

Summary of Tourism-Related Budget for FY2009

Realization of a Tourism Nation

¥4.25 billion

Major Items

(1) Formation of internationally competitive, appealing travel destinations ¥580 million

This item provides comprehensive support for concerted development of travel zones by a wide range of interested parties such as local governments, tourism organizations, agricultural, forestry and fisheries associations, and NPOs, for the purposes of promoting long-stay travel (3 days or longer) with the aim of expanding travel frequency and duration for both domestic and international travelers.

(2) Enhancement of the tourism industry's international competitiveness and development of human resources capable of contributing to tourism promotion ¥50 million

This item aims for increased productivity and enhanced competitiveness through validation projects for improving room occupancy rates and promoting operational sharing and efficiency for accommodations, etc. It is a part of “the project for promoting innovation in the tourism industry,” designed to support the establishment of a new business model for the tourism industry and to disseminate and develop its know-how. Furthermore, it promotes the development of human resources that can contribute to a wide variety of autonomous, sustainable tourism promotion conducted by each region, through the tourism-based community and human resource development support projects.

(3) Promotion of international tourism through the Visit Japan Upgrade Project, etc. ¥3.33 billion

In addition to assured achievement of the goal of attracting 10 million international travelers to Japan by 2010, this item, under the "Visit Japan Upgrade Project," aims for further international tourism promotion in view of post-2010 by working towards further communication of Japan's tourism appeals and greater traveler convenience such as cross-border compatibility of IC transportation cards. Furthermore, it promotes attracting and hosting of international conferences, supports necessary preparations for developing countries to receive travelers, etc.

(4) Improvement of an environment for travel promotion ¥60 million

This item aims for dissemination and development of so-called New Tourism through the creation of a manual for pursuing eco-tourism, industrial tourism and other new tourism products, etc. This item also promotes activities to improve an environment for travel promotion, such as validation projects for contributing to solving such issues as leveling of travel demand and encouraging people to claim vacation.