



NAGASAKI WELLNESS

Health & Wellness Tourism

English Training Manual 2020

長崎県観光地受入態勢ステップアップ事業
Ai国際医療研究所/長崎国際観光コンベンション協会共同受託



 Ai International
Medical Research Institute



NAGASAKI WELLNESS

Health & Wellness Tourism



We are delighted that you are interested in joining our network of health, wellness and beauty companies interested in catering to Nagasaki's inbound foreign tourists.

The purpose of this training manual and the accompanying materials is to prepare you for catering to inbound foreign tourists.

In this training manual we have compiled material that will help you communicate about your business to ensure that both the inbound foreign tourists and you, have the best experience possible.

The aim of this training manual is to help local businesses communicate effectively with foreign tourists. In turn, it is hoped that inbound foreign tourists will have the smoothest experience possible thereby securing Nagasaki a special place in their hearts.

The dream of many travellers is communicating with locals and experiencing an authentic connection. To achieve this effectively we need to consider the ultimate aim and constantly bear that in mind.

Your foreign clients

Just as you would do research to determine who your likely Japanese customers would be before starting your business, so too must you consider who your potential foreign customers might be.

What kind of people could they be?

What kind of wants and needs could they have?

What are their expectations?

What are their reservations?

Your craft/business

The interest in Japanese crafts, culture and business has spread far and wide over the past few years. So much so that even if your vocation is uniquely Japanese, the chances are high that there is a community of people overseas that share an interest or even a passion for what you do. This is a very valuable resource and something you should make the most of.

Doing so will help you familiarize yourself with the English terminology of your craft thus allowing you to communicate with someone who shares your passion or expertise.

From these two main points we arrive at the ultimate goal of this training manual. Please remember that the goal of the tourist is to experience genuine and authentic connections with the people of the land they are travelling in.

With that in mind, their experience should become the focus of our efforts. Our aim should not be the avoidance of errors or mistakes, but rather going above and beyond their expectations.

As the variables are numerous and every situation cannot possibly be accounted for; preparation is the key.

Being prepared and keeping their experience at the forefront of your mind will allow you to be as flexible as necessary to meet the needs of any situation that may arise.

English Training

In this section we will go over various likely scenarios and provide you with examples and a general template so that you are prepared to handle a particular situation.

It is expected that you take the examples and modify them to suit your particular situation, needs and potential clientele.

While there are a myriad of different fields, businesses and crafts, they all share some similar situations.

This section will address these general situations and it is hoped that through your own personal experiences, both as a business owner and a client yourself, you will be able to make adjustments that suit your needs.

Initial Greetings

Upon entering your establishment, the most common interaction is often as follows.

クライアントさん	Hello. こんにちは。
オーナーさん	Hello. いらっしゃいませ！ Welcome to Chura Shiatsu Massage. こんにちは、ちゅら指圧マッサージへようこそ。 Please come in. どうぞお入りください。 Can I help you? 本日はどのようなご用件でしょうか？
クライアントさん	Yes, I made a reservation for a massage through Nagasaki Wellness. はい、ながさきウェルネスでマッサージの予約をしました。
オーナーさん	Ahhh yes, can I have your name please? 承知しました、お名前を頂けますか？
クライアントさん	Yes, it' s Sophia Henson. ソフィア ヘンソンです。
オーナーさん	Ah yes, Sophia Henson, you booked a session through Nagasaki Wellness. はい、ソフィア ヘンソンさん、ながさきウェルネスで予約されています。

Self Introductions - 自己紹介

The Japanese custom is to say your complete name, but for people who are not used to hearing Japanese names, they can be long and hard to remember.

It is best to use the shortest and easiest name to remember.

Many cultures outside of Japan tend to use just one name, most often their given name, rather than their family name.

オーナーさん My name is Keiko.
私はケイコと申します

Next, your profession or job title would be appropriate.

オーナーさん I am a Shiatsu Massage therapist.
指圧マッサージセラピストです。

Please have a seat.
どうぞお座りください。

You can put your things there.
荷物はあちらに置いてください。



Information of your Services

As the Client has booked your services through Nagasaki-Wellness, they are familiar with who you are and what you do from the website.

As such, be selective about the explanations you give.

Try to simplify the explanation of your core service.

Learning about the establishment you are at can be fun and can add some personality to the experience, but be sure to keep it brief and warm.

In casual chatting during or after the session/experience, be prepared to talk about yourself in English.

In anticipation of further questions from the client, it helps to write down your history and practice it in your spare time.

This goes for your field of expertise as well. Your client may be just as passionate about your field as you are so it is advisable to be able to talk about it to some degree.



Menu and Course Explanation

Putting your clients at ease from the start will make your session much more enjoyable. We do this by confirming details about their reservation and explaining the steps that you will be taking.

For example:

オーナーさん Sophia Henson, you booked a Restorative Tea ceremony through Nagasaki Wellness, yes?
ソフィア ヘンソンさん、ながさきウェルネスで
茶養生を予約していますね？

It can help to ask the following:

オーナーさん Is this your first-time?

Additionally, summarizing the course of their program before you start will ensure that both of you are on the same page and have the same expectations.

オーナーさん So, let me take you through the steps we' ll be taking today,
本日の流れの説明をさせてください、

Here is the program that we will be following.
こちらが本日のプログラムでございます。

First, we will examine your tongue, and diagnose you.
はじめに、お客様の舌をみて、証を診断します。

Then we' ll have our first pour of sencha together with some sweets.
次に、一煎目を注ぎ、茶菓子と一緒に頂きます。

Then a second brew with some kampo sweets and herbs.
そして、二煎目を漢方スイーツやハーブとともに頂きます。

And a final third brew will be like a japanese tea time.
最後の三煎目は、日本のティータイムのようにお楽しみください。

Regarding explanations, this is something that can and should be practiced as much as possible. Remember that their experience is your priority so a smooth delivery and explanation of the services you offer should be high on your list of speaking practices.

When deciding what you would like to translate, consider your English level and simplify accordingly.

When translating remember to focus on the important parts only and to simplify it to a level that you will feel comfortable delivering. Over time as you get used to it, you can gradually expand and develop the details.

Once again, the focus is on the experience of the client, and watching you struggle can make the client feel uncomfortable.

For example

オーナーさん

This point is connected to your shoulder area.
このポイントは肩のあたりとつながっています。

In your body there are channels.
私たちの体には経路がありつながっています。

Energy flows through these channels.
エネルギーはこれらの経路を通って体をめぐります。

You might know it as “ki” as we say in Japanese.
もしかしたら知っているかもしれませんが日本語には「気」というものがあります。

Sometimes there is an imbalance, so we target these channels and pressure points to regain balance.
たまにそれらのバランスが崩れた場合、その経路と経絡をに対して働きかけ正しいバランスに戻すのです。

The danger of creating a script that is beyond your comfort level is that it will only confuse the client into thinking that your English is better than it actually is.

As such they will assume you are more fluent than you really are and talk to you accordingly. This can quickly become very awkward for both of you.

Conversations during procedure/experience

During the treatment / experience it is highly likely that conversation may take place. This is another reason why your explanations should be kept as simple as possible. This will allow you to speak in English without it interfering with you doing your job.

Starting

Once the introductions and basic explanations are done and you are ready to begin, the following are phrases that you can use:

This way please.
Please have a seat.
Ok let's start.
Are we ready?

Once again, it is good to clearly state what you will be doing.

I will start with
I'm going to do
Next we will

You can also take this opportunity to explain other aspects of your service such as ingredients or techniques, etc.

This is for
This is good for.....
We do this because.....

Further explanations:

This is very mild / strong.
This has x and y and z.
This has x and z but not y.
This comes with.....
This is extra.....
..... is very a popular choice.

