

Entrepreneurial Activities of Hideo Sawada — H.I.S. Co., Ltd. as a Travel Information Company

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Abstract

This paper focuses on Hideo Sawada, the founder of H.I.S. Co., and examines the significance of Sawada's innovative entrepreneurial activities in the Japanese travel industry by examining the company's growth process and comparing it with existing major travel agencies to provide a historical perspective. The paper will also discuss why Sawada's company was able to engage in aggressive entrepreneurial activities despite many Japanese companies were unwilling to invest in the 1990s.

The results show that when package tours were the mainstream in the 1980s, Sawada, a backpacker himself, used his wealth of travel information and entrepreneurial spirit to launch a low-cost airline ticket business for young people and student independent travelers. His entrepreneurial activities established H.I.S. Co., Ltd. as a travel information company and, unlike other major travel agencies, enabled the company to engage in many innovative activities in the 1990s. The innovative entrepreneurial activities of Sawada may provide many suggestions for revitalizing Japanese companies that lost their vitality in the 1990s due to a lack of aggressive investment in Japan.