

Papers on the Local Governance System and its Implementation  
in Selected Fields in Japan No.12

## **New Possibilities for Local Promotion through Tourism**

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## Foreword

The Council of Local Authorities for International Relations (CLAIR) and the National Graduate Institute for Policy Studies (GRIPS) have been working since FY 2005 on a “Project on the overseas dissemination of information on the local governance system of Japan and its operation”. On the basis of the recognition that the dissemination to overseas countries of information on the Japanese local governance system and its operation was insufficient, the objective of this project was defined as the pursuit of comparative studies on local governance by means of compiling in foreign languages materials on the Japanese local governance system and its implementation as well as by accumulating literature and reference materials on local governance in Japan and foreign countries.

In FY 2008, as a project which were begun in FY 2005, we continued to compile “Statistics on Local Governance (Japanese/English)” and to conduct a search for literature and reference materials concerned with local governance in Japan and overseas to be stored in the Institute for Comparative Studies in Local Governance (COSLOG). We have also started a new research to compile a new series on “Historic Development of Japanese Local Governance”.

In addition, continuing from the previous year, we will continue to compile “Up-to-date Documents on Local Autonomy in Japan” and will make up 4 themes in FY 2008 on “Papers on the Local Governance System and its Implementation in Selected Fields in Japan”, for which we have taken up 10 themes already in the past years.

This project is to be continued in FY 2009, and we aim to improve the materials so that they will be of real use and benefit to those who are working in the field of local governance.

If you have any comments, suggestions or inquiries regarding our project, please feel free to contact the Council of Local Authorities for International Relations (CLAIR) or the Institute for Comparative Studies in Local Governance (COSLOG) of the National Graduate Institute for Policy Studies (GRIPS).

March 2009

Michihiro Kayama  
Chairman of the Board of Directors  
Council of Local Authorities for International Relations (CLAIR)  
Tatsuo Hatta  
President  
National Graduate Institute for Policy Studies



## Preface

This booklet is one of the results of research activities conducted by the Institute for Comparative Studies in Local Governance (COSLOG) as one part of a project that started in FY 2005 entitled “Project on the overseas dissemination of information on the local governance system of Japan and its operation”, in cooperation with the Council of Local Authorities for International Relations (CLAIR). For the purpose of implementing this project, a “Research committee for the project on the overseas dissemination of information on the local governance system of Japan and its operation” has been set up, and a chief and deputy chiefs with responsibility for the project have been designated from among the members concerned with each research subject.

“Papers on the Local Governance System and its Implementation in Selected Fields in Japan” (FY2008, Volumes 11-14) were written under the responsibility of the following five members. (Title of members as of March 2009)

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This booklet, the twelfth volume in the series, is about New Possibilities for Local Promotion through Tourism, and was written by Professor Kawato.

Against the background of a declining birthrate and an increasing elderly population in Japan, this booklet describes how tourism can act as the driving force for new national economic growth. Specifically, the booklet points to the rising expectations of “tourism” as a powerful device for local regeneration and reinvigoration, and gives an overview of the present situation and the future outlook in respect of the efforts being made at national and local level.

We will continue to take up new topics, and add to the series.

Finally, I would like to express my appreciation to Associate Professor Kawato, and also to other members of the research committee for their expert opinions and advice.

March 2009

Hiroshi Ikawa  
Chairperson

Research committee for the project on the overseas dissemination of information  
on the local governance system of Japan and its operation  
Professor  
National Graduate Institute for Policy Studies



# **New Possibilities for Local Promotion through Tourism**

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## **1 New Expectations of Results from Tourism**

In a context in which Japan is characterized in recent years by a rising elderly population and a declining birthrate, there has been a rise in expectations that tourism may be a source of national economic growth. With regard to local areas too, there are hopes that tourism can serve as a powerful device for stimulating regeneration and revitalization. Against this background, this paper will delve into the significance of “tourism” in Japan on both a national and a local level.

### **1-1 National Expectations**

As reasons why expectations vis-à-vis tourism are high at central government level, the following points can be adduced.

- (a) In the context of major changes in society, in which the labor capacity of young people is declining in quantitative and percentage terms as a result of the declining birthrate and the growing percentage of elderly people, there are expectations that tourism can become a new industrial field which is able to generate high added value.
- (b) Not only in advanced industrial countries such as the U.S.A. and countries in Europe, but also among the people in newly industrialized countries, interest in overseas tourism is rising.
- (c) As an industry, tourism has strong characteristics of a complex industry, hence promotion of tourism can be taken forward over a wide industrial area in a framework of mutual interdependence with many other branches of industry<sup>1</sup>.

### **1-2 Expectations on the Part of Local Areas**

The reasons already adduced for high expectations vis-à-vis tourism at national level are also applicable at local level. In addition to these, the following points can also be adduced as reasons to support the important significance of tourism in relation to local and regional revitalization.

- (a) As the result of a change in people’s values, whereby they come to put a higher value on spiritual abundance than on material abundance, there is an increasing demand for the individuality of particular regions and localities to be seen in the context of tourism.
- (b) A result of people making a more intensive search for spiritual values has been to see the possibilities for regional and local revitalization brought about by tourism in terms of utilizing characteristic local resources in terms of nature, history, culture, industries and human resources, not only on urban areas, but also in farming, mountain and fishing villages.

In this kind of context, particular attention has come to be paid to getting to grips with tourism promotion in local areas. Ishimori (2007) made the following points in this connection. “It is

indispensable that tourist promotion no longer relies simply on hitherto accepted supporting pillars, such as individual tourists, travel agencies, firms connected with tourism, or famous tourist beauty spots, but that we see the “creation of a new form of tourism”, whereby local residents become the main pillars, offering to tourists in a sustainable form local products in which they have pride as things emanating from their locality, so that as a result, local residents and tourists can participate in shared emotions and happiness, making at the same time a contribution to the revitalization of the local area concerned (p ii).” In a similar vein, Nakane (2007) writes: “What is now the primary requirement is to create a device in the form of a system that enables the wide range of natural and human resources that are required for the continuation of primary industries, culture, and so on, to liaise and work together to promote an experience-based form of tourism”. He continues: “The main point about conveying the essence of a locality is not about letting people experience splendid facilities or the latest equipment, but about “people” who can enable others to experience the uniqueness of a particular locality”. It is fair to say that what is now looked for in tourism can be defined as responding to the many kinds of needs of those who are searching for a richness of heart and mind, for something suited to themselves, and that the vast and varied patterns of uniqueness in different regions and localities contain great potential to meet demands of this kind. It is also true to say that it is precisely issues of this kind that local areas, acting independently and on their own initiative, are making positive efforts to tackle.

## **2 National Tourism Policy and Local Regeneration**

Local areas now have a great chance to utilize tourism in the service of revitalization, and close liaison with central government will add considerable power to their efforts to realize this aim. This is therefore an appropriate point at which to look at the main tourism policies of central government and at the present state of assistance provided to local tourism promotion.

### **2-1 Legal, Planning and Promotion Systems**

In 2003, central government issued a “Declaration to Establish Japan as a Tourism Nation”, and in the same year, launched the “Visit Japan Campaign”, a strategic campaign to induce foreign visitors to come to Japan with the specific objective of getting 10 million foreign visitors to travel to Japan by 2010. Following the launch of this campaign, the “Tourism Nation Promotion Basic Law” was enacted in 2006 (Law No. 117, 2006). This law was a complete revision<sup>2</sup> of the “Fundamental Law of Tourism” (Law No. 107, 1963) of 1963. The main contents of the new law will be confirmed later in this paper. But first, reference should be made to the “Tourism Nation Promotion Basic Plan”, drawn up in June 2007 to promote tourism in Japan<sup>3</sup>. The objectives at which the plan aims are as listed below (The statistics in brackets, 【 】 , denote achievements in recent years in respect of the target objective).

- (a) To set a target of achieving 10 million overseas visitors to Japan by 2010, and to aim at achieving the same number of Japanese visitors to overseas countries in future. 【visitors to Japan in 2006: 7.33 million】 .



