Tourism Nation Promotion
Basic Plan

(Approved by the Cabinet on March 30, 2012)
This Plan is reported to the Diet based on the provisions of Article 10, paragraph (4) of the Tourism Nation Promotion Basic Law (Act No.117 of 2006).
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Chapter 1 Fundamental Principles of Measures to Become a Tourism Nation

1. Introduction

The Great East Japan Earthquake, which caused unparalleled damages, delivered a catastrophic blow to affected tourist areas and posed a serious influence on nation-wide tourism fields because the numbers of inbound and outbound travelers were reduced due to people's mood of self-restraint from tourism and/or worries about travels to Japan. On the other hand, the circle of support for recovery from inside and outside the country helped stimulate the production of numerous tourism exchanges.

Tourism has long been expected as an effective trigger of economic vitalization. The New Growth Strategy (approved by the Cabinet on June 18, 2010) includes "Becoming a tourism nation" as one of the seven strategic fields set up to break through the obstacles due to a falling population and decreasing birth rate/aging population in a situation where the economy has been long stagnant and regions exhausted and to resurrect a powerful Japan by seeking tourism demand from Asia seeing rapid economic growth. In addition, now that the country has experienced the earthquake disaster, tourism has begun to be expected also to contribute to the revitalization of local economies. The Basic Guidelines for Reconstruction in response to the Great East Japan Earthquake (approved by the Reconstruction Headquarters in response to the Great East Japan Earthquake on July 29, 2011) indicates the need for stimulating and reviving demand for inbound and outbound tourism and building tourism styles original to Tohoku. The Strategy for Rebirth of Japan (approved by the Cabinet on December 24, 2011) states that the revival of tourism, which shows the glory of a nation, is essential to Japan's revitalization.

On the other hand, a trend of unwillingness to travel is partly observed in the country. In particular, it is a serious problem that the percentage of young people who are entirely reluctant to travel is increasing. It is also worried that this tendency will spread so widely that nation-wide activities for tourism will become stagnant in a long-term perspective. In this circumstance, people are asked to save electricity after the disaster and are changing their ways of taking leaves of absence. Japanese people are thus asked about new lifestyles.
Considering these changes in tourism-related situations observed in these years, the new Tourism Nation Promotion Basic Plan (abbreviated hereafter to the Basic Plan) has been established, in accordance with the provision of Article 10 of the Tourism Nation Promotion Basic Law (Act No. 117 of 2006), in order to develop national economy, stabilize and improve people's life, and enhance mutual international understanding by promoting planned comprehensive implementation of measures for becoming a tourism nation.

2. Basic Policy

According to this Basic Plan, government-wide efforts should be made to promote measures for becoming a tourism nation based on the following policy:

(1) Recovery from the disaster: - Tourism will support recovery and empower Japan -
Together with agriculture, forestry, and fishery, tourism is a key industry that will support affected areas. It can lead the recovery of these areas and support areas that have recovered from the disaster. For this purpose, the government, municipalities, and residents, when creating appealing tourism destinations, should make concerted efforts to protect and preserve long-lasting nature and carefully cultivated cultures as valuable assets and to build from scratch a framework that will produce tourism exchange in local life that is rooted in the local tradition and environment. In addition, importance should be placed on bonds that were fostered during activities of support from inside and outside the country and these bonds should be grown to produce ever-lasting tourism exchange.

On the other hand, trust on the Japan brand was compromised due to the earthquake disaster and the Fukushima Nuclear Power Plant accident. Tourism will play a great publicity role in recovering and enhancing this trust. Therefore, government-wide continued steady efforts will need to be made to restore the trust on the Japan brand by providing accurate information that is appropriate from the viewpoint of consumers, preventing the occurrence and/or expansion of damages due to harmful rumors, and letting travelers from overseas see Japan as it is. Long-term efforts should especially be made to deal with damages, etc. due to harmful rumors in the Fukushima Prefecture and other affected areas. Eager efforts should also be made to recover tourist areas that are affected by typhoons and other large-scale disasters.
Furthermore, by diffusing the significance of tourism activities which has not been adequately recognized so far, help enrich the post-disaster life of the Japanese. For this purpose, tourism activities that serve social purposes, such as volunteer missions and communication with local people, and long-stay tourism activities that will also contribute to energy saving should be fostered to help affected areas recover from the disaster and to empower Japan as a whole.

(2) National economy development: - Tourism will rebuild the Japanese economy and local communities -

Considering that Japan will face a decrease in its population, increase in its aging population, and a decrease in its birthrate, increasing the exchange population should be sought. Since tourism greatly contributes to exchange population growth, position tourism-related industries as growing industries of this country and develop them. Tourism can be said to be a comprehensive strategic industry because its related business spans an extremely large extent, and its potential is huge as if limitless. Large numbers of people inside and outside Japan should be encouraged to travel to and in Japan. This will create new consumption and/or employment and invite investment, thereby strongly pulling up Japan's economy.

In individual local communities, concerted efforts should be made to build tourist areas having unique characteristics and eagerly advertise the attractiveness of the area by themselves. Such efforts will attract large numbers of tourists with the effect of benefiting the local economy. As a consequence, the residents will see a built local community with full vitality they can be proud of and fond of.

When we look at the conditions overseas, we can notice that various countries are keenly competing to win the Asian tourism markets that are rapidly expanding. We should increase Japan's international competitiveness so that Japan's tourist areas will be favored by people inside and outside the country.

For this purpose, we should have an accurate understanding of the preferences of tourists from inside and outside Japan, improve the tourism quality and attractiveness of each area so that the area will develop in a way rooted in its tradition and environment, and cultivate potential tourism needs. We should also widely transmit information about the attractiveness of Japan to the world and improve the
environment so that tourists from overseas can easily travel in Japan. The nation, municipalities, businesses, residents, NPOs, and other tourism players should make concerted efforts to play their respective roles so that tourism will rebuild Japan's economy and local communities in the 21st century.

(3) Enhancement of mutual international understanding: - Tourism attracts the world -
To raise the current position of Japan our forerunners achieved in the condition of international peace and to accomplish our responsibilities at present and in the future, we should promote tourism not only to strengthen bonds with people in the world and support grass-root diplomatic and/or security activities, but also to widely diffuse outstanding contents of Japan to the world and foster human resources who are highly determinative, adaptive, and keen of international matters.

For this purpose, we should promote bilateral international exchange carried out by young and other citizens, cultivate Japanese cultural groundings that will be accepted in the world, encourage people from overseas to have a better understanding of Japan, and disseminate the importance of nicely welcoming visitors from overseas with the spirit of "omotenashi" (hospitality). We can thus attract people and businesses from overseas through Japan's soft power that is rooted in the wisdom accumulated through the country's outstanding history, industry, and culture.

(4) Stabilization and improvement of people's lives: - Tourism makes life pleasant and rich -
Excitement and satisfaction people feel when they travel empower them to live a pleasant life. This may change the Japanese society, which is said to be introverted. Tourism also provides people with opportunities for learning, social contribution, and exchange with local people. By using these opportunities, people can strengthen bonds with their family and enhance their work-life balance. Tourism will thus give spice to people nowadays to live a rich life.

For this purpose, we should design new styles of travels to make tourism more attractive and set up an environment in which people, especially youths and senior citizens, will be more interested in tourism and can actually travel. All people in Japan should participate in tourism, make tourism attractive by having hearty communication with travelers, and lead the future with tourism.
3. Planning Period

The period of this Basic Plan will be from fiscal 2012 to 2016, considering long-term perspectives.
Chapter 2 Targets for Becoming a Tourism Nation

1. Achievement of the Targets Specified in the Previous Tourism Nation Promotion Basic Plan

The previous Tourism Nation Promotion Basic Plan (abbreviated hereafter to the Previous Basic Plan), which was approved by the Cabinet in June 2007, included five targets as emblematic and comprehensible targets Japan should achieve in order to become a tourism nation. Various measures for becoming a tourism nation have been implemented. The achievement status of each of these targets and our analysis are as follows:

<1> Domestic travel consumption: Increase to 30 trillion yen by fiscal 2010 (2009 performance: About 25.5 trillion yen)
With the percentage of people in the baby boomer generation who feel uneasy and have worries about their post-retirement life plan or their health tending to increase, their motivation to spend was discouraged and the growth of baby boomers' leisure activities after retirement was lower than expected. Other probable causes of failure in achieving the target might include the facts that the increase in the annual paid leave acquisition rate stayed low (the rate was 48.1% in 2010) and that the consumer price index growth was lower than expected. The consumption by foreign travelers to Japan did not grow either because of the global economic stagnation triggered by the Lehman Crisis in 2008, the decrease in the number of Chinese visitors to Japan after the Chinese fishing boat collision off the coast of the Senkaku Islands in 2010, and other factors.

Since 2003 when the Visit Japan Campaign started, the number of foreign visitors to Japan increased steadily and reached 8.35 million in 2007. In 2009, however, the figure dropped to 6.79 million due to the global economic stagnation triggered by the Lehman Crisis in 2008, the influence of the swine influenza in 2009, etc. Then, the number of foreign visitors to Japan rapidly recovered. In 2010, it reached a record 8.61 million, despite some negative factors including the decrease in Chinese visitors to Japan after the Chinese fishing boat collision off the coast of the Senkaku Islands. The target of ten million by 2010, however, was not achieved.

In 2011, the figure significantly dropped again to 6.22 million, mainly due to the influence of the Great East Japan Earthquake, which occurred in March.
The number of international conferences held: 50% or higher increase by 2011 (increase to 252 by 2011) (2010 performance: 309 conferences held)
Since the target was set up, the number of international conferences held has steadily increased. When counted based on the previous UIA criteria (*), the number of international conferences held increased from 168 in 2005 to 309 in 2010, achieving the target of 50% increase (252 conferences). When the new UIA criteria (*) are applied, the number of conferences held was 741 (in 2010) -- Japan thus won the place of number one in Asia. The main factors that led to this success include the facts that the number of international conferences held in Asia is increasing because Asian academic societies are growing in association with the steady progress of Asian economic growth and that domestic conferences are being internationalized. The figure significantly increased especially in 2010 partly because of the special condition that a large number of APEC-related and COP10-related conferences were held.

The number of nights per person spent for domestic travels by Japanese people: Increase to 4 by fiscal 2010 (2010 performance: 2.12)
The number of nights per person spent for domestic travels by Japanese people is showing a tendency to decrease because the influence of economic stagnation due to the global financial crisis remains, and increasingly diversified people's hobby/leisure activities have eroded the relative appeal of travel. Other probable causes include the facts that the growth of baby boomers' leisure activities after retirement was lower than expected and that the increase in the annual paid leave acquisition rate was slight.

The number of Japanese travelers going overseas was 15.99 million in 2008 when the global financial crisis occurred and was 15.45 million in 2009 which saw the influence of the swine influenza; both figures are lower than 17.30 million recorded in 2007 when the Previous Basic Plan was established. The figures, however, recovered to 16.64 million in 2010 after a four-year interval. It further increased to 16.99 million in 2011. One of the reasons seems to be that the recent strong yen trend after the global financial crisis helped sustain the travel demands.

During the period of the Previous Basic Plan, various measures were promoted and the Act on Promotion of Tourists' Visits and Stays through Development of Tourism Regions (Act No. 39 of 2008) was established. Consequently, certain results were produced, including the maintenance and improvement of Tourism Zones, the maintenance and improvement of runways on the Haneda, Narita, and Kansai International Airports, the enhancement of
tourism-related faculties and departments at universities, remarkable progress of the Visit Japan Campaign, invitation/holding of international conferences and other events, and the relaxation of requirements for tourist visa issuance to Chinese individuals.

However, as will be stated in section 2 below, before the next five years can see a further leap that will drive Japanese growth, it is important not only to steadily make efforts as heretofore, but also to broaden the base of tourism and improve the quality of tourism.

* UIA (Union of International Associations) international conference selection criteria for conference statistics

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<th>Organizer</th>
<th>Old criteria applied to 2006 and earlier statistics</th>
<th>New criteria applied to 2007 statistics onward</th>
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<tr>
<td>International organizations</td>
<td>&lt;1&gt; Number of participants: At least 50&lt;br&gt; &lt;2&gt; Number of nationalities: At least 3&lt;br&gt; &lt;3&gt; Duration of the conference: 1 day or longer</td>
<td>&lt;1&gt; Number of participants: At least 50&lt;br&gt; &lt;2&gt; Number of nationalities: At least 3&lt;br&gt; &lt;3&gt; Duration of the conference: 1 day or longer</td>
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<tr>
<td>National organizations</td>
<td>&lt;1&gt; Number of participants: At least 300, at least 40% of which must be from countries other than the host country&lt;br&gt; &lt;2&gt; Number of nationalities: At least 5&lt;br&gt; &lt;3&gt; Duration of the conference: 3 days or longer</td>
<td>&lt;1&gt; Number of participants: At least 300 (at least 40% of which must be from countries other than the host country). Even when the number of participants is unclear, this requirement should be considered as satisfied if a concurrent exhibition is held with the conference.&lt;br&gt; &lt;2&gt; Number of nationalities: At least 5&lt;br&gt; &lt;3&gt; Duration of the conference: 3 days or longer</td>
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2. The Direction of the Development of the Basic Plan

(1) Broadening of the base of tourism

<1> Expansion of international tourism

When the Visit Japan Campaign started in 2003 in order to increase the number of foreign visitors to Japan, promotion projects overseas focused on the five prioritized markets. In 2011, they cover 15 prioritized markets. By carrying out promotions targeted at markets where the number of travelers to Japan is large at present and at markets where the number of travelers to Japan is expected to grow in the future, the number of foreign visitors to Japan increased to 8.61 million in 2010. The era of 10 million visitors to Japan now looms into our view. However, Japan also experienced some conditions where the increase in the number of foreign visitors to Japan slowed down due to ever-keener international competition for inviting foreign travelers or external factors, such as the macro economy and diplomatic matters. More strategic promotion activities are thus required. Although steady recovery is observed, the influence of reputational damages relating to the Great East Japan Earthquake might still be a serious obstacle to the increase of the number of foreign visitors to Japan, and the situation cannot be viewed optimistically.

To increase the number of foreign visitors to Japan in this circumstance while keeping in mind our future target of 30 million visitors to Japan, it is necessary to undertake Visit Japan promotions in a manner that is more dynamic and more effective and suits overseas consumers' tastes without being bound to traditional methods and frameworks. It is also necessary to focus not only on the markets that priority has been placed on so far, but also on the markets in the Southeast Asian countries and other regions where rapid growth of wealthy and middle classes is expected. There is pressing need for strategy with which to effectively and efficiently capture tourism customers from these emerging markets, without lagging behind other countries.

In some tourism markets, the first wave of new visits to Japan has already passed. It is urgent to discover and advertise new appeal points of Japan in order to invite not only new visitors, but also repeat visitors to Japan. For this purpose, it is necessary for the nation and regions to concentrate concerted efforts to cultivate tourist destinations other than the Golden route, transmit information about these destinations, discover new attractive contents of Japan, such as Japanese foods, cultures, leading-edge technology, and make use of such content to promote tourism. Other effective measures might be to increase and utilize foreign students, who can be said to be grass-root tourism ambassadors for Japan and may become repeat visitors to Japan, and promote school excursions.
In addition, it is also necessary to strategically enhance promotions in order to win keen invitation competition. More specifically, it is necessary to reform the Japan National Tourism Organization (which hereinafter means the organization, named the Incorporated Administrative Agency International Promotion Agency, that will be a new corporation to be established around by April 2014 in accordance with the "Basic Policy for Reviewing the System and Organization of Independent Administrative Agency" (approved by the Cabinet on January 20, 2012) and to which the functions of the present Japan National Tourism Organization will be transferred), shift the management resources/privileges from the central office to overseas offices, and enhance the promotion framework/organization by, for example, strengthening cooperation with local governments and private businesses. It is also necessary, in preparation for the days of 30 million visitors to Japan, to solve various problems concerning language, travel cost, and immigration administration, etc. and to spend nation-wide efforts for maintaining and improving the environment under cooperation among related ministries and agencies, local governments, and private businesses so that people from overseas can easily visit and travel in Japan.

When studying measures for international tourism expansion, it is necessary to pay attention not only to the number of foreign visitors to Japan, but also to the economic effect brought by them. It is therefore important to take measures to prolong the stay of foreign visitors in Japan and increase their consumption and to invite travelers with a high average daily consumption.

Needless to say, it is important to perform these tasks while carefully observing the influence of the earthquake disaster.

When turning our eyes from the tourism field to the entire business world, we find that MICE (standing for Meeting, Incentive, Convention, Exhibition/Event) business, which handles international conferences, exhibitions, and other worldwide events, has been gathering attention from major Asian countries and others because of its economic significance seen in various viewpoints, including its extensive ripple effects on the economy, contribution to creation of business opportunities, etc. MICE business is expected to further expand in the Asia-Pacific and other regions. Major Asian countries have concentrated their efforts on this business to win ever-keener international competitions for inviting MICE. On the other hand, there is fear that Japan's competitiveness in this market is relatively dropping. In Japan, activities for inviting and holding MICE have been mainly led by local governments, convention bureaus, private businesses, and other individual entities concerned. However, their framework/organization for marketing, inviting, and accepting MICE are sometimes insufficient compared with competing countries. The nation needs to support their efforts for inviting/holding MICE and for enhancing
their international competitiveness, for example, by maintaining and improving the environment, etc.

