

Introduction to Human Logistics & Tourism Science in Japan

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CHAPTER I

Principles of Human Logistics & Tourism

Section 1

Meaning to think about Human Logistics & Tourism

Population decline era has begun. Momentum that tried to increase the number of tourists has risen. Tokyo Olympics in 2020 lets this feeling accelerate. And then tourism-related textbooks overflow. However, there is a textbook written for a student making an excuse suddenly saying that tourism studies are interdisciplinary. If there is water science, it is interdisciplinary. Because water is socially important, we discuss. Common recognition of water is formed there at least. Researchers' effort to form common recognition about tourism studies like water science is necessary.

In this book, I will analyze how we have used in Japan the Japanese term "KANKO" and the foreign term "tourism", through the database of Asahi Newspaper articles of 1875-1989. Then with expecting this analysis helping the formation of common recognition about tourism, I suggest "Human Logistics" as a new concept.

In a court drama, the word JUSTICE is used flourishingly when I watch American TV program. Consciousness that law is for "realization of the justice" is clear. Similarly, the science is for research of the truth. Economy is for the most suitable distribution of resources. Religion is for relief of the soul. Each has a purpose and lives apart. As a result, it might be said that you can violate law for love. It might be also said that you can discard love for money.

What is the tourism that we think about in the present world? I think that difference and stimulation to move a person is tourist attractions. I think that you should assemble an argument assuming this way of thinking.

So if you approach it from many fields and study it, there should be common recognition about what's called tourism. At the basis of the common understanding, the purpose of discussing or for what is also necessary. There is a mass media and an internet in very close. So, I think there is anarchy of such exceeds regulations in both tourism and media. Then it is easy to take up what's called obscenity and violence.

When we discuss “**tourism information**”, there must be a meaning to distinguish “**tourist information**” from “information except **tourist information**”. However, there is no clear suggestion from a researcher studying tourism information. This originates in that a meaning of tourism is uncertain.

As stated above, I think tourist attractions are stimulation or difference to move tourists. As for human logistics & tourism studies, I think it is converged by information science or brain science. Brain science may become integrated studies since Aristotle in this sense.

Section 2

The Chinese-origin-word “KANKO—観光—” and the western-language-origin-word “TSURISUMU—ツーリズム—”

In Japan, the Chinese-origin-word “KANKO” and the western-language-origin-word “TSURIZUMU” are used together. Either is equivalent to tourism in English. “SANGYO KANKO” equivalent to industrial tourism and “EKO TSURIZUMU” equivalent to eco-tourism, both are the representatives. Some Researchers will use the word TSURIZUMU on the grounds that the word KANKO is ambiguous.

When Buddhism came to Japanese archipelago, it was something of a different nature to the Japanese at the time. It was impossible to translate things and thought of the Buddhism into Japanese language. In other words it was impossible to attach a Japanese word at that time to each. Therefore words about the Buddhism are used in the same way as time when those were imported into Japan. And, until today, most of meanings do not change.

Before and after Meiji Restoration, a lot of new concepts entered Japan from the West. Many western concepts were also heterogeneous. But unlike ancient Japan, new words as Japanese were coined using Chinese character. Words equivalent to such as religion,

society, constitution etc., survived. Those words are used now not only in Japan but also in Mainland China, Taiwan, Hong Kong and Korea.

Unlike those new coined words, the Chinese-origin-word KANKO exists for a long time in Japan. The opinion is convincing that the etymology of Chinese word “KANKO 一觀光一” required for the famous phrase “to watch light of a country 一觀国之光一” in “I Ching 一易經一”, one of Chinese classic.

On the other hand, according to Wikipedia, the word tourist would exist as a term in the 18th century and the word tourism would exist as a term early in the 19th century in the western world. Therefore, it is thought that the person who recognized the concept of tourism and tourist existed in Japanese.

According to the database of Japanese leading newspaper “Asahi Shimbun” articles, the Japanese word “TSURISUTO 一ツーリスト一” equivalent to a tourist appears many times. On the other hand, the Japanese word “TSURIZUMU 一ツーリズム一” equivalent to tourism does not come out at all except last years of Showa era. Therefore it is a curious thing that many Japanese tourism-related textbooks explain that the Japanese word KANKO was called on as an equivalent to tourism in the Taisho era of 1912 through 1926.

“Japan Tourist Bureau” was installed in 1913. Then I can confirm that the word “TSURISUTO” existed but the word “TSURIZUMU” didn’t exist on those days.

After the Age of Geographical Discovery, besides a propagator, a trader, an explorer, a sailor, people who were classified as a tourist came to go on board. In the Edo era, a Japanese group to go abroad did not exist. The concept of tourist should have been incomprehensible for Japanese in those days. Then I think they used directly the word “tourist” without making a new word equivalent to a tourist.

The English name of “KOKUSAI KANKO KYOKU 一国際観光局一” set up by an Imperial ordinance in 1930 was “Board of Tourist Industry”. Therefore, unlike a description that an equivalent of tourism is KANKO, it is still natural to think that tourist is an equivalent to KANKO.

Board of Tourist Industry is the first example using the word “KANKO” as legal one.

However, the meaning of KANKO at that time, unlike the origin, changed to showing Japanese culture to foreign tourists. Because Deep groove is lying between the original meaning and the actual meaning, Japanese tourism policy has become hard to understand.

The word of tourism is overflowing now. By the reason of the concept of KANKO being uncertain, there are many researchers using the word "TSURIZUMU". I remember an old Chinese saying that the pot calls the kettle black because of the ambiguity of tourism.

It is necessary for concepts to be unified when we take statistics. In the case of tourism statistics, it is obvious to unify the handling of concept of duties-trip and time length of leaving the daily life sphere of life. It is enforced by a meaning to take the statistics each. If the concept of tourism is vague, "TSURIZUMU" and "KANKO" are also vague in the same degree.

Section 3

The flooding of **hyphen tourism**

Many words using tourism are coined. I named "anything tourism" to this phenomenon. I think the reason this word can be used together with many words is that the concept of tourism is on the basis of a difference. In that point there is a commonality with term "information".

While systematizing sociology, Sociologist Karl Mannheim called special sociology to handle specific field "hyphen sociology", in form in contraposition to "general sociology" to handle social general principles. In sociological field, only the number of domains including "city - sociology -" "family - sociology -" may be made. Then will general tourism studies to handle a maxim of the tourism to contrapose against hyphen tourism studies exist? If general tourism studies do not exist, hyphen tourism studies may not exist.

About words as a kind of hyphen-tourism coined newly, these may be classified in three patterns.

(The first pattern)

Tourism changed as the words that a positive impression leaned on. Therefore, by being combined with tourism, words of the negative image such as slum, dark etc., are accepted in the society.

(The second pattern)

Words of the field where it is recognized that tourism is detrimental clearly are combined with tourism. Eco-tourism and ethnic culture tourism are representatives.

(The third pattern)

Words that combined a value-neutrality-like word with tourism mutually. There are many examples and medical tourism is a representative.

Section 4

Maintenance of Race Culture and Tourism Promotion

There is a field called tourism anthropology for ethnic. As a result, it promoted ethnic-tourism through mass media. A world heritage site “Banaue Rice terraces in Philippines” is one of typical examples and many tourists visit there.

Claude Levi-Strauss, a French anthropologist, began to write “Travel and travelers are two things I loathe” in *Tristes tropiques* firstly. Author Melville of *Moby Dick*, author Stevenson of *Treasure Island* and painter Gauguin draw local inhabitants with sympathy as a human being. A common feeling appears there.

On the other hand, Levi-Strauss talks positively about trips to the wilderness area which is anthropological fieldwork. It is the same as the manner that Christianity missionary is going to civilize local people. A modern tourism anthropologist succeeds a gap between hot expectation and cool recognition. It is common with a stance to discuss eco-tourism.

Some of zoologists begin a field work in the anthropoid habitat of the African Continent. And they announce the results of research to become the clue of the humanization in sequence. Some of cultural anthropologists learn the culture of the Pirahã, a language in Amazon Basin, analyze it and contribute to progress in linguistics. And then we can enjoy the benefit. Cultural anthropology and zoology are carried out for the academic investigation of a minority race and an anthropoid ape each.

In the process of investigation, they feel human sympathy for a minority race and an anthropoid ape each, and, as a result, it is what naturally is expected that they send for the protection of culture of minority race and anthropoid ape socially.

In contrast, it is hard to understand a basic stance of the approach of tourism studies researcher. This is because the purpose of tourism studies is uncertain.

If the purpose of the tourism studies includes consumption promotion of the tourism product, a nature tour, a minority race tour and an anthropoid ape tour bring

destruction in those ranges. In the purpose of tourism anthropology and environmental tourism studies we cannot find a thing equal to purpose of a cultural anthropology and of zoology.

SECTION 5

Relativization of daily life and non-daily life

Common recognition about tourism among researchers is to leave a sphere of daily life and have a non-daily experience. "Daily life" and "non-daily life" is an issue of the consciousness. And I put up the hypothesis that both have become relative. To let tourism studies progress scientifically and to develop tourism business, I am not particular about "daily life" and "non-daily life" that is not caught externally under the present conditions. Rather it is necessary to evolve the study that paid its attention to spatial movement of the Homo sapiens.

Policy will be implemented through law, tax and subsidy. Particularly, tax has been done by force. It is the most normative. Transit duty, admission tax and entertainment tax in Japan were introduced for war funding in 1937, which had tourism inhibition effect. Those taxes were abolished finally after introduction of sales tax of 1989. In the tax system, tourism inhibition policy was obsolete. Phenomenon of relative between unordinary (non-daily life) and ordinary (daily life) occurred in the tax system.

Previously, in general, tourist facilities were more impressive than houses for daily life. Today in Japan, daily facility is not inferior to tourist resorts. Phenomenon of the relativization occurred in relation between resort facilities and living facilities. Common transportation like commuting was strongly regulated in Japan. On the contrary, tourism transportation was weakly regulated or non-regulated. However after the deregulation of transportation in Japan, both have become similar.

On our consciousness, national parks and home gardens are felt like the same. The same applies to the relationship between national treasure and regional pride. All over Japan, the phenomenon of relativization in consciousness occurred.

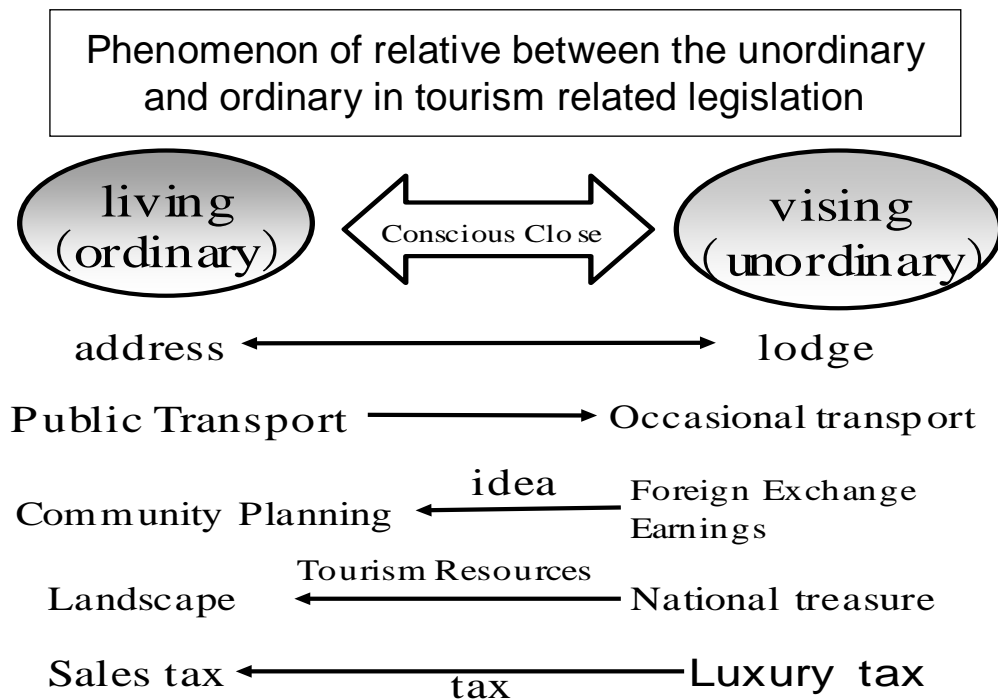
Thinking of development of tourism in Japan, this phenomenon cannot be ignored.

Regional tourism policy objectives are to demonstrate community pride, which is declared by new Tourism Nation Promotion Basic Law (2006).

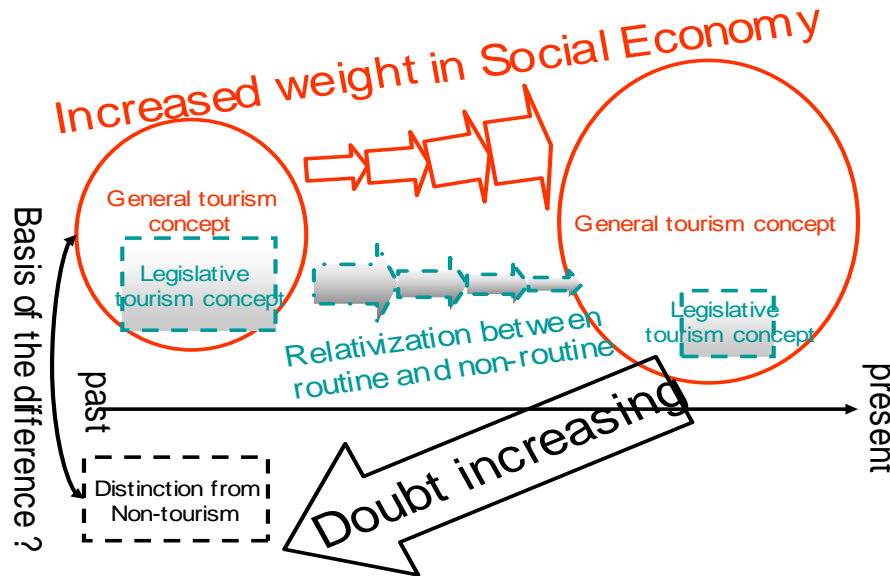
Development of a means of transportation expanded one-day-trip transportation area from Tokyo. That lessened the difference between rural areas and Tokyo, and lessened the difference between rural areas simultaneously. Moreover, space trip will lessen spatial distance of every place mentally.

The nuance which leisure has is also changing. Leisure is the time contrasted with labor time. Leisure time became longer than labor time to elderly persons in particular. Then, the lexical token of leisure itself is becoming not suitable sensuously for those persons.

Recognition of having a meal in order to supply nutrition and calorie was lost. The familiar eating-and-drinking institution has been tourist-facility-ized with it. With it, the eating-and-drinking institution turned into tourist facilities. If tourism melts into daily life, tourism legal system must also correspond to the change. Even an everyday scene is becoming tourist attractions. Flower tourism is a representative case.



Changes in the concept of tourism in tourism policy



Section 6

Temporal axis and spatial axis of Human Logistics

After the World War II, more than 7 million Japanese came back to Japan from foreign countries and our economic social revival began from approximately 75 million people. When so-called baby boom generation reached coming-of-age ceremony, the population of Japan surpassed 100 million people. Many Japanese of those days lived with a future dream.

In Japanese economic society, the metropolis absorbed population from the district of rural areas and it appeared as a movement phenomenon of the space axis of population. The special train which picked up the youth who moved from rural areas to big cities symbolized this phenomenon. Japanese economic society enjoyed the fruits of population bonus (Demographic Dividend).

The view which asks population bonus for the driving force of development of Japanese

economy after the war did not emphasize an economic policy of Japan as a thing for excelling specially. However it led to spreading the view which carries out an understanding that economic development is possible, among the world in every area.

On the other hand, as a result of regulating overseas immigration, domestic special movement took the lead. If it says in our country, it will be overconcentration to Tokyo. As a result, the metropolitan area has accomplished growth by absorbing young labor force of rural areas.

The population problem of Japan has been discussed about overconcentration of Tokyo on a spacial axis. There, population had the premise of increasing. The political slogan "**balanced development of a country**" also changed to "**exertion of individuality of areas**".

Decreasing birth rate is cried for today, and it is expected in 2050 that population is less than 100 million people. During the first century of this, if it sees on a vertical time-axis, large change of population will take place all over Japan. However, the potential large society which holds 100 million people should be continuing population.

Since the birthrate in marriage has been maintaining 2.1 or more levels for a long time, if you get married, it should not become a decrease in the birthrate. The cause of a decrease in the birthrate is in a marriage system. Since the tendency of late marriage progressed and the rate of single rose, it became a decrease in the birthrate. Japan was the society which about 98% of people married till the 1960s. However, in pre-industrial society, the whole life single person existed about 20% of population even in Japan or the West. In Japan, the time when all people got married continued for 100 years. And the time was over.

We are discussing the issue of low birth rate today. It was estimated that Japanese population would reach about 100 million in 2050. The big change of the population judging from temporal axis happens in islands of Japan in this century. However Japanese economic society where 100 million people live in is sure to be continuing after the baby boom generation disappeared. And economic social power of Japan must be a big thing.

The development of information-communication and transport technology let human exercise activate and changed a human life method greatly. Population decline era

begins. Population onus (opposite of population bonus) will influence us. It is important for not only Japanese economic society but also individual life to increase visitors. This recognition is becoming strong. It is necessary to use information-communication and transport technology, etc. for that. It is time when these technologies should be used for not only tourists in Japan but also tourists in Asian nations where remarkable growth is forecast. We have come at time when it should think about “system creation concerning human logistics” that can correspond to Google and Amazon who develop global new business model.

Artificial intelligence and brain science are accomplishing further progress. Now we must utilize big data collected through information-communication technology. For not only industry but also human logistics & tourism studies researchers, the analysis based on data having low objectivity to investigate simple subjective intention such as questionnaires is not permitted. In business deployment, the time when it cannot help rushing into a new phase at a dash is approaching.

It is important that industrial persons, consumers, researchers, journalists concerning human logistics & tourism can exchange opinions. And then they recognize new consumers' needs that surround human logistics & tourism industry and they will develop their economic society by creation of new solutions to answer the needs.

CHAPTER II

The History of Human Logistics & Tourism in Japan

Section 1

from the slave trade era to the century of immigrant

The U.N. World Tourism Organization (UNWTO) has reported that the number of international tourists who move across the border is over 1 billion people. Probably it is the greatest number in the history of the earth. The time when movement of humans was performed on a large scale across the Atlantic Ocean was also before that. It is a time called the slave trade era from the 15th century to the 18th century and the century of immigrant from 1820 through 1924.

The slavery which deals with humans as things is not limited to the West and existed even in Japan for many years. The famous novel "Sansho Dayu" written by Mori Ogai is using the theme. The factor that things changed to humans was born through the slave trade age in Europe.

Slave trade connected the European continent, the African continent and the American continent, and was developed. And the labor force required for the plantation management of west India was supplied. "Slave hunting" which is looked at by the movie was a very rare case. It seemed that the form of buying slaves assembled there and selling them over to ships further was in mainstream. Sold people were slaves, prisoners of war, etc. from the first. The African kingdom of the West Africa area became

rich by slave trade.

In the 1920s, "the capitalism and the slave system" which were described by historian Eric Williams opened the new time of slave trade and slave system research. He claimed that the Industrial Revolution became a cause and slave trade and slave system were abolished. By his raising an issue, the relationship of slave trade and the Industrial Revolution became a focus of research.

In order to discuss the profits scale of slave trade, the slave's actually carried scale came to be expressed as a concrete numerical value (around 10 million people). Whether or not the profits raised with slave trade had contributed to formation of the Industrial Revolution, the still clear answer has not come out. On the contrary the objection of calling the Industrial Revolution a kind of revolution has also come out in recent years.

Slave trade was forbidden in Britain in 1807. About abolition of slave trade and slave system, the interpretation which thinks a humanitarian motive as important was leading. On the other hand, since Eric Williams issued newly the interpretation of having opposed from the industrial standpoint, he called argument.

In Europe in the 19th century, the large-scale demographic shift started by increase of population, development of a means of transportation, etc. In each country, while the concentration to the city of population was seen, overseas immigrants also increased. The European over 100 years to World War I to a new continent turned into 60 million people. The 19th century was just "a century of immigrants." The greatest immigrant acceptance country was the United States of America. The number was made into about 33 million people in 100 years from 1821 through 1920.

Many immigrants from north and West Europe were seen for first half a century, and many immigrants from south and East Europe were seen for second half a century. This showed the gap of the time of progress of industrialization of each country. Immigration from political factors was performed not only like economical factors, such as increase of population and poverty, but also like the Jew who received persecution.

The living standard converged between the Wests. A nation-state was formed and border movement came to be regulated. Poor foreigners of the East Europe native concentrated on East End in London after the end of the 19th century. As a result, antiforeigner public opinion soared. It was a sign of immigrant regulation. Even in

Britain where the tradition of the liberalism since the 19th century existed firmly, the Foreigner Law was enacted in 1905 and an immigrant regulation started.

After black slaves were released about the middle of the 19th century, in order to secure the labor force running short, workers were employed from China or India. Immigrant regulation started on the assumption that the territory formed in the century of immigrant. About 60 million immigrants from Asia crossed the ocean and came to the American continent. However, since the new continent was previously pressed down by Europeans and Americans, they became guest-workers.

Since Asian nations limited to the primary-goods supplying as a colony, convergence of the living standard did not occur as an infinite labor force supplying district. The vestiges of the Chinese who settled well are a Chinatown all over the world. 30 million people live now.

As a result, slum processing of Asia serves as responsibility of that desperately poor countries. The formed nation-state by immigration will regulate immigrants. Unlike the century of immigrant, Asian countries cannot but perform slum measures by the responsibility of the own country.

Section 2

An epidemic and Human Logistics

Advance of Europe changed the ecosystem of the new continent from animals to weeds by the 19th century. It was because there was no national regulation. When traveling abroad, in addition to a customhouse and entry into and departure from the country, you have to receive quarantine now. From experience of plague fashion in the 14th century, the Venetia Republic stopped foreign ships outside the harbor for 40 days. It is the origin of a word of quarantine

There is a disease to symbolize the time. The many are infectious diseases and in fashion with spatial movement of humans and things. It is surmised that 1/3 of all the population of Europe died from fashion of the plague. Syphilis was in fashion in the

16th century, and typhus and smallpox spread between the 17th century and the 18th century. And the infectious disease which symbolized the 19th century was cholera. It is in fear of Ebola hemorrhagic fever now.

Cholera was only an endemic disease peculiar to India at first. However global fashion (pandemic) took place in 1817 suddenly and cholera vibrio was scattered over the whole world. The Asia colonial policy of Europe was deeply concerned with the process. Cholera had landed for the first time even in Japan in 1822.

An opinion thinking that the reason that the native of the American continent decreased has bigger influence of epidemics than wars is convincing. European cities became the nest of the epidemic in travelers from each place, and this was because it was thought that the inhabitants who survived were able to immunize it.

It was around three major urban areas of Edo, Osaka and Kyoto where population decreased in the Edo era in Japan. It was rural countries where population was increasing. Big cities attracted neighboring population in migrant workers and reduced the population of cities by high death rate in there and low birthrate. This was called the "city ant hell theory."

In Japan, the cholera riot occurred at the Meiji era. This was because there was more death by cholera than the number of dead by Sino-Japanese and Russo-Japanese War. An epidemic began to produce groundless rumors. Even in present Japan, mass media reports of SARS or swine flu do not change in essence. The fear over what is not visible is the cause. It is the same as the fear to radiation. It has big influence on human logistics & tourism as damage caused by rumors.