During the procedure / session be sure to check on how they are feeling:

How are we doing?

How is your

How is this?

Are we ok?

Are you ok so far?

Can I get you anything else?

Would you like..... ?

Do you feel any..... ?

Please wait 5 minutes.

Please relax, I will be back in 5 minutes.

During the course of your session, there will be quiet periods as you go through your process. These are the periods where you can decide to engage in casual chatting with the client.

Of course, it is important to gauge if the client is in the chatting mood or not, especially in practices related to relaxation and healing. In these situations, please do not feel the need to engage in casual chatting, it can be deferred to later.



Casual Conversation example

オーナーさん

So how long are you in Japan for?
どれくらい日本に滞在しますか？

クライアントさん

For two weeks.
2週間です。

オーナーさん

How are you liking it so far?
今のところ（日本は）いかがですか？

クライアントさん

I really love it here.
最高です！

オーナーさん

Have you tried some of the local food?
地元の食べ物はお召し上がりになりましたか？

クライアントさん

Only chanpon.
ちゃんぽんだけ食べました。

オーナーさん

Chanpon is great, I like it a lot.
ちゃんぽん、いいですね！私も好きです。

You should also try Castella too.
カステラもいいですよ。

If you have time, I highly recommend Mount Inasa.
もしお時間ありましたら、
稲佐山に是非行ってみてください。

クライアントさん

I' ll definitely go there.
是非行ってみますね！

Expanding the conversation:

Where were you before Nagasaki?

What' s your favourite thing so far?

Have you had any trouble so far?

Recommendations are one of the best things you can do. Just as with Japanese tourists, the value of a local recommendation can be immeasurable compared to a guidebook. For the inbound foreign tourist even more so as the literature available on Nagasaki in English is very sparse.

I recommend.....

I highly recommend.....

Personally, I like.....

I love.....

Find out what they like and
make further recommendations.

Do you like.....?

In that case I recommend.....

..... is very popular.

You might like



オーナーさん

Where are you off to after Nagasaki?

長崎の後はどこに行かれる予定ですか？

クライアントさん

I'm thinking Fukuoka.

福岡を考えています。

Recommend something in their next destination that might not be in the guide books. Sometimes the more local the better. Personal recommendations are often more likely to be explored than guide book recommendations.

In Fukuoka, I like

When I go to Fukuoka, I always go to.....

End of Session

As with beginnings, endings are always good times for confirmations. List the actions / procedures carried out to ensure you are both satisfied with the experience.

As with Japanese clients, asking if there is anything further you can do for them will convey warmth and concern for their well being.

This is used to inform the client that you are approaching the end of the session.

オーナーさん So we had a massage and checked your shoulder and left leg, is there anywhere else you would like me to check?

Can I help you with anything else?

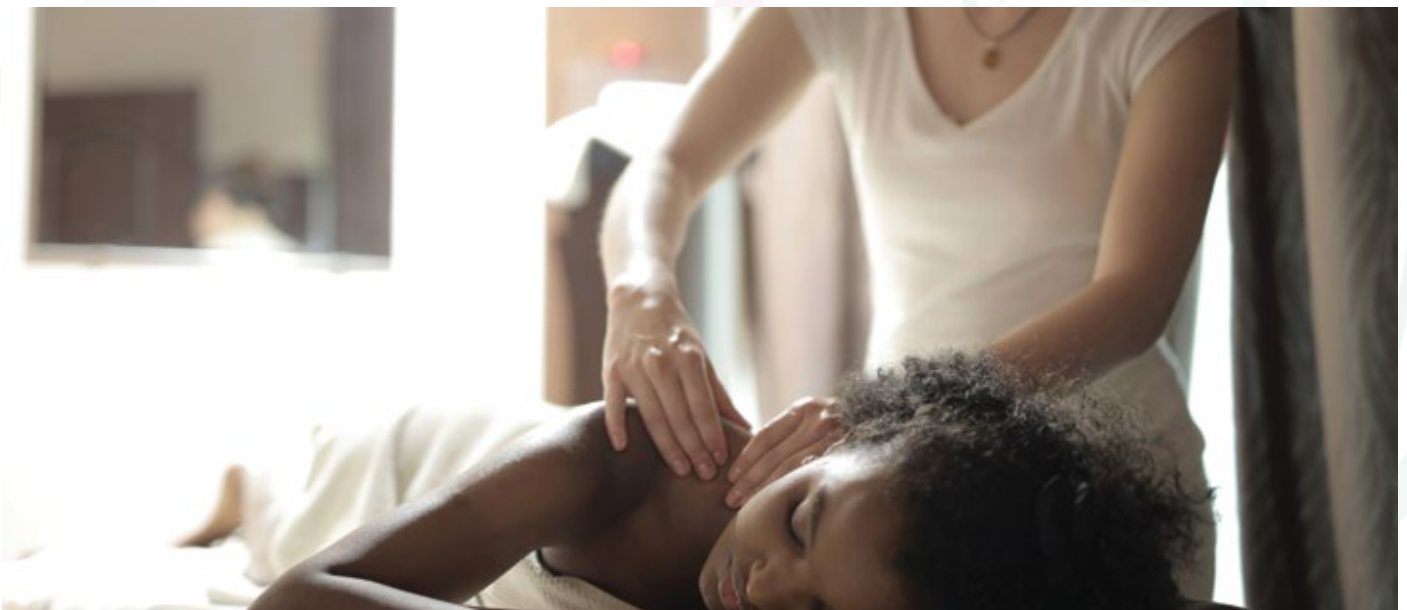
Will that be all?

This is used to declare the session over.

オーナーさん Ok, that is all for today.

Thank you that is all for today.

It is suggested that you use these to bring a session to a close.



Good-Byes - お見送り

Your clients will fall into one of two categories. They will either be a tourist travelling through Japan, or a travelling resident that lives and works in Japan.

It would be great if you can identify which they happen to be. You can then customize your good-byes accordingly.

オーナーさん

Thank you for coming.
ご来店ありがとうございました。

It was very nice to meet you.
お会いできてよかったです！

Enjoy the rest of your trip.
この後の観光も楽しんでくださいね！

If they are local or live in Japan.
地元客または日本在住客の場合。

オーナーさん

Thank you and I hope to see you again.
ありがとうございました。またお越しくださいませ。

We are on Facebook and Instagram so please stay in touch.
私たちはFacebookとInstagramをやっていますので、
良かったらごらんください。

クライアントさん

Thank you I will for sure.
勿論、ありがとうございました。

Thank you, bye.
ありがとうございました、さようなら。

オーナーさん

Thank you, Take care. Bye-bye.
ありがとうございました。気をつけてください。さようなら。

Most people travelling will be using Google Maps or an equivalent that has a rating and review system built in. Quite a few will freely leave a rating and a review if they enjoyed your service. Feel free to remind them to leave a review if they like.

オーナーさん

Thank you for coming.
ご来店ありがとうございました。

It would help us a lot if you could leave a review and a rating on Google Maps.
GoogleMapにレビューとレーティングを残していただけると助かります。

Conversely, if they did not enjoy your service, you can be sure that they will leave a rating and review that will reflect their experience.

This is why, regardless of your English abilities, being attentive, warm and conveying concern for their well-being is of utmost importance. A little bit of genuine care and attention can go a long way to turning even an awkward experience into a glowing review.

Looking online there a number of great reviews that go something like this:

“ They didn’ t speak a word of English and I couldn’ t understand a thing they said but they were so nice and attentive that I had a great time.”

Often, this is enough to convince other clients to try out your services.

Price and Payment

As part of the Nagasaki Wellness network, the booking and payment is handled on our website. This section is provided for any walk-in clients that you may get.