On the other hand, encouraging Japanese people to travel overseas is important in various aspects. For example, it will help enhance people's keen sense of international matters, contribute to the development of tourism business in developing countries, and supplement inter-governmental diplomacy through enhancement of mutual international understanding. It can even contribute to the expansion of inbound tourism by increasing bilateral international exchange with foreign countries (through two-way tourism promotion). It is therefore necessary to improve the environment so that Japanese people will be able to travel overseas more easily.

<2> Expansion of domestic tourism
The Previous Basic Plan expected that the domestic tourism market would expand as driven by the increase in baby boomers' leisure activities after retirement, the increase in the annual paid leave acquisition rate, etc. However, baby boomers' travel demand did not rise as much as expected and the increase in the annual paid leave acquisition rate of the working age stayed low.

In addition, recently, the percentage of people who actually travel is yearly decreasing as a whole. The zero-travel demographic (the group of people who do not travel even once a year) has already exceeded half of the nation's population. In particular, a decrease in the number of travels of young people, who support future travel demands, could cause the future tourism market to shrink.

To remedy this situation, it is necessary to halt the trend towards shrinking travel demands and broaden the base of tourism by enhancing measures against the "zero-travel demographic" problem and encourage young people to travel. It is also necessary to encourage people who travel to go on more overnight trips and stimulate the travel demand of baby boomers who will be 65 years or older in 2012 onward.

It is said that the appeal of traveling is becoming relatively low due to the diversification of people's hobby/leisure activities. Enhancement of the attractiveness of traveling itself is obviously important. However, it is also necessary to pay attention to many other obstacles for traveling, such as income and time constraints and insufficient support for elderly people's traveling. From this perspective, it is necessary to implement price setting based on travel service content, promote time-off reforms, maintain and improve the travel environment in response to consumer needs, etc.
(2) Improvement of the quality of tourism

From Hokkaido on the north to Okinawa on the south, Japan has varied nature, ways of living, history, cultures, etc. Japan is thus rich in tourism resources that can satisfy diversified tourist needs, so the tourism potential is extremely high. This advantage has been utilized to promote the creation of attractive tourist areas in an attempt to enhance the international competitiveness of the Japanese tourism industry, by implementing activities to maintain and improve framework/organization for destination management, develop destination-based travel products, and cultivate new tourism fields.

Regrettably, many areas seem to fail to take full advantage of their tourism potential. Japanese tourist areas nowadays face vigorous traveler acquisition competition with other tourist sites inside and outside Japan. To survive this competition, it is necessary to maintain and increase foreign repeat visitors to Japan, encourage Japanese people belonging to the zero-travel demographic to travel, and let people who travel go on more travels. To surmount these challenges, it is necessary to make good use of the tourism potential of Japan and lead the creation of attractive tourist areas that are favored by people inside and outside the country.

For this purpose, it is important that a wide variety of relevant local parties (belonging to the tourism industry, the agriculture, forestry, and fishery industry, the trade, industry of traders and manufacturers, administrative offices, NPOs, etc.) take part in and collaborate in making continued efforts to strategically create tourist areas in such a way that tourism resources there are fully utilized, based on the clarified concepts for the area and accurate marketing, and to build a reputation for the tourist areas as "Japanese brands" from tourists inside and outside the country. It is also important to strengthen the organic linkage among tourist areas by building excursion/stay routes each of which addresses a specific theme and includes multiple tourist areas. In addition, it is necessary to develop and transmit diversified attractive travel products that can fulfill various needs to make travelers feel well satisfied.

Foreigners who visit Japan feel inconvenience and dissatisfaction mainly with guidance boards and other signs, tourist information offices, language, credit cards, transportation, urban environment, etc. Since travelers who visit Japan and are dissatisfied will not be willing to revisit Japan as repeat visitors, it is extremely important to increase their satisfaction. For this purpose, it is necessary to make efforts to offer better transportation and treatment to travelers, enhance overall convenience, improve the environment in the urban areas, etc. to further improve the environment for accepting travelers from outside.

In addition, much of the Japanese tourism industry consists of small- or medium-sized companies whose business foundation is not so solid and the business operators tend to run their
business by the seats of their pants. To change such situation and strengthen the international competitiveness, it is necessary to train and foster human resources who are engaged in the tourism industry and to enhance the management ability of individual tourist areas.
3. Targets for Tourism Nation Promotion

When developing this Basic Plan, satisfaction-related indexes ("satisfaction of foreign visitors to Japan" and "traveler satisfaction of tourist areas") have been newly adopted as basic targets in order to improve the quality of tourist areas and travel service content. Indexes that relate to an important component contributing to the achievement of basic targets (indexes specific to the young generation, etc.) and indexes that relate to an important perspective involved in basic targets (indexes concerning the employment effect or local vitalization, etc.) have also been newly adopted as reference indexes. These reference indexes will be used to assess the achievement of basic targets.

- Increase in domestic consumption by tourism
  1. Domestic travel consumption
     Increase to 30 trillion yen by 2016.
     [2009 performance: 25.5 trillion yen]

     | Reference index | Performance |
     |-----------------|-------------|
     | 1. (1) Increase, by 2016, consumption by Japanese people for domestic overnight trips to 18 trillion yen, consumption by Japanese people for domestic day trips to 6.5 trillion yen, and foreign visitors' travel consumption to 3 trillion yen. | 2009: Consumption by Japanese people for domestic overnight trips -- 17.4 trillion yen, consumption by Japanese people for domestic day trips -- 5.5 trillion yen, foreign visitors' travel consumption -- 1.2 trillion yen |

- Expansion/improvement of international tourism
  2. Number of foreign visitors to Japan
     Increase to 18 million by 2016, aiming at the long-term target of increase to 25 million by the beginning of 2020.

  3. Satisfaction of foreign visitors to Japan
     Seek to increase, by 2016, the ratio of respondents who answer "Very satisfied" in the foreign
visitor consumption trends survey to 45% and the ratio of respondents who answer "Definitely want to visit again" to 60%.
[2011 performance: 43.6% of the respondents answered "Very satisfied" and 58.4% answered "Definitely want to visit again."]

4. Number of international conferences held
Target a 50% or higher increase, by 2016, in the number of international conferences held in Japan, aiming at becoming the number one conference host country in Asia.
[2010 performance: 741 international conferences were held.]
* Increase to 1,111 or more by 2016.
The number of international conferences held is counted based on the UIA (Union of International Associations) criteria.

5. Number of Japanese travelers going overseas
Increase to 20 million by 2016.

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>2.(1) Total number of foreign visitors to Japan who lodge in areas other than the so-called Golden route areas (Tokyo, Chiba, Osaka, and Kyoto): Increase to about 24 million by 2016</td>
<td>2010: About 10 million</td>
</tr>
<tr>
<td>2.(2) Number of foreign repeat visitors to Japan mainly from Korea, Taiwan, Hong Kong, and Singapore, which are already tourism markets with many repeat visitors to Japan: Increase to about 10 million by 2016</td>
<td>2010: 5.15 million</td>
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<tr>
<td>4.(1) Number of foreign visitors to Japan participating in international conferences, exhibitions, training courses, etc.: Increase to 1.70 million by 2016</td>
<td>2010: 1.3 million</td>
</tr>
<tr>
<td>5.(1) Number of Japanese young people (age 20-29) going overseas: Increase to 3 million by 2016</td>
<td>2010: 2.7 million</td>
</tr>
</tbody>
</table>
Expansion/improvement of domestic tourism

6. Number of nights per person spent for domestic travels by Japanese people
   Increase to 2.5 nights per year by 2016.
   [2010 performance: 2.12 nights]

7. Traveler satisfaction of tourist areas
   Increase, by 2016, the ratio of respondents (visitors to each tourist area) who select "Very satisfied" as the answer to the "Overall satisfaction" question to 25% and the ratio of respondents who select "Strongly agree" to the "Intent to re-visit" question to 25%.
   [No actual performance data]

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<tr>
<td>6.(1) Ratio of Japanese people who do not go on a domestic trip with accommodation even once a year: Reduce to about 40% by 2016 (reduce the ratio in the young demographic also to about 40%)</td>
<td>2010: 64.4% (Ratio in the young demographic: 63.6%)</td>
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<tr>
<td>6.(2) Number of nights per person spent for domestic travels by the young demographic of Japan: Increase to an annual average of 3 nights by 2016</td>
<td>2010: 2.56 nights</td>
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<tr>
<td>6.(3) Consumption by domestic travels the main destinations of which are not included in the three major metropolitan areas: Increase to 12 trillion yen by 2016 * Limited to consumption during travel</td>
<td>2010: 10.1 trillion yen</td>
</tr>
</tbody>
</table>
(Reference) Major activities that help achieve targets for tourism nation promotion

- Number of foreign visitors to Japan

| <1> | Implementation of Visit Japan promotions by All Japan | Measure 2-2 | P.28 |
| <2> | Comprehensive maintenance and improvement of transportation facilities required to increase tourists visiting Japan - Maintenance and improvement of international transportation organizations | Measure 3-2 (3) | P.49 |
| <3> | Promotion of visits by foreign tourists - Focused and effective transmission of the attractiveness of tourism in Japan - Provision of information about costs required for transportation, accommodations, and other matters relating to sightseeing tours in Japan - Improvement of procedures required for foreign tourists when entering and leaving Japan, improvement of interpreter and guide services, establishment of other framework/organization for accepting foreign tourists, etc. | Measure 3-4 (1) | P.55 |

- Satisfaction of foreign visitors to Japan

<p>| &lt;1&gt; | Creation of attractive tourist areas that are favored by people inside and outside the country (branding of tourist areas, broad cooperation among multiple areas, etc.) | Measure 2-1 | P.22 |
| &lt;2&gt; | Enhancement of the international competitiveness of the tourism industry | Measure 3-3 (1) | P.54 |
| &lt;3&gt; | Promotion of visits by foreign tourists - Improvement of procedures required for foreign tourists when entering and leaving Japan, improvement of interpreter and guide services, establishment of other framework/organization for accepting foreign tourists, etc. | Measure 3-4 (1) | P.55 |</p>
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<tr>
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| 3-5 (2) | Improvement of treatment of tourists  
- Provision of plenty of opportunities to learn how to treat tourists  
- Maintenance and improvement of tourism-related facilities (enhancement of information provision, including maintenance and improvement of guidance displays in tourist areas)  
- More eager introduction of notable Japanese traditional food cultures and other ways of living, industries, etc. and development of attractive products that are full of good Japanese or regional properties |
| 3-5 (3) | Improvement of tourists' convenience  
- Maintenance and improvement of the environment so that elderly, disabled, foreign visitors and all other tourists can smoothly travel  
- Provision of tourism information using information and communication technology |
| 2-3 | Enhancement of international competitiveness in the MICE field, including international conferences, etc. |
| 3-2 (3) | Comprehensive maintenance and improvement of transportation facilities required to increase tourists visiting Japan  
- Maintenance and improvement of international transportation organizations |
| 3-4 (1) | Promotion of visits by foreign tourists  
- Focused and effective transmission of the attractiveness of tourism in Japan  
- Provision of information about costs required for transportation, accommodations, and other matters relating to tourism in Japan  
- Promotion of invitation of international conferences and other world-wide events  
- Improvement of procedures required for foreign tourists when entering and leaving Japan, improvement of interpreter and guide services, establishment of other framework/organization for accepting foreign tourists, |
○ Number of Japanese travelers going overseas

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<td>Promotion of mutual international exchanges</td>
<td>Measure 3-4 (2)</td>
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<td>- Promotion of area-to-area exchanges between Japan and foreign countries (promotion of Japanese people's travels abroad)</td>
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<td>2</td>
<td>Facilitation and smoothing of tourist trips</td>
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<td></td>
<td>- Enhance people's understanding of the significance of tourism (promote baby boomers' and young people's travels, enhance resolutions to the &quot;zero-travel demographic&quot; problem, etc.)</td>
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○ Number of nights per person spent for domestic travels by Japanese people

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<td>3</td>
<td>Creation of internationally competitive appealing tourist areas</td>
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<td></td>
<td>- Securing the provision of high-quality services including good properties of the tourist area under cooperation among local governments, tourism businesses, and other entities concerned (development of travel products full of attractiveness unique to the area)</td>
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<td></td>
<td>- Maintenance and improvement of tourism-related facilities, including accommodations, food service, and guidance facilities, as well as public facilities</td>
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<td>4</td>
<td>Creation of attractive tourist areas in such a way that tourism resources there are fully utilized to show good properties of the area</td>
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<td>- Protection, cultivation, and development of tourism resources relating to cultural properties</td>
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<td>- Protection, cultivation, and development of tourism resources relating to historical landscape</td>
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○ Traveler satisfaction of tourist areas

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<tr>
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<td>- Provision of plenty of opportunities to learn how to treat tourists</td>
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<td>- Maintenance and improvement of tourism-related facilities</td>
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<td>- More eager introduction of notable Japanese traditional food cultures and other ways of living, industries, etc. and development of attractive products that are full of good Japanese or regional properties</td>
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<tr>
<td>- Maintenance and improvement of the environment so that elderly, disabled, foreign visitors and all other tourists can smoothly travel</td>
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<td>- Provision of tourism information using information and communication technology</td>
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<th>&lt;6&gt; Cultivation of new tourism fields</th>
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<td>- Development and spreading of new tourism options</td>
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<tr>
<td>- Promotion of individual new tourism options (ecotourism, green tourism, cultural tourism, industrial tourism, health tourism, sport tourism, and other new tourism options that use fashion, food, movies, animation, mountain forests, flowers, etc. as tourism resources)</td>
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<td>- Cultivation of other new tourism demands (spurring of travel demand from young demographic, promotion of extended stay tourism, enhancement of the attractiveness of cruising, and promotion of tourism linked with medical care)</td>
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Chapter 3 Measures for the Government to Undertake Comprehensively and Systematically

1. Basic Concept
Tourism is supported by a wide variety of efforts made by diversified people, such as creation of good landscapes, maintenance and improvement of streets, etc. to improve the attractiveness of a local area and increase human exchange through maintenance and improvement of traffic networks, etc., use of agricultural, forestry, fishery, or other local communities as diversified tourism resources in order to improve the attractiveness of travels.

For example, if the task of building an attractive tourist area is limited to service provision and/or information transmission by local businesses, it cannot produce an adequate outcome without difficulty. This task must also be supported by other efforts by diversified local people (belonging to tourism industry, the agriculture, forestry, and fishery industry, the industry of traders and manufacturers, administrative offices, NPOs, etc.), such as creation of good landscapes and maintenance and improvement of streets, use of tourism resources, including nature, landscape, history, tradition, culture, and industry, and maintenance and improvement of airports, railways, roads, and other traffic facilities required to transport tourists.

Therefore, when people promote their activities, it is important for them not to stick only to their own purpose, but to pursue this purpose while also holding the tourism-related viewpoint in order to produce greater effects and to organically link their own efforts with other people's efforts by way of tourism in order to produce synergy effects. Due to the severe financial conditions at present, it is also important to implement measures effectively and efficiently within the limit of financial resources.

The measures for government to undertake comprehensively and systematically under close cooperation and collaboration of people concerned for Japan to become a tourism nation are specified as follows:

2. Main Measures the Tourism Agency Should Perform Lead Role in

The main measures the Tourism Agency should implement while performing lead role in order to achieve the basic targets are specified as follows:

2-1 Creation of attractive tourist areas that are favored by people inside and outside the country
(Branding of tourist areas, broad cooperation among multiple areas, etc.)
- In circumstances where tourist areas are competing internationally to attract tourists, prompt formation of high appeal tourist areas which are favored inside and outside the country and can compete internationally is necessary. To achieve this purpose, perform persistent evaluation, etc. on tourist areas that are prestigious in Japan and promote strategic creation of tourist areas according to the stage reached for the particular area.

- Enhance the broad cooperation among multiple areas to create excursion/stay routes that address specific themes so that it will be possible to take the full advantage of potential capabilities of Japan's various tourism resources.

- Promote innovative efforts that are being made with originality and ingenuity in various areas all over the country, so that the creation of attractive tourist areas will proceed effectively.

- Study what tourism industry should be in the future, so that it can play the role of driving the efforts for local community development, and lead the industry towards that direction.

Efforts have been promoted so far to plan and provide destination-based products and develop human resources for destination-based tourism, while building the "Destination Management Platform," which is engaged in building "Tourism Zones" (where diversified people in each area cooperate to create a stay-type tourist area), serves as a contact with the market, and performs other functions. However, some areas have not taken full advantage of the potential capabilities of local resources because the key concept for destination management and/or the strategy for promoting visits to the area is not adequately defined or for other reasons.

Therefore, advance the efforts that have been made so far, to perform more strategic destination management and, at the same time, build a framework/organization that enables persistent destination management, so that the area can be rated as a brand by the target market. In addition, strengthen the cooperation among areas and among people concerned, initiate innovative efforts that will be a new model for activities, develop human resources that can work in the tourism field, etc. to create internationally competitive, attractive tourist areas that are favored by people inside and outside the country.

Details of the measures

(1) Branding of tourist areas

Promote the development of a strategic plan that clearly defines the key concept of destination management, the principal customer base (target), positioning of the area, etc. in order to create tourist areas that take the greatest advantage of good properties of the area and to encourage stay-type tourism. In addition, to advance effectively the creation of appealing tourist areas those that are favored by people inside and outside the country, promote strategic destination management containing tangible and/or intangible local
resources that are prestigious in Japan, according to the stage reached for the particular area.