Section 3

Birth of the concept of tourist

In order to consider the history of tourism and human logistics, we must understand how it came to be recognized tourist moving for pleasure.

Before the birth of tourist, the person who did a trip had a concrete purpose of

movement. They were peddlers, pilgrims, itinerant entertainers, propagators. There was a motive to move. Gradually, in such a time, it came to call people who moved only by pleasure a tourist.

What is the reason which comes to distinguish tourists from people who are not tourists? It would be because the business for tourists occurred. Tourists increased to the extent that it became business.

Asahi Shimbun article database Frequency in use of "yuuran" and "kanko"

1879~1900	235	48
1901~1910	342	644
1911~1920	211	680
1921~1930	153	323
1931~1945	200	1039
1946~1989	258	5492

What was this word tourist called in Japan? When seen in the Asahi Shimbun article database, since the word "yuran 遊覧" equivalent to sightseeing or tourism came out from the time of publication, those who moved for pleasure existed. However, the term unified like present tourist did not exist. Probably, there was also no necessity of unifying. It was the postwar period that the word "KANKO" came to be used in the meaning used now. However, the clear definition was difficult.

In the Lower House Legislative Bureau which did clerical work of bill creation when enacting Tourism Basic Law, although the legal definition of tourism was tried, they gave up as it was difficult. It is told that the tourism concept presupposed that it is the same meaning as what is used in the world. It will be because the necessity of legislating tourism was so low.

According to the search results, the word "KANKO" was used only in proper nouns, such as KANKO-maru, KANKO-sha, and KANKO-ji.

The first case used as a common noun was the case used for overseas military-facilities inspection by a Japanese military man. It had appeared in the article on October 15, 1893. Then, it expanded from a Japanese military man to a foreign military man, from military man to a person other than a military man and eventually came to be used as a travel abroad. However, a domestic travel was not included.

Many new concepts were imported from the West, were coined using Chinese characters, and converged in the Meiji era. However, the word KANKO had already existed. On the other hand, it is indefinite by the present data whether the situation which tourism must coin in Japanese society as a term was suited. The katakana display as a foreign word was made about tourist. In the statute with which clarification of a concept is called for, Board of Tourist Industry Ordinance, imperial edict no.83 in 1930 was the first one using the word KANKO.

In Japan, KANKO was limited and used for the thing in connection with international so that it might be guessed from the Asahi Shimbun articles. Nevertheless, about the circumstances expressed as international tourism, the description was made as there was Railroad Minister Egi Tasuku's strong intensity. On those days the meaning of "international" was attached to the overseas trip, and there was an impression expressed as the international overseas trip. Therefore "Board of Tourist Industry" didn't use the word "international". Through Asahi Shimbun articles, the word TSURISUTO was used as a thing in connection with a foreigner from 1913. Proof of saying that the word tourist itself was limited to the thing in connection with a foreigner in the original country is a future research task. In the Asahi Shimbun articles the word TSURIZUMU which was katakana display of tourism was in the situation which hardly appeared in search results till the Showa last stage. In addition, after occupation of the Allies was over and Japanese domestic tourism became active, the distinction between international one and domestic one became disappearing in the meaning of tourism.

Section 4

Visa & tourism

When visa is required, we cannot travel immediately, although there is suitable tour. When immigration control is seen from tourism, it is a prevention factor. Like a modern airport, the system doing CIQ and Passport Control is the after 1930s.

When economy was improved, young people flowed into Tokyo area previously. The Japanese economy of 2014 is restored in a natural rate of unemployment. However young people disappeared in rural areas. Therefore we cannot but think about foreign workers.

In fact, about 1 million foreign workers exist in our country. And the workers called a trainee support Japanese society in the dirty, dangerous and demanding jobs etc. in which a Japanese young man is not engaged. About a foreigner skill-training program of Japan, Restriction of wages, the arrears of overtime pay, restraint by a debt, and movement, etc. have been reported.

It is in 1979 that Taiwan liberalized overseas travel. South Korea liberalized overseas travel in the next year of the Seoul Olympic Games in 1988, and the tourist to Japan etc. increased. China removed a ban on the mass tourism to Japan in January, 1999. The Japanese government started the approval of the visa to the Chinese organization tourist in September, 2000. The approval of the visa to a Chinese individual tourist was started, and the requirements for issuance were eased after that in 2009. In China, the call for visa abolition is becoming large gradually.

In Japan, it prepares for a decrease in population and is making expansion of exchange population into the policy concern. This overseas tourist's increase has the problem shared with a foreign worker's acceptance. Since Japanese government has the foreign trainee system problem, considering China side, the approval-of-the-visa problem to a tourist is reflected as the double standard of Japanese government.

If foreign workers problem is lost, the concept of international tourism will also be diluted. The motion of persons in EU is a representative case. Conversely, if it says, it can be said that the immigration control which starts to foreign worker regulation produced international tourism.

The opinion of advanced nation residents' selfish vested rights became an issuance problem of visa, and stirred up international tourism argument. Therefore, color imperialistic somewhere sticks and turns to international tourism.

Convergence of living standard will make a nation-state go towards disappearance, when it thinks on a global scale. International tourism born on the assumption that existence of the border disappears with the fall of the importance of border. Argument as a policy will also disappear.

Section5

War and Tourism

The Russo-Japanese War was experience of the first trip gained in the form to the call place for many Japanese soldiers. The military post system was born with the Russo-Japanese War, and the mail hit against the battlefield from the inland besides the mail which a military man emits was treated in the Russo-Japanese War for nothing. The custom of writing a postcard was circulated. The spread of tourism picture postcards was also by the Russo-Japanese War.

The difference of national power between Japan and Russia was 10 times at the time of the Russo-Japanese War. The national-power difference between the Japan and the U.S. at the time of the Pacific War was also the same 10 times. Since memory of the Russo-Japanese War remained, it is 35 years between both wars, and has the leader of the Pacific War thought that he becomes somehow? In fact, Japan won Russo-Japanese War by the power of U.K. and America diplomatically.

The plan of the old battlefield travel which enlivens feeling further was announced. Sponsorship was Tokyo Osaka both Asahi Shimbun Publishing on which severe sanctions were imposed by the peace contrary. Each newspaper company which lost a scoop called war came to strive for holding of the exposition and event which collect readers' popularity next year of the conclusion of the Russo-Japanese War, in order to win straight victories in the intensified sales campaign.

The school trip to Manchuria was carried out in the next year of the conclusion of the Russo-Japanese War. Although only the politician, a journalist and a student, and the educational group visited around 1917, the travel boom to Manchuria appeared after the Great Kanto Earthquake (1923). It became a nationwide popular tourist resort around 1926, and it reached the peak of 20,000 party-of-tourists totals in 1929 two years before Manchurian Incident.

European countries, starting with Switzerland, set about the establishment of a visitor-from-outside attraction organization after the end of World War I. Japan also installed "Board of Tourist Industry (the international tourism office)" in 1930.

The person with the suffrage was a man aged 25 and over who stores the national tax of 15 yen or more directly at the time of the first House of Representatives election in 1890. They were 1% of population and were landowners fundamentally.

Through the experience of The Russo-Japanese War, many people strengthened recognition that the duty of military service was more important than the duty of tax

payment. As a result, Universal Male Suffrage Act was enforced in 1925. "Nation" was institutionalized.

After being institutionalized, it became impossible to neglect a "national intention". If the "national intention" changes, naturally the direction of political will also change. By the "Manchurian Incident" in 1931, an opinion and a demand of "nation" became antiforeigner.

The word "Taisho democracy" is symbolized by female suffrage, emancipation of farming land, and labor law movement. However, the word "Taisho democracy" was built around the 1950s of the postwar period.

Generally, 1931 after 1905 are made into the time of "Taisho democracy." Party politics was realized and the social movement was active at this time.

Supposing you do not understand the background for which "Board of Tourist Industry (the international tourism office)" was founded in 1930, it wonders that tourist industry as non-military industry was established at Manchurian Incident time. However, it can be convinced, if tourism is considered as a policy theory and you understand a historical backdrop. International tourism policy was developed reflecting the social situation after the Russo-Japanese War. Increase of tourists was being enhanced till the early stages of the Pacific War.

Section 6

Tourism Policy of Empire Japan

Tourism is called "a passport of peace". However, the real enforcement about tourism policy of Japan has begun from aiming at enhancing the national prestige of imperial Japan and gaining foreign currency in order to reinforce armaments.

In the Russo-Japanese War, as a result of depending on foreign bond for about 40 % of the cost of war, Japan fell into the state of publishing a foreign bond newly for foreign bond principal-and-interest payment.

In order to improve balance of international indebtedness, tourism policy came to be implemented completely. National treasure Conservation Act was enacted in 1929, "Board of Tourist Industry (the international tourism office)" was installed in the Ministry of Railroad in April 1930, the International Trade Administration Bureau was established in the Ministry of Commerce-and-Industry in May and the National Park Act was enacted in 1931.

In addition, when setting aside traffic and transport laws, "historic-relics scenic spot natural treasure conservation act" (1919) and "the law about preservation of an important art object etc." (1933) were enacted. In addition, a hot spring, an inn, etc. were controlled by the prefectural ordinance.

The number of visitors from outside in 1929 was 34755 persons (Chinese 16300, Americans 8527). The number of visit-to-Japan visitors from outside in 1932 became 20960 persons and the minimum number since Taisho 5(1916). Also as for tourism income and outgo in 1933, it was in the red of 1,300,000 dollars.

Then, the black figures of 2,700,000 dollars in 1934, the black figures of 3,800,000 dollars in 1935 and the black figures of 5,100,000 dollars in 1936 were generated. The result of the acquisition-of-foreign-currency policy was demonstrated.

The number of visitors from outside in 1936 was about 42,000 people, and the consumption was 107 million yen. Since shipping income and outgo of those days was about 200 million yen, tourist income was important one item of invisible trade balance.

Nobody carried out the contrary to the importance of acquisition of foreign currency. However, solving was difficult for which public office pays overseas tourism advertising expense.

Mr. Egi Tasuku, Railroad Minister, was an important person of the Hamaguchi Osachi Cabinet. Therefore, the imperial railway accounting, only black figures on those days, could pay this expense. It started with the working budget of Ministry of Railroad.

On those days the government were considering government officials' salary reduction. Also in the ministry of Railroad it was at the time of disturbance that all personnel tendered their resignation. Therefore, Minister Egi was said to have contracted his life.

The government official of Ministry of Railroad had impressions, such as "what aims at a foreigner's wallet is not very interesting", and a "beggar", to the policy of this acquisition of foreign currency. That influenced the origin-of-a-word consciousness of the word "KANKO" equivalent to tourism. In the "I Ching", the original meaning of the word "KANKO" was going to see overseas culture. However, the government official of the Ministry of Railroad made it change to the meaning of showing foreigners Japanese culture.

When Board of Tourist Industry was installed, it was a time of Minister of Finance Takahashi Korekiyo implementing a reflation policy, and freeing Japanese economy from Showa Depression. It is also at the Manchurian Incident outbreak time, and Japanese people were convinced that the Manchukuo establishment was successful. The policy of showing Manchukuo to the world became an important item of "tourism"

policy. The Manchurian Incident and the Shanghai Incident attracted Europeans and Americans' interest. The subsidies from the country to the international tourism association in 1939 were 4 times of the previous year.

Nowadays, in the East Asia bloc, when so-called “the issue of recognition-of-history” is discussed, an adverse wind blows on tourism activities. However, in order to develop a calm tourism policy theory, it is required for researchers, such as Japan, Korea, and China, etc. to do research on a tourism policy of those days. The result of the research leads to tourism activation in the East Asia bloc.

Section 7

“Cool Japan policy” in 1930’s through Asahi Shimbun article database

If the social trend of the 1930s involving tourism is surveyed based on the Asahi Shimbun articles, a motion of the present age involving tourism and the surprising points of comparison will be found out. The present age is developing the Cool Japan strategy aiming at “Tokyo Olympic Games in 2020” for attracting tourists. Aiming at “Tokyo Olympic Games 1940”, the visitor-from-outside attraction strategy was just developed also in the 1930s.

Scene discussion existed also in the 1930s through the database. Many electric wires of railroads spoiled the scene of Mt. Fuji. Therefore, Governor of Shizuoka prefecture insisted that burying of electric cables underground should be carried out.

A dog-racing plan for foreign visitors was reported. If it transposes to the present age, there is a thing near the relation between the Olympic Games and a casino.

Based on a local contribution which expects specification of a national park, the Hokkaido director general (the present governor) invited related persons from Tokyo. If it transposes to the present age, probably, it just said those who desired world heritage registration entertained persons concerned in connection with the determination.

From around 1933 when Japan left the League of Nations, The expression " pacification of true Japanese soul" came to be used in overseas tourism advertisement. The Nazi party utilized the Olympic Games as an advertising place. Because it meant that Olympics invitation did not have a trouble when we say in a modern sense even if

we withdraw from the United Nations, we know a difference between the League of Nations and the United Nations. In inviting Tokyo Olympic Games in 1940, Japan also carried out by fully considering the effect.

Since local tourist associations installed all over Japan exceeded 400, a national tourist joint association would be wanted. After the founding of central tourist association, a subsidy was provided from the Ministry of Railroad and also a free railroad passport was supplied to the tourist association representative of each area. In the golden days of "Cool Japan of the 1930s", it turned out that the notorious provision of JNR free passes and the free advertisement of tourism posters started.

The motion which installed a tourism subject of study in a university was the same as the present age. The tourism lecture was installed in Kyoto Imperial University. The motion involving hotel maintenance of Tokyo is the same as the present age. The plan that Imperial Hotel coped with Olympics demand by the increase in 300 rooms was set forth. On the other hand, the Ministry of Railroad judged that the maintenance of the hotel of 500 rooms was difficult after the Olympic Games and stopped the execution of the plan. It was also reported to this Imperial Hotel extension proposal that the art critic association opposed.

It was reported "the traveling-expenses breakthrough of 100,000 yen of national government staff reassignment by the report on April 21, 1940. It seemed that Staff reassignment of a government office was performed also under wartime.

The report about espionage was associated with wartime. Visitor-from-outside attraction and counterespionage conflict, although both companies are national policies. The report of arguing by inviting a specialist has come out (May 4 1940) . The report that overseas advertising brochures were against military secret protection law, and the amount of damage changed to 20,000 yen (November 21 1940) although this report impressed a feeling of tension, if the contents were read deeply, there was also an impression that connection between "Board of Tourist Industry" and the military authorities was insufficient.

"Imperial Era 2600" (1940) was the time of the trend toward global travel of Manchuria and the penetration of radio was an upward rise before and behind this year. The tourism advertisement office was installed in Bangkok in 1941. The year of 1942 was the golden age of international tourism in Japan. War had brought about the upsurge of sentiment to the bright rich life. The war situation aggravation of Japan is in 1944 and afterwards, and 90 percent of the dead in this war were having produced in 1944 and afterwards. So-called the issue of Yasukuni Shrine should be recognized from this standpoint of view.

Section 8

The end of occupation by GHQ, and The birth of domestic tourism

The biggest subject after the end of the war in Japan was food reservation. Since even agricultural engineers gathered together for the war, trouble had occurred in the food production in Japan as a result. The acquisition of foreign currency for food reservation was pressing need, and it had been recognized as visitor-from-outside attractions being primary importance. It was no match for today's Cool Japan Campaign.

Since the hotel indispensable to visitor-from-outside attractions was used for occupation forces, the hotel newly needed to be secured and the Act on Development of Hotels for Inbound Tourists was enacted by the lawmaker proposal.

In prewar days, Tourism mainly pointed out visitor-from-outside attractions. It was after “the Ministry of Transport Act of Incorporation” in 1949 that domestic tourism was included in this.

Although the word “KANKO” was used for official documents in 1946, this was chiefly related with an occupation-forces soldiers-oriented tourist bus. They were the vestiges which had used "KANKO" for visitors from outside from prewar days.

The license standard of the passenger automobile transportation enterprise was eased sharply in 1950. Then, the name was borrowed from the importance of the tourist industry and the conditions of not consuming fuel precious to unwholesome tourism and a picnic were given. As for this, it served as a backdrop that many bus companies by whom "tourism" was entitled were established the title for visitors from outside. The actual condition made it observe that a bus was used for domestic tourism.

The tourist industry regulated with the National-Mobilization-Act system turned into an unrestricted operation during war after the war. Since the glare of GHQ (occupation forces) was effective in formation of U.S. occupation, the regulation with law was unnecessary. Even if the revival term came around, the necessity for visitor-from-outside attractions was still high. It prepared for issue of the San Francisco treaty in 1952, and the Tourism Law was enforced for vicious travel agent control. It was because GHQ stopped having authority.

Compared with the Japanese travel recommendation business only for Japanese people, the deposits as security for dealing to the general travel recommendation

business also for foreigners were made big-ticket.

Hotel Business Law and Hot Spring Law were enacted in 1948. The law about interpretation-guide-business, and the Act on Development of Hotels for Inbound Tourists were enacted in 1949. The above-mentioned travel recommendation business act was enacted in 1952. The legal system about the valid tourism till today was improved mostly at this time. There was no big system change until it continued till today after that except the Travel Recommendation Business Act.

Movement toward re-maintenance of tourist attractions was also activated, Ise Shima was specified as national park in 1946, and the National Park Bureau was installed into the Ministry of Health and Welfare in 1948. The National Park Act was revised in 1949. As a result, harmony of scene maintenance and tourism will be achieved by park plan system.

The legal system of specifying cultural assets synthetically is the Cultural Properties Protection Law enacted ignited by the Horyuji Temple fire-by-negligence incident. It was enacted by the lawmaker proposal in 1950. From the explanation of proposal reason of Cultural-Properties-Protection-Law, we understood the thought that cultural assets were recognized as tourist attractions existed.

Tourism Basic Law was enacted by the lawmaker proposal as the fifth organic act at last after the war in 1963. However the law enacted after that based on Tourism Basic Law was only a Tourism Foundation-Collateral Act. As for Tourism Basic Law, a role of an organic act was not demonstrated.

With the improvement of international balance of payment, the visitor-from-outside attractions idea for the acquisition of foreign currency which is the most important policy idea of Tourism Basic Law has carried out real disappearance.

The number of Japanese overseas travelers exceeded the number of visitors from outside in 1971. When Travel Recommendation Business Act was revised by the Tourist Agency Law, the tourism policy changed from the measure for foreign tourists to the measure for Japanese overseas travelers.

Section 9

Foreign visitor invitation & promotion of overseas travel of Japanese

An outbound tourism policy started in the postwar-years United States having carried out the Marshall Plan aiming at the economic revival of European countries, and having organized OECD. The United States implemented the policy which made high-income Americans travel Europe positively.

Japan was also implementing the outbound policy. At the time of the Nakasone Cabinet in 1987, in order to decrease foreign currency quantity possessed by Japan, the 10 Million Program which doubles the number of Japanese overseas travelers was drawn up. Since it was a strong yen, the aim was achieved immediately.

The analysis that there are too few present visit-to-Japan visitors from outside requires verification. In Germany with a population of 80 million, every year 70 million people travel abroad, and 30 million foreigners visit Germany. Each tourist resort in Europe assumes a German tourist of high income a market. Tourist resort in Asia-Pacific region assumes Japanese of high income a market. Both are similar.

Even if it takes into consideration a geographical relation with the neighboring country, compared with Germany, There are few incoming tourists who visit Japan and there are also few Japanese who travel abroad. A passport acquisition rate is low and the increase in Japanese overseas travelers is in the situation depending on a repeater. Incidentally in the ranking according to country of the number of emigrants, Japan is located in the 11th in order of China, Germany, the United States, Britain and Russia.

The maximum factor which makes the number of visitors from outside increase is the exchange rate and the economic growth of neighboring nations. It is a year of the Olympic Games in 1964 that Japanese traveling abroad was liberalized. On those days the price of 16 days package tour of Europe was 675,000 yen. The price of a college graduate first salary was 21000 yen.

It was in 1979 that Taiwan liberalized traveling abroad. South Korea liberalized traveling abroad in 1989 which was the next year of the soul Olympic Games, and the tourist to Japan increased it. The Chinese overseas traveler is also increasing greatly after Beijing Olympic Games in 2008.

Since Chinese tourists increase in number from now on, if the number of visit-to-Japan visitors from outside is usual, it will increase. It is the brittleness of Japan's tourism to have political issues, such as a recognition-of-history problem.

In late years the number of Chinese tourists becomes the world's largest. Even if there are few Chinese tourists coming to Japan now in comparison with the Chinese overseas tourist more than 1 billion, which the Chinese tourist will visit Japan by 10 million units. It is the problem that is extremely important as a policy of Human

Logistics whether Japanese society at that time can cope properly. Japanese will understand that the number of the tourists and promotion are not the bases of the policy when the time comes.

Although the international travel balance of Japan came to be interesting again, the domestic tourism market of Japan is overwhelmingly large economically. Probably, our country has to think domestic tourism as important more, when it thinks as an employment policy. An economic problem of Japan is the downturn of home consumption, and it is because export is not dull.

Section 10

Birth of perpetual tourist

Although the number of foreign visitors to Japan or Japanese overseas travelers has been an issue, what is the Japanese then? Nationality is the concept formed corresponding to the nation-state. Now, generally foreigners' legal status is the same as nationals. Especially the rights of foreigners and nationals on private law are the same. The implications of nationality have faded.

Until now, in order to avoid the inconvenience by [statelessness](#) and [multiplex nationality](#), the work on legislation has been carried out. At the present, however, the countries which admit multiplex nationality centering on the West etc. are increasing in number.

The Constitution of Japan accepts the freedom of overseas emigration and [renunciation](#) of nationality clearly. About acquisition of the nationality by birth, there are **the blood principle** which permits acquisition of the nationality of its own country to the child born from nationals, and **the principle of place of birth nationality** which permits acquisition of the nationality of its own country to the child born at his own country. Japan has adopted the blood principle. In order to extend the option of his own child's nationality, there is the cause by which the medical tourism aiming at a delivery in the country of the principle of place of birth nationality is produced.

Perpetual Tourist means those who are traveling forever. They stay only during the period it is considered legally that is a nonresident, and they make a tax the minimum lawfully. It seems that a perpetual tourist does proper use, such as a country with nationality, a country with an address, a country that performs business, a country which performs asset management, and a country which passes leisure, according to the

purpose in many cases.

Incidentally, although it is about 1,250,000 people and about 1% of population, the number of overseas living Japanese in 2012 will be doubled if it sees from 1993. In addition, on the other hand, the number of foreign residents in Japan will be 2 million people in 2012. It will decrease, if it sees from 2,200,000 people in 2008. However, if it sees from 1,300,000 people in 1993, it increased.

Chapter III

Tourist Attractions

～ tourists' viewpoint ～

Tourist attractions are the things those give stimulation to let a tourist move and experience those for his brain. It is one of excellent ideas that prewar Ministry of Railways assumed the English translation of **tourist attractions** as "**Resources for Tourist**", although the difference between "attractions" and "resources" was left as an issue. A casino is considered taking advantage of Tokyo Olympic Games in 2020. However, foreigners come to Japan expressly and will not do gamble, if casinos in Japan is the same as others. There are a lot of foreigners longing for Kyoto called the ancient capital of 1000 years. However after visiting, many are disappointed. Let's consider the reason based on the difference from Venice.

