

Tourism policy and tourism
development in Japan
旅游政策和旅游发展在日本

Shuichi TERAMAE Ph.D.

Mayor of KAGA CITY

寺前秀一 博士(旅游学)

石川県加賀市長

Concerning the earthquake that occurred in eastern Japan on March 11, to express our sincere thanks for your support of the Chinese People's and others'

关于这次地震发生在日本东部三月十一日
表达对您的中国人民和其他方面的支持
我们表示衷心感谢

Purpose of tourism policy

旅游政策的目的是

Former purpose

前者的目的

to earn foreign exchange

賺取外匯

1929 Preserving National Treasures Act

维护国家文物法

1930 Bureau of foreign trade 国际贸易局

Bureau of International Tourism 国际旅游局

1931 National Parks Act 国家公园法

1937 Luxury Tax 奢侈税

1949

International Tourist Hotel Development Act

国际旅游饭店改进法

1952 Travel Agency Act 旅行业法

1963 Tourism Basic Law 旅游基本法

1964 Tokyo Olympics 东京奥运会

Liberalization of overseas travel

海外旅行自由化

1987 Ten-million program

(计划提高一倍, 日本海外旅客人数)

Resort Act (综合游乐区改进法)

1989 Sales Tax 销售税

New purpose

新的目标

national and regional pride

国家和地区的自豪

2004 Koizumi Speech 小泉总理讲话

2006 Tourism Nation Promotion Basic Law

旅游立国推进基本法

Phenomenon of relative
between the unordinary and ordinary
in tourism related legislation

非日常和日常之间的相对现象
在旅游相关法例

Sales tax
銷售稅
1989



Luxury tax
奢侈稅
1936
(通行稅、
入場稅、遊
興飲食稅)

生活
Living
(ordinary)
日常

Conscious
access
有意识的
接近

来访
visiting
(unordinary)
非日常

Address
地址



lodge
住宿

Public

Occasional

Transport
公共交通



transport
非公共交通

Pride
自豪

←

Foreign Exchange
Earnings
外汇收入

Landscape
景观

←

National
treasure
国宝

**Inharmony
between “national policy” and
“regional tourism”**

**旅游政策和区域旅游之间的
不协调**

- Policy concept involves norm of fairness

政策的概念涉及公平规范

- Regional tourism is to develop regional character.