- (b) To set a target of increasing the number of international conferences hosted in Japan by 50% or more by 2011, and to aim at making Japan the top-ranking country in Asia for hosting such events 【168 events hosted in 2005】 .
- (c) To set a target of increasing by 1 overnight stay per person by 2010 the number of overnight stays by Japanese tourists within Japan with the aim of achieving 4 overnight stays a year 【2.77 overnights in fiscal 2006】 .
- (d) To set a target of 20 million Japanese visiting overseas countries by 2010, with the aim of expanding overseas exchanges 【17.53 million visitors from Japan to overseas countries in 2006】 .
- (e) To increase the amount of domestic expenditure on tourism to a target of 30 trillion yen by 2010; the new demand that achieves this increase will be created by offering a diverse variety of services, which will take the form of setting up environmental infrastructures designed to accelerate tourist travel and raising the level of productivity in the tourist industry 【expenditure in fiscal 2005: 24.4 trillion yen】 .

It was with the objective of establishing in tourist areas an infrastructure able to receive an increased number of tourists generated through these policy measures that the Government enacted the Tourism Area Infrastructure Law, as this law is customarily known (Law No. 39, 2008)<sup>4</sup>. The aim of this law was to take forward in a unified and comprehensive way the various individual attempts by local areas to utilize their creativity and ingenuity to accelerate the number of tourist travelers that visited and stayed in those areas. With this aim in view, the main Ministries concerned (Ministry of Land, Infrastructure, Transport and Tourism (hereafter, MLIT) and the Ministry of Agriculture, Forestry and Fisheries) drafted a Basic Policy, and on the basis of discussions with concerned parties in local areas, Tourism Area Infrastructure Plans were designed by prefectures and municipalities, and related laws and special measures required to implement infrastructure projects in tourism areas were established.

Furthermore, with the objective of getting to grips with the realization of the Government's aim to establish Japan as a tourist-oriented country, a new body, the Tourism Agency, was established within MLIT in October 2008<sup>5</sup>. The objectives of the Tourism Agency were: a) to give strong support to local areas that were using their own initiative to create attractive tourist areas; b) to support strengthening of the international competitiveness of the tourist industry; c) to encourage international tourism in such ways as trying to speed up the influx of foreign tourists; and d) to put in place an environmental infrastructure that would help to increase the flow of tourists. Furthermore, the following results are expected from the point of view of the tourism policy promotion system: a) the Tourism Agency will represent the Japanese Government vis-à-vis overseas countries, and give added weight to Japan's ability to transmit policy messages overseas; b) as a result of the leadership provided by the Tourism Agency, an end will be made of the abuses arising from a vertically divided bureaucracy, and there will be a strengthening of attempts to get to grips with the national aim of tourism promotion; and c) the Tourism Agency will become a "one-stop shop" for tourism vis-à-vis local areas and the Japanese people as a whole.

## **2-2 The “Visit Japan Campaign”**

MLIT has produced the following introduction to the “Visit Japan Campaign”, an important policy concerned with tourism designed by central government (the text has been amended in the form of some omissions and changes of expression)<sup>6</sup>.

Aiming at a target of 10 million overseas visitors to Japan by 2010, at the same time as disseminating information overseas about the fascination of Japan as a tourist destination, the public and the private sector will join together to develop attractive package tours to Japan (Diagram 1).

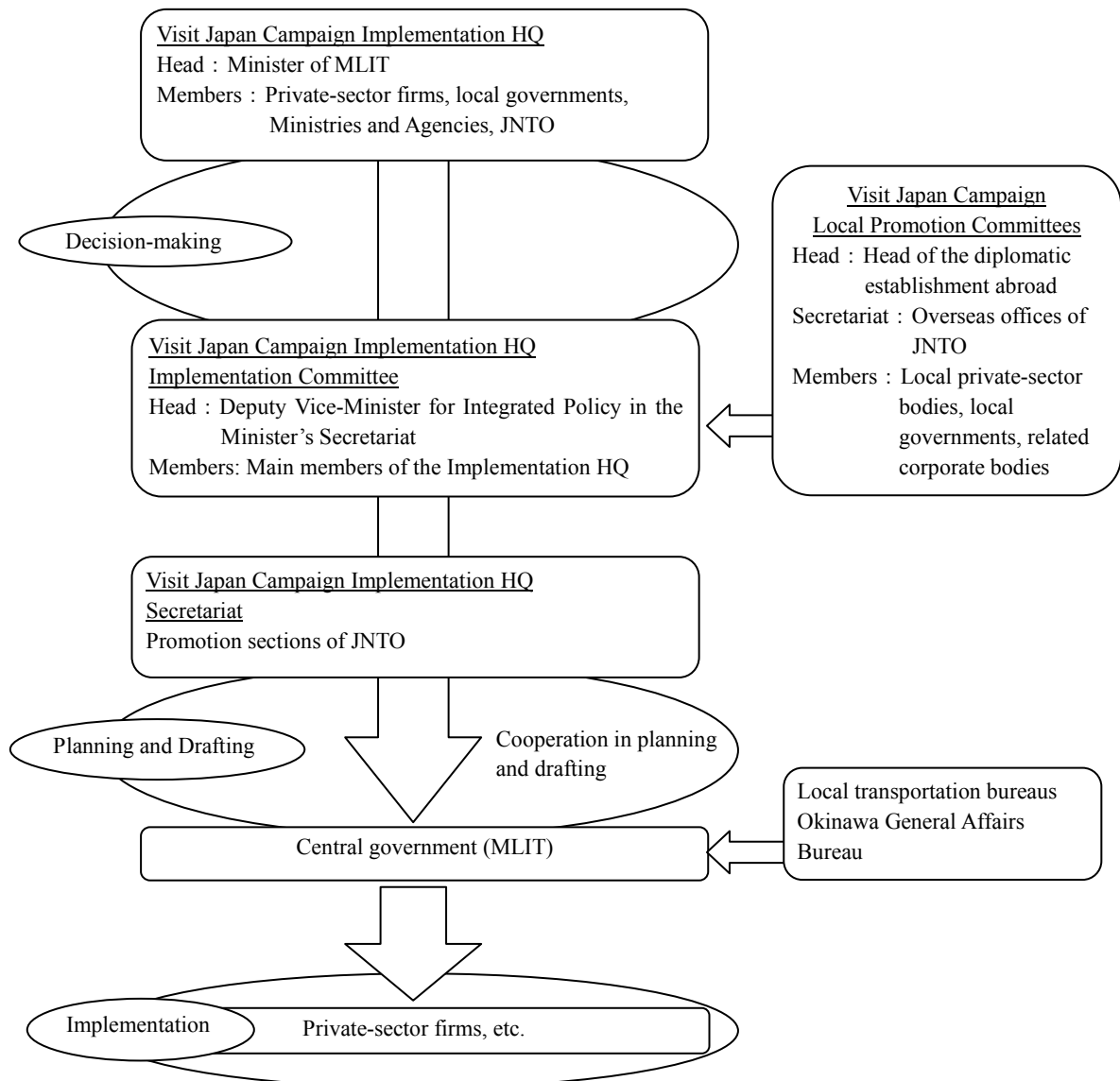
Turning to the number of Japanese traveling overseas, in the context of trying to solve the problem of trade imbalance caused by the expansion of Japanese exports, as well as that of the internationalization of the Japanese people, the “Plan to Double the Number of Japanese Traveling Overseas” (the 10 million plan) is proceeding on schedule in terms of a rise in the speed of growth, reaching 16.52 million in 2002. However, the other side of the coin is that the number of overseas visitors to Japan was only 5.24 million, marking a large discrepancy compared to the number traveling overseas. In these circumstances, then Prime Minister Koizumi gave an address in January, 2003, under the heading, “Aiming to double the number of overseas visitors to Japan by 2010 to a total of 10 million”, thereby setting out the direction of future policy. Following this address, the first meeting of the Implementation Headquarters of the Visit Japan Campaign was held in March of the same year. And in June 2003, an “Action Plan for a Tourism Nation” was drawn up at a full meeting of the Japanese Cabinet. Within the framework of this Action Plan, the Visit Japan Campaign occupied a key position, and was incorporated into the plan as a measure enjoying the unified support of MLIT and the private sector, aimed at disseminating the “Japan Brand” to overseas countries.