Section 1

What are tourist attractions?

Tourist attractions are classified into cultural resources and natural resources according to the textbook of tourism study. Moreover, according to the system of the Tourism Basic Law, a hot spring is made as another classification. However with this book, I want to explain that both of cultural resources and natural resources are the

same at the point of being produced from human's sense of values.

If the concept of tourism is indefinite, the concept of tourist attractions is also indefinite. I have advocated the concept of Human Logistics instead of the concept of tourism. Therefore, tourist attractions are things those cause the motivation to which humans are moved in quest of a "difference" or a "stimulus". I think that those are tourist attractions which mind produces by what affects brains, such as regulation and technology, in addition to the traditional classification of nature and culture.

The prewar Ministry of Railroad didn't use the word "tourism" but used the word "tourist", for the English translation of "KANKO". The ex Tourism Basic Law was the first law to have used the word "tourist attractions". Till then, in Kyoto Culture Tourist City Construction Law etc., the word "tourism" and the word "culture" have been used by a set together such as "cultural tourist attractions". Dr. Umesao Tadao who lived in Kyoto was doing severe criticism about tourism. He said like this. "Culture is not a show. Tourism-ization is collapse of culture. What kind of city do you form, combining two concepts which are mutually contradictory ? "

According to the search results by the Asahi Shimbun article database, the appearance ratio of tourist attractions is high after the establishment of ex Tourism Basic Law. Then, it is supposed after ex Tourism Basic Law that the word "tourist attractions" spread in the world.

A basket clause existed in Tourism Basic Law. Anything could be included in tourist attractions. Tourist attractions are classified into cultural resources and natural resources according to the textbook of tourism study above mentioned. Tourist attractions are classified into nature and culture also in the World Heritage Convention. Probably, this classification has recognition common to human beings. However for ex Tourism Basic Law system, a hot spring was made as another classification. The point according to which a hot spring is classified independently is very Japanese.

Nature exceeds culture. Culture (way of daily life) is what a history produces. Since imitation is impossible, it is understood provisionally that it is different. The reason made provisional is explained later.

Tourism action can be recognized to be the migratory behavior which checks existence of a difference and absence. The reason including non-existence is because the Homo sapiens may move to confirm that it is not different. The travel of gardening and flower admiration are the example.

The center of tourism studies is the theory of tourist attractions until now. Soon, the time which must produce a difference forcibly comes by relativization of daily-life and non-daily life. Then, I think that the concept of "tourism" will be converged to the theory

of "human logistics" which is newly coined by me.

Section 2

Evaluation of Bill Gates' personal computer

What are the cultural assets which are tourist attractions? The Cultural Properties Protection Act makes the illustration of cultural assets know a lot, but, in fact, there is no standard just to exemplify it. Because the thing which the director general of the Agency for Cultural Affairs appoints like important cultural properties including national treasures have a formal act, it is easy to understand. However, the definition of general cultural assets does not have the need for a legal system.

When it is cultural assets, according to the law, maintainers can only demand technical guidance of "management and the repair" about the cultural assets from the director general of the Agency for Cultural Affairs. Everybody, please demand technical guidance of the repair of the family treasure from the Agency for Cultural Affairs, too.

I usually show plastic bottles for students in the class of the university and ask it whether this is cultural assets. All students deny it. Then, all the members almost answer in the affirmative when I ask students about the pine His Majesty the Emperor planted. Then, the PC which Bill Gates used asks whether it is cultural assets. Then, the PC which Professor Teramae used asks whether it is cultural assets. Then, does the PC become the cultural assets if Professor Teramae wins the Nobel Prize later? I perform a question hurriedly in this way. By continuing a question in this way to a student, I demand an understanding of what cultural assets are. With that in mind, I have students think about tourist attractions than cultural assets widely.

Then, let's think about the evaluation of tourist attractions. As for the evaluation of cultural assets, as for the evaluation of tourist attractions, the ultimate is the same. It is proved that the objective classification is not theoretically possible by **the Ugly Duckling Theorem**.

There are innumerable difference and similarity among everybody with me. It is not a dog. It is not a desk. They have two eyes. It is boundless if we exemplify. However, we classify it unconsciously. In this way, we have ability to put a different thing away as the same thing in one's standard.

With that in mind, we cannot do it objectively because we evaluate it. In the plain

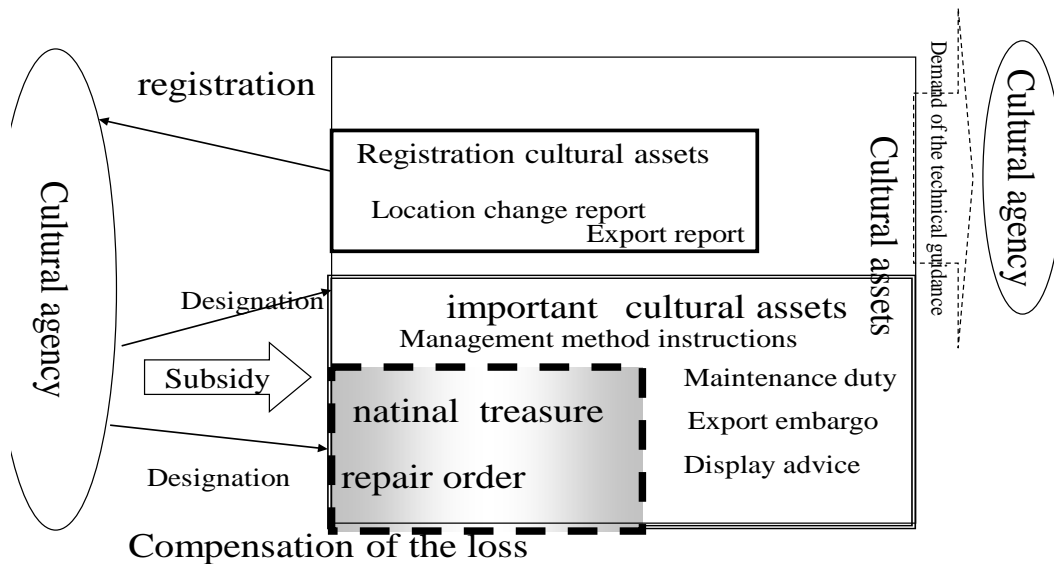
example, a hamburger of McDonald's and the transportation service of JR are not the same things, but we measure by the same monetary value and determine which is high.

Society asks for evaluation. The Cultural Properties Protection Law also replies to the request of this society, and has been spreading rating object and going into details of rating object.

The cultural assets are easy to understand a way to classify in a tangible cultural property and an intangible cultural asset. However, the classification was made to expand one by one gradually with folk culture goods, a historic buildings preservation district, and a cultural landscape. In addition to the important cultural property which is a national treasure, and important cultural properties other than a national treasure, the kind of ranking called a registered cultural asset was added.

Since repair duty is imposed on national treasure holders, the payment of the expense is made from the national account. Duty of exhibit, the ban on overseas sale, etc. are imposed on holders of important cultural properties. Registration cultural assets are not the specification from Director-General of the Agency for Cultural Affairs but cultural assets which is registered with the holder's intention. If it is registered, a notification is needed when exporting it.

Scheme of the Cultural Properties Protection Act (example of the tangible cultural property)



Note; There is not the definition rule of cultural assets

Section 3

Scenery of meaning and scenery of optical sense

Scenery also reflects culture in the stage of recognizing it. Since the mind has produced scenery, natural tourist attractions and culture tourist attractions are also essentially the same. From now on, that will be explained.

The women's literature of the Heian era (800 through 1200) is superior in the description of subtleties of the Homo sapiens, but there is little description of nature. It was because there were few trips of women with an underdeveloped means of transportation. Natural scenery was considered through the book.

A means of transportation progressed and it changed visual scenery at last. As a result of the development of marine traffic, concepts, such as a cape, a peninsula, and a strait, occurred and scenery was born. The Jesuit missionary who visited Japan in the

16th century did not praise the scenery in Seto. However, Siebold who came in the 19th century praised a seascape in Seto who changed highly dynamically. The Japanese learned the geographical concept such as the straits and the rough sea, too. In the ukiyoe print, when painters looked at land from the sea, what was reflected in painters' eye came to be drawn.

Next, the development of a railroad changed scenery. The then British were tamed in a horse-carriage and on foot. At first, British felt the scenery was shabby and was inconvenient. The scenery in Seto of seeing from railroad train windows differed from the scenery which Siebold extolled. Since Japanese people liked static scenery better than dynamic scenery, the scenery in Seto seen from the train window was accepted. Development of traffic changed "the scenery of the meaning" to "visual scenery."

And since the transmission was pictures and texts, it was influenced by messengers' individuality. Progress of photograph and printing technique made picture postcards appear, and spread at the time of the Russo-Japanese War. Scene-ization of a tourist resort was progressed.

When the Shinkansen and Mt. Fuji were alike and got used, both were established as scenery. As scenery changed by the development of airplanes, the scenery reacting in brain will change from now on. Since scenery is recognized by vision, virtual technology makes a difference with nature thin. In Section 1, nature should be beyond the beauty of human art. However, there is a man-made part because nature is made with mind and brain.

Tourist-attractions-izing "diamond dust" and "upside-down fog" were accompanied by difficulty until now. It was because prediction was not made. If the quantum computer of high computing speed is put in practical use, appearance prediction will be attained to some extent. Then, the possibility that the tour can be constructed comes out like an annular eclipse and aurora.

upside-down fog



Section 4

Birth of a national park

The national park system was born in the United States in 1872. Also in Japan, although "Historic-Relics Scenic Spot Natural Treasure Conservation Act" was proclaimed in 1919, "historic-relics scenic spot natural treasure" and "national park" were discussed as one on those days. National Park Act was established in 1931 of the next year when the Board of Tourist Industry was set up by the Ministry of Railways. The raising of nationalism or hometown consciousness besides the expectation for acquisition of foreign currency by tourist attraction served as the backdrop. The purpose of present Natural Parks Law which succeeds this is to contribute the outstanding natural scenery place to protection, improvement of use, national health, rest, and culture, and though regrettable, tourism does not serve as the purpose.

Although the object of protection of an early national park was the scenery which is in sight from people, the object of the protection of the national park changed into the natural nature and primitiveness including nature-related high vegetation, regardless of the viewpoint of the person afterwards.

Protection of the scene was established by establishment of Landscape Law. The good scene takes a big role on promotion of the interchange between areas.

When public accommodation is established in consideration for security and environment, the norm nature of the Tourism Nation Promotion Basic Law is secured likewise if what is set up in consideration for a scene becomes common.

Because the non-everydayness disappears if a beautiful thing becomes common, on the contrary, the stimulation of an ugly thing becomes strong and makes it tourist attractions.

Section 5

History and tradition that can reproduce intentionally

History is said to be the history of winners. Since human beings existed to the extent that they were not able to finish counting, there must be histories only to the number of human beings. It is the present history which is selected out of them and handed down to future generations. Since it is the history which remained in process of choice, it is what has the good convenience for the winner at that time. Tradition is also the same. In the case of history, it may become a serious confrontation by the difference in the position, but in case of tradition, it does not become so serious.

When remembering the past occurrence, our brain collects and reconstructs fragmentary memory, but a part of memory may be changed in that case. In a natural state, the memory of mistake is peculiar to a human being without occurring in an animal. It does not generate to an animal. Dr. Tonegawa Susumu, the Nobel Prize winner, considers by-products as to whether there are any merits on evolution. Man was endowed with imaginative power and creativity, thanks to the mistake in memory, and civilization culture has been built. Tourist attractions are also in the extension.

I have said that tradition can be made newly, for many people who think that they would like to dig up local tourist attractions. When people looked at the elementary school, the way of feeling of the person of Meiji is different from modern persons. The person of Meiji feels a nation for the elementary school. Military service and war are visualized. A building symbolizes in everyday experience and two or more meanings stratify. Since the building is regarded as media, they understand construction as a sign. Furthermore, the tourist-attractions-ized building has received the social meaning given to it from the construction itself. Since the social meaning is given later, it can be made also later.

Everybody takes the accumulation ground of "the traditional culture" in Japan for ancient city, Kyoto. Because Kyoto associates with the modern Japanese Emperor

system of Japan and was made, it is quite new. The 1100th Heiankyo transfer-of-the-capital anniversary was commemorated in 1895, and the domestic exposition was held. As the special feature, Heian Shrine was founded and “the Ages Festival” made into three grand festivals of Kyoto started.

Katsura Rikyu Imperial Villa is one of Super-Class A tourist attractions which JTB selects. Although Katsura Rikyu was a cottage of one Imperial family at the Edo period, it turned into a detached palace in Meiji Era. Therefore, it seems that Katsura Rikyu was a building without presence for the people of the Edo period. It was expected Bruno Taut discovered Katsura Rikyu, and the evaluation between Japanese people went up. Although simple beauty serves as resource, Mr. Naito Akira said that it is a building of the ornamentalism. Besides, it is not appointed to the national treasure which must receive the designation of the director general of the Agency for Cultural Affairs without being enrolled in the world heritage which is the secular incarnation because Katsura Rikyu Imperial Villa is the Imperial property either.

Kanazawa City put on the tourism market as a friend of a “Little Kyoto” , and after that, unlike Kyoto of Imperial Court culture, when Kanazawa emphasized samurai culture after, it returned the name of a "Little Kyoto". Although an understanding of a strategic field is carried out, Imperial Court culture is misunderstanding in Kyoto. Kyoto is a new castle town centering on Nijo Castle. Therefore, many castle towns, such as Hagi City and Tsuwano City, were "little Kyoto".

An expectation to local songs increases for tourism promotion. The ancestor of local songs is a folk song. However this folk song is new unexpectedly. Surely, in the days without record players or radio receivers, people in the Kyushu area could not hear real folk songs of the northeast area. The record company cooperated with new media called broadcast and promoted many folk songs. As a local jingle, a folksong such as "Kiso-intonation song" was made in the big city and spread in rural areas.

The float of the festival of the Edo period was in the mainstream. The float became an obstacle by the spread of electric wires, and portable shrines became in use. Therefore, portable shrines are new unexpectedly. Burying of electric cables underground may revive a float again.

Not only in Japan but also in foreign countries, there are many that things thought to have traditions are unexpectedly new.

Because it is clear at a glance that the folk costume of the Incaic civilization comes under a Western influence, it is new. The hula to meet a tourist in Hawaii is a new thing, and the Hawaiian shirt is also new. A domestic tradition of Japan may be made by foreigners. Why did “Katsushika Hokusai” become into a Japanese representative

ukiyo-e painter? It is thought that there was the strategy of avant-garde critics of then France which found an image in line with thought as a thing to describe the life of the people in. If popularity did not take off that in the West, "Katsushika Hokusai" was only one of ukiyo-e painters. Therefore, there may be wisdom to nominate the popularity of Japanese artists in foreign countries for the "cool Japan" strategy.

History terms, such as the "four social classes: warriors, farmers, craftsmen and merchants", "national isolation", "Kamakura Shogunate" and "Taisho democracy", were coined later, and there is also a history term which is not taught any longer in the present school education. About the Industrial Revolution taught with a textbook, an Industrial Revolution absent theory is the mainstream of academic circles.

The influence may appear also in the industrial tourism which the inside of Japan is tackling. If it thinks as mentioned above, tourist attractions are pleasantly and carefree.

[Column] Excavation of Japanese literacy and local resources

Since only about 2% of the ancient documents of the Edo period are printing types, it is the poor situation for having a new appreciation of Edo culture. Establishment of the organization which can decode ancient documents is pressing need. If the decipherment of ancient documents is pushed forward, evaluation of a famous literary document may also change a lot. I recommend a self-governing body to prepare the budget which decodes ancient documents for the excavation of local resources.

Section 6

Regulation and tourist attractions

~gamble, obscenity, drug, violence~

If a difference includes the essence of tourist attractions, there is regulation getting out of by all means, and a place with the regulation produces the differences as tourist attractions.

A gamble, a medicine, violence and obscenity are the representative cases. Although it also becomes a source of funds in the illegal world, naturally as tourism business, it is assumed. In the time when the prohibition law was enforced, Al Capone made a large

profit.

A gamble, obscenity, a drug, violence, etc. are forbidden by the criminal code etc., and it is based on special law that these become possible. Since a means of traffic and communication progress on the other hand, a domestic regulatory system may be emasculated. Casino experience in a foreign country or on-line is the example. When regulation has little rationality, the flag-of-convenience country of the regulation getting out of may be born. Tourist attractions are in the relation between a regulatory system and the back and front continuously.

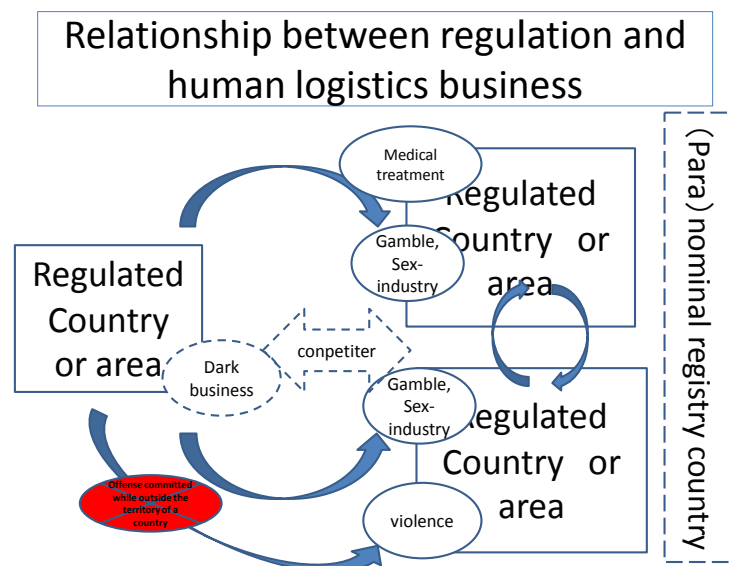
The Criminal Law specifies the crime about a gamble and a lottery. It is what is called the government gamble that is legalized by special laws. The meaning of the overseas gaming law can also be said that there are much tourism promotion and regional improvement. On the other hand, "pachinko"-game in Japan has legalized existence by the law interpretation of the Criminal Law instead of special laws.

The pachinko industry serves as a scale exceeding 27 trillion yen, and serves as everyday amusement for people. There is change of the consciousness of the people about a gamble and the nonpartisan international tourism industrial development Diet members' league is considering casino introduction in Parliament. It is judged whether casino industry of Japan can really survive in the competition with each city in Asia if the risk is big.

Sexual intercourse is a daily life for the human. However, by the reason of young healthy education, the venereal disease prevention, the destruction of the source of funds of gangs, it becomes non-daily life by regulation. As a result, so-called "sex-related industry" becomes tourist attractions as darkness business. Since the excessive pornographic film etc. were forbidden once therefore, Japanese people went out in order to appreciate abroad. The recognition to obscenity changed suddenly by the removal of the ban of hair nude, therefore going out to overseas specially was lost.

Some drugs are forbidden by Narcotics and Psychotropics Control Law, Stimulants Control Law and Cannabis Control Law. In some countries cannabis does not been regulated, and those countries have become tourist-attractions for the lover of cannabis. Cannabis came to be legalized in Uruguay and in some states of the U.S. The balance with other luxury goods, such as tobacco, may be considered, and cannabis may go in the direction which is not forbidden internationally.

In the constitutional state, the government monopolizes violence fundamentally. The eyeball of Thomas Cook's Paris tour was guillotine. And, as for the boxing, there was a long way before it was with the tourist attractions that were completely legalized.



Section 7

Tokyo overconcentration of tourist attractions

With the concentration of high-income earners, the tourist attractions with the pulling power are concentrated in Tokyo, too. Visitor-gathering-business is easy to be established in Tokyo region which includes a huge market. It is the reason why transportation expense is very cheap.

Because tourists who don't live in Tokyo metropolitan area gather for tourist attractions, related business succeeds more and more, and tourist attractions are concentrated more. As a result, the education, the culture, the medical care and the welfare are concentrated in Tokyo metropolitan area, and then the yield of taxes is concentrated in Tokyo metropolitan area. The success rate of the encouragement rises by the area event that an idea is superior being reproduced in Tokyo.

Yosakoi Soran Festival which was successful in Sapporo is possible also in the Tokyo region, and existing as a still more nearly large-scale event is possible. The Tokyo advance of Yoshimoto Kogyo is a result of Tokyo suction instead of advance.

The direction pinnacle of Egypt is in Paris. The marble statue of Greece is in the British Museum. Movement of cultural remains occurred in the colony situation of the imperialism age.

As for export, in Japan, the important cultural property is forbidden of moving overseas. As a result, we have to recognize that what can be dealt in is concentrating on

Tokyo with funding ability. The weight of cultural assets of Tokyo is high.

Still, about the number of buildings which cannot move, there is less in Tokyo than in Kyoto, Nara, Hyogo and Osaka, but, about the number of art industrial objects, there is the most in Tokyo.

Section 8

World heritage and Hierarchy-izing of tourist attractions

As for tourist attractions, things chosen from wide areas have authority more. It seems that tourist attractions which prefectural governors select have authority compared with the tourist attractions which mayors select, in many cases. They think world heritage is at the top of authority. However, as for the Imperial property (Kyoto Imperial Palace, Katsura Rikyu, etc.) and divine works of various religious groups, the person in charge does not dare to participate in this hierarchy-ization (popularization).

Japan ratified the "Convention for the Protection of World Cultural and Natural Heritage" in 1992. The neglect period from 1975 of treaty effectuation to ratification of treaties was long. After world heritage was reported for tourist attractions to have an effect, attention came to be paid suddenly. The Diet debate for recognition of necessity was also low.

The treaty tends to save world heritage in the whole human. In the capable countries to protect alone like Japan, the need to actually utilize a registration system based on the treaty is relatively low. When Shirakami mountain range was registered into world heritage, the degree of attention of world heritage was low in Japan. Tourist increase was seen by becoming it, and a world heritage registration campaign activated a world heritage of the Shirakawa volost. However, the visitors of world-heritage-ized Shiretoko were decreasing in number after registration.

In our country, world heritage is also classified according to the form almost corresponding to the cultural assets which the Cultural Properties Protection Law specifies, and the nature park specified to Natural Parks Law.

Therefore, by the internal dimensions of Japan, not by the World Heritage Convention, we can respond to. However, world heritage registration movements are briskly performed in various parts of Japan because higher authority as tourist

attractions is obtained.

If category-ization of tourist attractions is attained based on the evaluation from foreign countries (especially from western countries), the persuasion for domestic stakeholders becomes easy. At this point it can be said that Japan is not freed from backwardness. I feel that the hierarchization of cultural assets progresses. A world heritage participates; the world will be put before the first of the turn of "a country, a prefecture and a town" by doing it.

Section 9

Japanese-style food, Class B-gourmet, and a packaged portable train lunch-box

Japanese-style food is world intangible heritage. A term called this Japanese-style food is materialized by the import of rapid modernization and European food after the Meiji term. French cuisine was adopted as the formal Imperial Court dish by the governmental Europeanization policy at the westernization term of Meiji. It was born by the counterattack of the Japanese-style food which fell into the plight as a result.

Japanese gastronomic culture has progressed, while accepting foreign culture. A paddy field rice crop also comes from China. Pork is food common to the world. The Yayoi period (B.C.3–A.D.3) had bred pigs even in Japan. However the ancient state forbade eating pork by noting that it obstructed rice crop. As a result, Japanese-style food became eating habits based on fish and rice.

