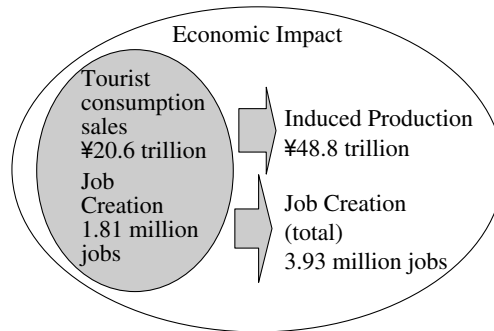


Chapter 3. Promoting Exchange Through Tourism

[Relevance and issues in tourism promotion]

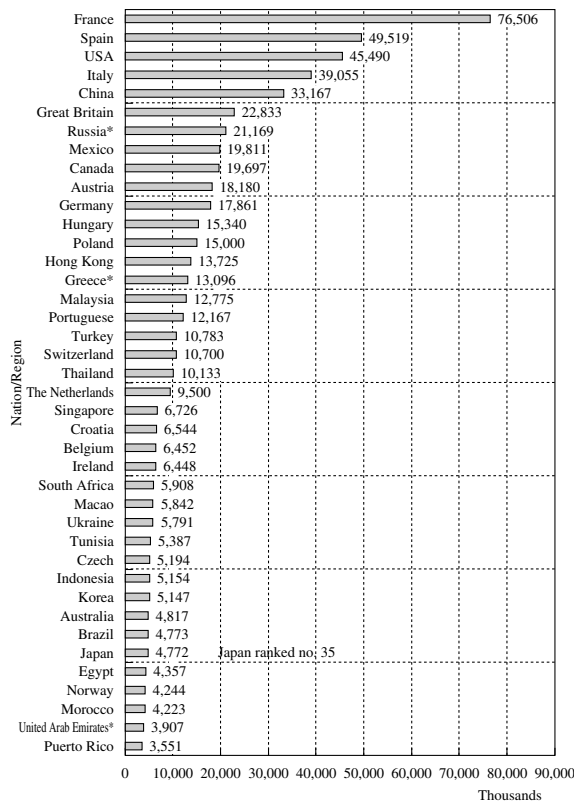
Not only is tourism important to make life more relaxing and pleasant, but it also plays a vital role in promoting international friendship and increases in the flow of people, regional promotion, creating production and employment, etc.

88. (Economic Impact)



Although the number of foreign visitors to Japan has reached a new record numbers in 2001, Japan's rank for international tourist arrivals stayed at 35th in the world, so that promotion of Japan as a destination for foreign travelers, particularly from nearby Asian countries remains as a task.

89. (World rankings for international tourist arrivals(2001))