12 countries and regions (Korea, Taiwan, China, Hong Kong, Thailand, Singapore, U.S.A., Canada, U.K., Germany, France, Australia) from which large numbers of people visit Japan were identified as priority targets, and efforts are being put into projects aimed at the effective and efficient development of the tourist market in these countries. In addition, from fiscal 2007, 3 countries (India, Russia, Malaysia) were identified as promising emerging markets, and strategic market research is being carried out with a view to getting to grips with effective tourist promotions. And as a further development, in fiscal 2008, with a view to heightening the satisfaction level of overseas visitors to Japan and encouraging repeat visits, under the Visit Japan Upgrade Project, in addition to promoting even greater understanding of Japan’s many attractive features, efforts will be made to make life more convenient for travelers through such means as the standardization and increased compatibility of IC cards.

Moreover, the transportation bureaus in each local region (in Okinawa, the Okinawa General Affairs Bureau), in addition to disseminating overseas information concerning the tourist attractions of the local region concerned, are engaged, in liaison with local organizations (local governments, etc in the local region) in the task of encouraging overseas visitors to their region by such means as offering special tour packages.

In ways such as those noted here, the Visit Japan Campaign, spearheaded by the efforts of central government, is taking tourist promotion efforts forward. Specifically, as part of its “regional liaison work”, it is developing a wide range of projects, including, in cooperation with local governments, tourist-related firms, and so on, invitations to overseas tour operators and representatives of the travel industry, hosting special forums, and much more.

(Diagram 1) Visit Japan Campaign Implementation System



Source : the following page from the MLIT website <http://www.mlit.go.jp/sogoseisaku/kanko/pdf/taisei.pdf> (accessed Mar.5, 2009).

### **2-3 Tourist Promotion by means of Support for Local and Regional Invigoration Activities**

In parallel with local liaison work aimed at tourism promotion, central government has also tackled local invigoration work. These efforts were started in 2003, and comprise the promotion of local regeneration centered on the “Local Regeneration Headquarters”, established in 2003 with the aim of promoting, in a positive and comprehensive way, measures to stimulate the economy, create employment, and so on, in the local areas concerned<sup>7</sup>. The enactment of the Local Regeneration Law (Law No. 24, 2005) was intended to give additional weight to such efforts. Furthermore, by means of a Cabinet decision of October 19, 2007, it was decided that in the absence of special circumstances to the contrary, 3 additional agencies, namely the “Urban Regeneration Headquarters”, the “Headquarters for the Structural Reform of Special Districts”, and the “Headquarters for the Invigoration of Core City Areas”, should also begin work aimed at the invigoration of local and regional activities, and that the 4 agencies, i.e. the Local Regeneration Headquarters plus the three additional agencies, should be grouped together under the name of “Integrated Joint Headquarters for Local and Regional Invigoration”<sup>8</sup>.

If we look at the 120 projects approved as “Vigorous Local Regeneration Projects”<sup>9</sup> within the framework of the “Integrated Joint Headquarters for Local and Regional Invigoration” in fiscal 2008, we can find a large number of projects connected with tourism promotion. Examples of these are as follows: “Comprehensive Tourism Support Project for Self-Drive by Overseas Visitors”, targeted on Wakkanai City, Hakodate City and Hokuto City as well as 8 towns and 1 village in Hokkaido; the “Local Vitality Project to Induce Visitors to Experience to the Full the Power of the Joshu area of Northern Gumma”, targeted on Ikaho Hot Spring (Ikaho-cho in Shibukawa City), Shima Hot Spring (Nakanojo Town), Kusatsu Hot Spring (Kusatsu Town), and Tsukiyono / Kamimoku Hot Spring (Minakami Town). It is clear from this that tourism plays a large part in local invigoration.

### **2-4 The Tourism Nation Promotion Basic Law**

The basic idea and concept of tourism is defined as follows in the “Tourism Nation Promotion Basic Law”. “Policies concerned with the realization of the concept of nation-building on the basis of tourism, while paying due respect to the spontaneous creativity and ingenuity of local initiatives, should aim to encourage tourists from within and outside Japan by means of the sustainable development of a local society that is filled with the vitality exhibited by local residents who are proud of and attached to the place where they live, and must be constructed within the framework of awareness of the particular importance of realizing a rich and fruitful lifestyle for the Japanese people that will extend into the future.” In the same Article, the law also refers with regard to tourism to the “importance of its role in helping to realize a healthy and relaxed lifestyle”, and to the “importance of its role in increasing mutual international understanding and, through this, in promoting international peace”. It goes on to confirm the “importance of its role in stimulating the national and local economy in providing a diversity of employment opportunities derived from project activity in a wide variety of areas”.

On a separate issue, before the “Fundamental Law of Tourism” was revised, it identified central government as having the primary responsibility for policy implementation. It was the nation (= central government) which had to construct in a comprehensive way the necessary policies covering the entire field, while local governments had to make efforts to formulate policies which were in accordance with national policies. In contrast to this, after the law was revised, it referred to both central government and local governments (in the text of the law, the expression used is “local public bodies”, but in this paper, apart from where the law is being quoted directly, the expression “local governments” is used), and also clearly specified the role of the people and the efforts of the travel industry.

Further specified points are as follows. On the responsibility of central government, “the government must draw up in a comprehensive way in accordance with the “fundamental policy concept” policies concerned with the realization of a tourism nation, and has responsibility for implementing these policies.” On the responsibilities of local governments, “their policies should conform to the fundamental idea of national policy, and with regard to the realization of a tourism nation, should be drawn up, on the basis of an appropriate division of roles with central government, in a spirit of independence and self-motivation, utilizing the characteristics of the jurisdictional area of the local public body concerned, which also has the responsibility of implementing these policies.” The law also says that “at the stage of implementing policies, local public bodies, with the aim of achieving effective implementation, must make efforts to liaise and cooperate with other public bodies over a wide area”. Turning to the role of residents, “with a view to deepening understanding of the significance of a nation built on tourism, they must exert themselves to play a positive role in developing attractive tourist spots”, and that in terms of the role of the tourist industry, “when carrying out their activities, they must make efforts, at the same time as showing concern for the welfare of residents, to get to grips, using their own initiative with the issues of realizing nation-building on the basis of tourism”.

In the ways shown here, the “Tourism Nation Promotion Basic Law” does not only deal with the role of central government in tourism promotion, but seeks the involvement and mutual cooperation of a wide range of entities in local areas, in the form of local governments, residents and the travel industry, in getting to grips with the promotion of tourism.

### **3 Local Governments Tackling Tourism Promotion Policies**

Recently, tourism has been attracting attention as an important device for invigorating local areas. Ways of tackling the related issues can be seen to follow one of two directions. The first, making an accurate response to the diversified and individualized needs of tourism, aims to increase the number of visitors who will stay for a time in a locality rather than just pass through, and the second, which is supplementary to this, seeks to increase the number of overseas travelers (inbound tourism). The following sections, which are based on the document, “Local Vibrant Tourism Communities 2007”<sup>10</sup>, issued by MLIT, will present specific examples of local areas which are tackling tourism promotion in terms of these two directions.

### **3-1 Fashioning a City in which Visitors Want to Stay**

Domestic tourism needs are undergoing a major change from group tours that take the form of social gatherings organized to visit places of natural beauty and historic interest to a pattern focused on self-fulfillment and individual interests. The objectives of participants in such tours are also very varied, including a wish to experience different lifestyles, have new gastronomic experiences, undertake environmental conservation and educational activities, and so on. The following, based on the MLIT publication referred to above, presents concrete examples of local areas that are responding to the change just mentioned by offering individually enriching experiences.