The cooking method was strongly subject to Chinese. The representation was a vegetable dish. The priest who went abroad studied the recipe as part of practice, and went back. The protein itself is essential nutrients in order to maintain a human body. The function to think that this is delicious is given to human's tongue. The vegetable dish invented the thick seasoning method like food from animal sources, using the vegetable protein to the utmost.

Powder food was developed through using "a mortar and water wheel" conveyed from Europe in the Edo period. Japanese-style food was based on Japanese everyday eating habits generically. Naturally I think that Japanese-style food is using the rice which is the staple food. However many young Japanese have not recognized the concept of rice as the Japanese staple food. It is an ironical phenomenon to have been

added to the world intangible heritage as tourist attractions reflecting the result which the Japanese-style food which used rice formed into non-daily life.

Japanese-style hotels have not been registered into a world intangible heritage yet. Japanese-housing-style will become extinct, if Traditional Japanese-style Hotel Conservation Act (tentative name) is not enacted.

In local revitalization, "B-Class-gourmet" has appeared in the leading role. It will be because it can take it up in area of any place. By just that much the food that local personality is not felt is increasing.

A "packaged portable train lunch-box" which is "ekiben" in Japanese is a beginning of tourist attractions of food of a national participatory type. By the end of 19th century, it spread through the whole country with the spread of railroads. Because a cold insulation technology did not develop, a lot of local ingredients were employed. Local personality was shown. Afterwards, the modernization of a service method and the vehicle of the train affected the sales system of an "ekiben". The privatization of national railway extinguished a street hawker of "ekiben". And next, timetable-books which carry full information about "ekiben" will be replaced by smart phone someday. Will "packaged portable station lunch box" become good old cultural assets of the 20th century?

Section10

Animal protection and abuse

A cockfight is not performed although a bullfight and a dogfight exist in the local area of Japan. In the Philippines, since a cockfight is performed, it will become tourist attractions for Japanese. The Tokyo authorities have enacted a dogfight, a cockfight and a bullfight control ordinance. On the contrary, in Niigata Prefecture, a bullfight is designated as a significant intangible folk cultural asset, and serves as tourist attractions. In Spain, Barcelona has declared the anti-bullfight city. Scottish Parliament has approved the Fox-Hunting Act. This fundamentalism tendency leads even to the ban on Catholic's abortion. However, since Christian fundamentalism has denied the "Theory of Evolution", the meaning is not consistent. About fox hunting, it is the traditional culture of the British farm village, and it is reported that forbidding by city residents' emotional argument has rebounding with unfairness.

When "foot and mouth disease" spread in Miyazaki, the pity to the livestock disposed

of was reported. However, although nobody took out to the mouth, inconsistency might be felt for the selfishness of the human being who eats meat. This is because a sense of the animal protection of own is doubted if spoken out.

A zoo is classified into the museum which collects the live animal. Since it is considered not a mere show but educational establishment, and the facilities for research, it is allowed to maintain by a tax. One of the examples of a success under the environment is Asahikawa municipal Asahiyama Zoo. Although Asahikawa has carried out financial supplementation of the operational expenses since opening in 1967, the number of visitors will increase rapidly from the 2004 fiscal year, and it will attract attention of the world. When there were few visitors, the citizen burden was considered, and the zoo sale theory existed, but even when visitor increased in number, an argument of sale theory to private sector occurred again from a future feeling of the future. Since it is observed as tourist attractions, a tourism researcher evaluates Asahiyama Zoo highly. In the classification of hyphen tourism, it will be considered as "animal tourism".

In that case, the criticism to making the live animal into a show in the narrow artificial world should come out.

However the attitude of researchers who discuss ecotourism and ethnic tourism is not seen by researchers who extol Asahiyama Zoo. Then, does it think not on thought but on a science target, and are there mind, feeling, and consciousness in an animal? Does an animal have recognition of death? Progress is gradually seen for a proposition such as something with consciousness and heart. It is progress of brain science. If this is known, tourism study should be developed by leaps and bounds, but it will be hard coming to make animal protein into a mouth.

Section11

Medical Tourism

Medical tourism means a trip to leave the sphere of daily life and to receive a health care service in a sphere. It is concerned with a life, health, and cosmetics, and the demand of moving is reflected most acutely. However, it is also made to be considered whether a grouping called tourism because of the seriousness is suitable.

Medical treatment is culture. Cultural power, such as economic strength of the country and the area, technology power and the conditions of people, is reflected.

Therefore, politically, medical advanced regions and medical advanced nations are aimed at.

If a point irrational about medical treatment is in the area in which he lives, a possibility that the irrational point is solvable will come out by moving to other areas. It is an example to move to a possible area from the area where the child's heart transplant is not allowed. The existence of a donor also becomes big motivation. The difference in a religion view or a legal system produces the amount of a donor's existence. The paper entitled "suicide tourism" for the foreigner who makes a voyage to Switzerland which has legalized euthanasia is announced.

Although the word "Suicide tourist" (Cf. following HP) is used, it seems to be rather better to use the word "human logistics" instead of "tourism", because the word "tourist" is used to those who do not return to a daily living area,

<http://jme.bmj.com/content/early/2014/07/03/medethics-2014-102091.full>

Since medical treatment is as deep as an insurance system of each country, the political situation is also reflected on it. Residents, such as the U.S. where the medical insurance is not substantial, may make a voyage for an economical reason.

In Thailand, large-scale private hospitals in Bangkok accept medical examination for foreigners positively. On the other hand, doctors moves from public hospitals to good private hospitals of the service and engages in medical tourism, and the medical care difference that the medical care of the poor becomes leaving behind occurs.

Since medical tourism occurs from the difference of culture, trouble will also become large if there is crossing.

The enterprise which NGO organizations undertake has a " flying hospital" (Cf. Next hp).The doctor who studied the newest medical technology moves to the area where people cannot receive a medical service. It moves from the non-daily life area to the daily life area conversely. Although it is an occurrence besides recognition in the conventional tourism activities, it is also "human logistics" to carry out a non-common experience in a daily life area.

http://www.youtube.com/watch?feature=player_embedded&v=u9hxZk5t03w#t=44

Google CEO thinks that post industrial capitalism society is the society where only the creative persons who can produce a difference forcibly can play an active part. It is claimed that the society has to provide medical treatment and the teaching service at worst just because it is right. Therefore, it is difficult to judge whether medical care may be placed in tourism.

Section 12

Ecotourism and natural woodland tourism

If a precious kind and ethnic minority culture with fear of extinction should be protected, foreign tourists' increase will be an obstacle clearly. The representative case coined after consenting to this is ecotourism, and is ethnic tourism. If it is expressed as a nature conservation tourist and an ethnic minority culture protection tourist, the inside dissonance portion which a term has can recognize more vividly.

Therefore, naturally, warning to ruin against cultural resources to the tourist who looks at cultural resources isn't included in the concept of cultural tourism. Naturally, also warning to ruin against natural resources to the tourist who looks at natural resources isn't included in the concept of natural tourism. The tourism act certainly gives a negative effect in culture and environment. How much you hold down the negative effect to is not a decided thing scientifically.

How is it in natural woodland tourism ("Satoyama-tourism" in Japanese)? According to a writer, Dr. Ohta Takehiko, of "forest saturation", the original scenery of natural woodland (Satoyama) was a bald mountain (Cf. picture), and the Edo period presupposes that it was a time of mountain land desolation.



As a result of degradation of the forest, the landslide and the mudflow occurred frequently, the paddy field was flooded, and blown sand has attacked on the seashore. Blown sand preventive measures are development of the coastal forest of the Edo period. The coastline in Japan was made by centering on the sand hill over 300 years.

A big change has occurred in natural environment of Japan. This change is what

that occurred in only tens of years are moreover rapid and dramatic. It was tended between five-decade grades to reduce the sand hill in the past, and the damage of blown sand has decreased clearly. We can understand now systematically change of mountain land and a forest which induced reduction in blown sand in the whole country. If Mr. Takehiko Ota says at a word, it will be supposed that it is "forest saturation." Although the image "nature of Japan is destroyed" was generally established, it is supposed that it must be freed soon. Nature of Japan is in saturation. Since this has much nature, it is not satisfactory, and new desolation has started.

Like "the century of immigrant" when there was not the border, you should recognize the special frame of the emigrant of the field person if you think that preservation is necessary seeing from a developed country. Then, environment and the minority race culture leave for the direction of the preservation because economic conditions are improved.

Although a tax is imposed and the number of tourists is decreased, when entering within the area, and the way of thinking of killing two birds with one stone of using the fund for environmental preservation is carried out in the Okinawa detached island including Galapagos and Himalaya, if a tourist comes, environment will be destroyed certainly. There is no scientific harmony of environment and tourism, and if tourists increase in number, the environmental load increases by just that much.

Section 13

Religion as tourist attractions

Religion is tourist attractions in the meaning that there is power through which humans are moved. And they may be tourist attractions which excel all. A production activity and religion had not been separated in ancient times and medieval times.

Magic and technology had not been separated, either. Various magic prayers were located in the center of a production activity.

The propagating Buddhism Great Teacher Saint Kobo got the trust of the people in the technique imported from China and he spread Buddhism. The public believed that the mystic words which Saint Kobo recites had an effect. And since economy and religion had not been separated, a various domain and religion including politics, entertainments, and literature had not been separated, either. The national prayer was performed if said in the political domain. In the Kamakura shogunate, the trial by

ordeal was structurally incorporated in court system. It was just the unity of church and state.

Religion says that morality is explained 80% and view of life and death is explained 20%. A big change called different ethnic groups' invasion and war takes place, and if society and nature break, religion will appear. However, such problem establishment was not in Japan. Therefore, Japanese people are said not to know religious. Although poverty, illness, and conflict are raised to a conversion motive, if it becomes rich, the problem of the mind of the empty feeling on account of affluence will stir up the concern about religion.

The probability getting cancer and dying of cancer for baby boomers has become 30-50%. It seems that cancer originates in the mechanism of life generating itself. It cannot but respond to cancer and cannot but make a living. Property cannot be brought till the next world. Like a drowning man who will catch at a straw, as a wish of the last, seemingly a hand will be taken out with any intelligentsias to alternative medicine, and a large amount of expense will be spent by them. It is said that this is called "**a golden straw.**" It is also a reason which gets interested in medical tourism.

View of life and death is reflection of a Japanese way of life, and is the Japanese culture itself.

Since death is a theme which is not taught at a Japanese university, you have to study it yourself.

About the representation of the religion in which the present Japanese believes being Buddhism and Shintoism, I think that there are few objections. One of the reasons which these two religions might continue over long years is because these two religions nestled up to national power and has worked.

The envoy to the Tang Dynasty began and had already passed more than 80 years, if the establishment of the description of "Kojiki" (The Records of Ancient Matters) was done in 712.

The idea for describing the myth of "Kojiki" and "Nihonshoki" (The first official Chronicle of Japan) were borrowed from Chinese literature. Therefore, as for a Japanese myth, it is natural to think that it is strongly subject to the influence of the view of life of Chinese ancient times. At first, Shintoism was only a ceremony for the religious service which worshiped an ancestor.

Then, in response to the Buddhistic stimulus, the form was prepared by having built the shrine and having held rites. The intelligible example was establishment of the doctrine of harmonization of Shinto and Buddhism which set the foundation to governmental Buddhism. When seeing from thought with world nature called

Buddhism, nativeness God of Japan was felt unrefined. The way called "Gongen" and "Myojin" came to feel modernism. This phenomenon was called original prototype and local manifestation. Origin was India. It was a thing of the universal civilization itself called the Buddhism produced in India.

The Buddhism which was produced in India and introduced into China was the only culture shock before getting a shock of modern Western Europe civilization for China. The introduction to China of Buddhism meant translation in the Chinese of the Buddhist scripture specifically written by the Sanskrit of India. The typical Imperial properties of Shosoin had an overwhelming thing from West Asia. The culture of Tang Dynasty had many origins in the India Buddhism. Confucianism was emptiness studies which adhered to **Four Books and Five Classics of Confucianism**. Conversely, Buddhism had the character of the universal religion beyond Confucianism.

What translated Sanskrit into the Chinese word was translated into Japanese just like Sanskrit this time. It is what is called **translation-into-Chinese Buddhist literature**. **The Brahman Japanese equivalence theory** and **Shinto-Buddhist syncretic system** which justify the native Japanese reading in Japanese of a Chinese character are a result of the potential feelings of competition over China. It is the thinking method for borrowing the authority of India and opposing China.

Buddhism tends to regard nature as the lump of physical causal relationship, and tends to recognize the law nature. Anywhere is not a mystery. In that gods will be denied and expelled, **monotheism**, Buddhism, and Confucianism are alike.

Mahayanist Buddhism abandoned the view of the world based on the law nature which is Buddhism essential principles. The thought from a broader viewpoint of saving everybody according to a miracle became possible. In the middle of Edo period, Tominaga Nakamoto read the Buddhism sacred book exhaustively, and it was said that it was human creation after all about the Mahayanist Buddhism sacred book.

It is the appearance of a Mahayanist Buddhism non-Buddhism theory. Since it was fatal to **each cult**, it was erased by it. It becomes the Meiji term and the world without Mahayana will be anew known from the Europe Buddhism study. However, in Japan, the Buddhism community did not become panic.

It is said that the **Samsara** view of the India Buddhism type is weak to Japanese people, and the Confucianism type reproduction view of inviting soul which thinks the performance of ancestral rites as important is strong to Japanese. The China public had misunderstanding per **Samsara transmigration**. Since the view that pain continued for a long time fell out, Chinese people thought that it was good to be able to live with flesh at a next world again. It was convenient to an optimistic Japanese and Chinese people.

However, there was no Buddhist literature explained about **filial piety** in Buddhism without **an ancestral idea**. Then, **fake sutra** such as “Bon festival ceremony Sutra” was produced. Although Japan had ancestor worship for many years, since the Confucianism in Japan was not as deep-rooted as China, the spread of Buddhism was earlier than China.

【コラム】 Echizen Kaga religion culture tourism-road concept

https://www.youtube.com/watch?feature=player_detailpage&v=q92wcy286Hc

section1 4

Dark Tourism

Generally, the detested thing becomes a tourist attraction. It is classified as a dark tourism, according to the tourism which responds to the instinct which asks for a stimulus of the human being of curiosity. In the times when it was thought that the tourism was a show, the tourism could not have so-called policy laundering effect and was treated like a person of shade. After the proposal of the tourism nation by Prime Minister Koizumi Junichiro, tourism changed to the thing which a positive impression leaned on. Therefore, when the words of minus images, such as dark, a casino, sex, and a slum, combined with tourism, the effect that by which **shade person treatment** was carried out becomes easy to accept in society came out.

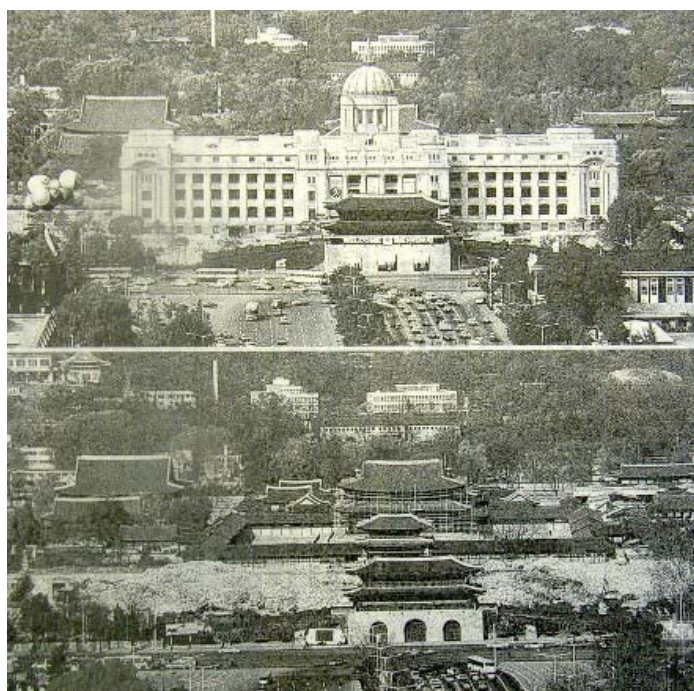
The A-bomb memorial dome, Auschwitz concentration camp, Gole Island which was the bases of slave trade, Robben Island where the prison house of President Mandela was carried out, etc. are often mentioned as negative world heritage. The old battlefield, the remains of a prison, and the remains of a concentration camp is a concrete representative case of dark tourism.

The Guam tourism was started from old battlefield tourism. In Japan, the Abashiri prison was exhibited as Abashiri Prison Museum, and a part of Kanazawa prison was reconstructed in Museum Meiji-village of Aichi Prefecture. Probably, the CEO of Nagoya Railroad company of those days had farseeing intelligence rather than the tourism policy of Kanazawa city of those days was unripe. Thus, the phenomenon in which memory of violence thins in the process in which a prison, a concentration camp, an old battlefield, etc. are commercialized. Masahiro Ogino called it “disinfection”.

Hiroshima City and Japanese Government were negative to world-heritage-izing of

the A-bomb memorial dome at first. Although it was because political consideration of not wanting to stimulate the United States, China, and South Korea was working strongly, it was registered in 1996. About the old Korea governor-general's office government building, South Korean public opinion shook between withdrawal and transfer preservation. Eventually, the building was removed and the scene which can overlook Kyong-bokkung was chosen. A slum as an example of the policy which went wrong, the nuclear power generation institution used as decommissioning, and the public facility and tourist facilities that were ruins-sized are also the representative cases of dark tourism. However, disinfection is not completed yet.

The disaster itself, not to mention before disinfection, may turn into tourist attractions. There is testimony that the young people's association member which has come up to Tokyo from rural areas for relief hangs a camera on a head, and is copying and walking, in case of the Great Kanto Earthquake. Although it is because the attractive photographic subject was overflowing, the rumor of having been beaten up by refugees is also recorded.



Above: The old Korea governor-general's office at the time of 1988

Below: **Kyong-bokkung** can be overlooked.

(It quotes from Mainichi Newspapers November 26, 1996)

The ruins monorail of Himeji City

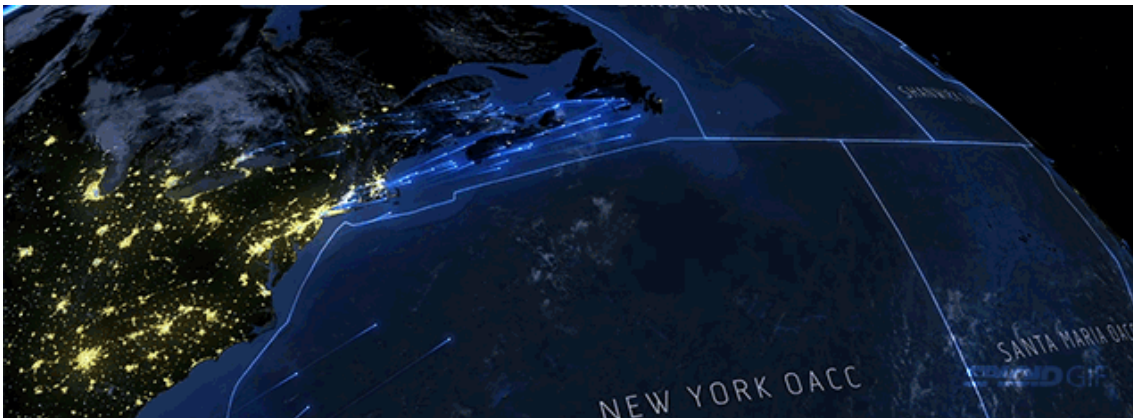


The reproduced slum in South Africa



Section 1 5

Space Tourism



http://www.gizmodo.jp/sp/2014/06/24_7.html

Although the same thing is said repeatedly, tourism is a difference and a stimulus. The post industrial capital age must produce a difference forcibly. Google has applied the rule that employees may use for employees liking 20% of office hours to employees. It is said that it is because the creative way of thinking is not produced if it does not do so.

If I see the animation (Cf. above picture), I want to see the real earth from the

universe. Non-daily life may exist only in the universe. Mr. Patrick Collins publishes "space trip study", and declares to economical progress of Japan, Europe, and the U.S. that it is indispensable to grow up space trip industry. First of all, development in the rocket for semi-orbital space tourism is expected. Also with technology of Japan, although it is possible, since the business model is not done, nobody recommends in front.

(Elon Musk and Space X)

Airline industry is the industry which grew rapidly after the war. The tourist industry also grew rapidly with airline industry.

Major tour companies put the space trip on the market and were greatly reported by mass media. It is not in prospect and is stopped now. A rocket in case this civilian does is the same as that on which Gagarin rode. It is the technology in 1961. A landing on the moon is in 1969. If a space trip develops like an air travel, space trip industry becomes the greatest industry in the earth.

Those who can do creative work are a handful of layers. A robot comes to do the remaining work. Therefore, CEO of Google said that at least only medical treatment and education should be fixed as a society's infrastructure. Then if it is, I will think Google should start space trip industry. Elon Musk CEO of PayPal starts SPACE X, and is pursuing the dream of space trip.

<http://www.businessinsider.com/elon-musk-on-rocket-explosion-2014-8>

The ballistic flight turned to with an altitude of about 100 km space in 2004 was successful, and the manned space flight (Spaceship One) by the first private enterprises was realized in the world. The space trip company (Virgin Galactic) which Virgin Group established received the licensing of technology from Spaceship One, and announced starting space travel business. The service start by 2018 is aimed at and realization of the space travel business by a spaceship two is aimed at. Expense expects 250,000 US dollars per person.

ChapterIV

Activities for tourists

~ Viewpoint of supplier side ~

In this chapter, I will explain the thing classified as tourist industry and as a tourist enterprise, in usual textbooks. Since there was also a tourism phenomenon which it cannot finish summarizing in the industry and the enterprise, the title was taken as tourism activities for the time being. All pay their attention to supply side of tourism service. In addition, **the monthly fixed amount free-ride rate system of the taxi** is explained as possible thing by sub-chapter 1 "tourist industry", if package tour system is utilized. Although it is the report for those who are especially interested currently explained only with this textbook, since it is teaching materials good also for students, please learn firmly.

Section 1

The economic scale of tourist industry

How much is the Japanese economic scale about the tourism? According to the tourism white paper, the tourism industry of Japan extends to the wide field other than travel agency, staying business. And an extensive economic ripple effect and an employment-induced effect are expected.

However, in the travel agency, the amount of trip handling that was 9,920 billion yen in 1996 decreases with 6,290 billion yen by 36.6% in 2011. After the staying business recorded 4,940 billion yen in 1991, a tendency to reduction continues and becomes 2,700 billion yen in 2011, and 45.3% of decrease.

About the direct economic effect to bring to Japanese economy by this, a direct added **value-induced effect** is estimated at 10,900 billion yen (2.3% of gross domestic products), and an **employment-induced effect** is estimated with 2,130,000 people (3.3% of number of all employees).

Furthermore, **the production ripple effect** including the indirect effect that this trip consumption brings is estimated with 46,700 billion yen. As for **the value-added ripple effect**, 23,800 billion yen, **the employment ripple effect** are estimated at 3,990,000 people. About the economic effect of the trip consumption, I estimate it in line with **global standards-like statistics technique** TSA (Tourism Satellite Account). It is detailed in the next HP. <http://www.mlit.go.jp/statistics/file000008.html>

As for Kazuyuki Matsumoto, it is submitted a problem about the notation method of the economic ripple effect of the tourism. Tourism industry is industry to account for 2-3% of shares in Japan and for 4% of shares in the world total. In the field of tourism,

the words "that an economic ripple effect includes" are accepted and the scale is blown up to double size and is expressed. As a result, it causes big misunderstanding. According to the report which World Tourism Organization (UNWTO) publishes, expression to account for industrial 9% of the whole is spent the GDP of the tourism industry for throughout the world. It becomes the cause that many people misunderstand it by this number blown up.