More specifically, the national government should conduct objective and persistent assessment of local efforts, customer satisfaction, etc. and provide support to local areas according to the stage of activities reached so far for the particular area. This will appropriately promote local efforts according to the particular condition of each area, including those for the building of organizations that will promote unified and continued destination management under cooperation of diversified participants from the local area, the development of human resources that will play the key role in destination management by planning, coordinating, and otherwise handling specific tasks required for these organizations' projects, the conversion of local resources to tourism resources based on an established concept, such improvement of travel convenience and information transmission that will enable customers to enjoy greater flexibility and wider choices, etc.

(2) Improvement of the environment for accepting travelers from overseas

Provide an environment in which travelers from overseas can safely and comfortably move, stay, and go sightseeing, in order to encourage foreign people to visit Japan, raise the satisfaction level, and increase the number of repeat visitors.

Provide through the Internet, etc. practical and useful travel information needed by foreign travelers when traveling in Japan so that they will not feel uneasy or inconvenient. Such information will help eliminate worries about visits to Japan, improve the convenience to foreign travelers, and increase their satisfaction. In addition, promote the maintenance and improvement of free public wireless LAN environments indispensable for the use of the Internet.

Build a foreign tourist information center network so that foreigners can travel in Japan without worry. Foreign tourist information centers that are adequately equipped to accept foreign travelers will be certified as such. The certified centers will be branded. The functions required will also be categorized in order to enhance the functions and expand the scope covered by the functions provided. Foreign tourist information centers that are entrusted by the Japan National Tourist Organization to play an expected key role will provide Japan's top-level services by using know-how accumulated in private businesses and seek to become Japan's tourist information national centers by eagerly performing public-relations and other activities addressed to the world.

(3) Promotion of tourism in major cities
International attention is focused on tourism in major cities. The tourism potential of major cities in Japan is remarkably high. It is therefore necessary to raise the tourism level of major cities in Japan. For this purpose, strengthen the cooperation among people concerned to make better use of tourism resources specific to major cities, set up sightseeing routes, enhance the environment for accepting travelers from outside, further accelerate eager promotions, etc.

(4) Broad cooperation among multiple areas
To attract a greater number of tourists from inside and outside the country, promote stay-type tourism, and maintain and improve the environment in which tourists can go on excursion through different areas, it is important to take the full advantage of potential capabilities of Japan's various tourism resources. For this purpose, design excursion/stay routes that include multiple tourist areas and address a specific theme and enhance the organic linkage among the areas.

More specifically, promote the activities for designing appealing excursion/stay routes based on a theme, planning and providing products that are utilizing interconnections among the areas, performing strategic information transmission by making use of those routes and products, and enhancing tourist transportation among the areas, etc.

(5) Innovative activities that will be a model of new destination management
Promote innovative activities that are full of creative and ingenuous features of the local area and can be a model of new appealing destination management in order to expand all over the country new destination management activities performed under the initiative of the local area.

(6) Participation of the tourism industry
The tourism-related environments inside and outside the country are significantly changing. These changes include diversification in travelers' needs, aging population, and an increasing number of foreign travelers to Japan. It is important for the tourism industry to contribute to local communities by not only providing services of higher value added, but also supporting local employment and economy, without sticking to traditional business models. In this circumstance, study on what the tourism industry should be in the future from a medium to long-term viewpoint started in fiscal 2012 in the belief that the tourism industry should play the role of driving the development of local communities by holding the standpoint of business "Be good for the seller, for the buyer, and for the society" and participating in enhancing the international competitiveness of the Japanese tourism industry as a whole and creating tourist areas. The results of this study will be used to
achieve stepwise realization of what the tourism industry should be.

(7) Human resource development in the tourism field
Efforts for development and spreading of education programs and teaching materials have been promoted to develop human resources for the tourism field. The subsequent steps will be to implement continued improvement of these activities by running PDCA cycles while expanding human resource development efforts to local regions in order to vitalize the tourism industry of each local region and enhance the international competitiveness of Japan's tourism industry.

(8) Cooperation among entities concerned, including related ministries and agencies
To improve the attractiveness of tourist areas, it is important to build good landscapes, maintain and improve streets, etc. based on the pertinent concept of destination management and also to promote various activities using tourism resources, including those for preserving and using local cultural resources, expanding opportunities for tourists to experience agricultural work, lodge at houses of farmers, fishers, or foresters, etc., and encouraging new tourism. In addition, it is also important to secure transportation that is easy for tourists to move within tourist areas and to improve access to tourist areas and the convenience of excursions among tourist areas. For this purpose, promote measures comprehensively and systematically under close cooperation and collaboration among government organizations, such as related ministries, agencies, and the Japan National Tourism Organization, while continuing joint efforts with local governments and tourism/transport corporations, including the Japan Travel and Tourism Association.
## Process table

|------|------|------|------|------|
| - Branding of tourist areas  
- Innovative activities that will be a model of new destination management | Establishment of persistent evaluation | Promotion of strategic destination management through evaluation, etc. | Reflection | Promotion of innovative activities that will be a model of new destination management |
| - Broad cooperation among multiple areas | Study of cooperation method | Promotion of broad cooperation among multiple areas |
| - Promotion of tourism in major cities | Study on what cooperation with major cities should be and how to strengthen it | Enhancement of attractiveness/information transmission (Sightseeing route setup, improvement of environment for accepting tourists from outside, eager promotions, etc.) |
| - Development of human resources for the tourism field | Development of human resources that support destination management (Expansion of human resource development efforts to local regions -> persistent improvement of activities through PDCA cycles) |
| - Improvement of environment for accepting tourists from outside | Improvement of environment for accepting tourists from outside (Establishment of persistent activity improvement processes through PDCA cycles -> promotion of local area's voluntary efforts for maintaining and improving environment for acceptance) (Building of foreign tourist information center network based on new program -> nation-wide spreading and quality improvement) |
| - Participation of the tourism industry | Study on what the tourism industry should be | Stepwise implementation of study results |
2-2 Implementation of Visit Japan promotions by All Japan

- In order to attract foreign visitors to Japan in the backdrop of competitive international markets, on top of performing promotions mainly on the five prioritized markets, it is essential to effectively and efficiently expand our targets to middle-class travelers in Southeast Asia and other emerging countries where remarkable economic growth is expected in the future, as well as the European, U.S., and Australian markets where longer stays are more likely to be planned, and wealthy individuals with the hope for them spending large amounts of money.

- To this extent, more strenuous efforts within limited resources must be made to produce highly effective results including the following:
  <1> Seeking more dynamic and effective promotion methods that are free from any traditional promotion methods/frameworks meeting needs of consumers overseas.
  <2> Establishing an All-Japan framework/organization for promoting visits to Japan under stronger cooperation among relevant ministries and agencies, without limitation only to the Japan Tourism Agency and the Japan National Tourism Organization, including diplomatic missions abroad, local governments, and businesses.

- Furthermore, in order these promotion activities under close cooperation among the private and public sectors at national and local levels to become effective, meticulous information collection and marketing activities at the local level of each market are indispensable as the basis for these activities. Therefore, enhancing the framework/organization of the overseas offices of the Japan National Tourist Organization should be arranged by staffing highly specialized personnel capable of conducting such activities.

- In addition, methods for making inbound tourism as a business pillar within the tourism industry should be considered.

Since the Visit Japan Campaign has launched in 2003, the Visit Japan promotion has been implemented under the cooperation between relevant ministries and agencies and other entities concerned. As a result, the number of tourists visiting Japan steadily increased; however, the target of ten million visitors by 2010 was not achieved. This was mostly due to external factors, such as the macro economy and diplomatic relations. It is undeniable, however, that the implementation of the promotion was not freed from traditional promotion methods/frameworks and that the extent of participation in the Visit Japan promotion, including participation by tourism business, was limited.

The Visit Japan promotion is a national project specified in the New Growth Strategy and other national policies, which is the basic precondition. Although the international
competition for attracting foreign tourists has been increasingly intensified, Japan now plans to achieve the target of 30 million visitors to Japan in the future. In order to achieve the target of 18 million visitors to Japan by 2016, on top of performing promotions centered around the five prioritized markets (Korea, China, Taiwan, U.S., and Hong Kong), it is essential to effectively and efficiently expand our targets to middle-class travelers in Southeast Asia and other emerging countries where remarkable economic growth is expected in the future, as well as the European, U.S., and Australian markets, where longer stays are more likely to be planned, and the wealthy classes with the hope for them spending large amounts of money.

To this end, it is necessary to implement more dynamic and effective promotion methods as well as to strengthen the cooperation between entities engaged in the Visit Japan promotion, and to enhance the framework/organization with the focus on activities launched on local sites overseas, etc.

**Details of the measures**

**(1) Advanced promotions**

For the purpose of recovering from the dropped number in tourists coming to Japan on account of the disaster, especially with the focus on markets whose recovery is slow, comprehensive countermeasures against harmful rumors will be continued by transmitting accurate information and working with overseas travel agencies and the media.

When trying to transmit positive information, such as attractiveness of tourism in Japan in addition to eliminating negative images while observing how the markets have recovered, maximum efforts will be made to understand the needs on each market based on the results of marketing research and to estimate promotion effectiveness. By doing so, consistent improvement can be expected on projects resulting in effective and efficient project development. In addition to performing market-specific promotions based on market-specific needs, contents on world-class "universal attractiveness" of Japan should be created, the value of which was recognized again after the disaster, and this can be a unified base for all Visit Japan promotions. This will be a basis when Japanese are presenting themselves to the world with pride on top of attracting foreign travelers.

When putting promotions in execution, blogs, SNS, and other methods considered to be more effective will be sought. These will then be linked with Japan's unique contents such as Japanese culture, Japanese cuisine, and Japan's state-of-the-art technology having strong affinity with visit-to-Japan tourism so as to pursue synergy effects. Moreover, overseas promotion projects will be expanded under the initiative of an All Japan framework/organization led by the Japan Tourism Agency, Japan National Tourism
Organization, diplomatic missions abroad, and other relevant ministries and agencies as well as local governments that are accelerating efforts for inbound tourism, by taking all possible opportunities, such as international conferences held in Japan and new air routes launched by the Open Skies Policy.

With regard to the promotion system, a functional system will be established supporting the sophistication of promotions. This will be determined in line with the "Basic Policy for Reviewing the System and Organization of Independent Administrative Corporations," etc., as well as by reviewing the organization of the Japan National Tourism Organization and making use of other corporations’ overseas offices related to international affairs while shifting management resources and privileges from the head office to local overseas offices. In addition, functional differences between the Japan Tourism Agency and the Japan National Tourism Organization will be clearly distinguished; the Japan Tourism Agency focuses on specialized and intensified functions for developing and planning Visit Japan promotions, whereas the Japan National Tourism Organization is positioned as an agent that promotes Visit Japan promotion projects at local sites overseas.

(2) Participation of the tourism industry (repeated)

The tourism-related environments inside and outside the country are significantly changing. These changes include diversification in travelers' needs, aging population, and an increasing number of foreign travelers to Japan. It is important for the tourism industry to contribute to local communities by not only providing services of higher value added, but also supporting local employment and economy, without sticking to traditional business models. In this circumstance, study on what the tourism industry should be in the future from a medium to long-term viewpoint started in fiscal 2012 in the belief that the tourism industry should play the role of driving the development of local communities by holding the standpoint of business "Be good for the seller, for the buyer, and for the society" and participating in enhancing the international competitiveness of the Japanese tourism industry as a whole and creating tourist areas. The results of this study will be used to achieve stepwise realization of what the tourism industry should be.

(3) Cooperation among related ministries and agencies as well as other entities concerned

For the purpose of encouraging overseas tourists visiting Japan, it is important to promote various types of efforts, such as those for promoting international exchanges by increasing the number of foreign students, making use of them, etc., facilitating and expediting visa issuance and immigration procedures, and promoting tourism associated with medical care. Therefore, related ministries and agencies and other government offices, including the
Japan National Tourism Organization should closely cooperate and collaborate to promote the measures comprehensively and systematically.

**Process table**

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<td>Countermeasures against reputational damages</td>
<td>Implementation of dynamic and effective Visit Japan promotions by All Japan's efforts</td>
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<td>(Elimination of negative information -&gt; transmission of information on positive attractiveness)</td>
<td>Building of All Japan framework/organization for promoting visits to Japan Call for dynamic and effective promotion</td>
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<td>(All Japan -&gt; Tohoku and North Kanto -&gt; Fukushima)</td>
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<td><strong>- Participation of the tourism industry</strong></td>
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<td>Study on what the tourism industry should be</td>
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2-3 Enhancement of international competitiveness in the MICE field, including international conferences, etc.

- International conferences, exhibitions, and events, collectively called MICE standing for Meeting, Incentive, Convention, Exhibition/Event, are growth elements indispensable for Japan's economy, as well as a kind of economic infrastructure, because of their wide-range economic significance, including spill-over effects on local economy and the effect of creating business opportunities and/or innovations, etc. Recently, major Asian countries, etc. pay attention to the significance of MICE, with the result that international competitions for inviting/holding MICE are becoming vigorous. As a result, there is fear that Japan's competitiveness is relatively dropping.

- To win keen international competitions in the future, Japan has to strengthen its international competitiveness in the MICE field with concerted efforts made by the public and private sectors through the following methods: <1> individual organizations that invite MICE should use thoroughly advanced marketing strategy; <2> entities that invite MICE should enhance their functions, etc. to increase the competitiveness of the MICE industry; <3> MICE facilities and other environmental elements for accepting MICE should be maintained and improved so that they will meet global market needs.

In the 1990s, Japan held a certain level of competitiveness and position in the Asian MICE market. Recently, however, there is vigorous international competition because major Asian countries are enhancing their framework/organization and efforts for inviting MICE and are eagerly maintaining and improving MICE facilities. Japan's competitiveness is dropping when compared with competing countries because its efforts and measures for inviting MICE do not adequately meet these market environment changes.

To lead the Asian MICE market again, Japan needs not only to steadily continue efforts made heretofore, but also to enhance the competitiveness of each player in the MICE field in order to respond to global market need changes eagerly and alertly. Japan as the nation is required to support efforts by MICE market players while maintaining and improving the environment, etc. so that measures and efforts that are progressive ahead of competing countries will be implemented through the cooperation of the public and private sectors.

Details of the measures
(1) Advanced MICE marketing strategy

The importance of strategic marketing is increasing now that competition in the MICE market is becoming more and more vigorous. On the other hand, it is undeniable that Japan is lagging in marketing behind other countries. Therefore, immediately start to re-establish strategy, enhance promotion and invitation activities, etc.
<1> The nation should encourage municipalities, convention bureaus, and other invitation agents to establish new MICE marketing strategy that clearly defines targets while considering market and/or customer needs, potential market growth, etc.

<2> Make further efforts to build Japan's MICE brands by performing appropriate and efficient activities for promotions, invitations, etc. For MICE opportunities assigned especially high priority, provide comprehensive and proactive support, etc. under cooperation among the nation, local governments, the Japan National Tourism Organization, and other related organizations.

<3> Perform information collection and analysis concerning MICE market trends, competing countries' trends, etc. because such information is required for invitation agents in Japan to establish advanced marketing strategy. Also build a platform for planning marketing strategy.

<4> Promote maintenance and improvement of MICE field statistics, which will be the base for marketing activities.

(2) Enhancement of MICE industry's competitiveness

Agents that actually invite and hold MICE, such as international conferences and exhibitions, and compete with foreign invitation agents are local governments, convention bureaus, and private businesses. Before Japan can make further advance in the MICE field, it is necessary to enhance the competitiveness of the MICE industry containing these agents. For this purpose, apply a method of thorough selection and concentration, different from a method that deals with individual agents on an equal basis, and clearly define the role of each agent, in order to build an efficient and effective framework/organization that can work across the entire nation.

<1> Work out the nation's suggestions about how invitation framework/organization should be in the future (also with reference on advanced cases found overseas), in order to enhance personal and monetary resources, maintain and improve support tools, etc. for local governments and convention bureaus, which play a role as agents who invite and hold MICE. If necessary, maintain and improve the environment, etc. for this purpose.

<2> Thoroughly separate the functions of the Japan Tourism Agency and the Japan National Tourism Organization so that the Japan Tourism Agency focuses on specialized and intensified functions for developing MICE policies, etc., whereas the Japan National Tourism Organization enhances its promotion and invitation functions in the MICE field by reviewing the roles, frameworks/organizations, and activities of the head office and overseas offices while considering the functions for supporting and cooperating with domestic entities engaged in MICE invitation.

<3> Develop world-class human resources that specialize in the MICE field and study
what activities should be performed on tourism business, accommodation business, and other MICE business.

<4> To persuade MICE field agents to make further efforts, encourage local governments, businesses, etc. to widely understand the economic significance, effects, and usability of MICE by developing and disseminating techniques for analyzing effects on regional economy, etc.

(3) Maintenance and improvement of the environment for accepting MICE
International conference venues, exhibition venues, and other MICE facilities that have great influence on competition for inviting/holding MICE are in progress of international innovation, such as unification of international conference and exhibition venues, increase in exhibition venue scale, and after-convention function enhancement included in integrated resort (IR) development plans. Therefore, from the standpoint of maintaining and enhancing the competitiveness of Japan, study how required MICE facilities should be run, maintained, improved, etc. while assuming that existing facilities should be effectively utilized for the time being. In addition, adequately maintain and improve other environments required to accept MICE, under close cooperation among related ministries and agencies, local governments, and other institutes concerned.