#### **3-1-1 Iida (Iida City, Nagano Prefecture)**

##### **(a) Background situation<sup>1 1</sup>**

Iida City is located approximately in the center of Japan, at the southernmost tip of Nagano Prefecture, and is the central city in the Ina Valley. It has a population of about 107,000 (as of August 31, 2008), and covers a land area of about 659 km<sup>2</sup>. To the east are the Japan Southern Alps, to the west, the Japan Central Alps, and the River Tenryu runs through the center of the city in a southerly direction. In recent years, Iida has become known over a very wide area as the city with an apple tree-lined promenade, Tenryu Canyon, a vibrant folk culture, and a puppet theatre festival.

##### **(b) Tackling the Issues<sup>1 2</sup>**

- i) Real experience: The implementation of the program, “Real Experience”, whereby people living in local areas can become instructors and guides, and people visiting the area can share and savor their life, their work and their hobbies, has enabled some 55,000 people to take part in such “experience-based travel”, mainly in the form of educational tours, as of November 2008.
- ii) Strengthening the “experience menu” through contact with local farmers and others: Experience-oriented tourism directed at promoting educational travel was launched in 1995, and in 2001, thanks to an influx of funding from local governments in the area concerned and from the private sector, a travel firm based in the local area concern was established with the name of “Minami-Shin-Shu Tourism Corporation”. As a result of this initiative, many different activities took place, ranging from “experience-based tourism” packages to promotions with travel agents, from many kinds of adjustments with the hosts who would receive the visitors to lectures and guidance aimed at the hosts. As a result, it became possible to organize a system of tours within this one umbrella package, and tours are now arranged, with about 90% of visitors comprising bookings from schools. In terms of the hosts, about 400 agricultural families in the Iida area have taken on this role, and a menu with a wide range of options is available.
- iii) Instructor classes: With a view to setting up exchanges between urban schools and schools in farming villages, exchange promotion groups have been formed in each of the surrounding areas, and instructor classes are arranged every year with the aim of enhancing the level of the farming families who act as hosts. In addition, study tours aimed at organizations and administrative bodies all over the country, also field trips for university students of tourism and others, are being tackled with enthusiasm, and the training of human resources who are able to arrange “real experience” programs is well underway.

**(Table 1) Participants in farm stays, etc., in Iida**

Number of farm stays		Farm experience participants	
2003	4,850 persons	2003	16,400 persons
2004	6,600 persons	2004	21,400 persons
2005	7,200 persons	2005	23,800 persons
2006	7,500 persons	2006	23,500 persons
2007	8,500 persons	2007	25,200 persons

N. : The 2007 figures are partial totals as of November 2007 for the area around Iida.

Source : MLIT home page (accessed Sept.14, 2008)

Based on statistics from Minami-Shin-Shu Tourism Corporation

## **【Achievements】**

The trend in recent years in the number of people taking part in farm stays and farm experience programs is shown in Table 1. From 2003 onwards, participants in both categories show a strong upward trend.

### **3-1-2 Aizuwakamatsu • Kitakata (Aizuwakamatsu City and Kitakata City, Fukushima Prefecture)**

#### **(a) Background situation<sup>1 3</sup>**

Aizuwakamatsu City is located in the western part of Fukushima Prefecture, and is blessed with verdant natural surroundings in the form of Mt. Bandai, Lake Inawashiro and other features. It occupies a land area of 383 km<sup>2</sup>, and its population was 129,000 as of August 1, 2008. It is the home of traditional industries such as Japanese sake and lacquer ware as well as having a thriving domestic tourist industry, and also houses IC-related cutting edge industries.

Kitakata City is also located in Fukushima Prefecture, in the north-western part, and is located in the northern part of the Aizu basin. To the north of the city is the Iide mountain range, and to the east, the foothills of Mt. Oguni stretch away. To the south, the Aga and Nippashi rivers complete a splendid natural environment. The land area of Kitakata City is 554 km<sup>2</sup>, and the population was 54,000 as of August 1, 2008. The main supporting industry of the city is agriculture, and it is also a tourist center with 1.7 million visitors a year. Kitakata ramen (a type of Japanese noodles) are also a delicacy known all over Japan.

#### **(b) Tackling the issues<sup>1 4</sup>**

- i) Enhancing the fascination of the town surroundings: In Nanokamachi Street, efforts have been made to restore in the external appearance of the buildings and other structures the historical charm of former times, and as a result of this and the construction of places like the Nanoka-ichi Café and the Aizu Brand Center, the number of visitors, primarily tourists, to local shops, has risen to about 2,000 people on a weekday after a period when the numbers were declining. In a related development, the female shop owners launched the “Anessa Club”, which in turn generated the “Gallery under the Eaves” and the “Four Courtesies” movement, whereby visitors are invited, if they wish, to take a seat for a short rest, have a cup of green tea, use the toilet facilities, and entrust their luggage for safe-keeping. The aim of the movement is to create

opportunities for local people and visitors to meet while the latter are strolling. In Kitakata City, use has been made of the kura (traditional, thick-walled storehouses) as places to exhibit works of art and folk art, or as tourist offices, souvenir shops, and eating and drinking establishments, so that Kitakata’s reputation has been firmly established as the place to go for “kura” and Japanese ramen. The number of visitors to the Aizuwakamatsu area in 2007 showed a 12.9% increase over the previous year.

ii) Attractive ways of getting round while sightseeing: Classic-style buses and taxis operate in both Aizuwakamatsu and Kitakata. It is also possible to make use of an “Aizu area card”, which allows unlimited travel for 2 days in the Aizu region, and yearly sales of these cards have now reached 6,000. So as to enable tourists to move around unencumbered by baggage, there is also a system that allows people to send their baggage on to their accommodation.

iii) Tradition and innovation : A wide variety of food: Local products of the kind that used to be carried in ships to the northern regions of Japan, including pure water found in the foothills of Mt. Bandai, and miso, soya sauce and Japanese sake all nurtured by the special qualities of the local climate. Among the delights offered to tempt the palate of visitors is soba made with the famous local water, the ramen of Kitakata, and Japanese sweetmeats.

iv) Responding to a demand for wide-area tourism:

The tourism promoters have taken the attractions of the “temple town of Aizu” such as its many old and famous temples, and opportunities to see treasured images of Buddha and hear lectures from the chief priest, and combined these with the local “shared taxis” to make PR material. In addition to wide-area tourism of the Aizu area itself, efforts are being made to strengthen contact with Yonezawa City and the Okitama region in Yamagata Prefecture and to enable trips to be made there using “shared taxis”. Also envisaged is an increase in packages combining access from the Tokyo area with stays at local hot springs.

**(Table 2) Numbers visiting Aizu-Wakamatsu and Kitakata**

Visitor numbers		
2002	2.77 mill.	
2003	2.81 mill.	
2004	3.16 mill.	N. : Primarily the central areas of Aizuwakamatsu and Kitakata
2005	3.25 mill.	Source : MLIT home page (accessed Sept. 14, 2008)
2006	3.58 mill.	Based on Fukushima Pref. statistics

**[Achievements]**

Trends in recent years in the number of visitors to Aizuwakamatsu and Kitakata are show in Table 2. Since 2002, a firm upward trend has been established.



## **3-2 Tackling the promotion of inbound tourism**

For a country like Japan with an aging population and declining birthrate, the promotion of overseas tourists is a powerful policy aimed at acquiring income from abroad. The policy is important not only for the country as a whole, but also for invigorating its separate regions. Moreover, it is a policy with potential benefits for both urban and rural local areas. With these points in mind, just as in 3-1, we examined specific cases studies of areas with special characteristics, so too at the start of this chapter, we will also examine some case studies, using as reference material the documents produced by MLIT.

### **3-2-1 Tackling the issues in urban areas: Asakusa · Yanaka · Ryogoku (Taito Ward and Sumida Ward, Tokyo)**

#### **(a) Background situation<sup>1 5</sup>**

Taito ward is located roughly at the center of the 23 wards of metropolitan Tokyo. It is a downtown area, bounded on the west by the high ground of Ueno and on the east by the Sumida river. Its population is about 176,000 (as of September 1, 2008), and it covers a land area of about 10 km<sup>2</sup>. Sumida ward is in the northeastern part of Tokyo, with many rivers around its periphery. The ward has a population of about 235,000 (as of October 1, 2008) and covers a land area of about 14 km<sup>2</sup>.

