



## Development for the Role of Japanese food Overseas

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### Message from the Guest Editor

This Special Issue is to explore the role of Japanese food overseas in terms of introducing not only Japanese food and menus but also promoting overall Japanese culture and even enhancing interest in visiting Japan where a series of mega events are to be hosted in the coming years. Papers can connect overseas residents' satisfaction with Japanese cuisine with the various characteristics of the restaurant experience and the intention to visit Japan.

Four major factors (facility, menu, service, and food) would be derived as selection attributes. The Special Issue aims to investigate the correlation between satisfaction with local Japanese foods in overseas countries and the tendency of diners to think about visiting Japan. The results of this study can be strategically related to enhance competitiveness and tourist marketing for Japan particularly as a strong marketing analysis.





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