



Fujiyoshida city, Yamanashi

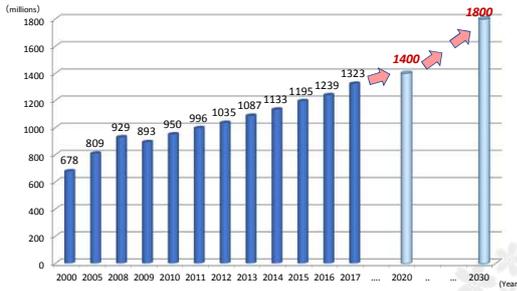
Sustainable Tourism in Japan

3 December, 2018
Rieko Nakayama
Executive Director, JNTO Paris Office

Why Tourism Matters?

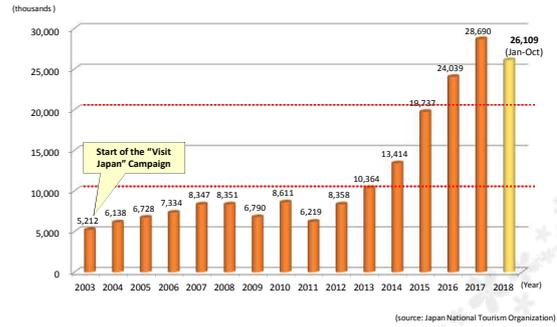
Growing International Tourist Arrivals in the World

Number of International Arrivals in the World
(UNWTO World Tourism Barometer)



Growing International Tourist Arrivals to Japan

Number of International Arrivals to Japan



Economic Impacts of Tourism

The Worldwide Economic Impacts of Tourism



Economic Impacts of Tourism in Japan (2014)



Key Factors for Sustainable Tourism

Negative Impacts of Tourism: Environment

"THE BEACH IS CLOSED" (EURONEWS)
Article about Maya Beach, Thailand



Maya Beach in Thailand used to **receive 5 000 tourists a day**.

Most corals died after damaged caused by boat engines, trash thrown by visitors and sunscreen diluted in water.

The site is now closed for an indefinite period in order to give the local ecosystem enough time to recover entirely.

"We understand that tourism is a source of income for the community and the country, but if we keep on exploiting our natural heritage beyond its regeneration capacities, tourism might disappear completely."
(M. Suksawang, head of the Department of National Parks.)

7

Negative Impacts of Tourism: Local Community

"JAPAN IS STRUGGLING TO DEAL WITH THE FOREIGN TOURISM BOOM" (JAPAN TIMES)



A downside has emerged - something the media is calling "kankō kōgai," or **"tourism pollution."**

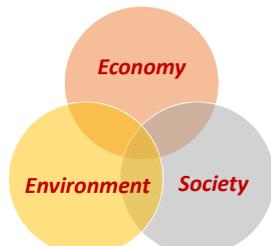
"(my) hometown is practically overrun by overseas tourists these days, and the residents don't like it, despite the boost to the local economy."

"difficult to use local buses anymore...restaurants are always booked...foreign visitors are often inconsiderate - eating on the street, making too much noise in general."

"a lot of tourism-related businesses that are not being run with local money" have set up shop in Kyoto to take advantage of the foreign hordes and their revenue doesn't benefit people who live there.

8

Key Factors for Sustainable Tourism



UNWTO defines Sustainable Tourism as:
"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities"

9

Initiatives for Sustainable Tourism in Japan

10

Targets and Visions of Tourism of Japan

Targets			
	2016	2020	2030
International visitors	24.04million	40 million	60 million
Tourism spending	3.75 trillion yen (US \$37 billion)	8 trillion yen (US \$80 billion)	15 trillion yen (US \$150 billion)

Vision 1
To refine tourism resources to maximize its attraction and leverage it for the revitalization of the regions

Vision 2
To innovate the tourism industry, to improve its international competitiveness and to develop the industry as one of the key industries of Japan