#### **(b) The attractions of the area and ways of tackling issues<sup>1 6</sup>**

- i) Asakusa: A crucible of Japanese history and culture from the Edo era down to the present day, the area's attractiveness lies in its smart appearance as a downtown area, where people can experience meetings and exchanges. It is also well known even in overseas countries for its special attractions at each season of the year: cherry blossoms and archery on horseback in the spring, fireworks on the Sumida river in the summer, a festival of "Tokyo as it used to be" in the autumn, and the battledore fair in the winter. A "Japan Culture Experience Tour" is implemented in this area.
- ii) Yanaka: The area developed as one full of temples and shrines within the context of the city planning in the Edo area, and subsequently became familiar to many visitors as an area filled with temples and shrines and sloping hills. The Japanese inns and accommodations in the area make a positive effort to attract overseas visitors, and all the people who live in the area try very hard to exchange friendly greetings and with the help of English menus and material in English, to make visitors feel at home. Visitors from abroad are also free to participate in local festivals in the area.
- iii) Ryogoku: This is the home of the Edo Tokyo Museum, which aims to show present-day visitors the life and culture of Edo, the predecessor of Tokyo, as it was in the Edo era. It also houses many craft and art studios and workshops, where traditional crafts can be experienced. Particularly popular among overseas visitors is the Byobu Hakubutsukan (Museum of Folding Screens). Ryogoku is also the central location of Japan's national sport, sumo. With private-sector firms in Asakusa and Ryogoku taking the lead, many different packages targeting

foreign tourists are offered, including visits to the Ryogoku Kokugikan (the indoor sporting arena where sumo tournaments are held) and the Old Yasuda Gardens, also the Sumo National Museum, and opportunities to experience the Japanese tea ceremony and Japanese poetry readings. In addition, PR material aimed at foreign tourists offering a menu of traditional craft experiences has been produced, and positive efforts are being made to widen the range of activities beyond the administrative boundaries of the wards in question.

**(Table 3) Foreign tourists visiting Taito ward and Sumida ward**

Number of foreign tourists		Breakdown by country (Fiscal 2006)			
2001	500,000	Europe	19.5%	Taiwan	7.1%
2002	490,000	Korea	18.8%	Oceania	7.1%
2003	510,000	China	18.8%	Asia	6.2%
2004	770,000	N. America	17.9%		
2005	820,000 人	Other	4.6%		

Source : MLIT home page (accessed Sept. 14, 2008)

Numbers of foreign tourists based on JNTO survey

Country breakdown figures based on Taito ward market survey

### **【Achievements】**

Numbers of foreign tourists and a breakdown by country are given in Table 3. Since 2001, the number of foreign tourists has steadily increased. The major point that emerges from the country breakdown is that tourists come from a wide variety of countries, including Europe and N. America as well as Asia, showing that all over the world, people are interested in visiting Japan.

### **3-2-2 Tackling the issues in local areas (1) Takayama (Takayama City, Gifu refection)**

#### **(a) Background situation<sup>1 7</sup>**

Takayama City is located in the northern part of Gifu Prefecture, has a population of about 96,000 (as of October 1, 2007), and covers a land area of about 2,178 km<sup>2</sup>. Takayama is in the Hida region of Japan, and is bounded to the east and the west by steep mountains, and to the north and south by fast-flowing rivers running through narrow gorges. Almost all the land area consists of mountains and forests, and over 90% of the area is forested. On the other hand, most of the flat land is found in the Takayama, Kokufu and Furukawa basins, and small patches of flat land can be seen spread out around these basins.

#### **(b) The attractions of the area and ways of tackling issues<sup>1 8</sup>**

The attractions of Takayama can be listed up as follows:

- i) The presence of the traditional townscape (rows of old houses): Takayama developed as a castle town, and many features of the houses retain the same character and appearance as they did in the days of the Edo era, including lattice-encased windows jutting out into the street, curtains marking the entrance to stores that have been in the same family for generations, and so on. The area encompassing these buildings, designated as specially selected by the government, is a

conservation area.

- ii) One of Japan’s 3 most famous festivals: The Takayama Festival, which takes place in the spring and the autumn, is held at night and gorgeously decorated floats, each festooned with a puppet doll and red lanterns, are paraded through the streets of the town.
- iii) Fresh produce “Morning Market”: A morning market is held at 2 locations in the town, and fresh vegetables, fruit and homemade pickles are put on sale. On these occasions, a visitor can savor the feelings and the lively interchanges of the local people.

Utilizing the attractions spelt out above, the following innovations are being implemented.

- i) Aiming at a “town where a foreign visitor can find the way with ease”: In response to a very diverse influx of tourists from many different countries, walk maps provide information in 9 different languages (English, Chinese (simplified characters), Chinese (traditional characters), Korean, French, German, Spanish, Italian, Portuguese and Russian). Signboards in many different languages can also be seen in the streets.
- ii) Making a barrier-free town: “A town that’s good to live in and good to walk about in” is the aim. In terms of physical improvements in facilities, equipment, and so on, the shape of curbs on sidewalks has been changed so that they are smoothly sloping, multi-purpose toilets have been constructed, wheelchairs can be borrowed, and “welfare buses” have additional equipment installed. On the less physically tangible side, “monitor tours” have been implemented for overseas visitors and physically handicapped persons. Their opinions are then solicited, and “hospitality study groups” are formed and “hospitality manuals” prepared.

**(Table 4) Foreign tourists visiting Takayama City**

Number of foreign tourists		Breakdown by regional area		(Breakdown within Asia)	
2002	48,000	Asia	60%	Taiwan	74%
2003	48,000	Europe	17%	Korea	7%
2004	61,000	N. America	14%	Hong Kong	4%
2005	90,000	Oceania	5%	China	1%
2006	107,000	Other	4%	Other	14%

Source : MLIT home page (accessed Sept. 14, 2008)

Based on Takayama City tourism survey

**【Achievements】**

Trends in the number of overseas visitors and a breakdown by country of origin are given in Table 4. Since 2002, the number of overseas visitors has shown a steady upward trend. The large number of visitors from Asia, especially Taiwan and Korea, is also noticeable.

**3-2-3 Tackling the issues in local areas (2) Hakuba (Hakuba Village, Nagano Prefecture)**

**(a) Background situation**<sup>1 9</sup>

Hakuba Village is located in the northwestern part of Nagano Prefecture. It has a population of 9,200 people (as of September 1, 2008) and covers a land area of 189 km<sup>2</sup>. To the west, the long

stretch of the Hakuba mountain range displays the beautiful mountain scenery of steep cliffs, constituting a tourist resource for mountaineering, hiking, and skiing. To the east, the mountainous terrain is being developed for tourism in part, and constitutes a verdant forested area.

Also in connection with tourism, the characteristics of population change should be noted. From a peak in 19947, the population continued to decline until the mid-1970s with an outflow of young people into urban areas. Subsequently, however, a U-turn phenomenon could be identified as people began moving back into the area accompanying the remarkable development of the tourist industry, and the population figures changed to show an upward trend.

### **(b) The attractions of the area and ways of tackling issues** <sup>20</sup>

The attractions of Hakuba can be listed up as follows.

- i) Nature and mountain climbing in the green season: The 3 mountain peaks, namely Mt. Shirouma, Mt. Shakushi, and Mt. Hakuba-Yari, making up the Hakuba mountain range, constitute beautiful natural surroundings long familiar to alpinists.
- ii) Ski resort: The skiing areas at Hakuba are full of individuality, with slopes to suit every level from beginners to experts and families. 5 different types of hot springs also provide a pleasurable after-ski experience.

Utilizing these attractions, the following projects have been implemented.