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<td>Study on how to enhance framework/organization and efforts for invitation</td>
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<td>Enhancement of framework/organization and efforts for invitation for increasing the competitiveness of MICE industry</td>
<td>Human resource development, dissemination of economic significance and effects of MICE, etc.</td>
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<td>- Maintenance and improvement of environment for accepting MICE</td>
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<td>Development of model for maintenance and improvement of environment for acceptance, etc.</td>
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### 2-4 Promotion of time-off reforms

- Time-off reforms need to be promoted to spur latent demands and vitalize regional economy by increasing exchange population.
- Discussions so far about off-time reforms have built a momentum towards earnest thinking of work and rest. It also seems that some people consider the earthquake disaster as an opportunity to review their lifestyle. In this circumstance, promote efforts for maintain and improving the workplace environment so that workers can easily take leave and changing people's awareness of time-off so that, for example, people will accept various and flexible ways of children's taking leave, with the intention of realizing a rich lifestyle suitable for a mature society.
- Continue to study the actual implementation of the plan to distribute a long vacation at a different time for a different region so that vacations taken by people will be dispersed, considering effects on people's life after the disaster, economic activities, etc. and the status of public consensus.

The annual paid leave acquisition rate of Japan still stays at less than 50% although various agents are making various efforts to increase it.

Activities people want to perform during leave they have taken include traveling and leisure at the top. It is therefore expected that the travel demand will significantly increase when annual paid leave acquisition is promoted. On the other hand, a large portion of existing travel demand tends to be concentrated on the Golden Week and other particular time in the year. This is one of the factors relatively compromising the attractiveness of traveling because it makes travel cost stay at a high level and causes traffic delays due to congestion, etc. It can be believed that there is a certain level of latent demand that will be newly created when the above problems are alleviated by leveling the demand. To vitalize regional economy by increasing exchange population, it is therefore necessary to promote time-off reforms while aiming at the building of an environment in which people can flexibly take leave.

Listening to the discussions so far about time-off reforms and experiencing the disaster due to the Great East Japan Earthquake, people are beginning to be motivated to earnestly think of the balance between rest and work and review their current lifestyle. Implement efforts for time-off reforms by starting with the following measures, considering the above trends and the target of annual paid leave acquisition rate (70% by 2020) included in the New Growth Strategy.

**Details of the measures**
(1) Maintenance and improvement of a workplace environment that allows employees to take leave easily

Whether employees can take leave easily greatly depends on the atmosphere of the workplace and/or the boss's attitude concerning subordinates' request to take leave. Therefore, instruct business operators about the effects of employees' vacations and ask them to encourage employees to take leave. Make further efforts for implementing a program for planned assignment of annual paid leave, which enables workers to take annual leave without worry because annual holidays are pre-assigned. In addition, implement effective instructions and support on medium to small-scale businesses and other organizations in accordance with the Act on Special Measures for Improvement of Working Time Arrangements, to help maintain and improve a workplace environment in which workers can take leave easily.

(2) More diversified and more flexible holidays of elementary schools and lower secondary schools

Promote efforts for diversified and flexible holidays of elementary schools and lower secondary schools under cooperation with local businesses, etc., including efforts to review the current school terms and to set up an autumn vacation or other holidays unique to the local region. In addition, enlighten people about the significance and effects of vacations enjoyed by parents and children together, in order to promote the acquisition of parents' leave.

(3) Dispersion of leave taken over the year

Continue to study the actual implementation of the plan to distribute a long vacation at a different time for a different region so that vacations taken by people will be dispersed, considering effects on people's life after the disaster, economic activities, etc. and the status of public consensus.
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<td>Nation's eager persuasion</td>
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<td>Persuasion of effort expansion based on results of promotion projects, etc.</td>
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<td>Establishment of efforts unique to the local region and autonomous expansion</td>
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<td><strong>- Dispersion of leave taken over the year</strong></td>
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<td>Promotion of dispersion of leave taken over the year (judged according to the post-disaster status)</td>
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3. Measures to Be Undertaken by the Whole Government

3-1 Fundamental concept
The measures that should be promoted in cooperation of the whole government, including related ministries and agencies, under control of the Headquarters of Tourism Nation Promotion are specified as follows:

When promoting these measures, the Japan Tourism Agency will play a central role in securing close cooperation among the entities concerned by pleading these entities to perform activities, etc.

3-2 Creation of internationally competitive appealing tourist areas
(1) Creation of internationally competitive appealing tourist areas
   <1> Securing the provision of high-quality services including good properties of the tourist area under cooperation among local governments, tourism businesses, and other entities concerned
   A. Creation of attractive tourist areas that are favored by people inside and outside the country [Measure 2-1 repeated]

   B. Development of travel products full of attractiveness unique to the area
      To satisfy needs for travels that include a warm closeness to regional nature, life cultures, and local people, it is important to develop destination-based travel products that are full of attractiveness unique to the area. Therefore, considering the result of the study conducted in fiscal 2011 to find out the methods/ways that enable travel agencies to more easily handle the development of destination-based travel products, make efforts to early realize these methods/ways.

   C. Support of manufacturing and other local industries that help enhance the attractiveness of tourism
      Support wide-area and comprehensive efforts made by local tourism/guest attracting service industries for establishing unique differentiating strategy and providing new services, while considering tourists' needs and/or the characteristics of local tourism resources, under cooperation with a wide variety of participant entities concerned engaged in unique manufacturing or other industrial activities as well as downtown people, etc. Also analyze advanced examples of efforts made during this support project and use the result of this analysis to develop plans for improving tourism/guest attraction features.
To promote small- to medium-scale enterprises' business activities that make use of tourism and other local resources, comprehensively help them in developing new products or services that make use of local resources and making efforts to market these products/services.

D. Use of Comprehensive Special Zones, etc.
Using the programs/plans of Comprehensive Special Zones, Special Zones for Structural Reform, Regional Revitalization, "FutureCity" Initiative, and Revitalization of Central Urban Districts, support efforts that are made to contribute to the creation of attractive tourist areas and the utilization of tourism resources which make use of creative and ingenious activities in the area.

<2> Maintenance and improvement of tourism-related facilities, including accommodations, food service, and guidance facilities, as well as public facilities

A. Promotion of hotels/inns
As regards accommodation services that play a central role in accepting tourism guests to local areas, it is necessary to promote maintenance and improvement of accommodation facilities that are comparable for travelers from overseas in convenience/comfortableness to those in other countries. In addition, the delicate spirit of hospitality, which is an excellent element of Japan's accommodation services, is a powerful material that tells about the attractiveness of travels in Japan. In this context, in fiscal 2012, study how to foster the accommodation industry in a way that makes good use of the appealing points of hotels/inns while satisfying traveler needs and stepwise implement the results of this study.

B. Consideration on maintenance and improvement of social capital that contributes to tourism promotion, etc. and other means for tourism promotion
When performing maintenance and improvement of social capital, including that will contribute to tourism promotion that for example region development, maintenance and improvement of streets, maintenance and improvement of roads, conservation and utilization of river space, etc., work together with tourism promotion and/or tourism exchange promotion while ensuring good cooperation between departments/sections dealing with social capital maintenance and improvement projects and department/sections relating to tourism.

C. Region development/maintenance and improvement of streets that will contribute to tourism promotion, etc.
To promote region development/maintenance and improvement of streets that will contribute to tourism promotion, etc., support efforts/projects, etc. based on infrastructure maintenance and improvement plans for wide-area regional vitalization and/or urban renaissance development plans. In addition, in areas where the residential environment requires maintenance and improvement because residences, etc. do not have good appearance, etc., promote projects on maintenance and improvement of street environment to maintain and improve residences, regional facilities, etc.

D. Promotion of urban area redevelopment projects that will contribute to city revitalization/regional revitalization
In the surroundings of stations, downtown areas, etc., maintain and improve commercial facilities and other buildings that will be the center of tourism of the area, roads, plazas, and other public facilities in order to create attractive urban space that is suitable for the tourist area.

E. Promotion of maintenance and improvement of roads with consideration of landscapes, etc.
Considering that roads are combined with their surroundings to form landscapes, promote greening of roads and installation of guard fences that are complimentary with surrounding landscapes, as well as greening of walkways, etc. Additionally, promote the maintenance and improvement of roads with consideration to landscapes, in cooperation with local residents. Further, continue to promote the elimination of utility poles under cooperation with road administrators, electric wire administrators, local governments, etc. from the viewpoints of securing safe and comfortable traffic space; developing good landscapes and residential environments; maintaining historical streets; promoting tourism; encouraging regional cultures; and vitalizing the region, etc.

F. Effective use of road space that contributes to the promotion of tourism, etc.
To promote regional development that makes use of tourism, conduct social experiments in order to understand the effects and/or influence of advanced or innovative measures, such as effective use of road space, and the promotion of "open use of road space," meaning wide and effective use of road space to attract well-being and to create opportunities of communication.

G. Efforts for maintaining and effectively using river space, urban water channels, etc.
Promote the creation of riverside streets, which means the creation of waterside space visited by many people who want to enjoy the riverside, by constructing river management passages along which people can take a stroll, maintaining and improving other river management facilities required for flood control or river safety, thereby supporting maintenance and improvement of waterside areas combined with community development.

Also support efforts made by local governments to maintain and revitalize water channels that can be tourism resources.

H. Enhancement of information provision, including maintenance and improvement of guidance displays in tourist areas

Promote maintenance and improvement of guidance displays in tourist areas based on the Guidelines for Sign Boards in Order to Revitalize the Tourism Industry, for the purpose of appropriately providing on-the-spot tourism information required by many tourists moving on foot, by automobile, by public transportation, etc. In addition, promote maintenance and improvement of multi-language guidance displays, etc. so that foreign tourists will not feel worries about verbal communication and accelerate spreading and promotion of ICT-based travel facilitation methods, including the use of mobile terminals to provide multi-language or visual information for assisting tourists in moving.

(2) Creation of attractive tourist areas in such a way that tourism resources there are fully utilized to show good properties of the area

<1> Creation of sustainable tourist areas that focus on new tourism
Japan has plenty of tourism resources, including nature, landscapes, history, traditions, cultures, and industries. It is therefore possible to provide tourism menus that are attractive not only to foreign visitors to Japan, but also Japanese people. Before regions can create attractive tourist areas and run them in a sustainable manner in the condition that they cannot increase financial expenses to promote local economies, it is important to create new tourism by utilizing these resources in order to satisfy various tourist needs and, as a consequence, increase the number of days spent by tourists.

For this purpose, promote the creation of sustainable tourist areas that focus on community-based new tourism that includes experience and exchange elements.

<2> Protection, cultivation, and development of tourism resources relating to cultural
A. Preservation/utilization of cultural properties

Cultural properties (tangible, intangible, and folk cultural properties, monuments, cultural landscapes, and groups of traditional buildings), which are national properties, are indispensable for correct understanding of Japan's history, culture, etc. the base for cultural development and improvement in the future, and important tourism resources.

Therefore, the nation, local governments, owners, and people should make concerted efforts for protecting, repairing, maintaining and otherwise handling cultural properties in order to pass them down to the next generation while preventing them from suffering crises, such as disasters and decaying and for eagerly exhibiting and utilizing them.

B. Tourism promotion and community vitalization making use of cultural heritage

To promote comprehensive efforts made to contribute to cultural promotion, tourism promotion, and community vitalization in a way suitable for the particular local condition, it is important to make good use of various cultural heritages, which are the nation’s treasure. For this purpose, support activities for fostering successors of local long-lasting traditional arts, etc., securing opportunities to present folk arts, etc. using cultural resources or human resources or supporting foreign users, etc. at local art and other museums, maintaining and improving facilities and equipment used to exhibit important cultural properties or buildings, restoring and exhibiting historical sites, etc., in accordance with plans developed by prefectural governments/municipalities to make use of cultural heritages there for tourism promotion and community vitalization.

C. Protection of world cultural heritages

The inscription of cultural heritages on the World Heritage List helps transmit Japanese culture to the world, recognize Japanese culture, cultivate the spirit of respecting history and culture, and promote inheritance of cultural properties to the next generation.

Therefore, based on the Convention Concerning the Protection of the World Cultural and Natural Heritage (to which Japan has acceded in 1992), promote inscription on the World Heritage List, appropriately protect the World Cultural Heritage, promote correct understanding of the World Heritage, and perform dissemination and enlightenment of the spirit underlying the convention.
D. Promotion of National Trust movement

To protect and utilize industrial/cultural heritages, nature, and other tourism resources that should be passed down to the next generation as national properties, the Japan National Trust, the Association of National Trusts in Japan, the National Liaison Conference for Utilization of Modernization Heritage, and other national and local organizations perform National Trust movement all over the country at present. These private-level movements supplement efforts by the national and local governments and help develop the awareness of protecting tourism resources as important assets. Therefore, promote activities that focus on the publication and utilization of heritage, while implementing appropriate protection measures and asking monetary and other support from participating local people and businesses.

<3> Protection, cultivation, and development of tourism resources relating to historic landscape

Promote efforts to prevent historic landscape in ancient capitals, which are important tourism resources, from disappearing or qualitatively deteriorating, protect and utilize historic landscape appropriately, and, when maintaining and improving city parks, make use of historic sites and places of scenic beauty, rich natural environment, and other attractive local tourism resources. "Historic National Roads," selected because they have especially important historic and cultural value, make efforts to protect, restore, and utilize them in order to increase the attractiveness of the area.

In addition, promote formulation of plans for maintenance and improvement of historic landscape in accordance with the Law on the Maintenance and Improvement of Historic Landscape in a Community in cooperation with the Ministry of Education, Culture, Sports, Science and Technology, the Ministry of Agriculture, Forestry and Fisheries, and the Ministry of Land, Infrastructure, Transport and Tourism in order to maintain and improve good urban environments that center on cultural properties.

<4> Protection, cultivation, and development of tourism resources relating to excellent natural scenic sites

A. Promotion of area creation that makes use of good natural scenic sites

Japan has a valuable rich natural environment that includes a large number of good natural scenic sites, such as mountains, forests, rivers, lakes, seashores, and coral reefs. Since these sites are also important tourism resources, it is necessary to protect and maintain them and ensure that they are used appropriately.
For this purpose, make effort to maintain natural environments and protect wildlife by disseminating the nature protection thought, promoting protection and management of natural parks, protected forests in national forests, and world natural heritage, etc. In addition, promote the creation of community areas that are also attractive as tourist areas, by making use of Japan's unique beautiful nature, which attracts people inside and outside the country, such as these natural tourism resources, distinct differences between the four seasons, snow, and drift ice, under cooperation between local residents, etc. and the administration.

Also as for large cities, organizations concerned should make concerted efforts to protect, restore, or create natural environments in order to promote human exchange that is not limited to the residents of the area, but extends to people in wider regions.

In addition, stimulate movements, such as Scenic Byway Japan, for the promotion of beautiful national landscapes that are full of local resources, such as scenery, nature, history, and culture, all centered around roads. This will be accomplished through a collaboration of various agents, in order to advance community vitalization and/or tourism promotion by enhancing human exchange, etc.

B. Maintenance and improvement of comfortable walking networks
In order to maintain and improve walkways that are designed for pedestrians to enjoy surrounding landscapes and other local properties, with emphasis on comfortable walking; support efforts for maintaining and improving benches and other rest facilities; elaborately designed guide boards; parking lots that are convenient for visitors, etc.

<5> Protection, growth, and development of tourism resources relating to good landscapes
To create attractive tourist areas with high international competitiveness, it is important to make efforts for creating good landscapes as area-specific resources that produce the effect of tourism-induced exchange population increase. For this purpose, promote efforts centering on maintaining and utilizing structures of landscape importance and trees of landscape importance in the region that are designated in accordance with the Landscape Act and are expected to increase exchange population significantly. In addition, select important cultural landscapes and support the
implementation of measures required to repair, preserve, and utilize components of important cultural landscapes.

Furthermore, under cooperation with citizens, businesses, etc., promote the protection and greening of valuable green spaces that remain in cities and hold green-related events, etc. in order to create attractive cities that are so full of flowers and green that they can be rated "world-class".

<6> Protection, cultivation, and development of hot springs and other cultural or industrial tourism resources

A. Protection of hot springs, prevention of disasters caused by flammable natural gases, and secured proper use of hot springs

Hot springs are valuable natural resources that have long been widely used for medical care, recreation, relaxation, etc. of people and also are tourism resources that are of high interest not only domestically, but also internationally. Expanding use of hot springs could lead to exhaustion of hot spring resources and disasters might be caused by flammable natural gases that are generated when hot spring water is collected. Therefore, promote measures for protecting hot springs so that they can be passed as great nature's blessing down to the next generation and promote research, survey, and other activities for enhancing countermeasures against disasters caused by flammable natural gases.

In addition, to satisfy diversified needs from people, transmit scientific information, such as components of hot spring water, etc. so that users can easily select types and locations of hot springs they favor and implement measures for creating and developing hot spring sites that are appealing to users.

B. Promotion of cultural tourism

Cultural tourism is tourism that is intended to satisfy intellectual desire on cultural elements, such as history and tradition of Japan. To realize a tourism nation, it is important that exchange by tourism is not a mere one-time encounter with different culture or custom, but will lead to deeper mutual understanding. For this purpose, the nation will promote efforts for tourism exchange by making use of tourism resources relating to cultural properties or historical climate.