This is 5,000 yen.
This will cost extra.
This takes 30 minutes.

Please pay first.
Please pay later.

Would you like to pay first?
Would you like to pay later?

I' ll be back with your bill.
Here is your bill.

Please pay at the front/cash register.

Your total comes to

Paying together or separate?
What did you have?

We take cash, credit card or digital cashless payment.
I' m sorry we only take cash.
Here is your change.

Cash or credit card?
Please enter your pin number.

I' m sorry but this card is not working.
Do you have another card?
Can you get cash from an ATM?
The nearest ATM is in a konbini over there.
I' m sorry but our system is not working.
I' m sorry but cash only.



Other situations

Ordering

Can I take your order?

Are you ready to order?

I' ll give you some more time.

Would you like..... with that?

Would you like [A] or [B]?

How spicy would you like it?

This is our vegetarian option.

Can I confirm your order?

Allergies

Do you have any allergies that I should know about?

I will check with the chef.

This item may contain

Sold out situations

I' m sorry we are out of

Can you choose something else please?

I' m sorry but this is sold out.

I' m sorry but, we don' t do this anymore.



Suggestions

In situations where you have to deliver bad news a suggestion will always be welcomed:

I' m sorry but this is sold out.
How about this?

I' m sorry but this doesn' t come in blue.
How about red?

I' m sorry but we don' t take American Express.
Do you have Visa? Or Mastercard?

I' m sorry but we don' t have socks.
You could try the shop across the street.

Serving

Here you go.

Here is your.....

The plate/bowl is very hot so please be careful.

I recommend you....dip the fish into the sauce..... (instructions)

This goes very well with

When you don't understand



When you do not understand please don't hesitate to make it clear that you do not understand. It can be frustrating for a client to wait while you are silent and trying to understand.

Immediately use the following if you cannot catch what has been said:

I'm sorry, can you say that again please?

I'm sorry, can you say that slower please.

I'm sorry, I don't understand.

I'm sorry, can you say that in simple English?

Do you have Google translate?

One minute please, I have Google translate.

The phrases above will show that you want to understand and are making an effort to accommodate them. In turn, they will be happy to try and explain or clarify themselves.

Translation applications

These are powerful tools and like all tools must be practiced to understand their abilities and limitations.

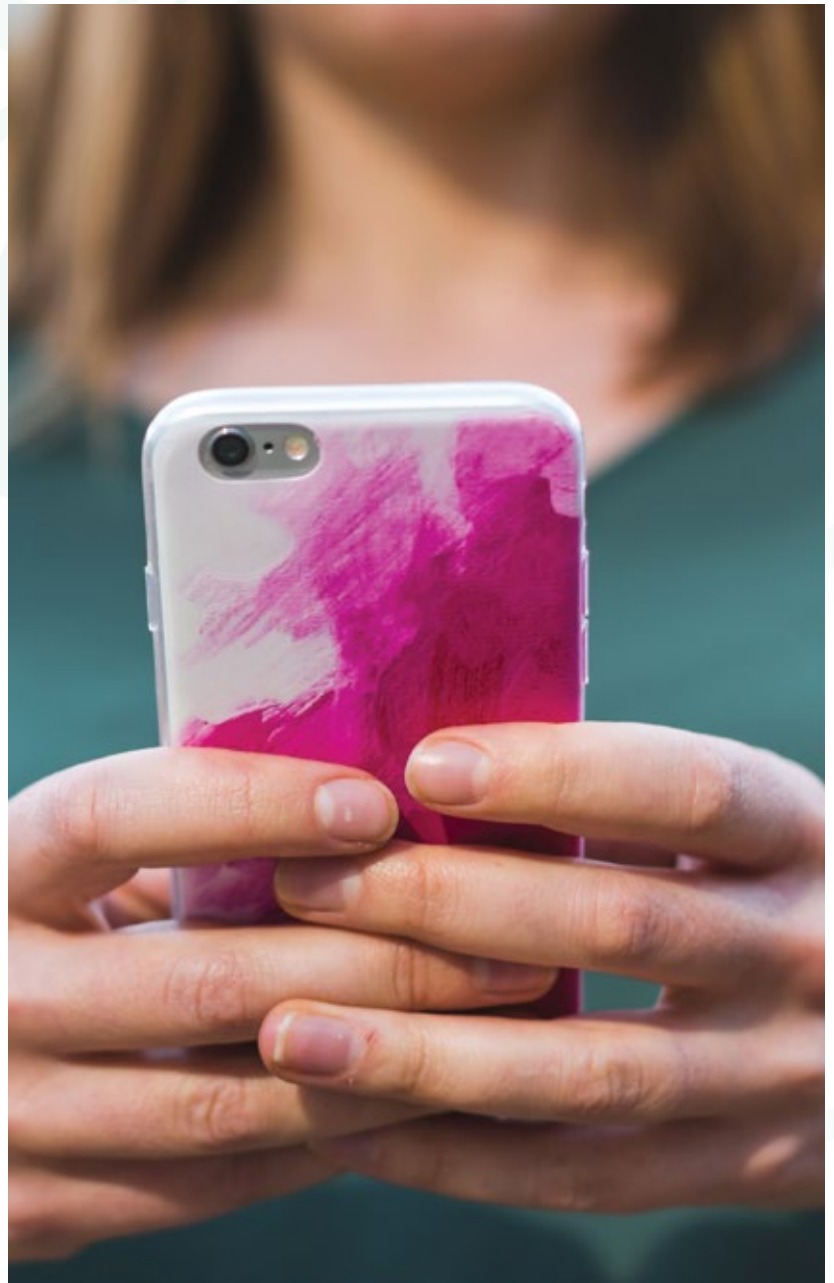
Translators tend to work really well for singular phrases and short sentences. So keep your words to a minimum.

As travellers in a foreign land, your client is likely to have used it quite a bit recently. They might know it very well and use it smoothly.

It is your responsibility to also practice to ensure that even when using a translation application, the experience is as smooth as possible.

When using the application, try to be as direct as possible in Japanese. Translation applications tend to work better this way.

Additionally, break your sentence into small blocks.



Preparation

In this section we will discuss the kinds of travellers that you are likely to encounter.

The Inbound Foreign Client

It is important to figure out who your client is likely to be.

” The inbound foreign tourist” is such a broad phrase that it would be best to look deeper into who they are likely to be.

Inbound foreign tourists can be categorized into two groups. Within these two groups of course, further division and categorization is possible.

The two distinct groupings are the Tourist and the Resident. Both have distinct wants and needs that can overlap at times, so we will go through each of them.



The Tourist

For many people around the world, especially in the west, Japan is a far off and distant land.

For many this may be their first time here.

For many it may be the only time that they come.

In bigger cities especially, it is more likely that you will get a lot of first time tourists. The priorities of this group can vary but for the most part they are here to “experience” Japan as per the guide books and media they have consumed. Think of the Japanese tourists going overseas to all the big popular cities and you can begin to understand the similarities in their needs and wants.

Nagasaki, however, is not a big city so the tourists that do make it this far tend to be a little different.

From our own experiences and from talking to a number of business owners who cater to inbound foreign travelers, the tourists that come to Nagasaki tend to have a stronger interest in history, culture and atmosphere than popular or contemporary Japanese culture. The tourists more interested in popular or contemporary Japanese culture tend to spend more time in the bigger cities.

First time travelers to Japan are unlikely to be able to speak Japanese beyond a few phrases. Of course, you may encounter a student of the Japanese language and if you do, you will have to judge their level and measure your response appropriately. Speaking English can help to ensure a good experience for both, but do bear in mind that the student of the Japanese language may also want to practice. If that is the case then naturally use a level of Japanese that they can understand.