- i) PR activities aimed at attracting visitors from Australia: Since 2005, in cooperation with the “Visit Japan Campaign”, strenuous efforts have been made to attract tourists from Australia by such means as invitations to travel agencies and the mass media, exhibitions of ski-related goods, business discussions, and so on.
- ii) Putting a secondary transport system in place: With the aim of providing more convenient arrangements for those long-stay overseas visitors who want to separate their accommodation and food needs, a night-time shuttle bus service operating a circular route has been set up. In addition, for the convenience of overseas visitors using the Nagano Shinkansen super-express train, a “shared taxi” service linking Nagano Station and Hakuba Village also operates, and as can be seen from the gradual increase in the number of users, the system is becoming increasingly familiar to overseas visitors as a transport device.
- iii) Increase in the number of users of the home page • ranking of accommodations: As well as the provision of information on web sites in English, Korean and other languages, links have also been established with well-known ski-related sites in overseas countries, and as a result, the number of non-Japanese visiting the web sites has increased. Furthermore, through the inclusion of a ranking system for accommodations in the Wadano area, used both on internet web sites and in printed material, overseas users have been enabled to select the type of accommodation that suits their individual needs.

**(Table 5) Foreign tourists visiting Hakuba village**

Number of foreign tourists		Breakdown by country	
2002	3,000	Korea	42%
2003	9,000	Australia	22%
2004	10,000	Hong Kong	9%
2005	32,000	Other	27%
2006	34,000		

Source : MLIT home page (Accessed Sept. 14, 2008)

Based on a survey at Hakuba

### **【Achievements】**

Changing trends in the number of overseas visitors and a breakdown by country of origin are shown in Table 5.

Since 2002, the number of overseas visitors has shown a steady increase. The large number of visitors from Australia and Korea is also noticeable.

## **4 A case study of tackling tourism promotion through collaboration with various bodies within a local area: “Takasaki City Tourism Promotion Research Group”**

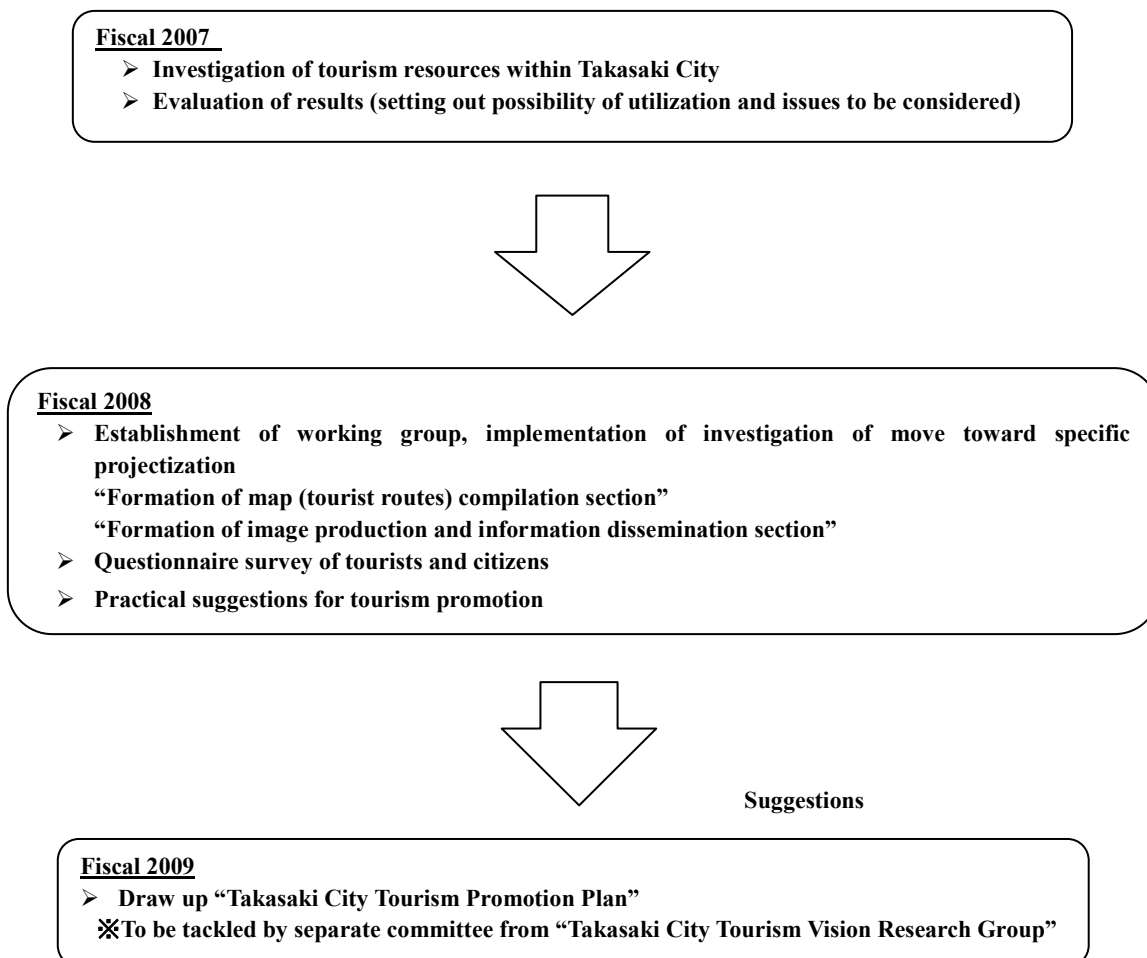
As will have become clear from the above, within the context of promoting local tourism that aims to get a grasp of the needs of a society that puts emphasis on emotional richness and vibrancy at a time when people’s needs are becoming more individualized and diversified, there is a large role to be played by local areas themselves.. Furthermore, the importance of tackling tourism promotion by contact with the variety of patterns found in different areas is also recognized. In this section, we will look at a specific case study of tackling collaboration by means of self-initiated efforts in the area of the promotion of local tourism. The case study selected is that of Takasaki City, Gunma Prefecture (hereafter, Takasaki City).

### **4-1 Takasaki City. Background situation<sup>2 1</sup>**

Takasaki City is located at the northernmost tip of the Kanto Plain, has a population of about 348,000 (as of October 1, 2008), and covers a land area of 401 km<sup>2</sup>. It is within the circle with a radius of 100 km drawn around Tokyo, so is in a favorable location from the point of view of economic activities and cultural promotion. There has been a large influx of people into the city from surrounding municipalities, and it now has a high degree of autonomy as an independent urban center. It is also well served by high-speed road and rail links.

From the point of view of industry, Takasaki is a major industrial center within the Kanto metropolitan area, with its industrial structure spread out over a wide area, and at the same time, it has a thriving agricultural and tourism industry; it is also a cultural and artistic center, as symbolized by the work of the Gunma Symphony Orchestra and the Takasaki Film Festival. As a result of municipal mergers in 2006, 1 city, 4 towns and 1 village were merged together, and the resulting local government includes a wide and diverse range of individual characteristics, such as an urban center as well as agricultural and mountain village areas.

**(Diagram 2) Takasaki City Tourism Vision Research Group Schedule**



Source : Edited from documents issued by “Takasaki City Tourism Vision Research Group”

**(Table 6) Member Organizations of the “Takasaki City Tourism Vision Research Group”**

<p>Takasaki Tourism Association, inc.; Takasaki City Products Promotion Association; Takasaki Shopping Center Alliance; Takasaki City Youth Commerce Research Group; Takasaki Youth Chamber, inc.; Takasaki Chamber of Commerce and Industry; Takasaki Women in Management Research Society; Let’s Revive Takasaki! (NPO); Takasaki Thunder Dance Festival Implementation Committee; Takasaki Hotel and Ryokan Cooperative Association; Japan Railways East Japan, Takasaki Branch; JTB Kanto Ltd., Takasaki Branch; Radio Takasaki Ltd.; Takasaki City University of Economics; Kurabuchi Chamber of Commerce and Industry; Misato Town Chamber of Commerce and Industry; Gumma Chamber of Commerce and Industry; Shinmachi Chamber of Commerce and Industry; Haruna Tourism Association.</p>
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Source : Edited from documents issued by “Takasaki City Tourism Vision Research Group”

## 4-2 An overview of initiatives

In fiscal 2007, the “Takasaki City Tourism Vision Research Group” (hereafter, “Research Group”) was established in Takasaki. With the aim of taking practical action, the Research Group drew up a projected policy outline for Takasaki City under the heading, “Takasaki City Tourism Promotion Plan”. At the preliminary draft stage, the objectives of the policy were to get a grasp of the current situation with regard to tourism within the city, and to summarize the future potential (Diagram 2). With these objectives in mind, with the Tourism Association and the City Chamber of Commerce and Industry in the lead, a wide variety of representatives concerned with various practical aspects of tourism, including commercial and industrial organizations, tourism-related industries, the accommodation industry, the transportation industry and so on, came together as the core members of the Research Group (Table 6).

