JOB DESCRIPTION

Tourism Product Development and Contracting Executive

Location: Hybrid (Work from home and office time in Kansai, office is in Kyoto)
Employment Type: Full-time

About Fuji Travel

Fuji Travel is a specialist inbound tourism company focused on creating exceptional travel experiences throughout Japan for international visitors. As our business continues to grow, we are seeking a well-connected Tourism Partnerships & PR Executive to strengthen relationships with tourism stakeholders, government agencies, destination organisations, and media partners across Japan.

We are a fast-paced, direct, and non-hierarchical international team who value speed, honesty, and proactive ownership, with a strong aversion to micromanagement. We seek people who are comfortable and thrive in an entrepreneurial, non-traditional Japanese corporate environment.

This is an exciting opportunity for a bi-lingual tourism professional who is passionate about Japan tourism and who understands how to build strong relationships and partnerships that support sustainable growth.

Position Summary

The Tourism Product Development and Contracting Executive will be responsible for developing and managing relationships with hotels, suppliers, regional tourism boards, local governments, DMOs, tourism associations, and industry stakeholders throughout Japan. The role will also involve occasional media relations, identifying new product opportunities, and support Fuji Travel's profile within the Japanese tourism sector.

The successful candidate will possess strong communication and relationship-building skills, strong negotiation skills, an excellent understanding of Japan's inbound tourism industry, and the ability to represent Fuji Travel professionally with both public and private sector stakeholders.

Key Responsibilities

Supplier Partnerships & Stakeholder Engagement

- Build and maintain strong relationships with Japanese suppliers including hotels, transport operators and attractions, regional tourism boards, destination marketing organisations (DMOs), local governments, tourism associations, and industry partners.
- Negotiate with Japanese suppliers on rates and services to get the best deals for Fuji Travel.
- Act as a key liaison between Fuji Travel and tourism stakeholders across Japan.
- Identify product development and partnership opportunities that support new destination promotion, and business growth.
- Attend industry events, tourism conferences, networking functions, and destination briefings when required.
- Work closely with local government officials and tourism representatives to develop collaboration.

- Monitor tourism industry developments, government policies, and funding opportunities relevant to inbound tourism.
- Identify and lead the preparation and submission of available grants and subsidy applications.
- Support familiarisation trips, trade events, and destination marketing activities.

Media Relations

- Deal with media requests and PR opportunities as they arise that enhance Fuji Travel's brand reputation within Japan.
- Build relationships with local, regional, and national media organisations as required.
- Respond professionally and promptly to media enquiries.
- Draft media statements, talking points, and communications in Japanese as required.
- Manage issues and reputational matters in consultation with senior management when required.

Industry Representation

- Represent Fuji Travel with professionalism across industry forums and in supplier and stakeholder meetings.
- Maintain awareness of trends affecting inbound tourism, regional tourism development, and destination management.
- Provide market intelligence and insights to management.
- Support advocacy initiatives that benefit the inbound tourism sector.

Internal Collaboration

- Work closely with operations, product development and marketing teams to ensure supplier, stakeholder and media align with company objectives.
- Assist with content development for new product communications and destination partnerships.
- Maintain accurate records of stakeholder engagement and partnership activities.

Skills & Experience Required

Essential

- Native-level Japanese language skills.
- Working proficiency in English, including the ability to participate in meetings and communicate professionally with international colleagues and partners.
- Minimum 3–5 years' experience within tourism, inbound operations, contracting, destination marketing, government relations, communications, or a related field.
- Demonstrated experience working with Japanese suppliers, tourism boards, local governments, tourism associations, or destination organisations.

- Strong understanding of Japan's inbound tourism sector and international visitor market.
- Experience handling media enquiries and advantage.
- Excellent written communication skills in Japanese.
- Strong digital proficiency with software and app tools such as the Microsoft suite and Notion.
- Strong stakeholder management and relationship-building abilities.
- Ability to work independently and as part of a team.
- Willingness to travel domestically within Japan when required.
- Living in the Kansai region.

Preferred

- Existing network of contacts within Japanese luxury suppliers, DMOs, government agencies, and tourism industry organisations.
- Experience working with inbound tour operators, destination management companies, or tourism-related organisations.
- Experience in tourism marketing, destination promotion, or corporate communications.

Personal Attributes

- Professional, confident, and highly credible when dealing with senior stakeholders.
- Diplomatic and politically aware.
- Excellent interpersonal and networking skills.
- Proactive, self-motivated, and highly organised.
- Strong attention to detail and ability to manage multiple priorities.
- Passionate about tourism and promoting Japan as a world-class destination.