C. Utilization of local traditional folk arts, etc.

Promote cultural tourism that makes use of the attractiveness of local traditional folk arts, etc. by holding national festivals of local traditional folk arts sponsored
by the Center for Promotion of Folk-Performing Arts and launching Visit Japan promotion projects, etc. though overseas performances of local traditional folk arts, in order to transmit traditional folk arts and traditional events that have been handed down in the area.

D. Promotion, information transmission of performing arts, etc.
Kabuki, Bunraku, Noh, and other traditional performing arts, as well as world-class opera, ballet, drama, and other modern performing arts, can be tourism resources. To make them widely available to the people of Japan, promote creative activities and dissemination about performing arts conducted by the National Theatre, New National Theatre, Tokyo, local theaters and music halls, and top-level artistic groups. In addition, the National Theatre, National Noh Theatre, etc. will enhance their services so that overseas tourists can easily appreciate Japanese traditional performing arts.

E. Provision of opportunities for people to present their various cultural activities, compete with others, and communicate with others
Enhance tourism exchange by providing opportunities for people to present their various cultural activities, complete with others, and communicate with others, at nation-wide events.

F. Transmission of information on Japanese content to foreign wealthy people
To invite foreign wealthy people, promote activities for transmitting information on genuine Japanese content, such as traditional performing arts, craftwork, culture, inns, and foods, to the wealthy classes, etc.

G. Promotion of industrial tourism
Industrial tourism is tourism targeted at historically or culturally valuable factories, their remains, mechanical tools, factories furnished with leading-edge technology, etc. and include learning or experience. In this context, at the local level, various efforts are being made to develop tours that go around local industrial tourism resources, disseminate excellent values of industrial facility remains, etc. At the national level, the Industrial Tourism Promotion Center and National Industrial Tourism Promotion Council are promoting these efforts.

In the future, further accelerate support for developing new tourism and customer-attracting services by, for example, creating common infrastructures, which cannot be created without difficulty by individual business operators.
during startup phases, to help achieve cooperation among widely ranging operators who are engaged in distinctive local industries, factories, shopping malls, and other different types of industries.

H. Promotion of sport tourism

Sport tourism includes travels designed for tourists to watch or participate in sports, exchange with people who support sports, and maintenance and improvement of environments in which tourists can experience various sports at their travel destinations. It helps increase demands for domestic tourism and contributes to promotion of visits to Japan by foreign tourists who tend to favor sports, such as golf and skiing.

Activities for inviting international sports events, which are the key to MICE promotion, produce synergy effects when combined with Visit Japan promotions and city sales activities.

Based on the Basic Policy for Promotion of Sport Tourism established in fiscal 2011, it is necessary to encourage the setup of local sports commissions and create a sport tourism promotion cooperation organization that will support activities for transmitting and summing up information, inviting/holding international sports events, etc. In addition, it is necessary to make efforts to win the 2020 Tokyo Olympic and Paralympic bid, using the experience in the success of the bid to the 2019 Rugby World Cup.

I. Tourism promotion at isolate islands, etc.

In isolate-island areas, from the viewpoint of promoting self-contained development through exchange population increase, encourage exchange with the inside and outside of the country through experience of stay or other activities that will lead to promotion of industry, etc. and to tourism development, while making use of geographic and natural properties of the area.

In peninsula areas, which are full of good natural landscapes and a variety of resources and have a history of being prosperous as pivots of trading and exchange across sea, promote development of attractive sightseeing routes covering a broad range, stay-and-experience type leisure activities, etc. by making good use of these unique natural and cultural resources.

In heavy snowfall areas, cultivate and re-evaluate various tourism resources,
including a variety of rich natural environment, life cultures, etc. specific to snowy regions and promote various exchange styles through the development of tourism, recreation, and other activities that make good use of the unique properties of snowy regions.

J. Utilization of comprehensive resort areas
In the circumstance in which people are interested in living in the countryside after retirement, living in two areas, etc., support activities for improving the unique attractiveness by making use of regional resources in comprehensive resort areas, elaborating the ways for managing, administrating, and utilizing facilities, encouraging use of resources, enhancing soft properties by, for example, developing human resources, and encouraging exchange among areas by making use of the outcome of these activities.

K. Promotion of regional tourism using marine leisure, etc.
Encourage proper use of public water areas by ensuring that pleasure boats can be smoothly accommodated by implementing two different measures of maintaining and improving boat parks, etc. to increase the boat accommodation capacity and applying more severe regulations, which increase the areas where boats cannot be left. Also create opportunities to experience a wide variety of marine leisure, including rental boats and chartered cruise, by promoting efforts for installing marine stations, which are bases for vitalizing marine leisure and communities, and combining them into a network. In addition, promote activities for holding events that make use of local properties, under cooperation with local governments, local tourism businesses, etc., and for providing tourism information.

L. Promotion of environment learning and nature experience activities in waterside areas, etc.
Maintain and improve riverbanks for easier access to the riverside and support riverside activities, etc. by presenting learning programs to users, etc. in order to promote environment learning and nature experience activities on the nearby riverside. In addition, to encourage citizens to make use of good natural environments around ports and enhance opportunities to learn the importance of natural environments, maintain and improve seashores, etc. that are used as places where local governments, NPOs, etc. perform nature and social education activities.
M. Support of utilization of regional resources in rural areas
Promote conversion of agriculture, forestry, and fishery into the sixth industry, which means combining a wide range of resources derived from rural areas, such as agricultural, forestry, and fishery products, scenic spots, and traditional cultures, with food, tourism, energy, and other industries in order to expand regional business, etc. For this purpose, certifying business plans in accordance with the Act on Creation of New Services Using Regional Resources by Operators of Agriculture, Forestry and Fishery, etc. and Promotion of Effective Use of Agricultural, Forestry, and Fishery Products, conduct individual consultation services by forerunners of conversion to the sixth industry and experts in the private sector, support efforts for developing new products, etc., and provide growth capitals to operators who are making efforts for the sixth industry and funding these operators to help them manage their business. In addition, develop rural areas by making good use of the Globally Important Agricultural Heritage Systems (GIAHS) of the Food and Agriculture Organization of the United Nations (FAO) and other systems for branding of agricultural, forestry, and fishery products and tourism promotion.

N. Use of Comprehensive Special Zones, etc. [Measure 3-2 (1) <1> D. repeated]

(3) Comprehensive maintenance and improvement of transportation facilities required to increase tourists visiting Japan
<1> Maintenance and improvement of international transportation organizations
A. Maintenance and improvement of international hub airports, etc.
Before an increase in the number of tourists to Japan can contribute to the vitalization of the Japanese economy by expanding domestic demand and employment, it is necessary to eliminate obstacles to the flow of people, things, and money between Japan and the world centering on Asia as far as possible.

In this context, the Haneda Airport is steadily advancing to a 24-hour international hub airport. It plans to increase its annual arrival/departure capacity to 447 thousand slots (day and night flights in total) in fiscal 2013 at the earliest. For international flights, it will basically increase 30 thousand daytime slots from the current 60 thousand (30 thousand in daytime, and 30 thousand in late-night and early-morning) and enhance daytime slots to include not only nearby Asian destinations, but also high-demand and business routes, such as those to Europe, the U.S., and Asia. For this purpose, it will expand the international passenger terminals, aprons, etc. In addition, it will promote the
For the Narita Airport, it will increase the annual arrival/departure capacity to 250 thousand slots in fiscal 2011 and 270 thousand slots in fiscal 2012 according to agreement with the local community and also promote the Open Sky policy. In addition, it will increase the annual arrival/departure capacity to 300 thousand slots in fiscal 2014 at the earliest and establish a position as one of the leading Asian hub airports by further strengthening the international network, enhancing the domestic flights, constructing the business jet terminal in fiscal 2011, allowing users to apply for the use of arrival/departure slots and spots for their business jets through internet in early fiscal 2012, and expanding the framework/organization to accommodate LCC flights.

For the Kansai International Airport, eagerly implement measures for integrating its business with the Itami Airport to improve the earnings, strengthening its international competitiveness as a hub airport for LCCs, etc., so that it can be revitalized and enhanced as an international hub airport.

For airports each of which plays a key role in an area, promote direct exchange with East Asian and other foreign countries and enhance the functions required of an exchange hub that covers extensive areas inside and outside the country. In addition, promote airport governance reforms by making use of the capabilities of private businesses, so that the airport will be truly the main driver of regional revitalization.

B. Maintenance and improvement of passenger terminals, etc. at airports and harbors

International hub airports and harbors are facilities at the entrances for tourists who visit Japan. To welcome these tourists with the spirit of hospitality, it is necessary that these facilities are designed to be comfortable to the tourists.

For this purpose, enhance passenger terminals and other facilities and provide diversified and advanced currency exchange, guidance, and other services.

In addition, promote soft and hard efforts for encouraging foreign cruise ships to call at Japanese ports in order to increase the number of visitors to Japan from
China and other countries.

C. Maintenance and improvement of the Air Traffic Systems and sea routes

Promote renovation of the Air Traffic Systems (including Air Traffic Management, Avionics, Navigation Aids on the ground, etc.) in order to cope with the increase in air traffic volume and diversifying needs, etc., which are necessary for tourism nation promotion while considering that the highest priority should be placed on Air Traffic Safety.

In addition, to encourage tourism exchange with cruises, it is necessary to maintain and improve the environment for accepting cruise ships. For this purpose, develop and maintain sea routes.

<2> Maintenance and improvement of facilities relating to international transportation organizations (improvement of access to airports, harbors, and railway stations)

To further improve the railway access to the international hub airports, conduct surveys and studies on the maintenance and improvement of a bypass railway between near the Oshiage Station of the Toei Asakusa Line and near the Sengakuji Station via the Tokyo Station while keeping in mind the access time targets of 20 plus less than 10 minutes from Tokyo to the Haneda Airport, and 30 plus less than 10 minutes from Tokyo to the Narita Airport, 50 plus 10 minutes between the two airports. Also conduct surveys and studies on measures for improving the access to the Kansai International Airport. In addition, review the current condition of the access roads that connect the key airports, harbors, and railway stations to highways, as well as to enhance the road networks by maintaining and improving the loop roads, etc. in order to improve access to airports, harbors, and railway stations.

<3> Maintenance and improvement of facilities relating to domestic trunk-line transport

A. Maintenance and improvement of airports

In order that the Haneda Airport will continue to serve as a domestic hub airport and also increase its annual arrival/departure capacity to 447 thousand slots (day and night flights in total) in fiscal 2013, maintain and improve the aprons, etc. In addition, it will implement function enhancement that will improve the capabilities, convenience, and safety of the existing airport facilities, in order to enhance the domestic airline network. For the Narita Airport, strengthen the framework/organization for accommodating LCCs and enhance the domestic
flights.

In addition, for airports each of which plays a key role in an area, enhance the functions required for this airport to be a broad-region exchange base because it works as a social infrastructure indispensable for regional vitalization, tourism nation promotion, etc. by playing a basic role in improving the domestic airline network.

B. Maintenance and improvement of trunk-line railways

For the New Shinkansen, promote steady maintenance and improvement efforts while keeping in mind the target of completing the sections that are currently under construction (between Nagano and the Hakusan Depot, planned to be completed at the end of fiscal 2014, and between Shin Aomori and Shin Hakodate, planned to be completed at the end of fiscal 2015) and starting service as scheduled. For the new sections (between Shin Hakodate and Sapporo, between the Hakusan Depot and Tsuruga, and between Takeo Onsen and Nagasaki), check for each of these sections that the five conditions for starting construction are fulfilled in accordance with the "Handling of New Shinkansen Lines" (confirmed by Government and the ruling parties on December 26, 2011) and that solutions to the problems found are identified, complete the approval procedures required for the section, and then start construction. By enhancing the network of these high-speed railways, shorten the travel time between the areas so that tourists can move across broad regions more smoothly and speedily.

C. Maintenance and improvement of highways, etc.

To increase the attractiveness of tourist areas as a whole by improving access to those areas and the convenience of excursions between the areas, promote the maintenance and improvement of highways, etc. which help enhance access to the tourist areas and exchange between them.

Add interchanges, including smart interchanges (staff-less and cashless toll collections with dedicated ETC) to existing routes, to improve the convenience for tourists. Since fiscal year 2008, the highway fares have been reduced as measures for efficient use of existing highway networks. Introduce a flexible fare system so that tourists can use highways easily.

<4> Maintenance and improvement of facilities relating to local transportation in Japan

A. Revitalization and rehabilitation of local public transportation
From the viewpoint of tourism promotion, it is important to secure good-quality public transportation as methods that can be used by tourists who visit an area to move around the area. Easily usable, convenient public transportation contributes to the enhancement of the attractiveness of the tourist area and its vehicles and transport service itself may become tourism resources. It is therefore necessary to revitalize or rehabilitate local public transportation.

For this purpose, while eagerly utilizing the Act on Revitalization and Rehabilitation of Local Public Transportation Systems, comprehensively support efforts for encouraging people concerned in the area to comprehensively study about the local public transportation and to form agreements on what public transportation is the most suitable for the area and individual agents to take responsibility for promoting pertinent activities based on the agreements.

In addition, increase the vitality of local communities through promoted use of public transportation and accumulation of urban functions, by furthering the link between highways and railway stations, making use of the private sector's vitality to achieve advanced utilization of station plazas, etc.

B. Maintenance and improvement of urban railways, etc.
To increase the enhancement level of public transportation networks so that foreign and other tourists can move smoothly, promote efforts for constructing new subway lines (such as the section between the Dobutsu Koen Station and the Arai Station of the Tozai line in Sendai City), maintaining and improving facilities provided as countermeasures against transport disorder, etc., maintaining and improving liaison lines interconnecting existing railways, etc. to enhance the convenience of urban railways (such as the section between the Nishiya and Hazawa Stations of the Sotetsu-JR Link line), improving the node functions at transport interconnections (such as the Sannomiya Station of the Hanshine line), promoting mutual direct operation to reduce passengers' transfer burden, maintaining and improving LRTs, etc. In addition, promote the introduction of common IC card systems that can be mutually used by operators of railway, bus, and other transport services in individual urban areas so that public transportation networks will be also usable to tourists.

C. Maintenance and improvement of passenger terminals
Enhance passenger ship terminals and other facilities at entrances to individual isolated islands and other areas and diversify and advance local information
provision, guidance, and other service functions.

D. Maintenance and improvement of local roads, etc.
To contribute to the promotion of tourism and support local economy and society, provide support for maintaining and improving local roads to secure access to tourism facilities, interchanges, etc. In addition, promote maintenance and improvement of roadside stations, which supply general roads with three functions: rest, information transmission, and local communication, and which themselves also work as tourism resources.

E. Promotion of maintenance and improvement of seaport facilities, etc.
Considering that harbors work as pivots for exchanges of flows of people and things and that they are also attractive in that they are surrounded by many old canals and warehouses or have green areas that allow people to feel affinity with sea water, implement hard measures, such as maintenance and improvement of harbor facilities, and soft measures, such as Port Oasis registration, to create beautiful harbor space. By fiscal 2011, 59 ports have been registered as Port Oasis sites. Continue to promote expansion and dissemination of Port Oasis registration.

3-3 Development of human resources that will contribute to the enhancement of the international competitiveness of the tourism industry and to tourism promotion
(1) Enhancement of the international competitiveness of the tourism industry
   Participation of the tourism industry [Measure 2-1 (6) repeated]

(2) Development of human resources that contribute to tourism promotion
   <1> Enhancement of higher education contributive to increase in international competitiveness of tourist areas and the tourism industry
   A. Strengthening of cooperation among industry, government, and academia
      To secure superior human resources for local tourism industry, strengthen cooperation among industry, government, and academia, including local entities in order to promote study of management problems encountered in the tourism industry and solutions to such problems and use the results of this study to improve human resource development and business management.

      In addition, raise social interest in the tourism industry and increase willingness to work in this industry by using various types of tourism-related internship, in order to secure superior human resources.
<2> Improvement of knowledge and ability of people engaged in tourism business
   A. Human resource development in the tourism field [Measure 2-1 (7) repeated]

   B. Female human resource development in the tourism field
       The high reputation received by the Japanese tourism services greatly owes to
       the hospitality of landladies who welcome tourists. In addition, the demand for
       sightseeing travels, in general, tends to come from women belonging to various
       age zones. These facts suggest that the role of women is significant in the
       tourism field and that women are more expected than ever to participate in
       tourism business management. For this reason, collect and widely disseminate
       good examples of women who play a remarkable role in the tourism industry and
       dispatch experts who can contribute to female human resource development in
       the tourism field.

<3> Promotion of the dissemination of knowledge about local culture, history, etc.
    Encourage children who will bear the next generation to become interested in and
    understand tourism in early stages by teaching them about local culture, history, etc.
    at school.

3-4 Promotion of international tourism
(1) Promotion of visits by foreign tourists
   <1> Focused and effective transmission of the attractiveness of tourism in Japan
       A. Implementation of Visit Japan promotions by All Japan [Measure 2-2 repeated]

       B. Promotion of nation-wide efforts for transmitting the Japan Brand
           Nation-wide overseas promotion activities based on the Japan Brand at various
           levels will be promoted, following all people concerned have a shared
           recognition about the brand as a nation.