## 4-3 Activities in fiscal 2007

The main activities carried out by the Research Group in fiscal 2007 can be categorized under 2 headings: ① Investigation of tourism resources; and ② Examination, on the basis of the results of this investigation, of unearthing local tourism resources, formulating them as issues to be addressed, and devising methods of utilizing them.

**(Table 7) Achievement Calendar for “Takasaki Tourism Vision Research Group” (for fiscal 2007)**

Conference No. 1	Oct., 2007	Founding of Research Group, Activity Plan Discussion
Survey No. 1	Nov., 2007	Tourism Resource Survey, Kurabuchi area
Survey No. 2	Dec., 2007	Tourism Resource Survey, Haruna area
Conference No. 2	Jan., 2008	Exchange of opinions on Tourism Resource Surveys of Kurabuchi and Haruna areas
Survey No. 3	Feb., 2008	Tourism Resource Survey, Takasaki and Shinmachi areas
Survey No. 4	Mar., 2008	Tourism Resource Survey, Gunma and Misato areas
Conference No. 3	Mar., 2008	Exchange of opinions of the results of surveys of the areas of Takasaki, Shinmachi, Gunma and Misato

N.: Takasaki City comprises the areas of Kurabuchi, Haruna, Takasaki, Shinmachi, Gunma and Misato, each of which was a separate local government before the 2006 merger.

Source: Compiled by the author from data from “Takasaki City Tourism Vision Research Group”

With regard to ① above, the Research Group members implemented 4 projects, and with regard to ②, implemented 3 projects (Table 7).

Focusing more specifically on the methodology of the Research Group investigations, each member presented as a basis for preliminary discussion a list of opinions concerning the target and content of the proposed investigation, and after the investigation was implemented, the results and impressions were collated into the form of a report. This report was then discussed in an investigatory meeting.

#### **4-4 Activities in fiscal 2008**

The pattern of activities in fiscal 2008 was that following the submission of a report on activities in fiscal 2007, a Working Group (hereafter, WG) was established to take forward the presentation of a tourism vision. The WG thus established was divided into 2 sections, the Section for Compiling Tourist Maps (Routes), and the Section for Producing Images and Transmitting Information.

Specifically, selecting from proposals generated by the work of the WG, an examination of the possibility of undertaking a model project was undertaken. Moreover, with the aim of realizing as far as possible the proposals put forward by the Research Group for the current fiscal year, a questionnaire survey concerning tourism in Takasaki was implemented, targeted both at visitors to Takasaki and to the citizens responsible for welcoming them. The Research Group will compile the results of the survey in a comprehensive manner and make suggestions on the basis of its deliberations.

#### **4-5 The significance of getting to grips with the issues**

Up until now, when local governments draw up a plan, the first step is that a committee is organized to deal with the plan, and in many cases, a working group is established as a subsidiary organ of the committee. In the case of the Takasaki Research Group, a noteworthy characteristic is that it preceded the establishment of a committee, and that it adopted the methodology of taking forward examination of the realistic tourism promotion policy that had been the driving force in the establishment of the Research Group, which was composed of pragmatic, reality-oriented members. Specifically, (a) many different kinds of local bodies and organizations with links to tourism collaborate together with the aim of promoting local tourism; and (b) by such means as participating in local surveys, carrying out and examining pilot projects, and so on, the members tackle the issues of tourism promotion in a practical way.

The significance of the Research Group can be said to exist in the way in which the results of its activities are reflected in the “Takasaki City Tourism Promotion Plan”, and the way in which this plan was turned into a reality.

#### **4-6 Overview of the Proposal**

With the activities introduced above in 4-2 through 4-4 as a foundation, the Research Group produced in January 2009 a “Tourism Vision Proposal for Takasaki City”. In addition to imposing an orderly framework on the activities of the Research Group, the proposal also set out suggestions for the future direction and possibilities for tourism in Takasaki City. An overview of the main points now follows.

Firstly, with regard to the changes in the environment surrounding tourism and the present state of tourism and existing tourism resources in Takasaki City, the Proposal shows how these factors were arranged in an orderly fashion by using the results of related documents and the tourism resources investigation (fiscal 2007). The Proposal also states that as a result of using the results of



the questionnaire investigation<sup>2 2</sup> (fiscal 2008), it has been possible to get factual confirmation of the actual state of tourism in Takasaki City and of the state of people's awareness.

Next, the Proposal examines the issues concerned with the promotion of tourism in Takasaki City, and introduces the responses made, primarily by the WG, to a number of issues that emerge, as well as introducing specific ways of tackling the issues and model projects (partially implemented on an experimental basis). The contents are shown in Table 8.

On the basis of examinations of this kind, the specific suggestions concerned with the direction and potential of tourism in Takasaki City can be listed as follows: ① provision of experience of everyday living culture characteristic of the area; ② establishment of a framework and a system for receiving visitors; ③ discovery and refinement of local resources which reflect individuality; ④ establishment of a system of disseminating information; ⑤ confirmation of the image of Takasaki tourism; and ⑥ promotion of tourism by means of liaison over a wide geographical area.

The proposal formulated by The Research Group has a high degree of specificity as a result of being based on an examination of existing model projects or implementation of projects on an experimental basis, so it can be asserted that as well as meeting its objective of providing an examination of material in the "Takasaki City Tourism Promotion Plan", it also embodies the strong characteristics of a Takasaki City Tourism Promotion Action Plan.

**(Table 8) Issues concerned with tourism in Takasaki City and ways of addressing these**

Tourism-related issues in Takasaki City	Projects designed to tackle these issues
① Insufficiently robust system for receiving visitors	(a) Key projects (establishment and operation of the Takasaki Hometown Tourism Products Center (provisional title))
② Insufficient focus on discovering and developing new local resources	(a) Projects that utilize festivals, events and culture (“local area exchange promotion program” utilizing festivals, shopping precinct events, etc.) (b) Projects to promote industrial tourism (industrial tourism PR) (c) Buy and consume in the local area; projects that utilize natural resources (tours to promote satisfaction with nature and the countryside, savoring Takasaki freshness in every season)
③ Local people who are unfamiliar with local tourism resources or who have never visited the places promoted	(a) Key projects (as in ① (a)) (b) Projects to study the local area (start of the “Takasaki Children’s Ultra-Quiz”)
④ Inadequate unification of information, failure of necessary information to reach its targets	(a) Key projects (as in ① (a)) (b) Projects centered on receiving and disseminating information (strengthening tourism information directed at all parties concerned; providing information for accommodation facilities; collecting, arranging and utilizing information from neighboring areas) (c) Projects to construct a tourism image (use of catchphrases and colors in promoting tourism)
⑤ Under-utilization of food culture based on local specialties	(a) Buy and consume in the local area; projects that utilize natural resources (as for ② (c)) (b) Projects utilizing local food culture (fresh produce from Takasaki according to the season; production of a walking guide and gourmet guide for the area around Takasaki station)
⑥ Insufficient liaison with neighboring municipalities	(a) Wide area-based projects (liaison with Gunma Prefecture Tourism Association, collecting, arranging and utilizing information from neighboring areas)
⑦ Insufficient contact about more widely based local resources and networking	(b) Resource network projects (second destination information resource project, maps showing Takasaki through the seasons with the help of Google maps)

Note : Items within brackets show examples of model projects examined by the WG (partially implemented on an experimental basis). The content is linked to other projects, so there may be cases of duplication.

Source: Compiled by the author from the following document : Takasaki City Tourism Vision Research Group, “Takasaki City Tourism Vision Proposal”, Jan. 2009

## 5 The Future Outlook for Tourism Policies

In this paper, the importance of the role of tourism in Japan has been looked at primarily from the point of view of its connections with local areas. Tourism is expected to play an important role in terms of an industry that supports the future of the nation of Japan, and it is fair to say that in their diversity of values and their search for emotional richness, visitors from overseas and tourists from within Japan share common feelings.

