Sustainable Tourism Policy and International Year of Sustainable Tourism for Development 2017 Events in Japan

Submitted by: Japan
Sustainable Tourism Policy
and
International Year of Sustainable Tourism for Development 2017
Events in Japan
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Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

Contents

1. Latest Figures of Tourism to Japan (P. 2 – P. 3)
   P.3-1 Number of International Tourists Visiting Japan
   P.3-2 Number of Japanese Tourists Traveling Abroad

2. The Mid-term Tourism Strategy of Japan (P. 4 – P. 16)
   P.5 2-1 The New Targets and the Three Policy Fields
   P.8 2-2 Sustainable Tourism Aspects of Measures Adopted in our Strategy <1>
   P.14 2-3 Sustainable Tourism Aspects of Measures Adopted in our Strategy <2>

3. IYSTD 2017 Events in Japan (P. 17 – P. 20)
   P.17 IYSTD 2017 Events in Japan

Number of International Tourists Visiting Japan

Note: The figures in 2017 are estimated.

Source: Japan National Tourist Organization (JNTO)
2. The Mid-term Tourism Strategy of Japan

2-1 New Targets and 3 Policy Fields

Number of Japanese Tourists Traveling Abroad

Japan’s Outbound Tourism Market in 2015

* Because it includes the number of Japanese who visited two or more APEC economies in one trip, actual number of Japanese who visited APEC economies may be smaller.

The New Targets under the Mid-term Tourism Strategy

International Visitors to Japan

Spending by International Visitors to Japan

International Visitor Nights in Remote Regions

International Visitors Other Than First-Time Visitors

Spending on Travel by Domestic Travelers in Japan

* (in JPY 100 million)

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The New Tourism Strategy to Invigorate Japan's Economy:

3 Policy Fields and 10 Reform Measures

Policy Field 1
- Greater Access to Attractive Public Facilities
- More Active Use of Cultural Properties and Signs with Easy-to-understand Translation
- Activities-oriented National Parks with World-class Attractiveness
- Improved Townscapes under Municipalities' City Planning

Policy Field 2
- Industry Deregulations and New Legislation to Enhance Productivity and Competitiveness
- Marketing Diversification to Attract Visitors from Non-Area Regions, MICE Participants, and so on
- Renovation and Revitalization of Destinations by Marketing Strategies of DMOs

Policy Field 3
- Stress-free Travel Environment in Every Aspect of Visitors' Experiences including Immigration, Wi-Fi, Credit Cards and so on
- More Convenient Transportation Access to Destinations and Attractions
- "Vacation Reform" to Encourage Tourism by Japanese

2-2 Sustainable Tourism Aspects of Measures Adopted in our Strategy < 1 >
Improving Townscapes under City Planning

Examples

Kyoto City

Kyoto City's downtown has been improved as a result of the city's new regulation on signs.

Fukushima Prefecture


Activities-oriented National Parks with Tourism Attractiveness

Measures

- Co-existence of Protection and Utilization for Tourism
- Branding as Tourism Destination to Experience Natural Beauty

Ise-Shima National Park (Mie Prefecture)

Tours Guided by Local Experts

Visitor Center

Policy Field 1

National Parks

Activities-oriented National Parks with Tourism Attractiveness

2-3 Sustainable Tourism Aspects of Measures Adopted in our Strategy < 2 >
New Roles to be Played by Destination Management Organizations (DMOs)

Development of Sustainable Tourism

New Roles to be Played by DMOs

Examples

- Providing Tourism Products that Make Use of Culture, Nature and Traditional Japanese-style Houses
  - Example: Sasayama City (Hyogo Prefecture)
  - Example: Ojika Island (Nagasaki Prefecture)

- Renovation and Utilization of Traditional Japanese-style Houses
  - Example: Ojika Island (Nagasaki Prefecture)

- To provide "a visitor experience as if one is living there", an entire house is rented to a visitor group.

- A traditional house has been renovated into a restaurant.
- Home-style dishes of the island made with local ingredients are served.
- Tourists visit local residents' homes for lessons on home-style cooking.

3. IYSTD 2017 Events in Japan

- Japan will hold three international conferences and symposiums in Japan in FY 2017.
- The objectives of these events are to cultivate relationships between tourism and societies and to reinforce the sense of these connections. To encourage tourism policy procedures in relation with sustainable tourism, best practices from home and abroad will be shared.

- Okayama
- Mie
- Yamagata
International Symposiums on IYSTD

The symposiums will consist of keynote speeches by experts from both the government and subsectors and themed sessions sharing best practices by attendees in and out of the venue. The speeches will feature sustainable tourism, such as balancing the usage and preservation of local government owned heritage sites and nature. The two local governments are eagerly in the preparation stages. Attendees will be welcomed by the unique venues by the local people and culture.

1. Planned Date: Oct. 15-19, 2017
2. Planned Locations & Theme:
   - Okayama City: Sustainable Tourism on Urban Heritage
   - Mie Prefecture: Sustainable Tourism and the Role of Women
3. Estimated participants: 200 people each

Conference on Tourism and Snow-Related Activities

The International Conference on Tourism and Snow-Related Activities will be co-organized by Yamagata Prefecture, with the support of the Japan Tourism Agency (JTA), and the UNWTO Regional Support Office for Asia and the Pacific (RSOAP).

The main objective of this conference is to share deeper understanding of importance of snow and mountains on regional tourism attractiveness.

1. Planned Date: Feb. 1-3, 2018
2. Location: Yamagata Prefecture
3. Estimated participants: 300 people

Thank you