

Summary of Tourism-Related Budget Request for FY2009

Realization of a Tourism Nation

Requested amount: ¥7.7 billion (1.21 times over the previous year)

(Budget for FY2008: ¥6.3 billion)

Main Items

1. Development of internationally competitive, appealing travel destinations ¥640 million
This item comprehensively supports the development of travel zones that bring together a wide range of concerned parties; namely, local governments; tourism organizations; agriculture, forestry and fishery associations; NPOs, etc., in order to promote long-stay travel (3 days or longer), with the aim of expanding travel frequency and duration for both domestic and international travelers. In order to further improve the appeal of various travel destinations, it provides for studies on evaluation methods for the tourism-based community development activities.
2. Enhancement of international competitiveness of the tourism industry and development of human resources that contribute to tourism promotion ¥80 million
This item supports the establishment of new business models for the tourism industry, and provides for validation projects for improving room occupancy rates and promoting sharing and efficiency in operations for accommodations, etc., as part of "projects for promoting innovation in the tourism industry" in order to educate and disseminate knowhow. Furthermore, to nurture human resources capable of supporting an internationally competitive tourism industry, it promotes initiatives such as those to enhance collaboration with universities and other institutions of higher education.
3. Promotion of international tourism through the Visit Japan Upgrade Project and other initiatives ¥4.53 billion
In order to further promote international tourism focusing on the post-2010 era while delivering on the goal of increasing the number of international travelers to Japan to 10 million by 2010, this item promotes an even greater understanding of Japan's tourism appeals through the Visit Japan Upgrade Project, and works for greater traveler convenience such as IC card standardization and compatibility. In addition, it promotes the hosting and attracting of international conferences, and helps enhance the reception infrastructure for travelers from developing nations.
4. Improvement of an environment for travel promotion ¥80 million
This item promotes the development and distribution of new travel products for so-called "new tourism" such as "ecotourism" and "industrial tourism," through validation studies and database improvement. Furthermore, it provides for activities to create an environment where everyone, including the mobility-impaired, can travel without care, and to develop an environment for travel promotion, such as leveling of travel demand, encouraging people to claim vacation, and implementing other specific problem-solving validation projects.