international hotel before joining Andaz Tokyo as a Chief concierge in August 2018.

I am very happy and a little nervous to be engaged everyone as a new member of Les Clefs d'Or Japan. Since the first time I



stepped through the doors of Les Clefs d'Or, I have been impressed by the dedication and passion that each member in the team display at work. It is truly inspiring. I hope there is something valuable I can share with you, too, and it's my goal to be able to do so throughout during stay with you. It is with your continued support that I was able to become a member of Les Clefs d'Or. Thank you very much all for your warm welcome.

Welcome to the family Satoru!
As of February 2024, Les Clefs d'Or Japan consist of 29 active members, 2 honorary members and 19 affiliates.

KIDS DOOR CSR ACTIVITY



個性を見つける2つの視点

- ・外から得る力と、内側に向かう力を養う

自分だけの視点
内側=個性= こだわり
他人との違い

アリストテレスの言葉
自分を知ることは、すべての知恵の始まりである



By Kazuyoshi Nishikawa

The certified non-profit organization Kids Door has been addressing child poverty issues through learning support since 2007. As part of our CSR activities, we had a wonderful opportunity to provide a lecture to the students of KIDS DOOR English Drive class in Chuo Ward in Tokyo. Les Clefs d'Or Japan has been conveying the appeal of careers in hotels and concierge since 2018.

Eight high school students participated, including both classroom and online sessions. I have 40-minute lecture on the theme of "Discovering Your Precious Individuality."

High school students often tend to determine their own worth based on factors such as their family environment and results of tests. I chose this theme with the hope that they would remember what they heard today when they face challenges in determining their value in society. Japanese education places a strong emphasis on harmony, which I believe is a valuable and unique cultural aspect in living in Japan. However, there seems to be a side where differences

individuality with others that cannot be measured in terms of winning or losing are not visible, and one may not appreciate the differences with others. That's why, like Michelangelo excavating a figure from marble, it is important to excavate oneself, using the inward power.

The importance of finding one's individuality may be an early theme for them. Self-discovery is an important theme for adults as well. However, their attitude towards listening was earnest, and I received many questions from students.



Getting to know our members!

Hotel Granvia Kyoto
Chief Concierge
Misa Yamamoto

Experience as Concierge: 22 years
Member of Les Clefs d'Or: 16 years



Highlight of the Hotel

Hotel Granvia Kyoto is directly connected to Kyoto Station, serving as the gateway to the historically rich city of Kyoto. From the Tower View Rooms, you can enjoy a panoramic view of the city with the iconic Kyoto Tower right in front of you. We provide excellent accessibility for both tourism and business traveler, with shopping malls and numerous restaurants in the vicinity, offering a variety of activities to enjoy



My favorite Place

Located about 2.5 hours by train from Kyoto, Kinosaki Onsen in the northern part of Hyogo Prefecture is one of my favorite places. With a history spanning over 1300 years, Kinosaki is a charming hot spring town renowned for its seven public bathhouses, all conveniently located within walking distance of each other. The beautiful willow trees lining the town's riverbanks enhance its charm, and I recommend taking a stroll while enjoying the hot springs in the area. Kinosaki is blessed with fresh seafood, and, in particular, the locally caught snow crab is a must-try, especially during the winter season.

How to spend my Day Off

On my days off, I like to spend time with family and friends, taking easy strolls and savoring tasty meals. During longer breaks, I go on trips, enjoying the local sights and flavors, and just refreshing myself.

My Favorite Restaurant

Located on the top floor of our hotel, the teppanyaki restaurant "Gozambo" with a panoramic view of Kyoto's cityscape is my favorite. Especially during the twilight when the sky displays a color gradient, the breathtaking views is amazing, and you can enjoy the chefs skillfully grilled, carefully chosen ingredients.

Monthly Meeting

January

- January meeting was held at Cerulean Tower Tokyu Hotel
- President Imaizumi announced that committee members discussed how to collect donations for the Noto Peninsula earthquake that occurred on January 1, 2024
- The timing of the tree planting in Ishikawa Prefecture is under consideration and coordination as part of CSR activities in May.
- We discussed in detail the roles and responsibilities of each member for the co-hosted seminar in January.



February

- February meeting was held at Tokyo Station Hotel.
- It was reported that committee members held a meeting with the President of Japan Concierge Association to collect donations for the Noto Peninsula earthquake through auction which will be held in April.
- The participants reflected on the January seminar and brainstormed about what kind of seminar we would like to hold next year.
- The PR and attraction team from the Tokyo Liaison Bureau of Ibaraki Prefecture gave a presentation on the attractions of Ibaraki Prefecture and its tourism attraction activities. It was an opportunity to learn more about Ibaraki Prefecture, including its many hands-on experiences, its many natural attractions such as flower and fruit picking, its mysterious places, and its gourmet food. I hope to introduce more about Ibaraki Prefecture in the future, as it is located close to Tokyo.
- When President Imaizumi and several other members visited Taiwan, members of Les Clefs d'Or Chinese Taipei held a welcome dinner. At the dinner they kindly passed a donation for the Noto Peninsula Earthquake that was collected from their members. We would like to thank the members of Les Clefs d'Or Chinese Taipei from the bottom of our hearts.

