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, we will improve the visit environment by promoting tourist areas for foreign tourists. In order to improve the visit environment, we will utilize 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, or creation of International Tourism Theme Areas and Tourist Destinations. 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.

90. Outline of the Inbound Tourism Initiative of Japan

Policy based on the Basic Policies for Economic and Fiscal Policy Management and Structural Reform 2002

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, or creation of International Tourism Theme Areas and Tourist Destinations. 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 

[ Promoting Tourism among the Japanese ]

Sharing the understanding that promotion of tourism is critical for maintaining and developing vibrant communities, we are implementing the following measures; model projects for creating tourist destinations, support for creation of unique tourism, and providing information about local culture and history.

[ 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, and providing information about local culture and history.

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92. (Model project for creating tourist destinations)

- Concept
  - Regional tourist strategy
  - Project plan (hardware/software)

- Experience/Exchange
  - Supplying information
  - Beautiful and pleasant tourist destination

- Integration of hardware/software policies

- Activity
  - Enrichment of tourist information
  - Promoting location shooting
  - Tourist administration

- Special development project promotion costs

- Promotion of location
  - Fire protection for volcanic region tourism
  - Riparian administration

- Improvement in bus transport
  - Promotion of replacement with low-pollution buses

- Motor vehicle administration

- Landscaping and maintenance (activating regional planning, historical building preservation plans, etc.)

- Integrated city planning projects

- Park maintenance

- Street and sidewalk projects

- City and housing administration

- Tourist related industries academics

- Policy making

- NPO

- Area-wide tourist interchange promotion association

- Increasing interchange number by overseas advertising, publicity campaigns, etc.

- Infrastructure Bureau

- Transport Bureau

- Ministry of Land, Infrastructure and Transport (Project Adjustment Promotion Committee)

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\[ \text{Measures during the 2002 FIFA World Cup Soccer Games} \]

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 multiple facilities, and expansions of public transportation systems in areas with heavy traffic congestion; and establishment of a new infrastructure for coordination and business oficies in the transportation sector.