Within this Tourist grouping, we come to the Tourist who has been to Japan multiple times. Having visited many times before, many have travelled extensively throughout the country. Some have even seen more of Japan than the average Japanese. A student of the Japanese language or culture is very likely within this group.

For this group the experience is even more important.

On the whole, these two groupings within the Tourist group are relatively easy to accommodate. They have a love and passion for Japan and have heard of the legendary Japanese service that customers enjoy here and they are here to experience just that.

The Resident

The Resident inbound foreign tourist is one who is currently living in Japan. They are a little bit different but equally if not more important than the one mentioned before. Repeat customers are the main goal of any business and the Resident Tourist is someone that you should pay extra attention to.

As an expatriate living in a foreign country, Residents are always on the lookout for a place that they feel comfortable in. Once they find it, even if it's in a completely different part of the country, they will return again and again. In a sense they are closer to your Japanese customers in manner and attitude than the Tourist mentioned before.

Having spent many years in Japan, they are very familiar with Japanese customs and norms. Many are proficient in the Japanese language, and are comfortable in the average establishment.

Their Japanese ability will vary but it is important not to judge them solely on this. Even if their language skill may be on the lower end of the scale, that is no indication of how long they have been here nor how much they know of Japanese cultural norms.

Just as with Japanese customers, if they have a warm and friendly experience that they believe is unique and special, they will return. In addition, they will often freely recommend places where they have experienced exceptional service, warmth or a sense of connection, regardless of your level of English.

If they speak to you in Japanese, respond to them in kind. Otherwise you run the risk of spoiling their experience.

If, however, they are visibly struggling with the Japanese language then by all means switch to English.

If they have trouble with the menu, they will certainly ask if an English one is available. It is best not to automatically break out the English menu.

Cultural Norms and Differences

When communicating in a foreign language it is important to remember that you are actually communicating in a different culture.

Understanding this can be very liberating.

In dealing with Japanese customers, you will communicate in the Japanese language using the norms of Japanese culture. This means the proper use of keigo is necessary.

English however is a different language and therefore a different culture. Additionally, a large number of your clientele are likely to be non-native English speakers.

While polite English does exist, it is mostly reserved for legal or political circles. With regular everyday English, politeness is conveyed through your tone rather than specific polite words or phrases.

As such, communicating your intent takes precedence over the words used.

The culture is different.

For example:

May I have your name please?

or

Name please?

Both said with a smile.

One may indicate a stronger command of the language, but that is all. In terms of politeness, they are equal. The vast majority of everyday spoken international English is done so in the Japanese equivalent of futsuu-go.

When thinking about your craft or program, try to do so in futsuu-go. This will help to ensure that when translating, the purity of your intent is preserved.

Through your tone, and your visible efforts to try to understand them, they will simplify their English too in order to communicate their intent. More than your words, it is your care and attentiveness that they will remember the most.

Further Recommendation

In every field or vocation there are phrases and terminologies specific to that field. It is possible that a simple translation may not suffice.

As such, it is recommended that you find an online community that deals with your field/vocation in English. No matter how uniquely Japanese your field may be, there is a good chance that there is an English speaking community that shares your passion.

This is a great resource that you can tap into for correct and proper translations specific to your area of expertise.

This will also help to focus your English training.

Reading about and discussing a field you are intimately acquainted with and enjoy can help to accelerate your English acquisition.

It is recommended that you find an English speaking forum or online group with the aim of becoming an active member. Make this your online community where things such as news and the latest techniques used in your field are read about and discussed.

The easiest way to do this is with a simple search.

Search for [shiatsu massage forum] . Or replace forum with group / community.

Find one that you enjoy reading or even just looking at.

This will be a great resource for yourself and your English consultant or facilitator when it comes time to interpret your course into English.



Case Studies

The following scripts are to be used as a reference guide for both students and teachers alike. The scripts were created from interviewing the three businesses and experiencing first hand the services that they offer.

Please examine the flow of your craft/session/workshop and try to refine it to the core experience that you want your clients to have. Please remember to include what is important to you and your practice as well as to the experience of the client. This means that there is no need to over simplify your process or technique.

Do bear in mind, however, that you should be able to deliver as smoothly as possible. With this in mind, you need to evaluate your current level of English and accept that you may have to use a simplified version until you get used to it. Gradually you will be able to add more details and greater depth as you go.

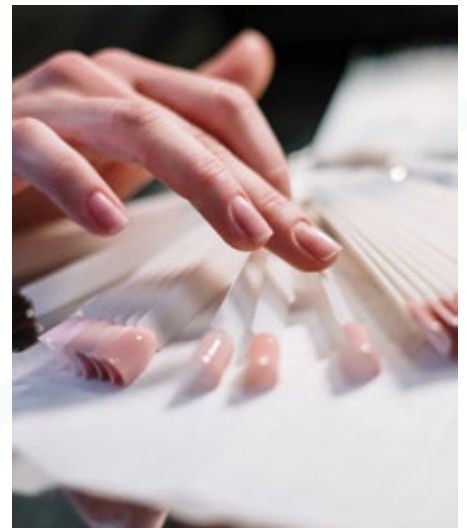
Understanding this is vital for two reasons.

First, this is something you will have to deliver while providing your service. This can be stressful so try to make it as easy on yourself as possible.

Secondly, too much information on it's own can be tiresome. Too much information delivered badly can quickly become overwhelming for the client.

Please study the following scripts and try to apply and customize them to your service.

Nagasaki Wellness has produced three videos following these scripts for you to watch.



Case Study Script: Massage Therapist

クライアントさん	Hello. こんにちは。
オーナーさん	Hello. Welcome to Chura Shiatsu, こんにちは。ようこそちゅら指圧マッサージへ。 Please come in. Can I help you? どうぞお入りください、いかがいたしましょうか。
クライアントさん	Yes, I made a reservation for a massage through Nagasaki Wellness. ながさきウェルネスでマッサージの予約をしました。
オーナーさん	Ahhh yes, can I have your name please? あー!お名前をお伺いしてもよろしいでしょうか?
クライアントさん	Yes, it' s Sophia Henson. ソフィア ヘンソンです。
オーナーさん	Sophia Henson, ok one minute please. ソフィア ヘンソンさんですね、 少々お待ちください。 Sophia Henson, you booked a one hour session through Nagasaki Wellness, yes? ソフィア ヘンソンさん、ながさきウェルネスで 1時間のマッサージを予約していますね?
クライアントさん	Yes, that' s right. はい、その通りです。
オーナーさん	My name is Katayama, please have a seat. You can put your things there. 私は片山と申します、どうぞお座りください、荷物は あちらに置いてください。 Do you have anywhere in particular you would like me to have a look at? どこか問題がある箇所、特に注意してほしい場所は ありますか? Any problem areas? Any pain in your joints or muscles? 関節や筋肉の痛みはありませんか?
クライアントさん	My shoulder is a little stiff. 肩が少し凝っています。
オーナーさん	Ahh the shoulder, yes, a common problem area. あー肩ですね、問題がよく起こる場所です Can you do this or this? こうできますか?またはこうできますか?