Even if an effect by the increase in foreign tourists and domestic tourists is included according to the judgment only by economic effect, the effect is not big. Rather it has a big economic effect to increase individual consumption.

If you travel not by work but for individual leisure, the expenditure will be the personal consumption expenditure called tourism consumption, and will become a part of GDP. Since it becomes the expense (middle injection) used in order that the company might produce something when it is a business trip of a company, the road stake is not directly contained in GDP. The directions which are interested in Mr. Matsumoto's paper are "<http://jairo.nii.ac.jp / 0243/00008065>". Please see. On the other hand about the satisfaction obtained by tourism or a travel, there is a problem whether it can express only with money evaluation of added value. Mountain climbing and a jogging move on their foot without using a means of transportation. Lodging expense will not be added up, either, if a tent is put up and sleep is taken. Although it will not contribute to GDP statistics that much, probably, some are large in satisfaction of the mind. Misunderstanding is large and it reflects the point that Japanese sympathize with **Bhutanese myth**.

Then, **neuroeconomics** appeared. Functional magnetic resonance imaging (fMRI) etc. will be used and mental / physiological process in an individual economic activity will be solved by the science neural technique. It is going to make the abstract notion of pleasure into a valuation basis. On the other hand, what is called traditional economics is the learning which solves the selection pattern in an economic activity. Supposing that is right, tourism action theory will be converged on neuroeconomics.

Section 2

Movement of natural persons and money

Traveler's check and credit card developed with American trip movement. The structure of money community is simpler than that of speech community. "Homo

sapiens and the information and the money" will move at the same time by the appearance of electronic travel expenses. Formality with money is purified. So, controlling the information not only of a mobile tool but the currency carried is called for. Therefore, the world of the dollar indication will continue for a while.

London Credit Exchange Company published the traveler's check accepted in the major cities in Europe at the end of the 18th century. Is it the same period as generating of the lexical token tourist? Thomas Cook Corporation published traveler's check like the present at the end of 19th century and succeeded in wiping out the uneasiness for the peace and order of the destination country from tourists. American Express entered it afterwards. Because the company had already had a base of trip business all over the world, the company started credit card service and developed the finance section.

In addition, as a result of economic sanctions that the United States goes for over nuclear development for North Korea, the state that tourists visiting North Korean cannot use credit cards for continues.

Also in Japan, the money management under travel was serious and the trip money order existed in the Edo period. Paper money was published in China, and copper money which became unnecessary in China was brought into Japan in large quantities, and Japanese monetary economy developed. It is the Muromachi era. When monetary economy did not develop, the trip did not develop.

International tourism demand is clearly subject to the influence of an exchange rate. As the exchange rate of Japanese yen and the won greatly fluctuates, the visit to Japan Korean number of visitors and the visit to Korea Japanese number of visitors are greatly fluctuates.

The country with much number of the overseas tourists is China, Germany, order of the United States. Over the full year, 116 million Chinese tourists are expected to travel abroad and spend \$155 billion, up 20 percent over 2013, projects a new report by the China Tourism Academy. However the number of Chinese visiting Japan is around 1.4million. It is too small in comparison with economic relations. If the geography relations and economic relations are reflected and a large quantity of Chinese comes to visit Japan, as for the social influence to give Japan, it will be to a big thing this time. I feel a question in the tourism policy of the central government and the local government advocating only a number. It is thought about enough the Chinese government carrying, for example, out a visit to Japan tourist as 20 million people for a policy. Because the Chinese government can limit the visit to Japan number of visitors politically when a problem occurs between the governments, many Japanese tourist spots will come under a big influence.

Sub-Chapter I

Tourist Industry

Section 1

Classification of tourist industry

~The difference between a tour operator and a travel agency~

The travel industry being classified into the first kind travel operator, the second kind travel operator, the third class travel operator, and the travel operator agent by the range of business.

The operators' scope of service is roughly based on classification called overseas (first), the domestic whole region (second), and a domestic neighboring area (third) in a travel destination. A travel operator agent is a travel operator's agency business literally. It does not prescribe the agency of the vehicle and staying organization in the current Travel Agent Act. The agency of the user says arrangement business to mention later.

The travel product is classified roughly into two kinds. The first is a travel product sold by a calculation of the self. The second is a travel product to arrange as an agent of the customers. The former may have a package tour be thought mostly.

In the point which determines a price by itself, and sells the finished commodity, the former has a thing near the manufacturing industry. In the handling involving the responsibility, although legal revision was carried out frequently until now, the thought which does not have consistency in revisions is a problem.

If there will be the reform of passenger transport business system in the future, the change of the travel operator scheme will be pressed for. About the arrangement travel, today when computerization means progressed, the division by destination is meaningless

I think that the substantial need to classify domestic package tour in disappeared.

All domestic is something like neighbor all day long in Japan where one day trip area is formed around Tokyo. Because the balance of country is the constitutional state which accomplished the development that there is, I think that there is not the need to establish the division about a trip. Then, why are the regulation classified finely gradually and its revision measure performed? It is because electorate, a politician and mass media searched for the policy too much.

Section 2

Travel agency and fee business

By development of a means of transportation, the business which sells the carriage-of-passengers service started. Therefore, there is a custom which calls a tourist industry a travel agent even now. However, the tour companies which sell their own travel services are basically different.

By the introduction of jumbo jets, the sale of seats which increased rapidly became the problem for airlines. For this reason, airlines sold seats based on the bulk fare which hand the fixed number of seats in a mass for the travel agency.

As for travel agency, it meant what must carry out a group tour on his self responsibility. Since a fee was not paid like the conventional inclusive tour fare, it was **disrepute**. And it was hard for the travel agency that a fare was stated clearly to the end user and the cost price was known by the end user. Because the economical dependence on fee was high, in the travel agency, it seemed that it was difficult to grow up as a travel shop to sell own travel product in future. To tourists, it had a feeling of resistance in addition to the amount of decided fare to pay fees to travel agency.

The passenger transport business regulation law in Japan included the drawback prohibitive regulation of the fare. Therefore, the interpretive adjustment with the Travel Agent Act was necessary in any case.

It became the American Carter administration, and an aviation liberalization policy was proposed. And, as a result, the price competition between airlines advanced. Furthermore, as a result, low-cost carrier (LCC) was born.

Under the influence of rise of LCC, the megacARRIER adopted sale by the Internet and a further cheap reduced fare for a further cost cut. As a result, the number that a travel agency sells a discount air ticket continues decreasing.

Section 3

Mystery of package tour fare system

The combination meal of McDonald is cheap rather than placing an order for the same thing individually. The price of package tour is also the same. However, the legal system of railroad, automobile, aviation and shipping have regulations about fares. The accommodation fare of registered international tourist hotels is based on the pre-notification system. Therefore, prices cannot be decided freely if the price of package tour doesn't receive the application of regulatory systems. However, various products are sold practically. Besides explanation is impossible and becomes near, if there will be all the applications of the foreign fare rate regulation about the overseas package tour. Interest leans on the institutional explanation of this.

Travel agency decides prices of package tour by himself as his own services. Irrespective of the regulation fare about movement or stay, it sells at all inclusive price (pack price) by his calculation. Since products of the self are sold, naturally the contract responsibility for consumers occurs. The person bearing this contract responsibility is travel agency. It is not the agent of transport organization and the staying organization.

Supposing the contractual liability of travel agency was lower than the liability of transportation business and lodging industry, it began to be recognized to be a problem. Each transportation business law and the Act on Development of Hotels for Inbound Tourists are the laws which control the relation of B2C (Business to Consumer) aiming at user protection. The relation of B-2B (Business to Business) is not assumed directly.

In case of package tour, there are three relations, the relation between real user and real shipping agency, the relation between travel agency and real shipping agency, and the relation between real user and travel agency.

Pains will be taken over the rational explanation as the whole if regulation of the transporting method starts these three relations simultaneously. For this reason, in railroad administration, it was presupposed that there is no application of regulation in B2B.

On the other hand, in aviation administration, it was presupposed that there is application of regulation in B2B so that existence of package-rates discount plan might be symbolic. It is rational to consider automobile administration that there is no application of regulation in B2B. It is a big problem that the on-site personnel of the organization of central government run short of understanding of this point.

Each transportation business law is premised on the equal handling of user. There is no institutional security which can present conditions advantageous only to travel agency. Tourism Law and each business law do not harmonize each other. A cause is what was incorporated in a system with a package tour concept being immature legally. The package tour price system promoted the deregulation in Japan and it has received evaluation socially.

The general review of the passenger transport system and travel agency system is necessary.

Section 4

Analysis of the criticism against mass tourism

Tourism researchers doing mass tourism criticism do not decrease at all, but the definition of targeted mass tourism does not become clear, and the grounds of the criticism are uncertain.

It is not reasonable that tourism studies researchers criticize numerousness of the numbers of tourists. After World War II, The United States encouraged American trip to Europe for the purpose of economic revitalization of Europe and carried out a policy to produce a large quantity of tourists. In the Nakasone Cabinet Japanese Government made a Japanese overseas tourists doubling plan to decrease foreign currency holding and promoted the policy of increasing Japanese overseas tourists.

The invitation of overseas tourists is carried out in country of any place. In addition, about the promotion of domestic tourism, social tourism motion is performed for tourism promotion of the worker rank after the war in Europe, and the numerical increase of the domestic traveler is planned.

If economy progresses and technology progresses, a lot of human beings will move on a global scale. The economic development of future China should grow up movement of humans. It is expected that the travel action at that time becomes the same as what the advanced nation tourist has so far taken. Although much cultural friction under traveling abroad is already reported, since culture is different, it is natural. As Japanese overseas traveler's action has settled down, Chinese traveler's action will settle down, if time passes.

An economist will argue about a whole number of adjustments for the purpose of practical use of a market mechanism. In that case, it is no longer what specialized in the

tourist. Also as for the confusion problem of concentrating at specific time, it is rational to utilize market mechanism. However, if charge is made high at the time of rush hours, rip-off criticism will come out. Aiming at tourist's restriction with an individual policy aim is also considered. It is required to restrict a guest depending on a place especially because of environmental preservation or preservation of cultural properties. In that case, it is more efficient as a policy to restrict a numerous party of visitors rather than carrying out classification of a tourist and a non-tourist. From the viewpoint of evaluation of tourist attractions, tourist attractions with much number of the tourists become higher in an evaluation.

Section 5

Jumbo jet and JAL-pack

After the war Japanese foreign tour was placed under severe limitation. This was because the dollar was short.

OECD participation was realized in 1963. And the mobile sum in case of the foreign tour was recognized to \$500 once a year. Because an air fare was not included in this \$500, as for the air fare of the coming and going that could be paid by Japanese yen in Japan, the sale of the overseas package tour products was enabled. Airlines with the know-how sold the package tour products such as JAL pack. In contrast, travel industry which there was not of the know-how commercialized it after an airline. The sponsor of package tours shifted to travel agent initiative gradually from airline initiative. A rapid expansion of the overseas tourism tour served as the [backdrop](#).

The U.S. Department of Defense announced the big transport development project for air force in 1963. The competition design of the experimental model was carried out by having made Lockheed and Boeing into the candidate, and it was decided that it would be Lockheed. It is playing an active part as a nickname galaxy still now.

The founder Joan Trip of Pan American World Airways proposed the diversion to a civil aircraft to Boeing, and made jumbo jet aircraft Boeing 747 put in practical use. The jumbo jet aircraft which will pick up 400 persons in 1970 and flew up symbolized opening of the mass transportation age.

In 1970 when jumbo took off, the number of the entry foreign visitors to Japan exceeded 854,419 people and 663,467 people of the number of people that left the country of Japan. However, in 1971, the number of the entry foreign visitors decreased

with 660,715 people, and the number of departure Japanese became 961,135 people.

The increase of jumbo jet increased transport capacity **by leaps and bounds**, and it changed so that it might be recognized as economical regulation of air transportation being irrational.

In 1980, the Carter Administration accomplished the big change by promoting **"open sky policy."** Pan American World Airways did not run the domestic flight. Pan American World Airways did not run the domestic flight. For this reason, it was indispensable to have secured a domestic flight network and it purchased National Airlines. However, in liberalization, anyone can enter now. The mass transportation system with the jumbo jet would strangle Pan Am and reached the end in 1991.

Section 6

Shinkansen and Osaka World Expo

The railroad fare of JNR was decided concretely by law. It was because the railroad was under state monopoly by the Railroad Nationalization Law. The constitution has determined that the tax must be decided by law (It is the origin in Magna Charta.). It was thought like the tax that the JNR fare had to be based on law as a monopoly price. In 1987 Japanese National Railway (JNR) became the private corporation (JR) and did not need to finally establish the fare in law.

JNR did not sell it directly about pack-tour and took the policy that travel agencies conjugated and sold. "A travel coupon" was born in February, 1955. The uniform travel coupon was a product of the package tour that travel agencies performed and affected the fare system.

The Shinkansen which started business in 1964 had the number of seats 3 times as large as a conventional line. The visitor of the Osaka expo in 1970 counts 64millions people and one-third of persons who visited the Osaka expo was said to have used JNR. The number of Shinkansen was increased sharply especially.

When it did well in Osaka Expo, JNR printed a large-scale campaign corresponding to the demand for post-international exposition decrease out. However, the travel agencies' power also became strong gradually as the tourism tour increased ignited by the expo.

Travel agencies also come to sell by performing product development himself, and rivalry with JNR came to occur.

Section 7

Accident during traveling abroad

With increase of the Japanese overseas travel, the issue of compensation for damages to the Japanese who was in an accident abroad became the social problem. This was because transport companies of developing countries which caused accidents were not able to support a large amount of compensation.

In Japanese court, there were many cases to dismiss the request for package tour travel agencies of the tourist. However, in the world, an opinion that the package tour travel agencies should take primary responsibility became strong.

As a result, the compensation system was specially provided by revision of the standard tourist industry article in 1982 about the package tour. It is the contents which travel agencies pay the sum that it determined about the human damage regardless of having legal responsibility or not beforehand to.

Because the court of West Germany considered that it was cruel to force an overseas tourist to public relations suit in the 1970s, the court interpreted a package tour as "a contract to undertake".

On the other hand, in Japan, the liability question was the separated form, and the compensation system was specially provided as a private contract, and it corresponded by the system that government supports by the approval authority of related articles.

I think that a tourist industry system should be reconstructed. It classifies into the travel service by own calculation and the other service. And we should reconstruct the former on the basis of **special compensation system** and **itinerary guarantee responsibility system**.

Section 8

Itinerary guarantee responsibility

The consumer organization had the opinion that a travel contract should be constituted as a contract like the transport contract. As a result, the itinerary guarantee responsibility system was born. The itinerary guarantee responsibility system is searched for in the advanced consumer society. If it compares with the special

compensation system, it will be a more advanced system.

The itinerary guarantee responsibility system was newly established in the standard tourist industry agreement of enforcement in 1996. As for the itinerary guarantee responsibility system travel agencies pay compensation, when there is change of an important itinerary, even if travel agencies are non-negligence. If an annular eclipse cannot be seen when annular eclipse tour is sponsored, the necessity for compensation payment occurs. The surge of the consciousness of the tourist tolerated dependence in neither the side that sold a trip product nor the side to buy.

From a traveler, it is expected that a package tour contractor does responsibility as the party concerned. On the other hand, the actual tour operator cannot have the perfect rule and right of management to real facilities for transportation called an airline, and there is a fixed limit in responsibility as the party concerned. The view which harmonized this opposite fact is the itinerary guarantee responsibility system.

The itinerary guarantee responsibility which this travel agency takes over is secured by employment of the administration of a standard form contract system, and authorization by law was not carried out directly. If a package tour presupposes that it is not the target of regulation of a transport law, it is necessary to carry out authorization by law of the range of a package tour. The standard requires the rational explanation from which application of a transport law is exempted. Supposing itinerary guarantee is the basis of a package tour, it will be said that it should be made a legal category-ized standard. The present itinerary guarantee responsibility system was not provided on law, and package tours and the itinerary guarantee responsibility system are not associated legally, either. It was only related by the ability to contain in a standard form contract in administration employment. It cannot necessarily do with not accepting another article legally, and is institutionally vulnerable.

Section 9

Basic problem of the travel industry

~gap between the itinerary guarantee
responsibility and inclusive tour rate~

There is a gap among regulatory systems and a seed of evolution exists in it. The

business classification of transport originates in the limit of the office work of government rather than essential classifications.

Fare regulations were made more flexible on substance from the gap on the interpretation of tourism-related law and transport-related law, and it caused institutional deregulation further. The representation is package tour prices. If fare regulations are removed, prices of package tours become simple issues decided by management policies. As a result, as well as manufacturing, collecting **services and performing new service-product creation by a calculation of the self is** recognized as a commonplace.

If becoming it so, the standard to sort the tour except the package tour and the package tour will turn into only a standard called the itinerary guarantee responsibility, by which direct and clear regulation by law is not carried out in the tourism law system. This is the greatest problem between the tourism law system and the transport law system.

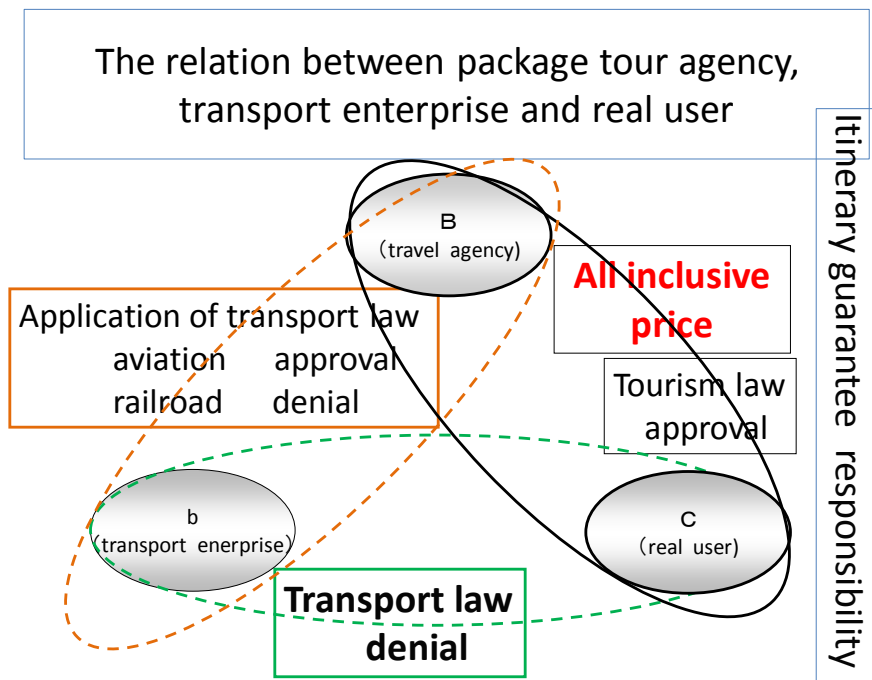
The travel agency should take the itinerary guarantee responsibility to sell its own package tour. The price should be all inclusive. When regulated fares are incorporated in the all inclusive price by voluntary judgment of the travel agency, the fares become off regulation. It is difficult to perform the legitimate explanation of this in the whole existing law system of travel agency law and passenger transport law integrally.

About the itinerary guarantee responsibility which is the foundations of package tour concept, a definition is not regulated by law. Besides, regulation of the travel agency is performed in form without a rule to link this with a clear provision legally, and it is difficult that, on the other hand, the fare regulation of the transport law gives a rational explanation about what is not applied without the measures by the clear provision.

This will lead the conclusion of radical review (separation of the fare regulation and the ensuring safety regulation) of the law and regulation system as the whole.

The package tour was legally categorized by Tourism Law revised law in 2004. However, as for the legal categorization standard, a thing by the all inclusive price, the thing by the calculation of the self are standards, and the itinerary guarantee responsibility system is not the legal categorization standard same as before.

Because the business custom of the government of our country approves so-called single article package tour, a question might occur in the effectiveness of passenger transport laws.



Section 10

Single article package tour

~ mysterious merchandise uniquely in Japan ~

A package tour has nuance called the combination of two or more things as the name suggests. However, a single article type package tour developed actually. The appearance of these products including a single article type package tour promoted price competition, and had big influence on the structural reform of passengers transport enterprise.

In EC, when specifying a package tour, it is specified that it contains two or more [such as transportation and stay] at least, and what is called a single article type is eliminated.

Travel agencies purchase many guest rooms for package tour products creation beforehand. However, travel agencies sold guest rooms alone because guest rooms did not remain unsold when travel agencies purchased guest rooms even more. This is the beginning of single article package tour.

The inclusive tour discount excursion fare currently based on regulation of the Aviation Act is carried out on condition of "two or more combination", 24 hours and an "overnight-stay" rule. This is because the airfare is created in accordance with the international rule.

About single article package tour, there is also voice which a difference with an **arrangement travel** is hardly known, and its social significance is called into question. Single article package tours promoted competition in the world of real transportation, and they developed structural reform of human logistics. In addition, in Taiwan, single article package tours are admitted.

Section 11

Monthly riding free fixed amount fare

Transport company "UBER" which Google financed struck Japan. There was not the spotlight as having been introduced to be "the landing calmly" in Japanese Magazine FACTA. Although this UBER does business as a tourist agency, it is judged that service is provided not as a package tour but as an arrangement travel.

There is still much distance, but in UBER I feels the thing which I expected in the book which I wrote as "Mobile-Transport Revolution". Aside from expectation to UBER, I name the virtual fixed amount taxi as the package tour product "YUBI-TAXI" as follows and describe it as follows.

(Monthly riding free fixed fare amount taxi YUBI-TAXI)

If I call YUBI-TAXI from a smart phone in Tokyo, the car position map which specified the arrival times and the current position in which I am present will appear on a screen.

At the time of traffic congestion in rainy days, if refusing riding together, the display of the charge added to the already paid free-ride fare comes out. This simulated fixed system is not incorporated with the regulation fare of present taxi. Then, why is this system possible?

In fact, YUBI-TAXI is travel service. It is the same as the package tour service which JTB etc. sell. Package tour service is the service created in self calculation. The taxi services which constitute the product are parts. As for the prices of parts, it is nonrelated to users.

If you go to a convenience store at night, the stay coupon of reputable hotel in the metropolitan area is sold for \$50 by machine. As the Act on Development of Hotels for Inbound Tourists, since many metropolitan area reputable hotels serve as a notification charge, they cannot change a charge **dexterously**. Therefore, this coupon is sold as package tour of

travel agencies. It is just the same as YUBI-TAXI.

Next, is road transport laws system applied between YUBI-TAXI which is a travel agency, and a taxi company which is a real transporting agency or not? That is the problem. If it says from a conclusion, according to the governmental custom, it is not applied between them. The transport system of a bus and a taxi used the railway law system of Japan as the sample, and were made. A fearful law called the JNR Fare Law existed, because the JNR fare was presupposed like the tax that the concrete amount of money must be defined by law.