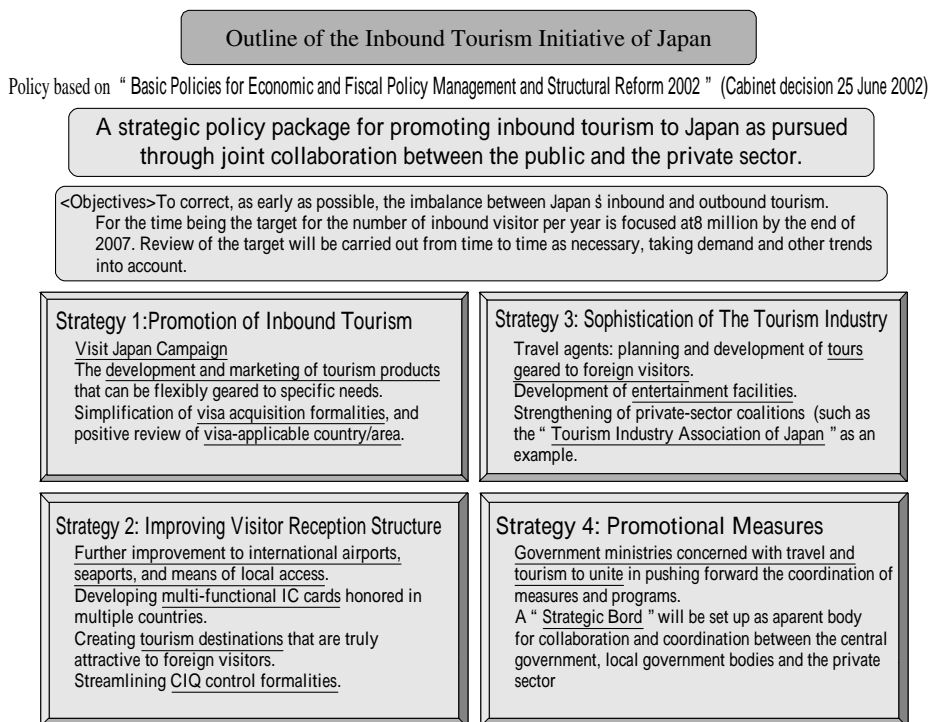


Source) World Tourism Organization (WTO)
(* is data for year 2000)

[Promoting foreign visitors to Japan]

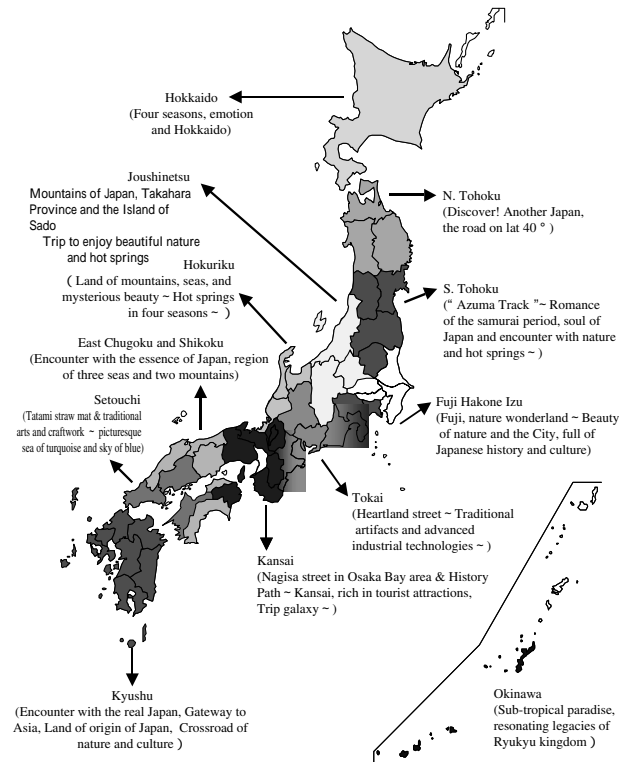
Based on the “ Basic Policies for Economic and Fiscal Policy Management and Structural Reform 2002 ”; Ministry of Land, Infrastructure and Transport has formulated “ The Inbound Tourism Initiative of Japan ” Through the cooperation of related ministries etc, in order to promote inbound travel to Japan by foreign travelers. Designating 2003 as “ the inaugural year of the Inbound Tourism Initiatives for Japan ”, Ministry of Land, Infrastructure and Transport is pursuing the joint collaboration between the public and private sectors.

90. (Outline of the Inbound Tourism Initiative of Japan)



In order to promote the increase in international visitors to Japan, we will radically strengthen the promotional activities on both quantitative and qualitative aspects through the implementation of the “ Visit Japan Campaign ” under a joint collaboration between the central and regional governments and the private sectors. In addition, we are promoting visitor reception structures such as implementation of Campaigns to increase international visitor arrivals to Japan by Japan National Tourist Organization or creation of International Tourism Theme Areas and Tourist Destinations etc. Also, numerous measures such as the introduction of “ Welcome Cards ” or establishment of discount Transportation fares for foreign travelers are being taken to lower the costs for foreigners to travel within Japan.