- クライアントさん
This is ok (moving right arm)
これは大丈夫ですか、（右腕を動かす）
but this, (moving left arm)
これは、（左腕を動かす）
I cant go any further than this,
これ以上はいけません、
Then it becomes painful.
これ以上は痛くなります。
- オーナーさん
Ok I will have a look at that.
分かりました、みてみますね。
- クライアントさん
Oh, my knee is also a bit sore from walking.
あ、歩くと膝も少し痛いです
- オーナーさん
Your right knee?
右ひざですか？
- クライアントさん
Ahh no my left.
いえ、左です。
- オーナーさん
Ok I will have a look at that for you.
分かりました、みてみますね。
- クライアントさん
Great thanks.
ありがとうございます。
- オーナーさん
Do you have any allergies that I should know about?
何かアレルギーはありませんか？
Massage oil allergies?
マッサージオイルのアレルギーとか？
- クライアントさん
None that I know of.
知る限りではありません。
- オーナーさん
Ok just to confirm, we will have a 60-minute session and
check your shoulder and your left knee.
わかりました。念のため確認です。
60分間の施術と、肩と左ひざをみていきます。
- クライアントさん
Yes please.
お願いします。
- IC Form
同意書
- オーナーさん
Great please, read this, fill in the form and sign your
name at the bottom.
こちらを読んで、必要事項を記入して、
下に署名してください。



オーナーさん

Shall we?
 はじめてよろしいですか?
 This way please.
 こちらにどうぞ。
 Could you face down please on your stomach.
 うつぶせになってください。
 On your back please.
 仰向けになってください。
 On your side please.
 横向きになってください。
 On your other side please.
 反対側を向いてください。
 Ok so we will start with your feet and
 we will work our way up.
 では、足から上体にむかって施術していきますね。
 Your leg is a bit stiff.
 足が少し張っていますね。

オーナーさん

Is this ok?
 これ大丈夫ですか?

クライアントさん

That feels great.
 気持ちいいです。

オーナーさん

Any pain?
 痛くないですか?

クライアントさん

You can use more pressure.
 もっと強く押してください。

オーナーさん

How does this feel?
 どうですか?

クライアントさん

You can massage harder.
 もっと強くマッサージしてもいいですよ

オーナーさん

Please let me know as soon as you feel any discomfort.
 不快に感じる事があれば何でもすぐにおっしゃってください。

クライアントさん

That is a little painful.
 少し痛いです。

オーナーさん

This point is connected to your shoulder area.
このポイントは肩のあたりとつながっています。

In your body there are channels.
私たちの体には経路がありつながっています。

Energy flows through these channels.
エネルギーはこれらの経路を通して体をめぐります。

You might know it as “chi” or “ki” as we say in Japanese.
もしかしたら知っているかもしれませんが日本語には
「気」というものがあります。

Sometimes there is an imbalance, so we target these channels
and pressure points to regain balance.

そのバランスが悪くなった場合のバランスが悪くなるので、
その経路と経絡をに対して働きかけ正しいバランスに戻すのです。



オーナーさん

How are we doing?
 (施術は) どうですか?
 How does this feel?
 これはどうですか?
 Could you try to rotate your painful arm?
 痛みのあるほうの腕を回すことはできますか?
 How does that feel now?
 今の調子はどうですか?
 A bit better?
 少しは良くなりました?
 Still a bit painful?
 まだ痛みますか?
 Ok let' s do a little more.
 わかりました。もう少しやってみましょう。
 How is your arm now?
 今腕の調子はどうですか?

オーナーさん

So how long are you in Japan for?
 どれくらい日本にいるのですか?

クライアントさん

For two weeks.
 2週間です。

オーナーさん

How are you liking it so far?
 今のところ (日本は) いかがですか?

クライアントさん

I really love it here.
 最高です!

オーナーさん

Have you tried some of the local food?
 地元の食べ物はお召し上がりになりましたか?

クライアントさん

Only chanpon.
 ちゃんぽんだけ食べました。

オーナーさん

Chanpon is great, I like it a lot.
 ちゃんぽん、いいですね! 私も好きです。
 You should also try Castella too.
 カステラもいいですよ。
 If you have time, I highly recommend Mount Inasa.
 もしお時間ありましたら、稲佐山に是非行ってみてください。

クライアントさん

I' ll definitely go there.
 是非行ってみますね!

オーナーさん

Where are you off to after Nagasaki?
 長崎の後はどこに行かれる予定ですか?

クライアントさん

I' m thinking Fukuoka.
 福岡を考えています。

オーナーさん Ok that will be all for today.
(施術は) すべて終わりました。
How do you feel now?
今調子はいかがですか？
How is your shoulder and leg?
肩と脚の調子はいかがですか？
Thank you for coming.
ご来店ありがとうございました。
It was very nice to meet you.
お会いできてよかったです！
Enjoy the rest of your trip.
この後の観光も楽しんでくださいね！
Thank you.
ありがとうございました。
Bye.
またお越しください。

If they are local or live in Japan.
地元客または日本在住客の場合。

オーナーさん Thank you and I hope to see you again.
ありがとうございました。またお越しくださいませ。
We are on Facebook and Instagram so stay in touch.
私たちはFacebookとInstagramをやっていますので、
良かったらごらんください。

クライアントさん Thank you I will for sure.
勿論、ありがとうございました。

オーナーさん Thank you, bye.
ありがとうございました、さようなら。

Case Study Script: Restorative Tea Ceremony

クライアントさん	Hello? こんにちは。
オーナーさん	Hello! Please come in, can I help you? いらっしゃいませ！どうぞお入りください。本日はどの様なご
用件でしょうか？ クライアントさん	Yes, I made a reservation for a Restorative Tea ceremony through Nagasaki Wellness? ながさきウェルネスから茶養生を予約しました。
オーナーさん	Ah yes please come in, can I have your name please? かしこまりました。どうぞ。お名前を伺ってもよろしいでしょ
うか？ クライアントさん	Yes it' s Sophia Henson はい。ソフィア ヘンソンです
オーナーさん	Please have a seat. どうぞお座りください。 You can put your things there. お荷物はあちらに置かれてください。
オーナーさん	My name is Chizuko 私はチズコと申します。 Do you know much about kampo sencha? 漢方煎茶道についてどの程度ご存知ですか？
クライアントさん	Not really. あまり存じておりません。
オーナーさん	Ok, no problem. かしこまりました。大丈夫ですよ。 So in our bodies, energy flows. 私たちの体の中には、エネルギーが流れています。 We call it “ki” in Japanese. 日本語でそれを「気」といいます。 Kampo means “traditional Japanese herbal medicine” 漢方は「伝統的な日本の薬草療法」という意味です。 With kampo we try to maintain the balance of the body' s ki. 漢方を使って、 我々は体中の「気」のバランスを整えようとしています。

オーナーさん

The tongue is one area where the imbalance of the body's ki can be seen.
舌は、「気」のバランスの不調を示す場所の一つです。
So, we will examine your tongue, and then prescribe a treatment to rebalance the ki using tea and some herbs.
そのため、お客様の舌を検査して、お茶やハーブを使って「気」のバランスを整えます。

オーナーさん

First of all, do you have any allergies that I should know about?
始めに、なにかアレルギーはございますか？

クライアントさん

None that I know of.
知る限りではありません。

オーナーさん

Great.
かしこまりました。
You are familiar with matcha, yes?
抹茶はご存じですね？
Matcha is a powdered green tea.
抹茶は粉末状の緑茶です。

オーナーさん

With sencha we use whole tea leaves.
煎茶は、茶葉全体が使用されています。

オーナーさん

So, let me take you through the steps we'll be taking today, here is the program that we will be following.
本日の流れの説明をさせていただきます、こちらが本日のプログラムでございます。

First, we will examine your tongue, and diagnose you.
はじめに、お客様の舌をみて、証を診断します。
Then we'll have our first pour of sencha together with some sweets.