However, it would be difficult to expect substantial results simply by waiting for visiting tourists to appear. It is up to each individual area to utilize the wonderful resources that they have that characterize the area in question in the form of natural surroundings, history, culture, special products, and so on. With these points in mind, it is expected of local people that they will cooperate

in unearthing and identifying these resources, polishing them so that they can be presented as local brands, and devising ways in which information about them can be disseminated to people outside the area in question.

In particular, it is fair to assume that from now on, a particularly important meaning can be attached to devising ways of emphasizing the characteristics of one's own area and transmitting this information to others. In recent years, thanks to the rapid development of IT, and the internet in particular, many local areas are able to transmit information about tourism by using their home page, cell phones and other devices. Methods of utilizing IT as described here are very effective in ensuring that information is disseminated over a wide area and to people in different positions. At the same time, it is also important to disseminate information by utilizing opportunities for direct person-to-person contact by such means as word-of-mouth recommendations from visitors or mutual exchanges with friendship towns or other areas with which there is some kind of relationship.

A further important point when receiving visitors is to build up an attitude of "hospitality". What many tourists are looking for when they visit somewhere is a chance to sit back and relax. And people who are warmly received in an unfamiliar place by hosts who are giving of their best, will remember the place as somewhere where they could relax, heightening their favorable attitude toward that area and making them think that they would like to visit it again. In terms also of the dissemination of information, generating effective methods of conveying the heartfelt warmth of the local people should be considered as important.

When each local area takes forward its own individual pattern of tackling the issues related to tourism promotion, a wealth of individuality will be generated, and with the help of central government support, the fascination of local areas can be transmitted not only within Japan, but to overseas countries as well, providing in turn the driving force to generate new developments in tourism in local areas and in the country as a whole.

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## Notes

- <sup>1</sup> Ogata (2007) makes the following points with regard to the connections between tourism on the one hand and industry and other fields on the other. i) New tourism means “the promotion of industry through tourism” in the local areas concerned; ii) In relation to tourism, industry has a very comprehensive meaning, embracing the “transport industry, accommodation industry, travel industry, food and drink industry, hospitality and service industry, and related support industries”; iii) Tourism has a very close relationship with people’s behavior and social life; and iv) In addition to the economic impact, the effects of tourism can be expected to be felt over a wide area, including society, culture, the environment, and education.
- <sup>2</sup> See the following page on the website of the JNTO, the customary name of the official Japanese government body representing tourism. ([http://www.jnto.go.jp/jpn/tourism\\_data/national\\_tourism\\_policy.html](http://www.jnto.go.jp/jpn/tourism_data/national_tourism_policy.html)). Its formal name is the Japan National Tourist Organization, established on Oct. 1, 2003. ([http://www.jnto.go.jp/jpn/about\\_us/profile/index.html](http://www.jnto.go.jp/jpn/about_us/profile/index.html)). (Both pages accessed on Sept. 20, 2008).
- <sup>3</sup> See fn 2) above.
- <sup>4</sup> See the following page on the MLIT website (accessed Oct. 13, 2008): [http://www.mlit.go.jp/kanko/kanko\\_tk4\\_000002.html](http://www.mlit.go.jp/kanko/kanko_tk4_000002.html) The formal name of the law translates literally as: “The law Concerned with the Promotion, by means of the Development of a Tourism Infrastructure, of Tourists Traveling to, and Staying in, Tourist Areas”.
- <sup>5</sup> See the following pages on the MLIT website: <http://www.mlit.go.jp/sogoseisaku/kanko/jta.pdf> (accessed Sept. 20, 2008); and <http://www.mlit.go.jp/kankocho/about/setsuritsu.html> (accessed Oct. 1, 2008).
- <sup>6</sup> For details of the “Visit Japan Campaign”, see the following page from the MLIT web site (accessed Oct. 5, 2008): [http://www.mlit.go.jp/sogoseisaku/kanko/detail\\_vjc.html](http://www.mlit.go.jp/sogoseisaku/kanko/detail_vjc.html)
- <sup>7</sup> For further details, see the following page from the Japanese Government Cabinet Office website: <http://www.kantei.go.jp/jp/singi/tiikisaisei/index.html> (accessed Jan. 11, 2009).
- <sup>8</sup> For details of the Integrated Headquarters for Local and Regional Invigoration, see the following page from the Japanese Government Cabinet Office website (accessed Sept. 20, 2008): <http://www.kantei.go.jp/jp/singi/tiiki/index.html>
- <sup>9</sup> For details of selected results of the “Vigorous Local Regeneration Projects” for fiscal 2008, within the framework of the Integrated Headquarters project, see the following page from the Japanese Government Cabinet Office website (accessed Sept. 20, 2008): <http://www.kantei.go.jp/jp/singi/tiiki/siryou/pdf/genkisaisei-kouhyou.pdf>
- <sup>10</sup> The following page (accessed Sept. 14, 2008) from the MLIT website introduces towns which are “able to make people feel they want to stay there” or whose streets “are thronged with overseas visitors”: <http://www.mlit.go.jp/sogoseisaku/kanko/ikiiki2008>
- <sup>11</sup> The Iida City home page: <http://www.city.iida.lg.jp> (accessed Sept. 15, 2008).
- <sup>12</sup> See fn. 10.
- <sup>13</sup> The top page of the Aizuwakamatsu City web site (accessed on Sept. 15, 2008): <http://www.city.aizuwakamatsu.fukushima.jp/j/joho/gaiyo/index.htm> The population statistics were taken from the home page on the same day. The following is the top page of the Kitakata City web site (also accessed Sept. 15, 2008): <http://www.city.kitakata.fukushima.jp/8/000918.html> As in the case of Aizuwakamatsu City, population statistics were taken from the home page on the same day.
- <sup>14</sup> See fn. No. 10.
- <sup>15</sup> The index page for Taito ward (accessed Sept. 15, 2008): <http://www.city.taito.tokyo.jp/index/000013/index.html> Population statistics were extracted from the same home page on the same day. The top page of the Basic Plan of Sumida Ward (on the Sumida ward website):

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[http://www.city.sumida.lg.jp/sumida\\_kihon/sin\\_kihonkeikaku/kihonkeikaku/files/zenntai.pdf](http://www.city.sumida.lg.jp/sumida_kihon/sin_kihonkeikaku/kihonkeikaku/files/zenntai.pdf), also accessed on Sept. 15, 2008. Population statistics were taken from the same web site on the same day.

<sup>16</sup> See fn. No. 10

<sup>17</sup> The tourist information page of the Takayama City website, accessed Sept. 19, 2008. (<http://www.hida.jp/rekishu/index.html>). Population statistics were taken from the same website, accessed on the same day.

<sup>18</sup> See fn. No. 10.

<sup>19</sup> The top page of Hakuba village home page (accessed on Sept. 19, 2008). <http://gyosei.vill.hakuba.nagano.jp/somu/introduction/hakuba.html>. Statistics taken from same home page on same day.

<sup>20</sup> See fn. No. 10.

<sup>21</sup> For details of the “5th Takasaki City Comprehensive Plan”, see: <https://www.city.takasaki.gunma.jp/soshiki/kikaku/5soukei/5soukei.htm> (accessed Oct. 11, 2008). Population and land area statistics can be found on the Takasaki City home page at: <https://www.city.takasaki.gunma.jp/> (accessed on same date).

<sup>22</sup> The questionnaire survey was implemented as follows. Questionnaires were: sent by post to 1,500 residents of Takasaki (638 replies), completed by visitors to tourist spots (711), completed by users of accommodations (337), completed by those aiming to travel to Takasaki (Ginza Inns) (491), and completed by potential travelers using the internet (540). As can be seen, as well as postal and internet enquiries, the method of handing over questionnaires directly was also adopted. In addition, interviews were carried out with 22 members of the Research Group and with people connected to tourism.

## Reference Sources

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