When the JNR Fare Law was applied between JNR and travel agencies, package tours are not made. Naturally it was understood that it isn't applied between them. By thinking naturally, the system of a bus and a taxi which were located in the outskirts of the JNR system also was the same. Therefore, the regulation of the road transport law isn't applied between a taxi company and YUBI-TAXI.

This point differs from the Aviation Act system which institutionalized a special fare for package tours called package rates by IATA or administration. Furthermore, it is more complicated to understand the legal character of package tour price.

Although it is natural, an employment agreement is not between YUBI-TAXI and Taxi Driver. It is a taxi company that signs an employment agreement with Taxi Driver. The same may be said of labor conditions.

What kind of legal relations between YUBI-TAXI and real users is? It is said YUBI-TAXI will take the special compensation responsibility and the itinerary guarantee responsibility.

About the itinerary guarantee responsibility, it teaches us that a basic problem exists in Travel Agency Act. Although there was also an opinion to which it is insisted that the same contractual liability as a transporting agency should be taken. However, it would be hesitated until now at this stage when a travel agency could not control the real service of the overseas transportation company.

However, because YUBI-TAXI can grasp the service of the car every moment through smart phone system, it is reasonable that the transport guarantee responsibility is taken by YUBI-TAXI.

In the current Travel Agency Act, existence of "the use transport business of using real transport service" to take the transport responsibility is prescribed. If YUBI-TAXI takes form of the use real transport, it gets closer to human logistics.

Finally I suggest "monthly riding free fixed amount fare (monthly unlimited flat rate price)". If a real taxi business can adopt this fare as its transport system, there is no problem. However, it is actually difficult for introduction to obtain an understanding of government.

Although the Taxmobil concept was proposed in south Germany, there is a strong opposition from a labor union and it has not yet realized. Therefore, introducing as a package tour price is

realistic.

One of the structures which do not show a cost price is a fixed amount use free system. The charge of the cell-phone is representative. The appearance of the smart-phone may greatly change business model of human logistics. The appearance of the package tour product which evolved is expected. You can use a bus, a taxi and service of other transportation by a monthly fixed rate without any restriction.

It may be necessary to create the new "human logistics" concept that is beyond the concept called the itinerary.

Sub-Chapter 2

Passenger transport business

Section 1

Functional differentiation of passenger transport business

The function differentiation with owner and operator takes root in the transport by sea-vessels for a long time. By the air transport, function differentiation is made in form such as the code sharing and the wet leasing. The function differentiation of this transport activity promoted the relaxation of business entry regulatory systems. The function of collection of cargo and passenger has already been differentiated as a travel agency and a freight forwarder.

As for driver dispatch business, personnel management is differentiated as well as sailor dispatch business. Business entry regulation is the quantitative restraint of "the facilities necessary for transport " and, at a point regulating the quantity that transportation equipment is used, is related to regulation of the rental contract business of the transportation equipment. The business of attracting cargo and passenger and the business of offering labor-power are subordinate in the limitation. Under this quantity regulation, the rationalization pressure of business was playing the role which promotes functional specialization of a transportation activity. As for the entry regulatory systems by this transport business law, I doubt whether all was prescribed concretely by each transport business regulation law. The administrative

hearing procedure by government in reference to the opinion of the existing industry were making the barrier to entry. The entry regulatory system has been supported because a judicial precedent also considers the range of the discretion of governmental administration widely.

Transport business law revision was made, and entry regulatory systems were relaxed. In addition, under the Administrative Procedure Act and the administrative sunshine law enforced newly, it should have become difficult to continue big entry regulatory systems of the width of the free hand until it.

There are regional and seasonal wave in transport needs. For an entry regulatory system being understood socially and continued, correspondence adaptation to circumstances is indispensable. It corresponded with principal contractor / subcontract relation between real transmitting utilities, and, as a result, specialization of the transportation function was promoted. Transport chartering systems, such as trucking and tourism bus, are the typical type. Expansion of the tourist industry services sold to single article package tour was also set to one of the triggers of deregulation, and collapsed the quantity regulatory system of transport.

The concept of business (non-private) transportation activity was institutionalized before the specialization of the transportation function on condition of quantity regulation occurs. Business transportation is an operating transportation activity performed by others' needs with obtaining reward. It is not simple whether it is others' needs. When a family or an employee uses the car of a family or a company, it is as private use. Car sharing is classified as private use. It is judged by whether the reward has been obtained directly strictly whether it is superficially free. Since someone is paying expense socially, the reason why it is free is that it is impossible.

The pick-up bus of hotels is understood to be **gratis transportation**. The road transport law before deregulation had also regulated this gratis transportation in terms of the system. The thought of supervising business resemblance activities remained.

Furthermore, it is not simple whether they is transportation activities. About the air transport, air transport business and the plane use business are sorted. However, when a plane is chartered for investigation and photography, it is classified in use business, and there is a limit in what is classified in transport business when it is chartered in a tourism purpose. Movement is aimed for, but the emergency conveyance and care transport will not be usually recognized to be business transport.

Section 2

Expansion of one-day traffic area and Tokyo overconcentration

Consider the influence of "plus or minus" both sides which it has on tourism & human logistics when a highway is changed into a free service like other advanced nations. However, the expressway charge-free will bring a maximum effect for tourism promotion in Japan.

The progress of the transport facility has the character of the policy about the time. The expansion of the daily traffic block of the Tokyo center promotes the competition between tourist spots of the whole country. The Tokyo overconcentration on the tourism side accelerates at the same time, too.

Multiple purpose development of the land plan did not have the compelling force. However, as a result, district of any place came to have a city function same as Tokyo. The facilities such as a convenience store, a pinball hall, a library were similar, and the clothes of the person who lived, the custom were similar. In the remote islands which I went of the whole country, it has every city function. It was only so-called "love hotel" that there was not. Seeing from a developing country, the making of splendid country was carried out, but local personality decreases by just that much.

The end period of the pay period of the expressway was extended for 15 years to until the interval from 2050 through 2065. It is the times predicted that population is less than 100 million people when an expressway is offered free.

It is an effective thing in the policy of tourism and human logistics to review a more expensive expressway toll judging from an international standard. However, influence to give a railroad, a ship was big, and the strong dissenting opinion was started when carried out in a short term. The local tourist spot would be rolled up in fierce competition when carried out.

The traffic access situation of Tokyo metropolitan area will be considerably improved with the Tokyo Olympics in 2020. Because tourist attractions are predominantly more abundant in Tokyo than a local city, the straw phenomenon on the tourism side becomes remarkable. If a traffic expense becomes cheaper, the cheerful Homo sapiens may come out to Tokyo. The Olympics will show influence to attract a local youth more to the maximum.

Section 3

Code share and cabotage

Please think about positive effect and negative effect when foreign register aircrafts and foreign register ships got into the domestic transport business.

In the world of the Internet, a border has become vague. Nominal registration has been generalized in the world of the marine transportation. The significance of the registry system has disappeared. The economic activities have globalized.

In the world of the aviation, the example is code-share, and airlines of plural countries are providing carrying service jointly. Because the Japanese aviation authority was negative about this code sharing at first in the 1990s, it is a big change. If the times when a foreign register plane performs transport business in Japan come, the significance of the plane register disappears.

It is supposed that **the cabotage system** was started by **Navigation Act of Britain**. The U.K. monopolized the profit that was a big sum of the colony trade by monopolizing the domestic transportation including the colony by British ship. It is able to be said that similar thing about the American nationality plane which can monopolize a huge domestic aviation market. The severest cabotage regulatory system limits an own country production ship to the coast transportation in the American Marine Act in 1920.

The United States promoted a thorough Japanese non-militarization policy after World War II to prevent Japan from attacking allied powers.

The navigation of the Japanese plane was prohibited, and the airline-affiliated industry was almost exterminated. Before the San Francisco Peace Treaty conclusion, it has the movement that seven airlines of allied powers establish a navigation company to influence the aviation operation right in Japan. However, the Japanese Government refused by the reason of cabotage.

This claim was accepted by GHQ, and Japan Air Lines Co., Ltd. was established in 1951, but the Japanese airline consigned navigation to Northwest Orient Airlines at that point. When Japan concluded a peace treaty in 1952 and restored independence, the navigation of the plane in Japan was enabled.

"**The Paris Convention**" concluded in 1919 accepted **sovereignty of territorial airs** in the signatory nation. After World War I, the government of every country awakened to empty importance in the national defense established a principle of the sovereignty of territorial airs by the Paris Convention in the same way as **a territory and territorial**

waters.

The principle of the sovereignty of territorial airs was the thing which came out of the need in the national defense, but administrators noticed economical importance of the air transport at the same time in this way. It led to thought of cabotage not to accept the air transport in the territory of the own country by the company of other countries.

4 Section 4

Open-sky policy and birth of LCC

If it is essential different one with other airlines, or the airline called the low-cost airline has it, please think about what it is.

When the method that determined the concrete airline and transport volume every route by a bilateral treaty was taken, human logistics in Japan came to be largely late. The times when the opening sky policy that an airline could do business freely based on a market should be adopted came.

However, Haneda and Narita with physical limitation were excluded. As a result, foreign aviation companies such as Korea, Taiwan, and China became able to easily run in a local airport of Japan.

As for the open-sky-policy, the directionality of the country Airlines deregulation policy started by the aviation deregulation law of the United States in 1978 was applied to the field of international aviation service. Today's bargain sale airline tickets were produced by this open-sky-policy.

In the background where the United States strongly presses for the opening of the international aviation service market for other countries, there are the popularization of the air transport and high weight in the global market of the United States. However, there is that foreign aviation company cannot enter the huge market in the United States at the same time by cabotage in the background.

Because the traveler goes to the last destination with one's foot, it is not a thing to conclude only by international transport. Because need to put internal transportation together occurred as for saving it corresponding to the needs to become necessity, cause altitude of severe competition, correspondence by the code share began.

In the first place the inequity of the air transport between Japan and the United States begins in the United States Armed Forces occupation and follows the allotment

of the landing slot of today's Narita Airport. Because defeated nation Japan was under the occupation of U.S. forces only and limitation was largely added to the airline under Japanese military non-militarization policy, after the peace treaty there was a big difference in air transport ability.

In addition to the area-size of the country and the difference in economic power, the airlines treaty between the United States and Japan, which were disadvantageous to Japan, started, whether Japanese knowledge of the international treaty was poor. In the Japan-U.S. aviation negotiations for about half a century, the volume of service and route were a big problem. As the phenomenon that there is not in same defeated nation Germany Italy, Japan gave an American airline big part of the landing slot of International Airport in Japan.

Between the starting airline which had been treated well from the first of the Japan-U.S. air transport agreement and the late departure airline which entered the international airline between Japan and the United States later, inequity existed.

Because there was the dissatisfaction of this point in the late departure company in the United States in the same way, epoch-making Japan and the United States Airlines negotiations were able to finally agree in 1998.

However, it was to the profit of the starting airline in Japan and the U.S. moderately, and the delay of the completion of Narita. It quenched the hometown regional economy moderately. However the delay of the completion of Narita Airport was an obstacle for development of the Japanese tourism & human logistics activity.

The big reason why globalization of Haneda would be promoted is there. The possibility that the historic reevaluation about the social reaction about the Narita Airport construction opposition movement in Japan was done at the present when the social importance of the human logistics increased came out.

It is understood that the aviation is about to follow the marine transportation here. Strong **freight conference** linked the fare cartel and ruled over the shipping circle. When the service improved by containerization, the **fare cartel** gradually collapsed. The same thing occurred in the world of the aviation. If the construction of an airport is promoted and the number of planes increases, the income of the airlines increases; it is a matter of course.

The voice of criticism against the IATA which was a cartel group of the high air fare increased. A cartel fare system collapsed in the existing megacarriers which joined the IATA at the mid-1980s as a result that the price competition between airlines advanced. After that the low-cost carrier (LCC) was born.

Section 5

TOKYO OLYMPIC 2020 and CO-USE of YOKOTA AIRPORT

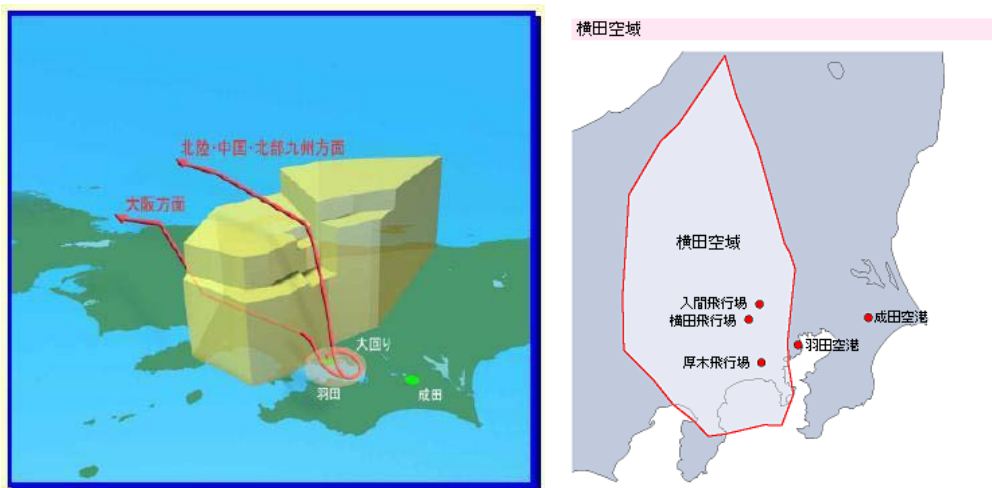
Please think about how we should push forward a story about the possibility that a Japanese airline use Yokota base.

The Olympic Games are held as an aim by national prestige exaltation. The Olympic Games of Tokyo, Seoul and Beijing were held during the rapid economic growth period and afterward led the expansion of the overseas travel of the own nation.

The Olympic Games are the proof of saying that there is power which carries out liberalization of a person, goods and money.

This Tokyo invitation is different from a meeting in a point emphasizing a cultural aspect than an economic aspect in the last time.

This posture is the same as Tourism Nation Promotion Basic Law establishing weight in the local pride.



(Yokota airport and air boundary)

I think that it is desirable to promote the co-use of the Yokota Airport to let the Tokyo Olympics succeed. A south side is inconvenient for the carrier system of Tokyo metropolitan area. And inhabitants of inland Kanto take a lot access time. It lets you lead the priority regardless of the Olympics and must carry it out.

Section 6

Tourism and Linear Shinkansen

Please think about a way of the use of the conventional Tokaido Shinkansen after the linear Shinkansen is inaugurated

The thing which has biggest influence on tourism of Japan is the linear Shinkansen from now on. The reason to propel linear is because large-scale maintenance is necessary by Tokaido Shinkansen in the future. In addition, an **aortic substitute route** of our country is secured and can expect Tokai earthquake measures subsidiarily.

Here is different from the Tokaido Shinkansen which came out of the transport capacity **stringency** of the conventional Shinkansen.

Haneda landing slot may be given a big leeway. Use based on economic principles in the Japanese sky is enabled. The tourist industry will also be affected. A new tourism product may be born one after another.

The media which got used to a public works project had forgotten completely that for the construction of Sanyo Shinkansen and Tokaido Shinkansen tax was not used.

The airport landing slot which was not used will be utilized in international aviation service even if the linear Shinkansen decreases the domestic transport volume of the air service. The airline may come to appeal for the joint use of the Yokota Airport for a survivor, too.

The Shinkansen brought increase in supply seating like a jumbo jet and promoted the development of the package tour. Because the development of the package tour promoted the deregulation of the traffic system, the influence given to tourism was big.

Sub-chapter 3

Staying business

Section 1

Western-style “Hotel” and Japanese-style “RYOKAN”

Everybody understands well that a “Ryokan” (Japanese style hotel) is different from a hotel, but will be troubled when asked about the difference all the time. In fact, it is a system peculiar to Japan to sort in this way.

The necessity of classifying a hotel and a Ryokan legally was borne by the postwar acquisition-of-foreign-currency policy. The severe foreign-currency-control policy continued until Japanese traveling abroad was liberalized. The Act on Development of Hotels for Inbound Tourists enacted in 1949, because the hotels such as “Imperial Hotel” were already requisitioned by the U.S. Forces.

It was thought that Japanese “Ryokan” had a custom of the mixed bathing in those days. It was required to install a bathtub in the guest room of the registration hotel to solve the misunderstanding. There was the rule of the meal, and the condition that could eat a toast as breakfast was imposed. Because the number of hotels was not enough, it was decided that a local high quality “Ryokan” was handled as the International Tourist “Ryokan” which followed a hotel. An image that a hotel was high-quality and Ryokan was for the common people was accepted without any resistance by such a historic process.

There was a Ryokan called Hotel Hyakumangoku in the Kaga hot-spring resort, but this is because an image that a hotel is high-quality was valid. Then what will a Ryokan be different from a hotel? In the early days of the Meiji, they were able to distinguish the house of the Westerner clearly. Because it was a European-style building, they were able to distinguish a hotel from a Ryokan.

The Meiji government which hurries treaty revision tried to construct a European-style city in Tokyo. The building of government and municipal offices was limited to Western-style building by Cabinet declaration.

Now, the style of foreign-origin is at the core of our living environment. Those who are sleeping in the room of the “tatami” (a Japanese-style mat) are decreasing. Distinction of foreign style and a Japanese style will be disappearing. If a Japanese style house is distinguished from a Western style house by force, it request taking off shoes.

It was a Japanese life-style to wear Japanese clothes, to put on Japanese sandals, to

put down bedding and to sleep in the room of a “tatami”. Except a Ryokan, it cannot do now. If it takes up as a policy, you should enact “the traditional Japan hotel promoting act”.

It may be misunderstood about ranking of accommodations of Japan also including researchers. Although it is for what purpose to perform ranking, supposing it is visitor-from-outside attraction, it will already have classified into four in Japan. They are four kinds, an international registration hotel, an international registration Ryokan, the hotel that is not registered, and the Ryokan which is not registered.

Differing from a foreign country by ranking is a point which can receive a tax break, when ranking is high. In Europe, if national ranking is high, a tax will also become high. There is even an example which is classifying low by disliking it.

Furthermore, the strange thing has occurred in Japan. By the Act on Development of Hotels for Inbound Tourists, mitigation of a tax can be performed by judgment of a self-governing body. For Tokyo stay ordinances, a tax is conversely imposed by the stay tax. Although a stay tax is collected even in the overseas major cities in many cases, these are used as a tourism promotion source of revenue of the city.

Thus, the dissonance of the policy has occurred in the country and the capital involving the stay tax. The Act on Development of Hotels for Inbound Tourists can be soon said that the time improved completely is coming.

Section 2

Living apart of staying business and restaurant business

At the time of the check-in of the hotel, you must list it in a registration form. You are in violation of the laws and ordinances when you do **misstatements**.

On the other hand, the hotel must undertake staying as far as there is a vacancy. If there are not the rational reasons such as drunkards and refuses it, it becomes the suspension of business. As for the restaurant business, as for the dish offer duty, there are none. The restaurant can decline an unpleasant visitor (fear of **libel** remains).

The application of the hotel business law is limited to paid business. However, it is not

regulated to the contents of the hotel charge.

Breakfast may not be contained in lodging expense. However, if a hotel forces **a meal by tie-in sale**, because stay-undertaking duty occurs, it may become breach of law.

The free pick-up bus to a station or an airport is also increasing. If it comes so far, it is judged that staying business itself became a pack product based on staying.

The Act on Development of Hotels for Inbound Tourists prescribes the report duty to the administration of the hotel charges and the meal rate. Therefore, it becomes the trouble of elastic management.

When they sell a vacancy cheap when it has no room time, they cannot but sell as a staying product of the travel agency.

In recent years, from a viewpoint of town planning, living apart of staying business and the restaurant business is cried for in the hot-springs resort. This is because the hot spring visitor of the large Ryokan did not appear in the town. On the other hand, the accommodations which abolish supper from a management policy have also appeared.

A long time ago, in the Kaga hot-springs resort, a caterer was in a town and it provided hotels with cooking. Also now the high-class “Ryotei” (Japanese-style restaurant) in Kyoto or Akasaka only offers a place, and it orders cooking or dancing from outside. An enclosure phenomenon becoming the topic may be a temporary phenomenon.

Section 3

Hot spring business as the around big city location industry

Japanese people love ranking and hot spring ranking is popular. The rank by the objective number of bath visitors is rational. The number of the persons who paid the bath tax is the most exact number. According to the statistics, six hot springs of the Tokyo area are in the top ten. Jozankei-spa (Sapporo City) and Akiu-spa (Sendai City) those are near a big city are also in the top ten. Exceptionally there are Beppu hot-springs resort and Kaga hot-springs resort in a top ten.

The standard is indefinite although tourist-business-community-magazines also announce hot spring rankings. What is necessary will be just to understand as what

aimed at commercial effect. The tourism textbooks publishing these kinds of rankings have a problem scientifically.

Famous hot-springs in present Japan are located in the Tokyo Metropolitan area. It is not an overstatement. Each of that hot-springs resort is directly connected to the big railroad station in Tokyo. It is a destination of one day trip or the overnight trip. Furthermore, the facilities of road traffic also have become good and many bath visitors in Tokyo go to the hot-springs resort in the metropolitan area by the pick-up bus of hot-spring resort.

The bath visitor from the Tokyo area to Kaga hot-springs resort is 10% or less of the whole. There is possibility of the increase in bath visitors by completion of Hokuriku Shinkansen. However, if it is not the Kaga hot-springs resort which the consumers of Tokyo can recognize, it is not expectable in the future.

Section 4

Earthquake resistance and Japanese-style hotel in hot-spring

Because cheap facilities of power plants were used economically though the new standard of atomic power plant was considered, Fukushima atomic energy accident occurred. As for the building of Ryokan, the same problem occurs. Because an economic burden is big, an old standard is permitted as measures in progress. However, the buildings fitting a new standard increase gradually. This problem occurs in the hot-spring hotel which many people use.

The "revised law on promotion of renovation for earthquake-resistant structures" which imposes a duty of seismic capacity evaluation and a result official announcement upon the hotel etc. which were built before 1981 was enacted. The local newspaper has reported "Agitation has spread in the hot-springs resort." Since the burden of the hotel of small and medium-sized enterprises will become large unlike the Tokyo Electric Power if a new standard is applied in order to obtain a bath visitor's reliance, it should fully be discussed in the government department. The law is the law which the government under the Abe Cabinet submitted. Since a bill is submitted to Parliament through the Cabinet decision by unanimity, opinion reference should be made by relevant ministries and agencies. Opinion introduction should be carried out also to

related many organizations.

Who is the responsibility government office of the accommodations? The organic law about lodging industry is a lodging industry law, and the Ministry of Health, Labor and Welfare is having jurisdiction over it. About a hot spring, the Ministry of Environment is having jurisdiction. The Japan Tourism Agency is only having jurisdiction over "the Act on Development of Hotels for Inbound Tourists" from a viewpoint of foreign-tourists attraction. It will not be in the position reflecting the opinion of the industry of a hot-springs resort. The same problem also generated the legal revision about the emission standard of hot spring water. Because of opposition of the industry, an environmental-related law is not yet enforced.

The Ryokan with a hot spring has provoked the problem twice more than once. They have to have the liaison mechanism of the industry and the responsibility government office improved.

According to the local report, the opinion "misfortune is like a bolt from the blue" was sent from the industry, but it was not misfortune but dearth of information. I think that it is users who feel it as misfortune.

After an earthquake was generated, we learn that safety was short because it is an old standard and am unbearable. We will rush in the new accommodations where safety measures were made on.