次に、一煎目を注ぎ、茶菓子と一緒に頂きます。
Then a second brew with some kampo sweets and herbs.
そして、二煎目を漢方スイーツやハーブとともに頂きます。

And a final third brew will be like a Japanese tea time.
最後の三煎目は、日本のティータイムのようにお楽しみください。



オーナーさん

You' ll find a mirror in front of you.
 お客様の前に鏡があります。
 Your tongue reflects your body' s condition and can
 change daily.
 舌は体の状態を反映し、日々変化します。
 So the diagnosis is for your body' s condition right
 now, which is a result of your recent activities over
 the past day or so.
 つまり、証診断はお客様の今の体の状態をみるもので、
 最近のお客様の行動の結果を表しています。
 Self-diagnosis is something I recommend,
 自分でも診断することをおすすめします。
 You can do this daily, for example,
 first thing in the morning when you wake up.
 例えば、朝起きたときにご自身で日々診断いただけます。
 So, for example, if I ate too much or drank too much
 yesterday, I can check my tongue and say ok, today my tongue is
 saying I need to rehydrate or cool down or warm up.
 例としては、前日食べすぎたり飲みすぎた場合、
 舌を確認して大丈夫か、または
 補水したり冷やしたり温めたりする必要性を知ることができます。
 There is a checklist in front of you for your self-diagnosis.
 Please use that as we go.
 お客様の前に自己診断のチェックリストが御座いますので、
 お使いください。
 OK, are we ready? Please say ahhhhhhh.
 よろしいですか。「あー」と言って、
 (口を大きく開けて) ください。

オーナーさん

The body of your tongue is red.
 舌が赤いです。
 The shape of your tongue is thick and large.
 舌が厚くて大きいです 。

 The surface of your tongue looks cracked.
 舌の表面にひびが入っているように見えます。

 The coating of your tongue is thick.
 舌苔が厚いです 。

 The color of your tongue coating is white.
 舌苔の色は白です 。

 So your pattern is heat
 あなたは「熱証」ですね。

オーナーさん

Generally, we can divide people into two groups.

一般的に、人は2種類に分けられます。

One we call Heat and the other Cold.

「熱証」と「冷証」です。

This is not your body temperature;

it is related to your energy flow.

これは体温を意味するものではありません。

エネルギーの流れに関係します。

To go with your sweets, we will add some herbs.

スイーツにハーブを加えます。

The herbs we add will depend on your diagnosis.

このハーブはお客様の証によって異なります。

So, for example, if your diagnosis is heat, you should have some mint for its cooling properties.

例えば、お客様が「熱証」であれば、体を冷やす特性のあるミントがよいです。

If your diagnosis is cold, then you should have some cinnamon or ginger for their warming properties.

診断が「冷証」の場合、

温める特性のあるシナモンや生姜がよいです。

The first pour

一煎茶目

オーナーさん

Please choose your favourite tea set.

お好みの茶器のセットをお選びください。

クライアントさん

That one please.

オーナーさん

That is a very popular one.

そちらはとても人気です。



- オーナーさん First, we warm the teapot and cups. As the water moves from one to the other it drops by about 10 degrees.
 始めに、急須と茶碗を温めます。お湯を別の器に移すと、約10℃温度が下がります。
- オーナーさん We use one teaspoon per person. About 3gs.
 1人当たり茶さじ1杯、約3グラムです。
- オーナーさん Please breathe in the fragrance, ... like this.
 このように、匂いを嗅いでみてください。
- クライアントさん Oh it smells good.
 いい香りですね。
- オーナーさん It's nice isn't it?
 そうですよね？
 This particular tea is from an area called Sonogi, here in Nagasaki.
 この特別なお茶は、ここ長崎の「そのぎ」で作られています。
 Sonogi tea, or Sonogi-cha as we call it, has won many national tea awards.
 「そのぎティー」または「そのぎ茶」は、国内で多くの賞を獲得しています。
- オーナーさん This first pour will be 70 degrees, we let it steep for a couple of minutes.
 一煎目は70℃です。数分間蒸らします。
- オーナーさん We pour it like this
 このように注ぎます
 And back again.
 戻します。
 This is so the strength is the same.
 同じ濃さになります。
- オーナーさん We enjoy it in three steps, ...
 お茶を3段階で楽しめます。
 On your first sip... please focus on the fragrance.
 一口目は香りを楽しんで下さい。
- オーナーさん Then you take a second sip and you take in the flavour.
 そして二口目は、味を楽しみます。
 After the second step we can try the sweets. This is called Yokan, it is made from red beans.
 このあと、スイーツを召し上がってください。
 こちらは「ようかん」といって小豆でできています。

The second pour 二煎茶目

オーナーさん Ready for the second pour?
二煎目を注いでもよろしいですか？

クライアントさん Yes.
はい

オーナーさん May I have your cup please?
お茶碗をお預かりしてもよろしいですか。
Thank you.
はい。ありがとうございます。

This second pour is made with very hot water. So the first pour was to enjoy the flavour and this pour with the very hot water extracts the catechins.

二煎目は、熱湯を注ぎます。一煎目は味を楽しみ、二煎目は熱湯でカテキンを抽出します。

Catechins are a phenol and antioxidant, and are good for detoxing.

カテキンはフェノール類で抗酸化力があり、デトックス効果があります。

This second pour you can enjoy at your own pace,...

二煎目はご自身のペースでお飲みください。

Can you taste the bitterness? That is the catechin
苦みを感じますか？そちらがカテキンです。

オーナーさん This is called zapon-zuke.
こちらは「ザボン漬け」です。

Zabon in English is Pomelo, like a very big grapefruit, but not as sour. This is a candied pith. The thing between the skin and the fruit.

ザボンは英語で「ポメロ」といい、大きなグレープフルーツのようなものですが、それほど酸っぱくはありません。

これは砂糖漬けされた中果皮で、果実と皮の間の部分です。

The herbs are taken together with the zapon-zuke.

ハーブはザボン漬けと一緒に頂きます。

Your diagnosis Heat so please take some mint and put it on the side of the dish.

お客様の診断は「熱証」ですので、ミントを取ってお皿の隅にのせてください。

You can sprinkle some on top or you can dip the zapon-zuke into the mint.

ザボン漬けにミントをかけてもよいですし、ザボン漬けをミントに付けてもよいです。

The last pour 三煎茶目

オーナーさん

This last pour is our tea time pour, to end our session today, so this too you can enjoy at your own pace.
 このお茶で最後になりますので、お好きなように楽しんでください
 The first pour was at about 70 degrees Celsius, the second was a hotter 90 degrees Celsius. This pour is about 80 degrees Celsius.
 一煎目が70℃、二煎目が90℃でした。今回は約80℃です。
 Maybe you can notice a difference in the taste.
 おそらく味の違いを感じる事ができるでしょう。
 Please help yourself to the snacks.
 お菓子もご自由にお召し上がりください。

オーナーさん

This is a tongue chart that you can have, こちらがお客様の舌のチャートです。
 It explains the different regions and how to diagnose yourself. 異なる（舌の）エリアや自己診断の方法が書いてあります。
 As I said earlier, I like to check my tongue daily, and I recommend it as part of your daily routine.
 始めに申し上げたように、私も毎日自分の舌をチェックしますし、お客様も是非日課にしてみてください。

At the end of the session:

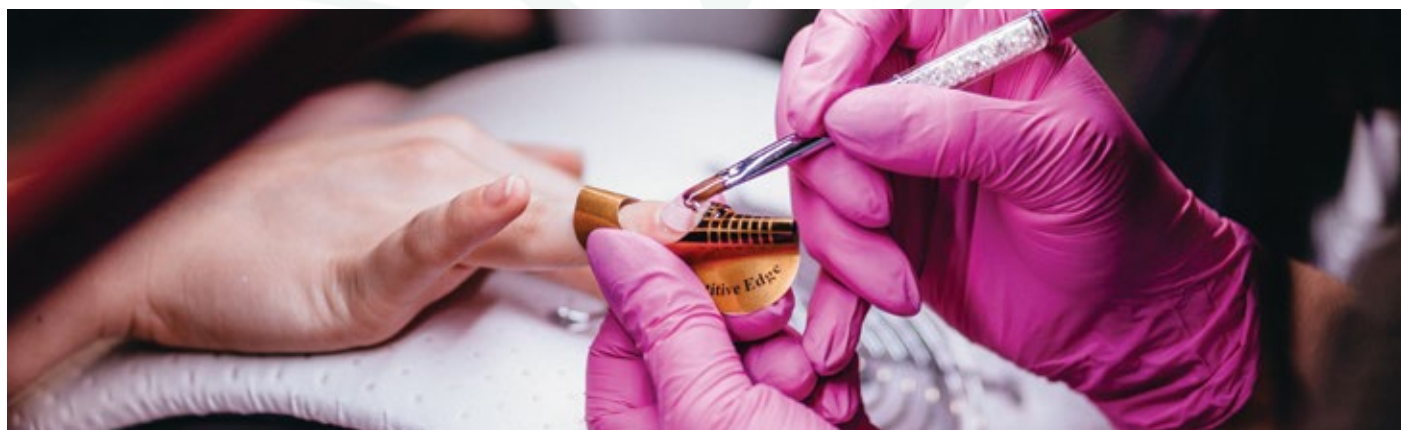
オーナーさん

Well, that is the end of our session today. DO you have any questions?
 これで、本日のセッションを終了いたします。
 何か質問はございますか。
 Thank you very much for coming today.
 It was very nice to meet you.
 ご来店ありがとうございました。お会いできて良かったです。

Enjoy the rest of japan, have a safe trip!
 残りの日本での旅もお楽しみください。
 どうか安全にお過ごしくださいませ。

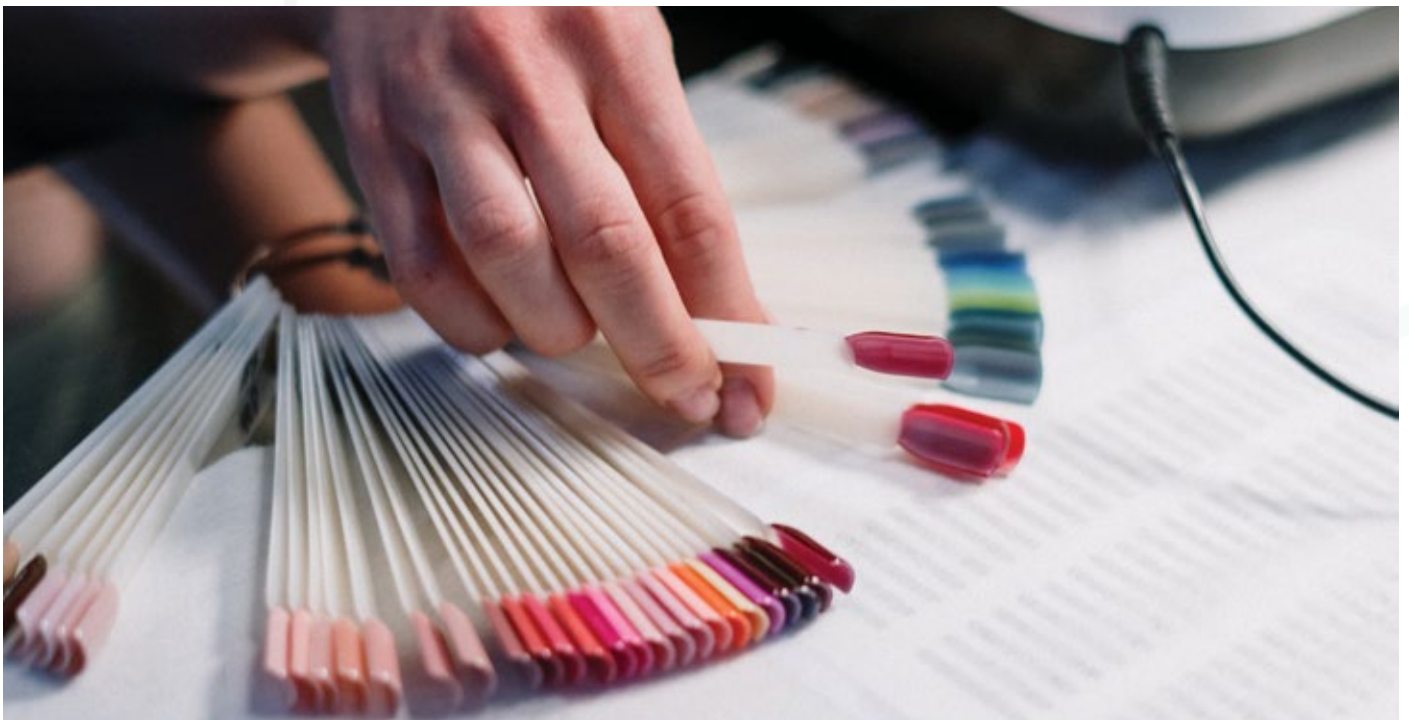
Case Study Script: Manicurist

クライアントさん	Hello. こんにちは。
オーナーさん	Hello. Welcome to Nail Salon Nagasaki. こんにちは、ながさきネイルサロンへようこそ。 Please come in. Can I help you? どうぞおはいり下さい、どうされましたか？
クライアントさん	Yes, I made a reservation to get my nails done through Nagasaki Wellness. はい、ながさきウェルネスでネイルの予約をしました。
オーナーさん	Ahhh yes, can I have your name please? 承知しました、お名前を頂けますか？
クライアントさん	Yes, it' s Sophia Henson. ソフィア ヘンソンです。
オーナーさん	Ah yes, Sophia Henson, you booked a session through Nagasaki Wellness. はい、ソフィア ヘンソンさん、 ながさきウェルネスで予約されています。
オーナーさん	My name is Keiko, please have a seat. You can put your things over there. わたしはケイコといいます、どうぞお座りください。 荷物はそちらにどうぞ。
オーナーさん	What can I do for you today? 今日はどういたしましょうか？
クライアントさん	Yes, I would like my nails done, please. はい、ネイルをしたいです。
オーナーさん	OK, is there any design you like? わかりました、何かご希望のデザインはありますか？
クライアントさん	Oh yes, I saw this on Instagram and thought it' d look cute. ええ、このインスタグラムをみてこれをすればかわいいだろう と思いました
オーナーさん	Oh, I see, I saw that one too, that is very cute. ああ、私も見ましたよ、とてもかわいいです
クライアントさん	Can you do this for me? これ、できますか？
オーナーさん	Sure, I think that' s going to look really nice on you. 勿論、きっと貴方にとっても似合うと思いますよ



- クライアントさん Great, thank you.
素敵、ありがとう。
- オーナーさん I have some questions.
いくつかお尋ねしたいことがあります。
How long would you like your nails?
ネイルはどれくらいの長さにしますか？
- クライアントさん Short please.
短くお願いします。
- オーナーさん Short, ok.
短くですね。
What shape would you like your nails?
どんな形にしますか？
Square, pointy or oval?
スクエア、ポイント、ラウンド？
- クライアントさん Umm, oval please.
えーとラウンドでお願いします。
- オーナーさん And do you have any allergies?
なにかアレルギーはお持ちですか？
- クライアントさん Umm, none that I know of.
えーと知ってる限りではないです。
- オーナーさん Ok.
わかりました。
And, would you like any stones?
石はつけますか？
- クライアントさん Just a few please.
少しだけお願いします。
- オーナーさん Ok, and what size stones would you like?
どれくらいの大きさの石がよいですか？
- クライアントさん Whatever you would recommend.
おすすめのものを。
- オーナーさん Ok.
わかりました。
And how many would you like?
何個つけますか？