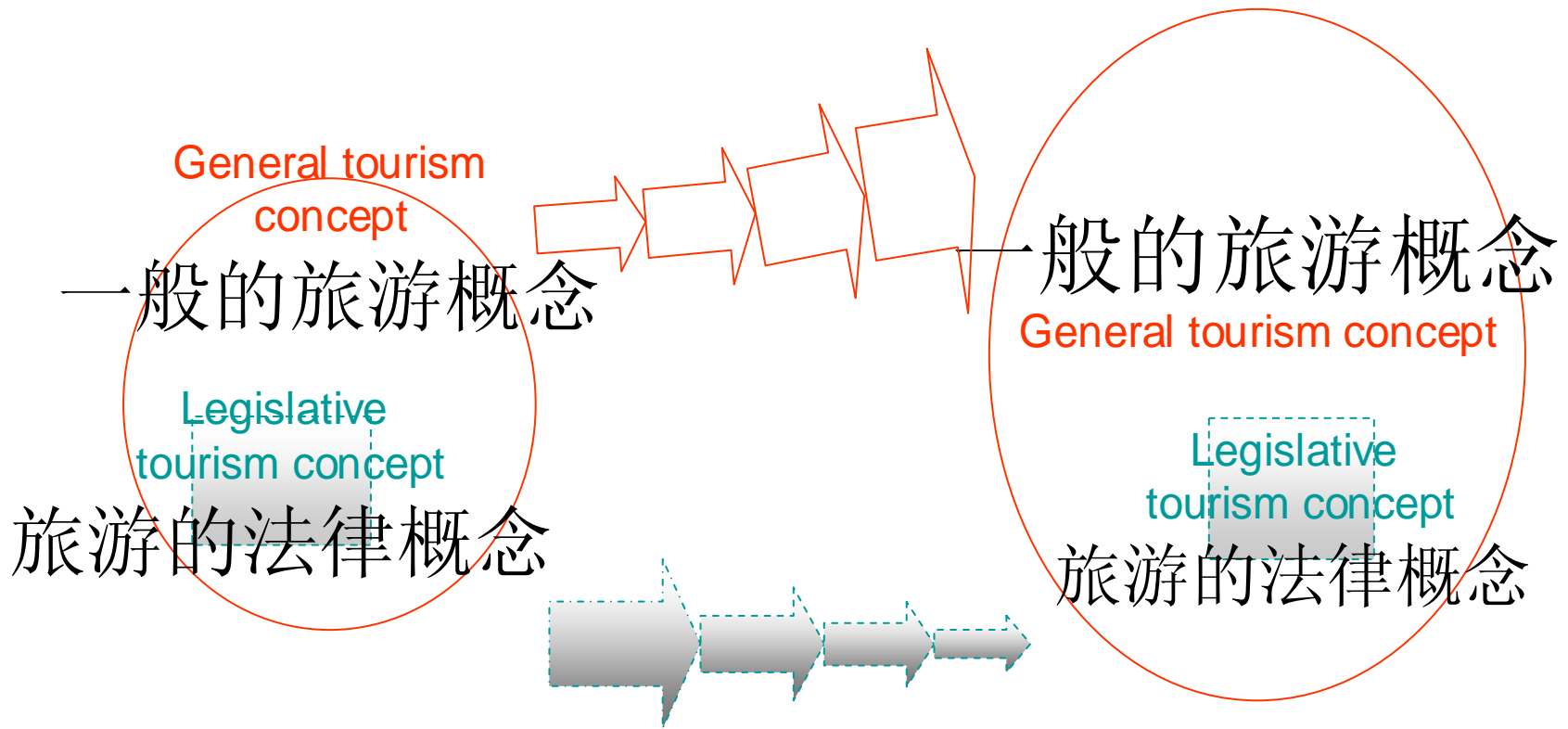
区域旅游是发展区域特色

Changes
of the concept of tourism
in tourism policy

旅游概念的变化
在旅游政策

Increased weight in Social Economy

越来越大的在社会中的作用

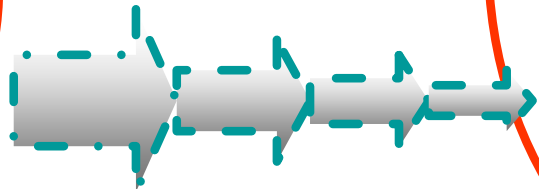
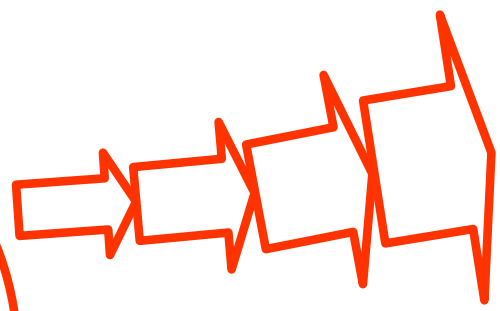


Relativization between routine and non-routine

Basis of the difference?

General tourism concept

Legislative tourism concept



General tourism concept

Legislative tourism concept

Relativization between routine and non-routine

日常和非日常之间的相对化

Doubt increasing

Distinction from Non-tourism

新概念

NEW CONCEPT Person Trip

- 物流 Logistics
- Person Trip
- 日常、非日常是發生在我的腦袋

Daily or Extraordinary are Happens in the brain

- 神經科學吸收旅遊學

Brain science converge Tourism Studies

KAGA City tourism policy

加賀市的旅游政策

石川縣加賀市的位置

**Position
of Ishikawa**



石川縣加賀市的位置

國際空港
AIRPORT

Daishoji
大聖寺

加賀溫泉鄉



KAGA

KANAZAWA

KOMATSU AIRPORT

Shirakawa-go and
Gokayama
World Heritage Sites

Hida Takayama

KYOTO

TOKYO
Tokyo Disneyland
Asakusa

NAGOYA

NARA

OSAKA
Universal Studios Japan



白山が美しい湖のまち

片山津温泉

A lakeside town with a lovely view of Mt. Hakusan
Katayamazu Hot Spring

For the perfect break - Katayamazu



加賀大聖寺 城堡鎮

KAGADAISHOJI CASTLE TOWN



Kutani Porcelain

山中漆器



11. © 色繪叭々鳥園平鉢 古九谷 江戸時代17世紀 東京国立博物館蔵



古九谷

Yamanaka Lacquerware

伝統的建造物群保存地区

Preservation Districts for Groups of Historic Buildings



橋立地区



東谷地区

Kamoike Observation Center

片野鴨池

More than 2,000 geese and ducks fly here in winter.



传统的捕捞方法



奢侈品牌食品

DUCK DISHIES

RUBY ROMAN



HOKURIKU SINKANSEN



Position of Ishikawa



我们正在等待加贺温泉

We're waiting for you at the hot
spring Kaga