Local Tax Law was revised by the time when the fires of the Ryokan with a hot spring occurred frequently, and a bath tax can be used for autonomous fire-fighting equipment strengthening. What is necessary is just to appeal to increase a bath tax and to use it also for the measure about earthquake-proof strengthening in the self-governing body which can collect a bath tax.

Section 5

Regulation and evaluation of a hot spring

Japan is treating a hot spring as independent tourist attractions. It is a system peculiar to very Japan. Although Hot Spring Law which is a synthetic legal system about a hot spring was not clearly shown to be tourist attractions, since "the acquisition of foreign currency by international use" was the purpose, there was recognition of tourist attractions through the explanation of proposal reason at the time of establishment.

A hot spring is troubled with the temperature same as well water. Then, it decided for the thing of a temperature higher than average temperature to have a special physical characteristic. The temperature of hot spring is not higher than mean temperature and is strange. The reason that the temperature is more than 25 degrees in is because mean temperature was calculated including temperature of Taiwan. This depends on prewar circumstances. Water having high temperature is provided now because a digging technology progressed if dug deep in the ground. A hot spring flows anywhere. In addition, the water which an appointed material is included in is assumed a hot spring by a system of Hot Spring Law even if temperature is low.

When it is not the above-mentioned hot spring, even if it is, Hot Spring Law is not forbidden from using a display called a hot spring. The hot spring name appeared here and there also to the public bath in Tokyo. Measures with Hot Spring Law sufficient as a tourism policy in which the measure against consumer protection does not serve as the purpose are not taken. A difference with France which enforces the wine method may be felt for foreign tourists.

Misbranding about a hot spring enlivened the mass media. As a result, the Hot Spring Law enforcement regulations were revised, and duty to put up "warming", "circulation", and "mixing of medicine" was added. The reason for revision was in protection of a user's health from the meaning of Hot Spring Law to the last.

However, it could not be overlooked that the hot spring as tourist attractions representing Japan was greatly reported by the hygiene issue and the misbranding problem in Taiwan etc.

Since a hot spring is groundwater, it belongs to everybody. However, if a hot spring is newly excavated nearby, when influence will come out, a prefectural governor will not permit digging by regulation of Hot Spring Law. Governor has to grant permission, if influence does not come out.

The right of this hot spring is not an exclusive right such as proprietary rights of the land, but seems to be recognized in form called the hot spring right as social substance.

In the Kaga hot-spring resort, since the right of each hot spring of Katayamazu-Onsen, Yamashiro-Onsen, and the Yamanaka hot spring was recognized individually, the hotel manager of each hot spring did not march out mutually in other two hot-springs resorts, and the consciousness of the Kaga hot-spring resort was not brewed, either.

The bath visitor of the Kaga hot-spring resort was halved from 4 million people to 2 million people after the collapse of the 'bubble' economy.

There is also plan change of a financial institution and all the local No. 1 Ryokans of three hot springs went bankrupt. As a result, it has marched out in the form where persons other than a local manager take over next management. Finally marketing came to be considered as Kaga hot-spring resort without persisting in an individual hot spring name

Section 6

Hospitality and chip

As for a service, the etymology is the same as a slave. The simple labor which the slave was performing is replaced for a machine or a robot. However, the people with the talent which can perform creative work are not so many. Let's think about "the way and a future image of the waiting on customers" in the tourism without being confused by the word "hospitality".

"OMOTENASI" became the center of attention by Olympics attraction. However, because it was probably translated as hospitality and was reported by overseas media, it was domestic subject to the last.

Probably, the relation between hospitality and OMOTENASI will be the same as the relation between tourism and KANKO. In short, it is a problem of a definition of language. I think that hospitality is also a problem of a cerebral reaction.

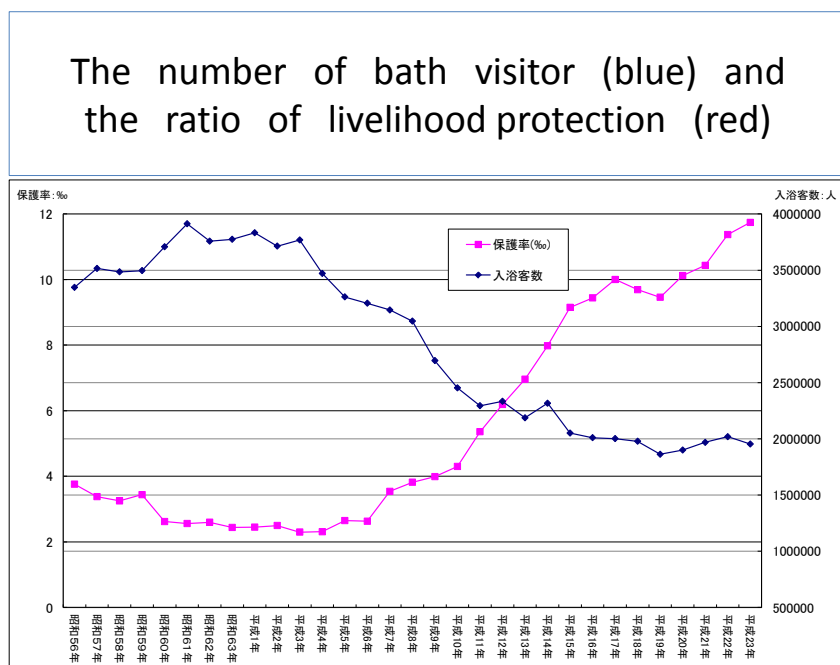
The sense of the pain may be regarded as a pleasant feeling(SM play) and as pain(violence).The former becomes a crime and the latter can obtain remuneration. Therefore, I think that scientific data is insufficient as a subject of research though it can teach as "skill".

The waiting on a customer skill overlaps with a tip discussion, but the tip overlaps with the issue of labor reward and tax.

During the golden age, the income of the tip of the Ryokan employee were never negligible in the Kaga hot-springs resort and there were many people who spent it as pension non-participation. Probably, there was an appropriate merit also in the employment side.

A golden age was over, and a number of bath visitors decreased sharply, and a Ryokan went bankrupt. The employee fell out of employment for aging. As a result, the

phenomenon that they couldn't but depend on welfare for became remarkable (cf. figure). Wisdom to balance a modern hiring with the reward for the waiting on customers skill will be necessary.



The Board of tourist industry in prewar days appealed for the abolition of the traditional tip called “Chadai” which was incomprehensible to the foreigner. However, since the word "chip" was imported after the war, possibly it did not need to appeal for abolition. A tip system was not familiar in Japan. As a result, "service charge" that users were assigned to uniformly was born.

Service charge is listed in a bill separately from a tax even if you go to celebrity restaurants and it is paid by credit-card. I am interested how service charge is distributed.

The practice proposal of "mind of reception" is made in creation of tourism plan. For example, it is "friendly-greeting campaign" that schoolchildren will speak to tourists. However, unlike employee education, argument also comes out whether it is what should be performed by school education. Looking out to unfamiliar persons is also required for education. Since various persons visit in tourist resorts, it is the argument whether it is a mission of administration to just protect children from dangerous adults.

The best seller book "true moment" was written by the president of SAS, Jan Carl Seng. However, SAS went bankrupt after that. Cabin attendants such as JAL should know it before hospitality education.

Not only Jan Carl Seng but also prominent persons of staying industry are giving a

speech of the success story at various lecture meetings. My wonder was felt for teaching know-how easily. However, he gets the authority "because our boss appears in media, he is great!" from his young employee. It seems that the activity in mass media is effective in the meaning. Therefore, "mind of hospitality" may be told easily.

Good manner of Japanese in transportation is praised, but, in the Edo era, the townsman and the farmer were not trained at their home. There was only discipline of the work. The elementary school of the Meiji only told the reading and writing abacus and did not train pupils. Even if it was not the result, the scene of the Taisho era was an arrogant trade fair. There was not the custom to hand over a seat to the elderly and an ill person like the present and seemed to be the state of the person victory that persons sat down on earlier. People who had high social position seemed to have possibilities to take tableware even at a party on the Emperor's Birthday hosted by the government.

It is just culture in a manner and will be judging from the existing state of things after all. It is necessary for tourism researchers to criticize it carefully.

Chapter 5

TOURISM POLICY

Section 1

What is tourism policy?

Probably, it is intelligible to consider the difference between policy and things other than policy, when considering what policy is. The clear difference among both is the existence of participation of public power. Therefore, policy means the plan on administration of a government, a political party, etc., and the thing of policy and it is understood as the proposal based on a certain sense of values and interest. Since it is premised on existence of a legal system for enforcement of the policy in a country ruled by law, policy theory turns into legal system theory.

Since Tourism Nation Promotion Basic Law is established, the tourism policy which the central government and the self-governing bodies implement will be performed based on the law. However, the tourism policy which the self-governing bodies perform may not be in agreement with the central government's policy.

Policy inconsistency is between the central government which takes charge of the Act on Development of Hotels for Inbound Tourists for specifying the preferential treatment on a tax system and The Tokyo authorities which imposes a tax on stay.

According to the Tourism Nation Promotion Basic Law, tourism promotes the realization of a community full of the vitality that local inhabitants can have pride and attachment toward and deepens an understanding about culture peculiar to our country, history, etc. Although the tourism policy is regarded as the nutrition policy of the heart so to speak, so, if the policy which the Japan Tourism Agency performs remains in campaign and contest administration, privatization argument and independent administrative agency-izing will occur sooner or later. Policy deployment with norm

nature is desired.

Note: 18July2014 NHK News (Foreigner-"Inviting-Business"--Effect-less Japan Tourism Agency is Advised)

<http://www3.nhk.or.jp/news/html/20140718/k10013114281000.html>

Section2

Tourism Basic Law and Tourism Nation Promotion Basic Law

It is the Tourism Nation Promotion Basic Law which defined the fundamental plan about the tourism of Japan. It is materialized as what expressed the fundamental intention of the people about tourism in the Diet. The plans which the government defines are implementation plans performed according to it. This Tourism Nation Promotion Basic Law carried out full-fledged revision of Tourism Basic Law enacted in 1963, and was enacted.

There is a small book called "**the tourism and the tourist industry**" which the International Tourist Year memorial event cooperation meeting published in 1967. Although there was description of "many related legislation is expected by Tourism Basic Law", it was only one **Tourist-Facilities Foundation-Collateral Act** that it was able to do After all.

It gives an impression that there is a problem in indicator nature as an organic act as compared with having a law directly close to 20 related to Basic Environmental Law. It was kickoff that member-of-the-House-of-Representatives Nikai Toshihiro touched on revision of Tourism Basic Law at New-Year's-greetings in 2003 of the tourism relation organizations.

The old centralized rule to which it was presupposed that the local self-governing body has to follow the national tourism policy existed in Tourism Basic Law. It was revised, saying "the independent measure which employed the characteristic of the zone of a municipal corporation efficiently being decided upon and implemented" in the Tourism Nation Promotion Basic Law. At last, it became the same as the idea which respects local autonomy like other organic acts, such as **Small and Medium Enterprise Basic Law**.

Tourism Nation Promotion Basic Law supposes that a country will formulate a

Tourism Nation Promotion Basic Plan, and it has prescribed realization of a country promoting tourism as a major industry that other plans of a country must be based on this Tourism Nation Promotion Basic Plan. Although it is the contents of revision which satisfy the rarity of the norm nature of old Basic Law on Tourism, in a relation with the tourism plan of a municipal corporation, regulation is not set up directly. At this point, the same system as Basic Environmental Law is taken, and balance is maintained, considering the position of the tourism which thinks the individuality of the area as important.

When **Ecotourism Propulsion Act** was enacted in 2007, I was very much surprised. It is because that word “KANKO” is not used in a law name but the word “TSURIZUMU” is used. No regulation about Tourism Nation Promotion Basic Law exists in the law at all, either.

In the law about education, regulation of the Fundamental Law of Education is quoted in a certain form. The Tourism Nation Promotion Basic Law has prepared regulation also about preservation of environment or a scene in the regulation as a basic act. Although the Eco-Tourism Propulsion Act was using natural tourist attractions as a legal fundamental concept, a relation with the tourist attractions which Tourism Nation Promotion Basic Law specifies was not touched on.

Tourism Nation Promotion Basic Law was established and its guidance characteristics are doubted in one year. Based on Tourism Nation Promotion Basic Law, I hope that many laws concerned are born.

Section 3

Tourism and Vacation

As for the time when a vacation problem was considered to be a labor problem and two sides of the same coin, a vacation problem considered the Diet member to be outside of the object of Tourism Basic Law on.

Now, public holiday 3 consecutive-holidays-ization is promoted by nonpartisans. It is said this public holiday 3 consecutive holidays are a view of Tokyo-central-idea. It is impossible if it thinks of preparing long holiday seasons in north and south all at once in the whole country in long and slender Japanese Archipelago in climate. Moreover, unlike Germany, a local holiday is not adopted simply in the strong Japanese society of the present sense of herd instinct.

Since the increase in the number of holidays was carried out by the Nakasone Cabinet as a comprehensive policy of stimulation of domestic demand with resort development, the number of Japan is not internationally inferior now. The Japanese worker's working hours have become less than the U.S. rather. The increase of a holiday also affected reservation of the number of lessons of a university. The necessity of a holiday decreased for a pensioner etc., and the argument has shifted to how to take a holiday.

As for the autumn vacation campaign which the interested organization is tackling, adjustment with reservation of a children's academic level has been a subject. The school vacation system is provided in the School Education Law. Depending on the case, a holiday can be freely set up now also in the idea of a school for every cities, towns and villages. However, it is not a local holiday actually.

About neither a holiday nor a vacation, if the method of work, the educational method, the method of childcare i.e., the method of a life of Japanese people, is not considered, an argument doesn't progress. The concept of **summering** was not in Japanese society. It is because it was the busiest time for a rice crop in hot summer. The life rhythm of the Scandinavian who moves in quest of the sun in summer was differed from.

A big change arises in how to use this Japanese's time from now on. It is because the No.1 aged-society in the world starts.

Section 4

Long Stay and Overseas Emigration

Before "**Ten Million Program**" was announced by Ministry of Transport, Ministry of International Trade and Industry announced "**Silver-Colombia Plan**". However, most media criticized Silver-Colombia Plan in addition to the export of goods when they exported people. "Ten Million Program" hammered out as a policy for which the Nakasone Cabinet decreases foreign currency holdings. In those days, a tourist was accepted, but **a long-term tarrier** was no use. What is the reason for which it becomes rich Japan and a lengthier stay and overseas emigration began to be considered politically again?

The difference between every day and non-every day has decreased in Japan. Is it a

big reason? Moreover, the life gets longer, and the off time becomes long, too.

Sub-Chapter1

Construction and Maintenance of Tourist Facility

Section1

The time of social tourism

The importance of a domestic travel came to be recognized as a policy concern with economic revival, and construction of accommodations for a domestic travel was promoted politically.

The Tourist Industry Council of Japanese Government was provided with the "social tourism research section meeting" in 1955, and it was proposed about promotion of an international tourism enterprise in 1957 to the Prime Minister. In it, construction of people's hotel facilities, a national vacation village, the National Youth Houses, a public youth hostel, etc. came to be promoted. These institutions are classified as what is called a public hotel that a public subject manages. Since the lexical token "TSURIZUMU" was used by the government document, also in Parliament, the lexical token "TSURIZUMU" came to be used from this time.

Social tourism is the concept born in Europe of the postwar years. In order to live with the people appropriate for a person, the break period continuous into the cycle of one year is prepared, and the thought that it is required to refresh mind and body is flowing. We should intend to also permit the working class a vacation and the right of a travel and to make the right easy to exercise.

People's hotel facilities are the systems founded by the Ministry of Health and Welfare (that time) in order to promote maintenance of cheap and comfortable accommodations in 1956. They are the accommodations which the municipal corporation installed in rest places, such as a nature park which Natural Parks Law

specifies, and a hot-springs resort which Hot Spring Law specifies. The reserve of the welfare pension and the national pension was used as a maintenance fund.

People vacation villages are the synthetic recuperation facilities installed in the national park and the quasi-national park. The construction started with the 1961 fiscal year by the old Ministry of Health and Welfare.

In addition, although a people's hotel and a people's hot spring are one of those which were fixed on social tourism all were carried out as a measure in connection with Ministry of Health and Welfare (that time).

It is the time when the play concept which tourism has was emphasized those days. The side of the social policy was emphasized rather than the tourism policy, and it was called social tourism. The Japanese lexical token "KANKO" and the English lexical token "tourism" problem had started at this time.

Section 2

Tourism and Recreation

The idea of tourism and recreation was described in new **Comprehensive National Development Plan** by which the Cabinet decision was carried out in 1969. A term called a recreation is a translation of the recruitment which is a law term. From the first, it was leisure opposed to labor including the nuance which uplifts the will to work. It was thought that tourism had been approached when having come to be independently used as a katakana term called a recreation. Furthermore, by being used by a set as tourism and a recreation, it will have a more positive impression than leisure.

Words of tourism and recreation were used frequently in a white paper of tourism. A young people trip village was constructed from 1971 by the grant of the subsidy from the central government for the recreation facilities which local public entity ran. The construction of the large-scale tourism recreation district for the inhabitants of the big city was promoted from 1973. Next, the family camp village was improved by the self-governing body by assistance of the central government. Construction of the international exchange village was recommended from the 1988 fiscal year.

A natural rest village is improved by Ministry of Agriculture, Forestry and Fisheries as a resort farming area. The auxiliary amount to this natural rest village was very big compared with auxiliary amount 3,800 million yen in the 1999 fiscal year. Thus, after entering in the Showa 40s, it is transformed from a social policy, and the measure which

stepped toward the tourism policy one step has come to be developed. It is the feature that these many institutions were carried out through a budget measure which is not due to law.

Section 3

Resort Development and Comprehensive Resort Areas Development Law

Many tourism researchers are doing severe resort law criticism. However, let's observe from what the viewpoint which an environmentology person criticizes differs. Please observe whether an original viewpoint as a tourism scholar exists.

The Nakasone Cabinet did the Cabinet decision of the measure to stimulation of domestic demand in 1985. It was presupposed that **National People's Day** will be increased about ten days per year within five years. In order to promote practical use of time at leisure, utilization of private enterprises also checked the plan which can fully be demonstrated. Each ministry hammered out one lengthier stay type resort maintenance concept after another. As a result, **the Law for Development of Comprehensive Resort Areas** was proclaimed with all six ministries and government offices in 1987.

The fourth Comprehensive National Development Plan by which the Cabinet decision was carried out in 1987 hammered out construction of the **Daily Traffic Block** in which the day's trip between the major cities is possible. Since leisure time is expanded, it has been described that a resort region etc. are improved. If the Daily Traffic Block will be built, it will go to development of the tourist attractions which want to move humans forcibly.

In comparison with a previous tourist facility construction system giving a foreign visitor invitation on the front and having had been performed, the Law for Development of Comprehensive Resort Areas targeted at Japanese tourists from top front of the

legal system. It is just the first law that will tackle a tourism related policy synthetically by two or more governmental agencies.

The reason why expression called “tourism” was not used for directly is that the consciousness of people of those days had not evaluated “tourism” clearly yet. Moreover, in Japanese central administration organizations, it is surmised that it is because the word tourism was evaded as a thing only in connection with Ministry of Transport of those days.

There is meaning of the Law for Development of Comprehensive Resort Areas in having pushed forward the Human Logistics policy as a synthetic measure. Although there was much criticism in respect of a fiscal policy and an environment policy, it was the first comprehensive plan that specified that contribution of tourism was large, in order to activate an area. Since the measure for a supplier side was strengthened for the first time by the ironical thing to the measure of the former, such as social tourism, having been a thing of the consumer side for a worker etc., the Law for Development of Comprehensive Resort Areas could become comprehensive.

The all-round area specification looked at by the Law for Development of Comprehensive Resort Areas was **a type of contest administration**. However, contest administration also went into the last stage. Almost all prefectures stood as a candidate and they competed for decision of a development concept. However there was no outstanding thing in particular as the result. The breakdown of the Seagaea project in Miyazaki Prefecture was the typical example. Simultaneously, serious environmental pollution like the rapid economic growth era was not brought about.

A scene came to be attached great importance to than facilities construction by the criticism to a resort policy. In addition, it developed from the reflection to a measure without the characteristic to "tourism" to attach great importance to "local personality".

Section4

Abolition of Public Accommodations

While accommodations were fixed by the thought of social tourism, tourism recreation and development of resort, the adjustment problem of public institutions, such as a public hotel, and the private sector increases, and a close-up of the problem of profitability also came to be taken.

For this reason, about a public institution, it will be severely coped with in a budget, and the policy to which a public hotel is reduced will be implemented. The public

accommodations "Greenpea" were installed in response to loan from the pension asset, was entrusted to the municipal corporation etc. and managed, by poor business performance, it advanced transfer to a municipal corporation and the transfer completed it in 2005. Total selling price of "Greenpea" where it was invested 195,300 million yen from the pension premium was only about 4,800 million yen.

Section 5

Life study facilities which become a theme park

Let's recognize that a museum (a zoo, an aquarium, and an art museum), a library, and a public hall are the institutions based on the law of the system of the Social Education Law, respectively. Let's consider the problem of attracting a large number of people by the news hook of a building moreover.

Since a library, a museum and a public hall are the lifelong learning institutions positioned by **the Social Education Law** etc., and **treasury funds** are used for. Many self-governing bodies install these facilities for a local resident. These facilities are made much of from the viewpoint of tourism policy. The pioneer of the success example is Asahiyama Zoo in Hokkaido. Since mass media reports all with stress on a news hook, it is taken up as a theme park thing rather than the lifelong learning institution. Although rebounding naturally also comes out from the part and the traditional cultural persons concerned, it will be a success example if it sees in a tourism field. By existence of those institutions, probably the pride of the children of the area was able to be regained and, also financially, has eased the burden.

If Hokkaido is taken for an example, the contrastive example representing the management issue of the public sector relevant to tourism exists.

One is the Yubari third sector which is a representative case of a breakdown, and another is above-mentioned Asahiyama Zoo. This is proof of the pulling in customers business having a big risk. It is a cause of the success that the Asahiyama Zoo got a talented person in long-term administration by the positioning called rest facilities and educational facilities.

The decentralization reform by Koizumi Cabinet actualized the local-public-finance reconstruction problem represented by Yubari City. It is because the fiscal bankruptcy of Yubari City has continued a large amount of investment to tourism related facilities etc. The actual condition had become deficit management although a large sum was invested in maintenance of tourist facilities, such as a hotel and skiing area acquisition. They should pay the debt service money which originally raises a profit and it applies to institution maintenance. However, Yubari City was in the situation of holding the redemption money amount equivalent of institution maintenance as a debt in addition to the deficit on the management, conversely.

When the organization which Yubari City contributes did borrowing from a financial institution, it had legal regulation that Yubari City which is a self-governing body gives guaranty of liabilities. However, based on the view by a section chief of Ministry of Home Affairs who permits this, it has been carried out about the compensation-for-losses contract between a self-governing body and an investment organization.

Even if it is a case where **a guaranty-of-liabilities contract** or **compensation-for-losses contract** is not performed, either, Yubari City declared offering "a tacit guarantee" from a cash-flow side in advance, it persuaded the financial institution side, and the financial institution has also responded to this. As a result, in Yubari City, a population rate of decline has become the best town in Japan.