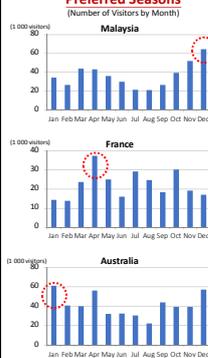
Vision 3
To prepare an environment where any visitors may enjoy a comfortable and stress-free travel in Japan

Decision of Council for the Development of a Tourism Vision to Support the Future of Japan* at the Prime Minister's Office (March 2016)

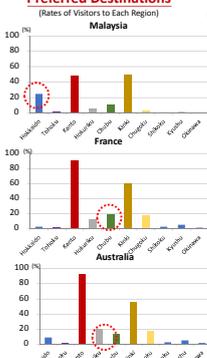
11

Diversification of Markets

Preferred Seasons
(Number of Visitors by Month)



Preferred Destinations
(Rates of Visitors to Each Region)



Preferred Activities
(Most Interesting Activities expected in Japan)

Country	1	2	3
Malaysia	Japanese Food	Nature & Scenic Spots	Shopping
France	Japanese Food	History & Tradition	Nature & Scenic Spots
Australia	Japanese Food	Ski & Snowboarding	History & Tradition

(Source: Consumption Trend Survey of Foreigners Visiting Japan 2017)

12

Diversification of Activities to Promote

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JNTO Global Campaign "Enjoy my Japan"

- Targeting European, North American and Australian Market
- Promoting various types of activities offered in Japan in order to meet various "passions" to motivate people to travel

Tradition

Cuisine

Cities

Nature

Art

Relaxation

Outdoor

Enjoy my Japan

13

Regional Revitalization and Sustainability

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Destination Management Organization (DMO)

- Organization to play a leading role to manage/promote a region as a tourist destination
- Introduced into the tourism policy of Japan in 2015
- 86 DMOs are registered at Japan Tourism Agency (as of 31 July 2018)

Major Roles of DMO

- Consensus building about developing the region as a tourism destination
- Tourism related data collection and analysis
- Development, implementation and evaluation of the strategy of tourism in the region
- Coordination of local various stakeholders
- Development and provision of tours in the region (when necessary)

14

Innovation of Tourism Industry and Sustainability

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"Private Residence Lodging Business Act" (June 2018)

■ **Background**

- Recent proliferation of "sharing economy"
- Increase demand for various types of accommodation
- Increasing troubles and concerns by local residents

■ **Overview**

- Private lodging to be operate legally in accordance with prescribed rules (e.g. areas, periods)
- The following parties concerned required to register, and then subject to the supervision of the competent authorities
 - (1) Owners of rooms,
 - (2) Room maintenance companies and
 - (3) Intermediary service providers

(from Airbnb website)

(Sticker to certify to be the registered private lodging)

New Source for Sustainable Tourism

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"International Tourist Tax" (January 2018)

■ **Background**

- Various and innovated measures to promote tourism required in accordance with "Tourism Vision to Support the Future of Japan"
- All travelers leaving Japan are now required to pay a **"International Tourists Tax" of 1,000 yen (app. 7.7 euros) when leaving the country** by plane or ship.

■ **Uses of the "International Tourist Tax"**

1. Create a more comfortable, stress-free tourist environment.
2. Improve access to information about a wide variety of attractions of Japan.
3. Develop tourist resources taking advantage of the unique cultural and natural assets of respective regions.

Towards the Further Development of Tourism

JNTO
Japan National Tourism Organization

Committee on the Sustainable Tourism

■ **Objective**

- Established inside Japan National Tourism Agency in June 2018
- Recognizing the importance of **harmonizing the ever-increasing demand of tourists with the living environment of the local community** for the further development of inbound tourism
- To explore comprehensive measures to develop regional cities to be "nice to live, nice to visit" places
- A final report to be compiled in April 2019

■ **Actions in progress**

- A survey of 200 municipalities to find outstanding problems and innovated measures already taken to address them
- Pilot project in Kyoto to make use of Wi-Fi data to grasp how crowded a specific place is, and then forecast and visualize the comfortableness to visit that place
- Monitoring of private lodgings after the enactment of new Act etc.

17

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Thank you for your attention!