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Jinya decided to make use of cloud services, which at the time had only recently become available, to manually build its own core systems. In addition to centralizing the management of bookings and guest information, the change allowed the staff from all the inn’s departments, including those for cleaning and food-preparation, to share information instantly. Moreover, integrating all business administration, such as accounting procedures and staff attendance management, into one system, sped up, and streamlined troublesome operations. The greatest benefit of all of that, according to Miyazaki, has been that staff members now have time to do more, allowing them to check all sorts of information and act on their own initiative to provide guests with even more attention. Thus, the digital transformation has raised the level of service, leading to more repeat guests for the inn, while also considerably increasing both sales and profits. Miyazaki says that building such trust has kept Jinya an inn at which customers feel safe staying, even during the pandemic.

Jinya is also popularizing the system among similar enterprises, with nearly 400 establishments across Japan having since adopted it for their own business. Furthermore, Jinya has built a cooperative network of inn operators and has also launched a project in which inns can exchange resources such as food ingredients, equipment, and labor on a website. Those are all examples of how the company has worked to create a new tourism industry within a digital society. Miyazaki says, “All our staff want to provide omotenashi (good hospitality). If we can make good use of digital technology to provide a service that is enjoyable and of high quality, our guests will certainly visit us constantly.” Benefiting from its early digitalization efforts, Jinya’s management has been solid enough to ride out the pandemic while spearheading Japan’s tourism industry. The enthusiasm of the venerable inn has created a wave of digital transformation throughout the country.

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