       C. Transmission of local attractiveness to the world, etc.
           Needs for Golden route travels are still high primarily from tourists who visit
           Japan for the first time. However, from the viewpoint of vitalizing local
           economy by increasing the number of foreign visitors to Japan, it is also
           important to invite foreign tourists to various areas. For example, Korea, Hong
           Kong, Taiwan, Singapore, etc. are markets characterized by relatively large
           numbers of repeaters. The measures of transmitting local attractiveness to the
           world will be implemented in cooperation with local governments, etc. that are
highly motivated to invite not only tourists from these countries who have already experienced travels on the Golden route, but also tourists who visit Japan for the first time, to the Golden route plus additional areas. For this purpose, promote broad concerted efforts for foreign tourist invitation, which would be difficult for a single prefecture, in cooperation with local tourism promotion organizations, etc.

D. Implementation of tourism promotions that make use of Official Residences for Ambassadors and Consuls-General, etc.
Tourism attractiveness of local areas of Japan will be disseminated to a wide range of people in the market country, including high-rank politicians, business executives, and tourism business leaders, thereby promoting tourism public relations in the market using facilities of overseas diplomatic missions, such as official residences for Ambassadors and Consuls-General and public-relations/culture centers for tourism public-relations projects implemented by local governments of Japan.

E. Transmission of Japan's attractiveness by Ambassadors to Japan, and others.
When Ambassadors to Japan, and others directly see, hear, or feel the attractiveness of cultural, industrial, or other facilities unique to local areas of Japan, they will be able to transmit Japan's attractiveness to people in their country while or after they are in office. In addition, public relation activities will be performed targeting foreign diplomats in Japan regarding sister-city/friendship-city relationships, investment, tourism invitations, and other matters being handled by local governments.

F. Promotion of local-level international exchange and cooperation
Meetings and other events will be held with the participation of people from a wide range of organizations engaged in international exchange in order to further promote local-level international exchange and cooperation.

G. Expansion of Cool Japan to the world
Japan's rich contents, fashion, food, life goods, traditional craftworks, and other products/services that are highly reputed abroad, will be presented to the world as Cool Japan transmitting Japan's attractiveness in order to attract tourists to Japan from overseas. For this purpose, promoting Cool Japan to the world and inter-government communication as well as international talks by government and private entities will be conducted in efforts to maintain and improve the
environment for Cool Japan business overseas.

H. Comprehensive transmission of information about Japanese culture
At diplomatic missions abroad, efforts will be made to deepen understanding of Japanese culture, Japanese society, and values respected by Japanese people, in order to foster trust on Japan.

In addition, artists, cultural figures, and others who will deliver lectures or perform, etc. will be appointed in respective fields and ask them to perform activities that will deepen understanding of Japanese culture by people in the world.

The East Asia Harmonious "Kyousei" Forum in Japan will be held with the attendance of cultural figures, artists, academics, etc. from East Asian countries. At cities selected by the three countries, Japan, China, and Korea, the "East Asia Harmonious Coexistence Cultural Cities" (provisional name) will be launched with the intention to promote mutual understanding within East Asia by intensively performing activities relating to arts in East Asian countries to promote mutual understanding within East Asia and create new culture and art and also to contribute to tourism promotion in the pertinent areas.

Furthermore, the construction of bases for culture creation and international information dissemination throughout Japan will be promoted by actively accepting foreign artists who are engaged in intercultural exchanges and providing strong national support for distinctive international intercultural activities (such as Artist-in-Residence programs) performed in various areas in Japan as efforts for community development through international culture/art creation.

I. Transmission of information on Japanese food and ingredients, etc. to the world
Aiming at increasing the export of agricultural, forestry, and fishery products/foods to the level of one trillion yen by 2020, Japanese food will be presented at events themed by food culture, and Japan pavilions in international food fairs, as well as the attractiveness of Japanese food and ingredients will be transmitted using already existing food-related contents so as to raise foreign consumers' interest in Japanese food and ingredients, resulting in popularizing Japanese food in foreign countries and contributing to attracting more tourists to Japan.
Moreover, strengthening food-related cooperation will be conducted by inviting foreign media to Japan as part of the Visit Japan Project, presenting food-related content at booths in travel exhibitions, etc.

J. Transmission of the attractiveness of The Imperial Palace and other Imperial Household Establishments
Transmit the attractiveness of The Imperial Palace and other Imperial Household Establishments, as tourism resources, by using guidance leaflets and web pages.

K. Transmission of information on Japanese content to foreign wealthy people
[Measure 3-2 (2) <6> F. repeated]

L. Enhancement of information transmission using international broadcast
For the international TV broadcast that started in February 2009 to introduce Japanese cultures, industries, etc. to foreigners and includes a wide variety of English programs that transmit the attractiveness of Japan, such as traditional cultures and pop cultures, make efforts for further increasing the number of viewing households, improving the recognition of the broadcast in each country, etc.

<2> Provision of information about costs required for transportation, accommodations, and other matters relating to sightseeing tours in Japan
A. Provision of information about travel costs
To change foreign people's general impression that traveling in Japan is expensive, present a comparison between prices in Japan and other countries and information on actual prices at restaurants, hotels, and other facilities in Japan on web pages and, in cooperation with business operators in Japan, provide sweep discounts and/or special benefit sales for foreign visitors to Japan and transmit information useful for foreign travelers in Japan to the world.

B. Support for introduction and unification of IC cards and passenger tickets
Paying bus fares that vary with the distance and buying railway tickets involving multiple lines are extremely cumbersome to tourists and/or unfamiliar users. Therefore, the introduction of common IC card systems that can be mutually used by multiple transportation organizations and common passenger tickets that can be used over a broad region is of help to improve the convenience to users, smooth travels, and reduce travel cost. Since fiscal 2001 when Suica started, the
The introduction of common IC cards, such as PASMO and PiTaPa, is advancing. Mutual use of these cards is also expanding in the Tokyo metropolitan and other regions. The spring of 2013 will see the start of mutual use of ten types of IC card tickets in total, issued by JR East Japan, other JR companies, and private railway companies in the Tokyo metropolitan, Nagoya, Kinki, and Kyushu regions. In the future also, promote these efforts.

<3> Promotion of invitation of international conferences and other world-wide events

A. Enhancement of international competitiveness in the MICE field, including international conferences [Measure 2-3 repeated]

B. Enhancement of MICE-related one-stop information transmission function
   Enhance the Japan National Tourism Organization overseas offices' efforts for transmitting information to international MICE-related entities, maintain and improve the promotion tool that is a collection of facilities and support programs for holding MICE in Japan, and transmit consistent information in order to arouse latent demand for holding MICE in Japan.

C. Promotion of international exhibitions
   To promote internationalization of the Japanese exhibition (MICE) industry, maintain and improve MICE statistics, improve the transparency and reliability of MICE statistics by establishing and using a certification system, develop human resources, and maintain and improve the framework/organization for accepting MICE, thereby maintaining and improving the infrastructure for the MICE industry.

D. International business exchange expansion through Asian base promotion
   Seek to establish the Asian Business Location Bill early and promote the "Program for Promoting Japan as an Asian Business Center and Direct Investment into Japan" to maintain and improve a world-class attractive business/living environment, in order to expand international business exchanges by, for example, promoting the holding of international conferences, exhibitions, and other MICE.

E. Maintenance and improvement for MICE acceptance environment
   Make efforts, by for example developing unique venues, to arrange for the MICE acceptance environment required by MICE holding operators and participants when MICE events are invited and held in Japan, in cooperation among related
ministries and agencies, local governments, etc. while keeping in mind the target of achieving a level comparable to that of each competing country.

<4> Improvement of procedures required for foreign tourists when entering and leaving Japan, improvement of interpreter and guide services, establishment of other framework/organization for accepting foreign tourists, etc.

A. Improvement of the environment for accepting tourists from overseas [Measure 2-1 (2) repeated]

B. Facilitating and expediting visa issuance procedure
   Facilitate and expedite visa issuance procedures to promote bilateral people to people exchange that will lead to higher convenience for visa applicants.

C. Quickening/smoothing of procedure for entering and leaving Japan
   To contribute to tourism nation promotion, quicken and smooth the procedures for entering and leaving the country while keeping in mind the target of reducing the waiting time required for examination at the airport to 20 minutes or shorter.

   More specifically, make effective use of the Advance Passenger Information System (APIS) and perform the secondary examination system, which is conducted on a dubious person in a separate place so that examination of other passengers will not be delayed. Make other efforts for examination waiting time reduction by, for example, asking passengers to operate on the biometrics information acquisition unit, fill out the embarkation/disembarkation card.

   In addition, based on the results of the study on what immigration control administration should be at the "Conference for Studying Immigration Control Administration in the Days When the Number of Foreign Visitors to Japan Is Over 25 Million" (Minister of Justice's private panel) the final report of which will be issued in 2013, study future immigration examination methods that will ensure quick, smooth, and strict examination reliably, etc. and implement possible measures whenever necessary.

   In addition, considering the condition in which international flights fly into local airports, etc., make efforts to enhance the immigration control framework/organization.

D. Qualitative and quantitative enhancement of guide-interpreters
To appropriately respond to diversifying needs from foreign tourists, steadily implement the Comprehensive Special Zone Act, which specifies special measures that allow paid guide activities performed by persons who are not guide-interpreters, and verify the effect of implementing the law. In addition, hold specialty training courses intended to foster guide-interpreters equipped with expertise about traditional cultures, etc. and hold training courses intended to increase the number of guide-interpreters, as part of continued efforts to achieve qualitative and quantitative enhancement of guide-interpreters while keeping in mind preparation for the days when the number of visitors to Japan is over 30 million.

E. Promotion of the Open Sky policy on airports including those in the metropolitan area

As part of the "Open the Country" strategy, promote the Open Sky policy, under which two countries mutually eliminate restrictions on the number of companies engaged in international air transportation, flight routes, and the number of flights, in order to encourage new airline participation and increase in the number of flights and to reduce flight fares and improve the service level though promoted competition among airlines.

The Open Sky policy, as it was effective in the past, did not apply to the airports in the metropolitan area because severe restriction on flight capacity was imposed on these airports. However, agreement on airport capacity increase towards 300 thousand flights has been reached with the local community around the Narita Airport and the Haneda Airport has been internationalized. As a consequence, the numbers of international flight arrivals and departures will grow rapidly in the future on the airports in the metropolitan area. Therefore, strategically and eagerly promote air transport negotiations with other countries, in order to ensure that the Open Sky policy will apply to the airports, including those in the metropolitan area.

Open Sky frameworks whose coverage includes the airports in the metropolitan area were built based on agreements with the U.S. in October 2010, and then with East Asian and ASEAN countries and regions. Continue in the future to expand the Open Sky coverage to include other countries in the world in order to further enhance the international airport network.

During these negotiations, make efforts to reach agreement, for airports other
than the airports in the metropolitan area, on the freedom of the air that includes freedom for transport to a point beyond (loading in the destination country and unloading in a third country).

In addition, as regards regulations on international chartered flights and international flight fares, promote the use of the system that was reviewed in October 2010 and continue uninterrupted reviews.

F. Enhancement of the airports in the metropolitan area [Measure 3-2 (3) <1> A. partly repeated]

G. Maintenance and improvement of environments in which foreigners can enjoy tourism comfortably in rural areas
   Support efforts for developing experience programs in rural areas as part of green tourism intended to invite foreign tourists, developing human resources, and other activities for cooperation between people engaged in tourism and people in rural areas.

H. Promotion of efforts for accepting foreign guests to art and other museums, etc.
   The guidance for foreigners provided by the Independent Administrative Institution National Institutes for Cultural Heritage (4 National Museums) and the Independent Administrative Institution National Museum of Art (5 National Museums of Art) is written in English if it is limited to basic information included in the captions for exhibitions. Make further efforts for such multi-lingual guidance, in order to provide information that is also understandable to foreign visitors by, for example, designing leaflets and web pages for art and other museums to be multi-lingual and allowing foreign visitors to receive multi-lingual information at information centers. Enhance information transmission by making efforts in cooperation with tourism-related organizations of local governments, local tourism associations, etc. by presenting articles on tourism information magazines for foreigners.

I. Promotion of multi-lingual environment for traditional performing arts
   Pamphlets in English were prepared for providing an introduction of Japanese traditional performing arts. Enhance a variety of materials: contents and types for overseas tourists such as preparing multilingual pamphlets. In addition, promote provision of providing multi-lingual audio-guides, subtitle preparation systems, etc. at the National Theatre, National Noh Theatre, etc.
J. Provision of information for foreign tourists in National Parks, etc.

Enhance foreign-language web pages and leaflets containing information about sightseeing spots, guidance, etc. for usage of facilities in National Parks of Japan and promote multi-lingual displays on visitor centers, leading signs, guidance signs, and other park facilities so that foreign tourists can receive understandable information.

(2) Promotion of mutual international exchanges

<1> Promotion of cooperation with foreign governments

A. Enhancement of tourism exchange and cooperation among the three countries of Japan, China, and Korea

Further expand tourism exchanges inside and outside the three countries, by steadily implementing the projects agreed upon at the Japan-China-Korea Ministers’ Meeting, which was established in 2006 to expand tourism inside and outside the three countries and strengthen cooperation among the countries and is held every year, under cooperation among the three countries.

Promote exchanges among the three countries by making efforts to achieve the target, which was established in the Joint Statement issued at the 5th Japan-China-Korea Ministers’ Meeting held in 2010 and was supported in the Summit Declaration issued at the 4th Japan-China-ROK Trilateral Summit Meeting held in 2011, of increasing the number of people exchanged among the three countries to 26 million by 2015.

In addition, strengthen cooperation among the three countries for crisis management at the time of a disaster, etc. according to the Joint Statement issued at the 6th Japan-China-Korea Ministers’ Meeting held in 2011 and promote efforts for establishing Golden routes in Japan, China, and Korea, etc. in order to expand tourism exchanges among the areas and from outside the areas.

B. Promotion of efforts for bilateral tourism exchanges

To increase the sold population between the two countries, strengthen cooperation between the two countries and make eager efforts to expand tourism exchanges by promoting bilateral tourism exchange projects, mutually presenting exhibits on tourism fairs, etc.

C. Promotion of international tourism through cooperation for international
Promote cooperation for activities and projects led by international cooperation framework/organization, including the United Nations World Tourism Organization (UNWTO), Organization for Economic Cooperation and Development (OECD), and Asia-Pacific Economic Cooperation (APEC).

D. Cooperation for tourism promotion in developing countries, etc.
Perform cooperative activities for developing countries, etc. via the Japan International Cooperation Agency, etc. by, for example, providing information and advice required or useful for tourism promotion, considering needs from these countries, the effects of support activities, etc.

<2> Promotion of area-to-area exchanges between Japan and foreign countries
A. Promotion of Japanese people's travels abroad
Promotion of Japanese people's travels abroad is of high significance in that it not only improves Japanese people's international senses, but also helps tourism development in developing countries and supplements intergovernmental diplomacy by enhancing mutual international understanding. It can also contribute to inbound tourism by expanding two-way tourism with foreign countries. However, the number of Japanese people who travel abroad stays almost flat at about 16.34 million (average over the period from 2007 to 2010). Therefore, promote continued concerted efforts by the governmental and private sectors, including those for maintaining and improving the tourism environment by sending government-and-business missions, using anniversary commemorating projects, etc. and studying promotion measures in cooperation with the business world, etc.

B. Utilization of sister-city/friendship-city relationships
International exchanges based on sister-city/friendship-city relationships create the participation of the general public which is very important in the sense that they help public diplomacy. They also provide opportunities for exchange activities in various fields, such as culture and sports and enable citizens to mutually find new appealing points in their sister/friendship cities. Considering these, support exchange expansion by promoting tourism using sister-city/friendship-city relationships.

<3> Promotion of young people's international exchanges
A. Increase and mobilization of foreign students
Increases in the numbers of high-quality foreign students in Japan and Japanese students abroad contribute to globalization of Japan's higher education and the enhancement of invitation of tourists to Japan and mutual international understanding. Foreign students are also expected to have power of transmitting the attractiveness of tourism in Japan and to later visit Japan again.

Aiming at the target of increasing the number of high-quality foreign students accepted in Japan to 300,000 and the number of Japanese students etc. going overseas for education, training, and so on to 300,000, measures will be implemented by promoting opportunities for Japanese and foreign universities to mutually grant credits to each other's students, accepting more foreign teachers and students, helping foreign students seeking jobs, etc. In addition to this, efforts will be made to increase opportunities for Japanese students and others to study and train themselves overseas. Furthermore, under the cooperation between relevant ministries and agencies, programs focusing on attracting foreign students will be launched along with improving the environment for accepting guests from overseas by utilizing foreign students, and presenting the attractiveness of tourism in Japan utilizing tools and networks for transmitting information on foreign students, etc.

B. Promotion of educational travels to Japan

One type of young people's group travels to Japan, generically called "Educational travels to Japan" helps enhance mutual international understanding through expansion of young people's exchanges, promote practical education for international understanding at schools, and vitalize local communities. In addition, young people who visit Japan by taking the chance of educational travels to Japan may become repeat visitors in the future.

Therefore, eagerly promote efforts for inviting education-related people from overseas, holding seminars concerning educational travels to Japan, etc. to expand opportunities of educational travels to Japan.

C. Promotion of the Working Holiday program

The Working Holiday programs, an arrangement between two countries, provide young people in respective countries opportunities to understand culture and lifestyles by staying in the country. The Working Holiday programs have already been introduced between Japan and eleven countries and regions. From the viewpoint of promoting people to people exchange and mutual understanding
among young people, introducing the Working Holiday program in other countries will be considered when deemed necessary.