- クライアントさん Umm, how many you can put on there.
えーと、何個つけられますか？
- オーナーさん Ahhh, I think we can put maximum five.
えー、多くて五つだと思います。
- クライアントさん That sounds good to me.
いいと思います。
- オーナーさん Ok so I think it will take about ninety minutes from
start to finish, is that ok for you?
わかりました、では終了まで90分かかりますが、
よろしいでしょうか？
- クライアントさん Uh-huh, that sounds perfect.
なるほど、完璧です。
- クライアントさん Ahh, I have a question.
質問があります。
How do I remove the gel nail?
ジェルネイルのオフの仕方は？
- オーナーさん Ahh, it' s a little difficult to remove yourself so it
would be the best to go to a shop.
ああ、自分でするのは難しいので、
お店でするのが一番よいです。
- オーナーさん Great shall we start then?
わかりました、でははじめてよいですか？
- クライアントさん Yes.
はい。



Treatment 施術

オーナーさん Ok first we' ll do some nailcare and then we move on to the nail art.
では、はじめにネイルケアをしてからネイルアートをしますね。

クライアントさん Ok, sounds good.
はい、いいですね。

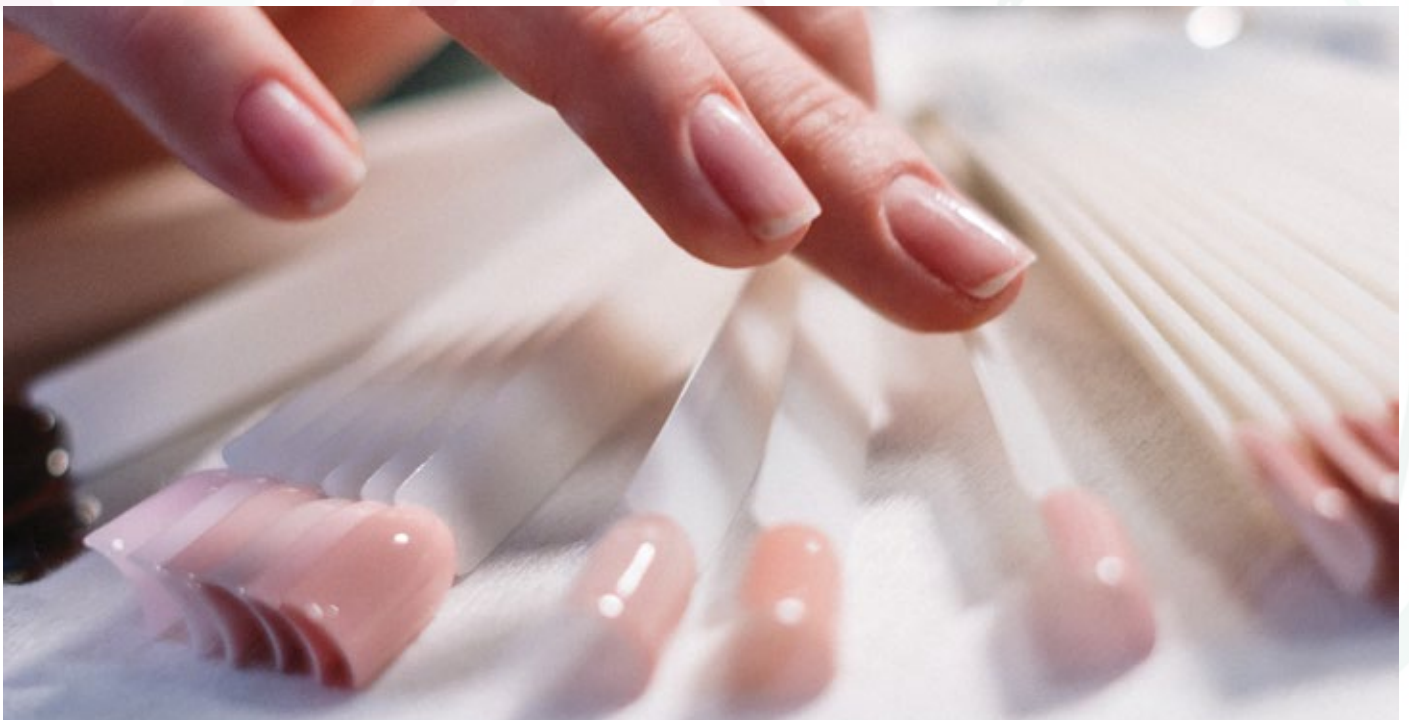
UV/LED scene UV/LEDの場面

オーナーさん Light please.
ライトをあててください。

Is your hand hot?
手、熱くないですか？

クライアントさん Oh, it' s fine.
いえ、大丈夫です

オーナーさん Ok, if it gets too hot please remove it.
そうですか、
もし熱くなりすぎるようなら外してくださいね。



- オーナーさん So how long are you in Japan for?
日本にはどれくらいおられるんですか？
- クライアントさん For two weeks.
2週間です
- オーナーさん And How are you liking it so far?
日本をどう思われますか？
- クライアントさん I really love it here.
とてもいいと思います。
- オーナーさん Have you been to see some sights yet?
どこかにいきましたか？
- クライアントさん I' ve only been to the most famous ones.
有名なところに行ってきました。
- オーナーさん Ok and have you tried some local food?
そうですね、地元料理を食べましたか
- クライアントさん Uhh, I tried chanpon but that' s the only thing.
えっとちゃんぽんを食べましたがそれだけです。
- オーナーさん Chanpon, I like it too.
ちゃんぽん、私も好きです。
You should also try some castella as well, it' s one of the
best.
カステラも食べてください、名物の一つですよ。
- クライアントさん Oooh that sounds delicious.
えーおいしそう。
- オーナーさん So where are you off to after Nagasaki?
長崎の次はどちらへ？
- クライアントさん Fukuoka.
福岡です。
- オーナーさん Fukuoka that sounds good.
福岡いいですね。

オーナーさん Ok I think we' re done here what do you think?
おわりです、いかがですか？

クライアントさん Ooo thank you I really love it.
ああ、ありがとう、とてもいいです。

オーナーさん Thank you for coming today.
お越しいただきありがとうございます。
It was very nice to meet you.
お会いできてよかったです。
Enjoy the rest of your trip.
残りの旅を楽しんで下さい。
Thank you.
ありがとうございます。

If they are local or live in Japan.
日本在住のお客様の場合。

オーナーさん Thank you, I hope to see you again.
ありがとうございます、またお会いできることを
楽しみにしています。
We are on Facebook and Instagram
so stay in touch.
フェースブックとインスタグラムをしておりますので
見てください。

クライアントさん Thank you I will.
ありがとう、そうします。

オーナーさん Thank you, bye bye.
ありがとうございます、さようなら。



Ai International
Medical Research Institute

2020年11月

長崎県観光地受入態勢強化ステップアップ事業

Ai国際医療研究所/長崎国際観光コンベンション協会共同受託

長崎国際観光コンベンション協会

<https://travel.at-nagasaki.jp/en/>

Ai国際医療研究所URL

<https://ai-medical-ri.com/>

NAGASAKI WELLNESS (外国人向け)

<https://nagasaki-wellness.com/>

ながさきウェルネス (日本人向け)

<https://japan.nagasaki-wellness.com/>

お問い合わせ：

Ai国際医療研究所

Mail：main@aimedicalri.com

Tel：050-5360-2953

〒850-0862 長崎市出島町2-11 出島交流会館 8F-5