91. (List of international tourism theme districts)



In addition, we are promoting exchanges through tourism with nearby Asian countries and the United States through numerous events such as meetings for reciprocal expansion of tourist visitation levels or the “Japan China Friendship, Culture and Tourism Exchange Ceremony” commemorating the 30th anniversary of the diplomatic relation between the two countries.

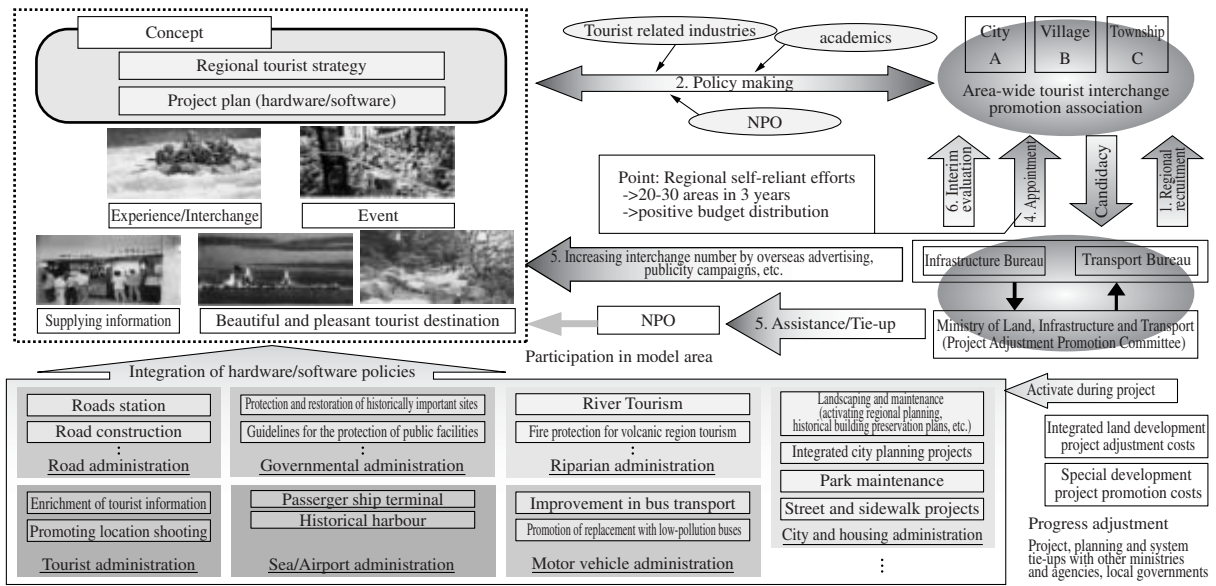
[Promoting Tourism among the Japanese]

Sharing the understanding that promotion of “leisurely vacations” is essential for the creation of prosperous and comfortable society, 12 ministries and agencies related to tourism are jointly calling on the positive acquisition of “leisurely vacations” among the Japanese. Together with this movement, they aim to stimulate travel demands with the synergy effect deriving from the “Real Japan Campaign” with the core programs being the activities to publicize and to lift up the quality of domestic tourism.

[Creation of tourist destinations that are truly attractive]

In order to develop communities that are attractive to tourists, we are implementing the following measures; model projects for creating tourist destinations, support for creation of unique tourism based community, development of tourist guidance signs covering a broad area for the “Broad Area Theme Routes for Tourists” and the development of barrier free tourist destinations.

92. (Model project for “ creating tourist destinations ”)



[Measures during the 2002 FIFA World Cup Soccer Games]

The measures taken while the 2002 FIFA World Cup Soccer Games were held in Japan were; enhancement on transportation such as increased operation in each mode, implementation of multi functional IC card project and others to improve convenience for travelers and to promote tourism, while enhancing security measures. As a result, smooth and safe transportation of travelers as well as fostering of international friendship were realized and led to a great success.

93. (Tourists transportation)