D. Promotion of exchanges with foreign young people
Projects will be implemented for inviting young people from overseas and opportunities for young people to stay in Japan to interact with each other and with Japanese people concerned will be included in these projects.

Especially, projects to invite youths from Asia and to dispatch Japanese youths to Asian countries will be implemented aiming at expanding the exchanges with youths of Asian countries where rapid economic growth is expected, forming groups of pro-Japan people and increasing the number of repeating visitors to Japan. The 23rd World Scout Jamboree (23WSJ), which is a world event for Scouts all over the world, will be held in Japan in 2015. Using this event as an opportunity, it enables to strengthen cooperation with youth organizations, universities, private bodies, etc. to enhance opportunities for young people to experience different cultures and international exchanges, etc.

3-5 Maintenance and improvement of the environment for tourism promotion
(1) Facilitation and smoothing of tourist trips
  <1> Promotion of leave acquisition and deconcentration of tourism demand from particular time in the year
      [Measure 2-4 repeated]
  
  <2> Maintenance, etc. of fairness of travel business transactions
      Timely and appropriately conduct audits concerning compliance with regulations on travel trading in accordance with the Travel Agency Act, in order to maintain fairness in travel business trading, secure safe traveling, and improve travelers’ convenience.

      Also promote proper traveler protection based on the results of study on clarification of provisions in standard travel contracts, etc.

  <3> Enhancement of people's understanding of the significance of tourism
      A. Promotion of baby boomers' and young people's travels and enhancement of resolutions to the "zero-travel demographic" problem, etc.
      Baby boomers' travel demand and the annual paid leave acquisition rate of the working age have not risen so much as expected in the Previous Basic Plan. In addition, the zero-travel demographic (the group of people who do not travel
even once a year) has already reached a half of the nation's population and the percentage of people who actually travel tends to decrease. To remedy this situation, implement individual measures specified in this Basic Plan in order to stimulate the travel demand of baby boomers, encourage people who travel to go on more travels, and promote travels of the "zero-travel demographic" and young people.

B. Increase of the entire nation's understanding of tourism

Under cooperation with tourism-related organizations, widely and eagerly perform public relations activities and support people's voluntary activities, in order to enhance the entire nation's understanding of the significance and effects of tourism, spread good manners, preserve tourism resources, etc.

In addition, grant awards to individuals and organizations that are engaged in activities for tourism development and have contributed to regional tourism promotion, economic growth, etc. across boundaries of specific tourism business fields, in order to widely announce such efforts, deepen the people's understanding, and promote the spreading of similar efforts.

<4> Price setting based on travel service content

In various surveys, many respondents say that they do not go on domestic travels for a reason relating to income constraints. Especially, many respondents belonging to the family demographic say that they cannot economically afford to travel. In addition, many foreign visitors to Japan have an image that cost of travels to Japan is high. On the other hand, now that values respected by tourists are increasingly diversified, there are high needs for high quality services, high-value added products, etc.

Considering these factors, to spur new tourism demands, study and promote activities for providing public transportation and accommodation services that can satisfy diversified tourists needs, such as simplification and streamlining of service and provision of values added albeit high price.

(2) Improvement of treatment of tourists

<1> Provision of plenty of opportunities to learn how to treat tourists (qualitative and quantitative enhancement of guide-interpreters [Measure 3-4 (1) <4> D. repeated])

<2> Maintenance and improvement of tourism-related facilities
A. Improvement of environment for accepting tourists from overseas [Measure 2-1 (2) repeated]

B. Enhancement of information provision, including maintenance and improvement of guidance displays in tourist areas [Measure 3-2 (1) <2> H. repeated]

<3> More eager introduction of notable Japanese traditional food cultures and other ways of living, industries, etc. and development of attractive products that are full of good Japanese or regional properties

A. Promotion of regional brands

Provide comprehensive support for local areas to develop and market new products/services utilizing regional resources (technologies, agricultural or marine products, and other tourism resources) that represent the strength of a particular area as well as promote the establishment and expansion of regional brands.

To build a unified base for efforts aiming at regional brand establishment, support people concerned in running conferences, etc. as places for exchanging information and transmitting information to the outside and ensure that they can also receive instructions and advice from experts about how to protect and utilize regional brands using the intellectual property system, which protects rights to intellectual properties (including trademarks, regional collective trademarks, etc.), in order to promote branding of local agricultural, forestry, or fishery products. In addition, at committees consisting of professionals of food materials and food cultures, intellectual property experts, and other people with expertise, study advanced examples and systematically identify and analyze problems, measures, etc. concerning the aspect of intellectual properties. Support activities performed, under cooperation of people from multiple fields, including the agriculture, forestry, and fishery industry, selling business, catering and restraint business, and accommodation business, to elaborate and improve local dishes, develop original dishes, raise the recognition of local foods, and acquire intellectual property rights. Furthermore, support activities performed in rural areas to invite tourists from inside and outside the country by utilizing their local resources, such as agricultural, forestry, and fishery products established as regional brands.

In Hokkaido, make efforts to vitalize local industries and promote tourism there, for example, by establishing a system that certifies areas if they fulfill certain
conditions, such as high-quality foods, good landscapes and/or architectures, and hospitality, in order to create regional brands rooted in the local climate and history.

B. Promotion of industrial tourism [Measure 3-2 (2) <6> G. repeated]

C. Transmission of the attractiveness of The Imperial Palace and other Imperial Household Establishments [Measure 3-4 (1) <1> J. repeated]

(3) Improvement of tourists' convenience

<1> Maintenance and improvement of the environment so that elderly, disabled, foreign visitors and all other tourists can smoothly travel

A. Promotion of barrier-free designs for public facilities, etc.

For the promotion of tourism, it is important to endorse barrier-free designs for public facilities in order to improve tourist safety and convenience as they travel and use facilities. By complying with the Act on Promotion of Smooth Transportation of Elderly Persons, Disabled Persons, etc. (Barrier-free Act) and other related regulations, promote the following barrier-free measures in a comprehensive and unified manner under close and timely cooperation among participating actors, for the purpose of achieving the targets specified in the Basic Policy on Accessibility, etc. in accordance with Paragraph 1, Article 3 of the Barrier-free Act.

- Regarding passenger facilities, promote barrier-free designs with consideration on the particular local condition, including how these facilities are being used by elderly, disabled, and other people. When planning to install barrier-free facilities, place priority on passenger facilities with more than 3000 people per day on average, as a rule.

- Regarding vehicles, etc., make barrier-free about 70% of railway vehicles and rail track vehicles, replace about 70% of bus vehicles (except exempted vehicles) with low-floor versions, equip about 25% of exempted bus vehicles with a lift or ramp, introduce about 28,000 welfare taxi vehicles, and make barrier free about 50% of ferries and about 90% of airplanes.

- Regarding roads, implement barrier-free measures, including widening of sidewalks; reduction of unevenness, inclinations, and slants on sidewalks; elimination of utility poles; as well as maintenance and improvement of blocks for guiding visually disabled people. This should apply to all roads included in the main life-related routes in priority development districts, as a rule. In addition, maintain and improve barrier-free traffic signals, road sign boards,
and other traffic safety facilities for all of these roads. Also promote implementation of barrier-free facilities on roads surrounding train stations, etc.

- In urban parks, make barrier-free about 60% of garden paths and open spaces, about 60% of parking lots, and about 45% of lavatories so that wheelchair users can use urban parks.
- Regarding parking lots, make barrier-free about 70% of specified parking lots.
- Regarding buildings, make barrier-free about 60% of the total stock of buildings with more than 2,000 m² and are used by many and unspecified persons or used mainly by elderly or disabled persons, including hospitals, theaters, and viewing stands.

In river areas, also promote implementation of barrier-free measures, such as the maintenance and improvement of slope ways, handrails, and gently sloped banks for easy approach to the waterside.

B. Promotion of tourism based on the concept of universal designs

To promote universal tourism, which is the endeavor to ensure that elderly and disabled people can easily travel, through cooperation among diversified people concerned not only from tourism industry, but also from other industries, local governments, NPOs, etc., in fiscal 2012, study the schemes required for parties concerned to share information on innovative regional activities and/or efforts towards resolutions to various issues and to advance stepwise in their respective ways and start activities for spreading universal tourism.

C. Revitalization and rehabilitation of local public transportation [Measure 3-2 (3) <4> A. repeated]

D. Enhancement of convenience of bus systems

Improve the convenience of bus systems, by making continued efforts to promote spreading of bus location systems, which provide bus position and delay information, and enhancing comprehensive bus information systems, which allow users to more easily obtain bus transfer guidance and bus operation information.

E. Improvement of traffic flow

To attract more tourists and improve convenience for them, implement measures for achieving smoother road traffic. More specifically, implement measures for traffic capacity expansion, such as maintenance and improvement of road networks and bottleneck elimination, as well as measures for traffic demand
management in order to promote automobile users' traffic behavior changes. Improve the Vehicle Information and Communication System (VICS), which provides road traffic information to in-vehicle car navigation systems on a real-time basis, including the expansion of the information provision area and the improvement of the content and accuracy of information. Additionally, promote the utilization of dynamic route guidance services, which enable users to wisely select routes by having wide-area congestion information collected from Intelligent Transport Systems (ITS) spot services.

On roads where many tourists go through, etc., promote the maintenance and improvement of traffic signals and other traffic safety and related facilities, in order to appropriately respond to seasonal and time-dependent changes in traffic flow. In addition, relieve traffic congestion and improve traffic access by making use of probe information in order to make traffic control systems more advanced and sophisticating traffic signal control by introducing movement signal control, profile signal control technologies, etc.

F. Maintenance and improvement of the environment for use of bicycles
To achieve urban transportation systems with low environmental impacts and to reduce bicycle and other traffic accidents, appropriately separate pedestrians, bicycles, and automobiles through road space reallocation, as well as promote networking of safe and comfortable bicycle travel space, in an attempt to encourage tourism.

G. Fare discounting for physically disabled and otherwise handicapped people
For people who have a physical disability certificate, medical rehabilitation handbook, or mental disability certificate, railway and other public transportation organizations have discount fares. Seek continued cooperation and understanding for such discounting. In addition, continue to discount admission fees at government-run parks and cultural facilities.

H. Promotion of information provision by public transportation service operators, etc.
Based on the "Guidelines for Promoting Information Provision in Foreign Languages, etc. on Public Transportation," etc., encourage public transportation agencies to enhance guidance displays at airports, railway stations, bus terminals, and passenger ship terminals as well as onboard guidance panels and displays. Also encourage railway services to assign unique numbers to railway stations.
I. Improvement of support for foreign tourists, including improvement of road signs
On routes to tourist areas, install road signs that illustrate common names, route numbers, etc. for easier navigation. Also study improvement measures, such as the use of route numbers, each identifying a route that consists of multiple road segments of different types, but, as a whole, services a particular purpose, as well as enhancement of foreign-language road signs designed so that foreign commuters can easily and accurately understand their destinations and routes.

Also promote efforts for equipping rental cars with car navigation systems that provide navigation information in foreign languages, in order to improve support for foreign tourists.

J. Maintenance and improvement of the tourism environment in response to consumer needs
Obstacles that prevent people from traveling although they want to, vary from one generation to another. To spur travel demand from elderly people who will grow in number in the future, etc., correctly understand their needs, study measures to provide high-quality travel service, and create an environment that enables them to travel easily.

<2> Provision of tourism information using information and communication technology
A. Use of the Internet [Measure 2-1 (2) repeated]
Most of the maps used for tourist guidance or public-relations are based on the maps created by national agencies and local governments. Therefore, the nation should post these base maps on the web in a unified manner and provide an environment in which local areas can superpose their own information on the maps, in order to support provision of tourism-related information.

In addition, eagerly promote exhibition and use of tangible and intangible cultural heritages that are people's valuable properties, by maintaining, improving, and operating the "Cultural Heritage Online," a portal site that comprehensively lists tangible and intangible cultural heritages, conducting surveys and researches required to maintain and improve the "Cultural Heritage Online," and performing dissemination and enlightenment activities.

B. Support for introduction and unification of IC cards and passenger tickets
(4) Securing of tourist safety

<i>(1) Provision of information about occurrences of accidents and disasters, etc. in tourist areas inside and outside Japan</i>

A. Provision of disaster prevention information

Promote efforts for sophisticating and enhancing disaster prevention and weather information provided, including information on typhoons, flood tides, earthquakes, tsunamis, and volcanoes, to provide an environment in which tourists can select safe and comfortable routes when necessary and to support tourists in taking appropriate and timely action when they encounter a natural disaster during their travel. Also make efforts for enhancing disaster prevention and meteorological information posted on web sites and enhancing information provided in foreign languages.

To promote creation of hazard maps that show projected river flood inundated areas, etc., provide municipalities, etc. with technical support and necessary information and support them in promoting efforts for building, maintaining and improving signs in urban areas to ensure that quick and smooth evacuation will be possible in the event of flooding. Also provide meticulous information on river conditions using various communication methods, including the Internet, mobile phone networks, and terrestrial digital broadcasting.

Volcanoes are valuable tourism resources, but many of them could cause a disaster. To secure tourists' safety, etc., enhance monitoring of volcanic activities, improve eruption warning and other information provision schemes, and promote the creation and development of evacuation plans and volcanic hazard maps. By around fiscal 2015, newly apply the eruption alert scheme, which defines five levels of volcanic activities, to additional ten volcanoes, with consideration on evacuation and other disaster reduction activities required upon eruption or other volcanic events, based on the result of the joint study conducted by the Volcano Disaster Management Councils that consist of the nation, local governments, volcano experts, and other people concerned. In addition, promote the development of a Sabo Plan for Urgent Measures for Volcanic Disaster Reduction so that damages from volcanic eruption, etc. can be mitigated as far as possible, the installation of equipment required to monitor abnormal sediment movement and other unusual events or to transmit information, etc.
B. Enhancement of evacuation frameworks

It is necessary to inform tourists about hazardous places, evacuation areas, evacuation routes, etc. For this purpose, ask local governments to determine and develop, in advance, evacuation routes and evacuation plans. In parallel with this, promote measures required for overall maintenance and improvement of the evacuation guidance framework/organization, such as those for checking the safety of evacuation areas, etc., achieving prompt and reliable information transmission to tourists and other people through guidance boards using unified graphic symbols or other methods, and issuing evacuation advisories and instructions with adequate time allowances.

In addition, aiming at improving or securing the road users' convenience, as well as safe and smooth traffic at the time of a disaster, enhance measures for gathering information about blocked roads, etc. and for providing road-related disaster information using road guide boards and portable terminals, etc.

C. Reduction of disaster-induced damage on foreign tourists, etc.

If a disaster occurs, make efforts to provide sufferers and others with information necessary or useful for them, including the disaster situation, risks of second disasters, safety information notification to embassies, etc., transport facility restoration status, with consideration on whether the information is correctly and adequately transmitted to foreigners and other people requiring assistance during a disaster.

In fiscal 2012, study on and implement framework/organization that can timely provide correct information to foreign visitors, etc. in cooperation between the public and private sectors, including local governments and private agents.

<2> Prevention of accidents during tourism

A. Promotion of safety measures for public transportation systems

Regarding railway, automobile, marine, air, and other public transportation systems, make continued efforts to secure safe tourist transportation from both hard and soft perspectives. As hard measures, maintain and improve safety facilities, promote technology development, and implement other necessary measures. As soft measures, conduct, for accident prevention, transportation safety management assessment, safety audits, etc. on public transportation operators and related parties.
B. Promotion of safety measures for road traffic

Promote enhancement of traffic regulations, control, and instructions necessary in resort areas. During tourist seasons, make efforts to guide tourists' vehicles appropriately so that vehicles will not be concentrated, by conducting prior public-relations and temporary traffic control; controlling traffic signals in response to changes in traffic volume; and providing tourists with traffic and other information so that vehicles can avoid congestion.

Regarding general roads, promote maintenance and improvement of traffic signals and other traffic safety and related facilities, particularly for community roads in resort areas. Maintain and improve pedestrian networks by sustaining and improving sidewalks, etc. so that pedestrians can walk with ease as well as promote measures based on the "Zone 30" Plan, which enforces a speed limit of 30 km/h in the zone, creates or widens side strips, removes center lines, etc. Regarding trunk-line roads, implement the "Zero Accident Plan" (Prioritized Operation for Eliminating Accident-Prone Road Sections), which is an intensive prioritized endeavor to eradicate traffic accidents.

Concerning national expressways, promote traffic safety measures for accident prevention, such as the maintenance and improvement of traffic safety facilities. Sponsor the improvement of user services by implementing measures against traffic congestion, such as the addition of new lanes, as well as maintaining and improving the systems and equipment for road traffic information provisions.

C. Promotion of fire prevention and safety measures for accommodation facilities

Eagerly perform public-relations and notification activities addressed to people who are users of hotels, inns, and other accommodation facilities and business operators or management title holders of those accommodation facilities in order to adequately inform them about the system for periodic inspection and reporting of fire prevention objects and the system for voluntary inspection, reporting, and certification, including information about use of fire prevention safety marks (certificate of compliance with fire prevention standard and fire safety building certificate) and voluntary inspection certification. Also promote thorough elimination of violations, if any, of the Fire Service Act and other regulations.

In addition, strengthen the initial fire response capability, maintain and improve the framework/organization and measures for fire prevention control at night.
when control tends to be insufficient, improve fire safety measures for elderly and other people who require support at the time of disaster, etc.

Conduct fire prevention inspections on hotels, inns, and other accommodation facilities and, in the case of existing disqualified buildings, instruct the owners to take corrective measures. Request hotels, inns, and other accommodation facilities larger than a certain size to periodically report about the maintenance status in accordance with the Building Standards Act and instruct them to take necessary corrective measures, in order to ensure fire prevention and evacuation safety.

D. Actions and safety measures against accidents/incidents that occur overseas
Through cooperation among related ministries and agencies, enlighten people to deepen their understanding of possible risks during travels overseas and safety measures against these risks via travel agencies, web pages, and other media, deal with accidents, crimes, and other troubles, and implement safety measures so that Japanese people can enjoy traveling abroad safely and happily. In addition, promote enlightenment of peoples who will go abroad so that child prostitution or other crimes can be prevented at their travel destinations.

E. Promotion of counterterrorism measures
Based on the "Action plan for the realization of a society resistant to crime 2008" (decided at a meeting on December 2008 of cabinet ministers responsible for anti-crime measures) and other regulations, promote various counterterrorism measures, including those for airline, railway, truck, and other transportation systems, in order to prevent damages caused by terrorism.

(5) Cultivation of new tourism fields
<1> Development and spreading of new tourism options
Japan has a plenty of tourism resources, including nature, landscapes, history, traditions, cultures, and industries. It is therefore possible to provide tourism menus that are attractive not only to foreign visitors to Japan, but also Japanese people. To satisfy diversified tourist needs, it is necessary not only to create region-based new tourism options by making use of these resources, but also to contrive and implement measures for linking tourists to region-originated tourism products and for widely disseminating these products in the tourism markets.

For this purpose, promote creation of region-originated new tourism products by
making efforts to understand customer needs through selection of excellent examples, etc. and accumulate tourism product development and marketing know-how, while widely cooperating with related ministries and agencies. Also promote spreading of these region-originated new tourism products, for example, by enhancing information transmission from the pertinent regions and strengthening the linkage with travel agencies, thus further increasing the appeal of these tourism products to consumers.

<2> Promotion of individual new tourism options

A. Promotion of ecotourism

Ecotourism is an activity that enables tourists, by receiving guidance or advice from persons who have knowledge of natural tourism resources, to have contact with these natural tourism resources while giving consideration to the protection of these resources, thereby deepening their knowledge and understanding of the resources. It is important as a means to promote appropriate use of natural tourism resources and to spur new tourism demands and as a sustainable tourism style.

To achieve these purposes, in accordance with the Act on Promotion of Ecotourism, collect, analyze, and summarize information on the ecotourism implementation status, perform public-relations and other activities, and provide technical advice and other support to regional councils.

B. Promotion of green tourism

Green tourism is a stay-type leisure activity that enables tourists, while staying in agricultural, forestry, fishery, or other local communities, to enjoy the nature, culture, and interaction with people there. It includes experience in agricultural work or processing of agricultural products, stays at houses of farmers, fishers, or foresters, etc., and dietary education.

To disseminate and expand green tourism, support development of human resources who, while living in a rural area that is rich in good landscapes and/or historical climate, will play the primary role in promoting exchange with cities. In parallel with this, promote other various necessary activities, such as those for increasing opportunities for people living in cities to access information about rural areas, setting up places for people from cities to meet people from rural areas, providing opportunities for elementary school kids to experience staying at houses of farmers, fishers, or foresters, etc., participating in various volunteer
activities mainly by people living in cities, and maintaining and improving allotment gardens, exchange sites/facilities, etc. In addition, promote national campaigns for harmonious coexistence and exchange between cities and rural areas.

C. Promotion of cultural tourism [Measure 3-2 (2) <6> B. repeated]

D. Promotion of industrial tourism [Measure 3-2 (2) <6> G. repeated]

E. Promotion of health tourism

Health tourism is a new tourism style in which tourists visit a place that is rich in nature to experience the nature or spa there and taste healthy foods, in order to refresh their mind and body and recover, enhance, or maintain their health. It ranges from versions close to medical care to versions close to leisure. This tourism style has potential to lead to extended stay tourism. Activities for promotion of this tourism style should be implemented in cooperation with the pertinent areas and the private sector.

F. Promotion of sport tourism [Measure 3-2 (2) <6> H. repeated]

G. Promotion of new tourism options that use fashion, food, movies, animation, mountain forests, flowers, etc. as tourism resources

In addition to promotion of sports tourism and tourism linked with medical care, accelerate regional efforts to utilize fashion, foods, movies, animation, mountain forests, flowers, etc. to promote tourism because these resources are all tourism content that, nowadays, can not only attract domestic travelers, but also motivate foreign people to visit Japan.

Regarding fashion, provide continued support for local areas in holding fashion shows and clothing/jewelry exhibitions, which have been held in various areas and can attract many guests, and in making efforts to encourage visitors to these events to enjoy sightseeing in surrounding areas.

Regarding foods, various types of foods are gathering attention as prospective tourism content, including local dishes rooted in climate (and natural features) of individual local areas, so-called "B-class gourmet" foods, and local drinks such as local sake and beer. Provide continued support for local areas in making various efforts, such as those for holding events aiming at advertising the
attractiveness of their local foods and for branding.

Regarding movies, visits to movie locations are now spreading as a style of tourism among both Japanese people and foreign visitors. Encourage filmmakers and creators to create movies set in Japan and support local areas in their efforts to invite movie crews to locations, through cooperation with film commissions and other related parties in each area.

Regarding animations, support local areas in their efforts to promote visits to the area used as the setting of a particular animation work and encourage visitors to also enjoy sightseeing in surrounding areas.

Mountain forests are important resources that can be utilized for tourism, such as mountaineering, trekking, and ski tours. In 2011, which was the International Year of Forests, extensive efforts were paid to promote tourism with focus on mountain forests. Support regional efforts to utilize mountain forests for tourism with consideration on balance between protection and use of mountain forests.

Various flowers blooming from season to season in Japan can touch and catch the heart of tourists. Tourism using flowers as tourism resources is positioned here as "flower tourism". Support regional efforts in creating pleasant tourist areas or designing new tourism styles characterized by affluent flowers close to visitors.

<3> Cultivation of other new tourism demands
A. Spurring of travel demand from young demographic

In recent years, the number of young people's travels is remarkably decreasing. Encouraging young people to travel is important from various perspectives. For example, they are expected to maintain and expand the tourism market at present and in the future, they can enlighten themselves through travels, and they can have many opportunities to learn to love the country by feeling the attractiveness of local areas.

It is said that the efforts that have been made so far to encourage young people to travel have been insufficient as an approach to acquire new tourism customers in that they have failed to present clear-cut objectives and new values for young people and to make effective use of IT tools, etc.
Therefore, the nation, private sector, and regions should cooperate to promote efforts for encouraging young people to travel, by understanding the facts about young people's travels, etc., collecting and disseminating successful examples, conducting verification experiments concerning measures to spur young people's travel demand, clarifying the significance of traveling, and creating new opportunities that young people can take to travel, etc.

B. Promotion of extended stay tourism
Since the period of wholesale retirement of baby boomers began, extended stay tourism has been expected as a factor that can increase domestic travel demand and vitalize the local economy. Its promotion is important also for recovery from the Great East Japan Earthquake and for reconstruction of Japanese economic society. However, local areas that have succeeded in creating tourist areas suitable for extended stay tourism are still limited.

Therefore, the nation should make efforts to spur demands relating to extended stay tourism and promote local regions' continued efforts for creation of tourist areas suitable for extended stay tourism.

C. Enhancement of the attractiveness of cruising
To increase the attractiveness of "casual cruising" using ferry or remote island routes, etc., promote strategic transmission of information, development, sales, etc. of travel products that can meet user needs, and other efforts intended to raise the recognition of cruising, under close cooperation among the nation and related industries.

D. Promotion of tourism linked with medical care
Regarding tourism linked with medical care, make efforts to maintain and improve the environment for accepting foreign patients and persons concerned, develop more diversified and higher value added tours linked with medical care, and improve the overseas recognition of this tourism style.

(6) Preservation of the environment and good landscapes in tourist areas
1. Preservation of the environment in tourist areas
   A. Promotion of ecotourism [Measure 3-5 (5) 2 A. repeated]

   B. Promotion of protection and use of national and quasi-national parks
      For protection and appropriate use of national and quasi-national parks, review
park area settings and park plans in accordance with the Natural Park Act periodically (at about five-year intervals) and implement protection regulations necessary to prevent good sceneries and landscapes from being lost or damaged. At the same time, provide high-quality user services through a wide-range cooperation framework/organization involving the nation, local governments, NPOs, local residents, private businesses, etc. in order to increase the attractiveness of natural parks.

In addition, to invite more people to feel the nature with excellent landscapes in our country, make efforts to maintain and improve the safety and comfort of park facilities, such as walkways, rest places, open spaces, parking lots, and public restrooms, promote natural park guides' and park volunteers' activities for instructing users and explaining the surrounding nature, and create or improve web sites and leaflets about national parks and other beautiful natural resources.

Furthermore, reconstruct the RikuchuKaigan National Park and other existing natural parks into the New Sanriku Fukko (Reconstruction) National Park (Tentative) and perform forestation, maintenance and improving of long distance nature trail and other activities with consideration on disaster reduction and prevention, as efforts to recover from the Great East Japan Earthquake and promote tourism.

C. Appropriate maintenance and management of world natural heritage sites
For Shiretoko, Yakushima, and Shirakami-Sanchi, make continued efforts to improve the maintenance and management of these areas based on scientific knowledge while forming a consensus with local people concerned. For Ogasawara Islands, which have been newly inscribed as a World Natural Heritage site, implement advanced maintenance and management considering the recommendation at the time of registration for protecting endemic species against alien species and other subjects. Through such appropriate maintenance and management, make efforts to reduce the influence by travelers on natural environment. In addition, promote maintenance and improvement of conditions for inscription of new World Natural Heritage sites under cooperation with organizations concerned.

D. Promotion of dissemination of green vehicles to preserve the environment and enhance the attractiveness of tourist areas
Regarding business-use vehicles used in tourist areas, etc., provide support for
introduction of electric cars and other vehicles with low environmental loads, in order to promote spreading of environment-friendly vehicles and increase the attractiveness of tourist areas.

E. Preservation and creation of port/harbor and river environments in harmony with nature

In ports and harbors, to achieve better affinity with water, environments, and landscapes in the future, recreate and create mudflats/seaweed beds by making effective use of dredged soil resulting from maintenance and improvement of ports and harbors.

In addition, maintain, improve, and create good river spaces, by improving the water quality of rivers through sludge dredging from extremely polluted rivers and use of water purification, promoting multi-natural river making, etc.

<2> Preservation of good landscapes in tourist areas (formation of good landscapes and promotion of historical town development)

Promote creation of good landscapes by utilizing schemes based on the Landscape Act, including those for landscape plan formulation by landscape administrative organizations. To increase and create attractiveness of local areas, provide information on how to make effective use of schemes specified in the law and on advanced landscape creation examples. In addition, enhance various soft support measures, such as various enlightenment activities intended to disseminate the fundamental principle stipulated in the law and to raise people's awareness of good landscape formation, landscape education intended to encourage a wide variety of agents to participate in landscape formation, and training of specialists.

In addition, promote formulation of plans for maintenance and improvement of historic landscape in accordance with the Law on the Maintenance and Improvement of Historic Landscape in a Community, create good landscapes by repairing historic architectures, eliminating utility poles, and implementing other necessary measures, and promote town development by utilizing the local history, culture, and landscape that are tourism resources specific to the local area.

Furthermore, during the ten-day period for proper outdoor advertisements and signs, which was established in fiscal 2010, promote corrective measures against violating advertisements and signs, such as simultaneous patrols performed by multiple local
governments, through strengthened cooperation among local governments and other organizations concerned.

(7) Maintenance and improvement of tourism related statistics (promotion of maintenance, improvement and utilization of tourism related statistics)
In fiscal 2012 onward, conduct the Regional Tourism Economic Survey in combination with the Economic Census. Apply a common standard for statistics on inbound tourists to all prefectures. Study methods for understanding the facts about overnight trips that are increasingly diversified. Promote use of various types of tourism statistics for measure planning, for example, by instructing local governments, tourism-related industries, etc. about specific and practical methods for analysis and utilization of the statistics.
Chapter 4 Matters Required to Comprehensively and Systematically Promote Measures for Becoming a Tourism Nation

1. Appropriate Role Assignment to Varied People Concerned and Enhancement of Cooperation and Collaboration among Them

To become a tourism nation,
The nation should cooperate with a wide variety of parties concerned, including local governments, tourism/transport-related corporations and other organizations, the business world, and mass communication media, and take leadership in All Japan's efforts for tourism nation promotion so that tourism can play the key role of the growth strategy by driving Japanese economic growth and revitalizing regional economy.

More specifically, under control of the Headquarters of Tourism Nation Promotion, related ministries and agencies should cooperate to develop strategically required measures and manage the processes of their implementation so that they will be speedily implemented. For this mission, the Japan Tourism Agency should perform the lead role.

As a rule, the principal players in the tourism field are local governments and private entities. The nation should take the lead role in budding and strategically challenging fields that are expected to grow in the future, should also take a part as a think tank by promoting maintenance, improvement and utilization of tourism related statistics, understanding foreign countries' trends, and collecting advanced examples of efforts from inside and outside the country, and, based on wide-ranging knowledge, should advise local administrative bodies and private businesses in their efforts via District Transport Bureaus and other local branch bureaus and departments. The nation should also support innovative efforts made by local governments and private entities, considering that such efforts can lead to an increase in the nation-wide tourism level.

Local governments should make efforts to create communities that welcome tourists from inside and outside the country under the recognition that they have affluent tourism resources that can satisfy diversified needs of people outside and inside Japan. In addition, through cooperation with diversified local people (belonging to
the tourism industry, the agriculture, forestry, and fishery industry, the industry of traders and manufacturers, administrative offices, NPOs, etc.), the local government of each area should take leadership in creating networks, elaborate unique methods suitable for the properties of the area by learning from advanced examples of other areas, and further promote broad-based and inter-regional cooperation and collaboration in order to achieve effective implementation of the measures.

Residents should make efforts to welcome tourists from inside and outside the country with spirit of hospitality, recognizing that Japan's becoming a tourism nation will contribute to improve the quality of life physically and mentally because it expands tourism exchanges and that it will be a process that makes it possible to re-recognize our country's historical and cultural values, and even lead to revitalization of an attractive Japan.

Facing the situation that the attractiveness of tourism is relatively compromised, tourism/transport-related business operators should make efforts to attract tourists' attention by providing attractive products and improving their service quality. Through cooperation with diversified people concerned, these business operators should participate in tourist area creation and run their business based on objective data, in order to support local employment and economy while contributing to autonomous progress of tourist area creation. For the purpose of persistent tourism development, they should make efforts to create attractive tourist areas that will ensure high tourist satisfaction, while giving consideration on resident welfare.

Tourists should understand that tourism will assist in recovery from the earthquake disaster and has a potential to be one of the main pillars of Japan's growth in the future, believe in a forward-looking attitude that nation-wide participation in tourism will cheer up Japan, and make efforts to deepen their own understanding of culture, history, and other properties of the destination country or region and to be careful to preserve tourist areas, tourism resources, etc. without doing anything that might deteriorate their attractiveness so that many people can enjoy tourism.

2. Promotion of Measures by the Whole Government

As stated in "1. Appropriate Role Assignment to Varied People Concerned and Enhancement of Cooperation and Collaboration among Them" above, before Japan
can become a tourism nation, efforts encompassing a wide range of fields are required.

The Headquarters of Tourism Nation Promotion should promote such efforts. In addition, government organizations, such as related ministries, agencies, and the Japan National Tourism Organization, should closely cooperate and collaborate to comprehensively and systematically promote measures based on this Basic Plan, while continuing joint efforts with local governments, tourism/transport-related organizations, including the Japan Travel and Tourism Association, tourism/transport-related business operators, the business world, and mass communication media, etc.

3. Checking of Measure Implementation Status and Review of the Plan

This Basic Plan was developed based on forecasts over the following five years or so, in accordance with the fundamental principles and measure development direction set forth in the Tourism Nation Promotion Basic Law. However, socioeconomic circumstances inside and outside our country are changing on a moment-to-moment basis and tourism-related situations can also significantly change in the future.

Therefore, check this Basic Plan while receiving advice from intellectuals whenever necessary, including checks for target achievement status and measure implementation status at the beginning of each fiscal year as well as assessment of the effects of measures implemented. The Japan Tourism Agency should ask related ministries and agencies to reflect the applicable inspection/evaluation results in the following year's measures. In addition, this Basic Plan itself should be reviewed about three years later considering the condition of the recovery from the earthquake disaster, changes in economic trends and other tourism-related situations, etc.

4. Development of Region-specific Plans

Individual local regions develop region-specific plans to define basic policy, targets, and other matters concerning tourism promotion, at various levels, including some wide-range plans that span multiple administrative zones. For success of tourism nation promotion, it is desirable to develop new region-level plans or review
existing ones when necessary to respond to changes in the Basic Plan or tourism-related situations or for other reason.

For activities relating to these region-specific plans, the District Transport Bureau and other local branch bureaus and departments should provide eager support and cooperation.