A zoo is classified into the museum collected living the live animal. Since it is thought that it should have strongly a role of not a mere show but education and the facilities for research, it is allowed to maintain for a tax. Although the zoo had been loved focusing on the person with its child as educational establishment till the 1970s, visitors decreased in number to the 1980s for the reasons of diversification of a leisure-time activity, decline in a birthrate, etc., and a closed zoo appeared.

One of the examples of a success under the environment is made into Asahikawa municipal Asahiyama Zoo. Although Asahikawa has carried out financial supplementation of the operational expenses since opening in 1967, a visitor will increase rapidly from the 2004 fiscal year, and Asahiyama Zoo will attract attention of the world.

When there were few visitors, according to the minutes of the Asahikawa-City assembly, a zoo sale idea existed. At the point in time when visitors increased, a sale discussion to the private enterprise occurred for the reason that they could sell highly again. The lawmaker whom the essentialist theory whether a theme park should be maintained by municipal management understands existed. The Asahikawa municipal

assembly was healthy.

Section 6

Sustainable Tourism and Capacity of the Earth

It is reported that the capacity of the earth is 10 billion people. Since it is a convenient number, there is also the ease of memorizing and it has spread. The population of the earth has already reached about 7 billion people and then there is the remaining capacity of 3 billion. Furthermore, since this capacity is not a first-class capacity but an economy-class capacity, none of 10 billion people can live on the standard of living same as Japanese. Although especially Chinese development attracts attention, there is the necessity of arguing seriously about whether 1,400 million all the members being able to ride on first-class one. Since the population of India is expected to exceed China, it is still more serious.

Sustainable development will be balanced development of the earth, if I say by different words. The balanced development concept of the area was only expanded to the balanced development concept of a country, and next it was only expanded to the balanced development concept of the earth. However, if it is premised on the present technology standard in order to put all earth peoples on a first-class seat, we will have to consider capacity reduction of the earth.

Progress of technology contributes to improvement of the standard of living greatly. **Green Revolution** was sung and improvement of a species of wheat with high productivity was advanced. However, the improvement in a self-sufficiency rate of Europe advanced nations was brought about, and it worked to minus economically at the agriculture of a developing country. Because a similar thing expects the benefit of the bio-techniques, it does not seem to be the thing which should promote eco-tourism simply. The amount of carbon dioxide is raised as one of the big determinants of an earth capacity. It is a minority opinion although there is also a negative view. There is a view it is supposed that the necessity of making an issue of global warming is in an advanced nation, especially U.S. capital. Suppose that it is because the economic growth of a developing country is controllable by becoming a problem of carbon dioxide emission

If **artificial-photosynthesis technology** is put in practical use, an energy problem and a **carbon dioxide problem** will be solved. However, if it carries out from the history of the earth, the present carbon dioxide levels must be **stifling** for not the higher one but a plant.

Only tourism is taken up, and there is no environmental inevitability discussing. The discussion has to be performed scientifically. In the special area like Galapagos, there will be a big effect in the entry into a zone prohibition of the tourist as a conservation of nature policy. Of course at the same time, the developed country expands financial support and it is necessary to accept the islander of Galapagos as an emigrant positively.

Sub-chapter 2

Region and Tourism

Section 1

Tourism and Media

When we travel, how do we recognize a destination as a tourist resort? When at first there is not the image of the tourist spot, the intention to say to visit the tourist spot is not born. Then what is a thing to create with the image?

The people of neighboring countries know the name of a place called TOKYO. It is because it is broadcast by BBC, CNN, and local media every day. Therefore, the name “Tokyo Disneyland” is used even if located in Urayasu City. Narita Airport abolished the official name of “New Tokyo International Airport” after privatization. It is a reverse phenomenon, the number of name of a place which declares itself “Karuizawa”, which is a famous summer resort in Japan, has increased.

Will it be effective in the spread of Narita as the place name? Is the negative effect that has taken off Tokyo bigger? It will be concluded sometime soon where it is.

Because tourism assumes the difference with others essence, the tourist place name emphasizes the difference with others. If it is the same place name, it is thought to be

the same as a tourist spot.

Although seven different hot springs are located in Hakone-cho, the name of a tourist spot unified as the Hakone hot-springs resort is used. A tourist spot name is important for a tourist who travels from the daily-life place.

Although the administration name of a place is exact rather, it is a thing as which a common name may be proper for tourism. The name of a place of the English notation is more important to a foreigner than the Japanese place name. In any case the local name is congenial to tourism because it is intended to distinguish it from other areas.

The administrative name is funny for the person who does not know the place name, but sometimes does a politics decisive battle for a local pride. In the area in Japan, where World heritage, the Iwami silver mine is located, a political decisive battle was carried out over the name of the city. The candidate who insisted on "Oda-City" by an election for mayor exceeded the candidate who insisted on "Iwami-silver-mine City" and was elected. It was expected that a problem got an end. The evaluation will come out sometime soon, too.

Kaga-City has used the old country name "Kaga" as an administrative name since 1958. When I was working as Mayor of Kaga City, I established the regulations to touch Kaga before a hot spring name for the purpose of planning a rise in recognition in Tokyo metropolitan area. It has that the old name of a country called Kaga is publicized to the metropolitan area in media in a premise. However, it is not only a positive aspect and must prepare for a negative aspect. Naruko Spa suffered the damage caused by rumors. Cancellation of reservation succeeded one another since the name of a place called Miyagi was contained in the seismic hazard name although Naruko Onsen did not have influence of an earthquake. Therefore, this is because the possibility of the damage by rumors for Kaga-City spreads if Kaga brand is the same Kaga-City brand.

Section 2

Appropriate Placement of Urban Area and Rural Area

Please read and think whether there is “a farm village” in current Japan.

In the Parliament of the postwar years of recovery, the importance of the tourism

policy was discussed earnestly above today. In order to promote tourism as an **acquisition-of-foreign-currency means** for food import, national land planning was proposed.

The city was the domain primarily located in the exterior of the community (a farm village). A merchant and a craftsman who were most city residents were a marginal existence in an archaic society or a feudal society. The capitalism which developed money and market as an axis was movement which extends a city domain. Capitalist society essentially included confrontation with a city and rural areas, and had utilized the situation as the source of power conversely.

By the Meiji Restoration, Japan did not through **the Europe type people's revolution**, and made **the centralization state**. Therefore, it is supposed that it could succeed in development of the homogeneous country to the considerable grade because a centralized apparatus of government involves.

The provision which exists only in "the Act for Comprehensive Development of the National Land" was "**the scale and the arrangement of a city and a farm village**" in connection with population distribution. The same may be said of "the National Spatial Planning Act". Although the movement plan of the thing was experienced by "**the National Mobilization Act**", a plan of Human Logistics (movement of people) was not able to be made in a golden chance called the establishment of air defense organization.

Ordinary Japanese's full-scale homecoming was started. About 200 boats were lent by the United States to Japan for loss of a transport ship. As a result of feeling uneasy to the legal force about movement of the humans after the end of occupation, in March 1952 the government did the Cabinet decision "affair about overseas Japanese's raising", and enacted to it to "the law about the sailing order for collective raising transportation of the Japanese from overseas." In order that 6,600,000 Japanese abroad except 600,000 **detention-in-Siberia** persons might go back, "revival national land planning" assumed the population after five years to be 80 million people.

They assumed farming population 50 million people and assumed city population 30 million people. As a result, by the end of 1950, 5 million people returned, 6 million people were born, and population increased 11 million people. 3,100,000 military men, army civilian employees, and civilians died at the time of war (moreover, most dead was **after the Saipan surrender**). And when even sick and wounded soldiers who returned to their hometowns after the war and passed away were included, **5 million persons were killed in war** (Chinese people are 20 million people).

The defeat of the Pacific War by military affairs is caused by carelessness including

ability and the view of life of the leader of the country. The war responsibility was not judged in Tokyo trial and was the problem that Japanese own should think about by oneself. It was a problem which also influences **the issue of a visit to Yasukuni Shrine**.

A city evacuation enforcement summary was approved in a Cabinet meeting in 1943, and the local dispersion of municipal facilities was decided. General evacuation promotion summaries were approved in a Cabinet meeting in 1944, and enforcement of the forced movement of person began. In 1946, a city ground transference restraint emergency measure law was emitted after the end of war, and the ban on inflow to Tokyo areas was continued for nearly three years. It was an unprecedented human logistics policy in our country.

It might seem unexpectedly, but there was little damage to the infrastructure with the United States Armed Forces air raid. Therefore USAF changed to the incendiary attack to the city population crowd place. Although the Japanese vessel received the destructive damage, after recovering the physical distribution function, Japanese economy revived.

It is the reason that is judged when Japanese economy revived by **population bonus** (Demographic Dividend) even if we do nothing for an industrial policy on the basis of the Cold War structure.

The farm village which was the provisionment base that supported the population of the city existed earlier from a city. With World War I, the population concentration to the city intensified. Therefore, a city problem occurred mainly on "the housing problem", but contributed to consumption expansion. The "farm village" concept collapses today. Because the significance of the interchange of a city and the farm village is uncertain, the significance of the green tourism becomes uncertain.

Land development program did not have the concreteness of the message in comparison with economic policy (GDP) peace and order policy (the number of the crimes) land policy (area). A color of the national defense becomes strong when we replace it with a Japanese policy. A concept of "a certain balance development "daily traffic block" of the country" occurred. The emphasis of the display "tourism" of the local personality meant the end of a certain balance development of the country in this sense. The land development program may change in quality to a national defense plan from now on because a national defense allergy was diluted by Yonagunijima Ground Self-Defense Force station.

Section 3

Urban Tourism

Ishihara Shintaro, Governor of Tokyo (in those days) began to put in power at tourism before Prime Minister Koizumi Junichiro. It was because he was the former Minister of Transport. It was begun to put power into commercial aircraft commoditization of Yokota airfield and Olympics attraction, the Tourism Department was established strategically, and **the stay tax** was begun. He had stated in the Parliament that the competitors of Tokyo were London, Paris and New York. It was also those days that urban tourism began to be recognized strongly in Japan.

Your concern gathers for what position the number of foreigners which visits Japan is in the world. It is because the ranking has the recognition which shows an international status. Although the Tourism Nation Promotion Basic Law also stands on the recognition, it is not scientific to compare the number of visitors per a country.

The economic scale and the size of area of Hokkaido is almost the same as that of Belgium. The number of visitors from outside which visits Belgium, and the number of visitors from the outside of Hokkaido which visits Hokkaido are also almost comparable. The distance between Sapporo and Tokyo which are leading tourist markets for Hokkaido is about 870 km. The distance between London and Berlin, the capital of Germany which is a leading tourism market for European countries, is 900 km. Therefore, although Hokkaido is less than Belgium in the number of foreign tourists, in scale of human logistics, it is not inferior to the Europe advanced nations.

London City and Paris City do a hot fight. We visited London City and publicize it if the number of visitors is the number one in the world, and Paris City argues that it is the number one in the world if we open it in the extended Paris urban area. This is because the recognition indicating the international position spread out, but the number of the foreign visitors is right political because the unit of the city is artificial.

The **precedence** areas of urban tourism are Hong Kong and Singapore. In an international tourism market, since Hong Kong is distinguished from China, the number of visitors is the world's No.1 reflecting there being many visitors from the China continent. However, since it is influenced by the policy of the Chinese government, the Hong Kong tourism persons concerned are not openly glad. Singapore implements the increase measure of a lengthier stay person and a migrant, and is moving weight from the tourism policy to human logistics policy.

Qatar and Dubai of an oil producing country also utilize the abundant fund, manage an airline, and are putting power into the tourism policy. The huge city is born at the

uninhabited desert area. Dubai may overtake Hong Kong and Singapore sometime soon because these were ghost towns until the U.K. made Hong Kong and Singapore a colony.

Judging from the etymology, tourism is city tourism in the meanings to go to watch a city, considering the Chinese origin of a word. The lexical token country described by the Book of Changes was the city surrounded by the **rampart**. Light is culture. As for the textbook, confusion shows a slight it over interpretation of watching it. It means watching in case of flat sound (they pronounce it by the same height). On the contrary, it means showing in case of the fourth sound (the pitch of sound is pronounced at a stretch from a high place at a low place). In this case, it is frat sound.

When Board of Tourist Industry was installed in the Ministry of railroad in 1930, there is consciousness which is ashamed of an acquisition-of-foreign-currency policy, and it expressed strongly the policy in which Japanese culture was shown to a foreigner, by intentional **miss-quoting the Book of Changes**. The interpretation which the Ministry of railroad newly made has confused a textbook writer.

Section 4

Farm Village Tourism

Agri-tourism and green tourism are produced as that in which agriculture and a rural policy aim at survival as a policy. The law about promotion of infrastructure improvement for rural village stay type leisure-time activity is the law which specified green tourism. The concept is completed without using "tourism" splendidly. This is not because tourism has a minus image, but is because it avoided that a competent-authorities problem with the Ministry of Transport (Ministry of Land, Infrastructure, Transport and Tourism) by using the lexical token "tourism" didn't occur. It is an occurrence before major government reorganization.

Although, as for me, agriculture exists in Japan, I think that green tourism did not need to be specially category-ized since it thought that the farm village stopped existing. Even so, it is taking its hat off at the sentence capability to have created the word "agriculture-and-forestry fishery experience tourist home business and a farm village stays type leisure-time activity". Probably, the tourism researcher who discusses without clarifying a concept should follow the example.

The farm village people stay of Ajimu is a champion of green tourism. Jurisdiction of

Hotel Business Law and **Food Sanitation Law** was transferred from the central government to the local government by **the decentralization law**. As a result, an investment criterion is rationalized by a governor's judgment and the farm village people stay of Ajimu can be carried out now.

Although **the food self-sufficiency ratio** of calorie base is asked for the protection basis of Japanese agriculture, the self-sufficiency rate of our country in a price base has surpassed 65%. If you would like to raise the self-sufficiency rate of calorie base, even if it recommends domestic vegetables, it will be meaningless, and production of wheat or feed will be recommended. As a result, green tourism of Japan including Japanese-style food culture will be driven into a plight.

The shout of local production for local consumption is flip phenomenon of national constituency-ization and globalizing of foods by practical use of transportation and storage technology, and an information technology. The regionality of a meal disappeared.

Rice was conveyed to Edo and Osaka from the Edo period, and food mileage is a political slogan. Furthermore, increase of imported agricultural products with price competitiveness depends for most foods required for Japanese meal, such as wheat, Sova, and an octopus, on import. Regionality will be lost if import takes the lead. And food as tourist attractions will concentrate on Tokyo where a huge market exists.

The beef which was bred in Kagoshima and branded by Kobe or Matsuzaka is enjoyable in Tokyo. Because the local brand advertises it in a high-quality department store of Tokyo metropolitan area and has a meaning, the branded souvenir becomes overconcentration. Local supply and local consumption is proposed by local revitalization.

It is natural activity supposing it is the tourism action which searches for subject. However, in order to advocate ecotourism and green tourism as learning or a policy, calm judgment and analysis are called for.

Sub-Chapter 3

Person & Organization

Section 1

Evaluation of Tourism-Business person

Personnel training are cried for as a tourism policy. As part of personnel training part, installation of the tourism subject of study in each university and a faculty is progressing. The celebration system to the person who contributed to tourism is carried out. Some which are called tourism have a field which keeps a fixed distance from authority and exists. In order to honor publicly the person who contributed to tourisms by a public institution, a sound procedure system needs to be established. In tourism personnel training policy, it is necessary to learn to the person who was equal to historical evaluation.

Section 2

Berth of elite tourism-related director

With the regional tourism policy, I have said, "it is to advertize a ramen shop which is not popular". Please consider and read the meaning.

Okinawa Prefecture has put power into a tourism policy. We will notice an interesting thing, if changes of the administrative organization using a name called the tourism of Okinawa Prefecture are seen. In 1972, there was the commerce-and-industry Department of Labor tourism division at the time of the return to Japan. It turns out that the commerce-and-industry Department of Labor tourism Development and Promotion Bureau was established in 1976, and the Okinawa governor established the organization of the high rank more. Changed with the commerce-and-industry Tourism Department in 1979, and it changed with the commerce-and-industry Department of Labor tourism culture office in 1983, and changed with the commerce-and-industry Department of Labor tourism resort office in 1998, and the department of tourism, commerce and industry was installed in 2005.

An organization is considered to have been accompanied by name change, whenever the governor set forth the tourism policy since the Okinawa governor's political stance is

shown. As a result, the commerce-and-industry Tourism Department in 1979 will only say that it is to have replaced an order of the name in the tourism department of commerce and industry in 2005. After a tourism policy tends to remain in the administration based on campaign, it is shown that the tendency of reorganization without the contents tends to become strong. This tendency is not precocious only for Okinawa Prefecture.

Tokyo put power into the tourism policy and established the Tourism Department in its Ishihara Shin taro Governor-of-Tokyo days. It was before Prime Minister Koizumi birth. Advocating urban tourism for the purpose of Olympics attraction, the rival had spoken also in Parliament that they were New York, London, and Paris. It devised as a stay tax to the source-of-revenue measure for that. In many self-governing bodies which hold the tourist resort in Japan, it is very difficult politically to install the stay tax which will transfer the tourism persons concerned to an enemy. Therefore, a means by which a self-governing body puts power into a tourism policy converges on the form where talented people are supplied.

It is an elite tourism section chief's birth. The thick person of a governor's confidence has come to be guessed. The person in front of retirement regards the tourism section chief as many a long time ago. The campaign came to be conventionally performed by appointing the celebrities who were related to the area as a tourism ambassador. And celebrities are finally inaugurated as the head itself and it came to play an active part in tourism advertisement. The representative case is Miyazaki Governor Higashikokubaru Hideo. Such tourism goods in name only did not continue for a long time so. Probably, this is also the fate of tourism.

Sub-Chapter 4

Tourism and TAX

Section 1

Bath tax and Cottage Possession tax

The bathing visitor who is present in the hot spring provided in Hot Spring Law pays

a bath tax. Usually, one person pays 150 yen. When a local resident uses it, being exempted for autonomous ordinances is usually. This bath tax was prepared from consideration that the self-governing body with many guests at a hot spring facility probably also has much administration expenditure.

Behind, **Local Tax Law** was revised so that expenditure might be possible also for a **tourism promotion measure**. Since the manager of the hot spring institution had the bad financial condition, it came to urge it to outlay all bath taxes for tourism promotion. However, since cost effectiveness is asked, it is a question using the most for the expenditure to mere tourism advertising expenses.

Atami has imposed the tax on cottage possession. Although the special local consumption tax which was the taxation about stay was abolished by movement of the hotel business, **the cottage possession tax** of Atami is a tax only on a cottage owner. Although a cottage owner uses service of water service, a road, refuse disposal in the city, etc. irregularly, Atami City is imposing a tax from the reason for not having paid the resident tax. However, at the point which has not paid the resident tax, there is no difference between a **hotel lodger** and a cottage owner. The cottage owner has paid the fixed property tax rather. The system taxing a villa owner than a tourist has contradiction politically.

Section 2

Luxury tax and Tourism

Although there is an opinion that tourism is not mere play, it was realized that tourism as a taxable item was **extravagant** until now. Tourism was extravagant, and tourism tax is since it is not what is applied to the public, and it was easy to carry it out.

The goods special tax prepared before the Pacific War imposed a tax on the luxury. Although there was the purpose of holding down consumption of a luxury, it was for supplying a part of war expense simultaneously.

The local self-governing body had imposed a tax on playing around, on eating and on drinking in a restaurant at Taisho Era. Since these taxes were for **source-of-revenue reservation**, a tax was widely imposed by them. Then, while transferring this **entertainment tax** to the national tax, **the passenger's tax** and **the tax on admission** were installed.

After the war, based on **Sharp's advice** within the limit of independence strengthening of local public finance, it was again transferred to local tax.

The tax on admission targeted all amusement facilities, such as theater, a movie, a

racetrack, a ballroom, a golf course, an exposition, and an amusement park.

When a tax was imposed widely so far, it was taxation upon the general public.

After economy was turned around truly, scope of assessment came to be restricted gradually. A sport organization and an art organization also performed political lobbying briskly. Although these taxes on admission were abolished with the **consumption tax** enforcement in 1989, the local entertainment tax remains as a golf facilities tax even now.

The passenger's tax was founded in 1905 as a special tax aiming at cost-of-war supply of the Russo-Japanese War. Like the tax on admission, although it was the taxation upon the general public which imposes a tax widely, while economy was turned around, scope of assessment was reduced and it was limited eventually to the airplane and the first-class car. It was abolished with consumption tax enforcement in 1989.

The entertainment tax was changed by the **eating-and-drinking consumption tax** in 1961, and the character of playing around disappeared at last. Although the tax on admission and the passenger's tax were abolished with consumption tax introduction in 1989, **the eating, drinking and lodging tax** was continued as a special local consumption tax. It is because tax rates were important sources of revenue higher than a consumption tax for all prefectures. The lodging industry company and the catering trade company developed abolition movement, and were abolished in 2009.

As for The introduction of the consumption tax to be levied on daily necessities, we can regard it as one phenomenon of expressing relativization with daily life and non-daily life.

Section 3

Tourism-related tax and Religion

The number of the self-governing bodies which put in power to a tourism policy is increasing. Implementation of tourism policy requires a source of revenue. That by which a tax is imposed with the purpose of implementing a tourism policy is a **tourism earmarked tax**. Since decentralization thought has spread, a municipal corporation enacts an ordinance and can carry out tourism earmarked tax. The stay tax of Tokyo represents it.

At many tourist resorts, the facilities of the religious corporation are utilized as tourist attractions. About a religion institution, a **fixed property tax** is tax-exempt, and a profit-earning business can also receive preferential treatment. On the other hand, special expenditure such as the maintenance of rest facilities is necessary for the local government by tourists increasing

In the time of the Book of Changes, the myth world and the political world were non-separation. **Old Great Japanese Imperial Constitution** and the present Constitution of Japan adopted a **principle of separation of politics and religion**. However, the real tourism is extremely avid with religion.

The masterpiece which a religious group plays an extremely big role in for the formation of the community is Koya Town and Tenri City. Tenri City receives contribution not to identify a purpose for which money is spent purpose from the religious group. Koya Town has the religious group undertake a public loan directly.

Most of shrines and temples on behalf of Japan are located in Kyoto City. Because shrines and temples are religion facilities, by a rule of Local Tax Law, the property tax is **not levied**. Because the property tax was important resources of cities, Kyoto City fell into the body of financial reconstruction in 1955. Therefore Kyoto City paid its attention to an admission fee and examined a tourist facility tax.

Eventually, because the shrines and temples are the targets of faith and not mere tourist facilities, the name of tax was changed into the cultural tourist-facilities tax and were carried out till 1964. Then, the lexical token of tourism was deleted from the name of the tax, and it carried out as a cultural protection special tax till 1969. Also after that, fund shortage occurred.

When reviving a tax as an ancient city preservation cooperation tax in 1985, dispute was not settled but resulted even in division of the Kyoto Buddhism Association. In addition, if taxation is carried out to an admission fee, since the financial situation of a religious group is exhibited, it will be easy to become a political issue. The same disturbance also generated Nara and Nikko. Religion and tourism understand a thing indivisible closely as the actual condition also from these disturbances.

Section4

Stay tax and Tourism

The Ecotourism Propulsion Act aims at promotion of tourism and promotion of environmental education. According to the law, ecotourism is activity for coming into contact with natural tourist attractions with the guide which has knowledge in a natural resource, a tourist considering protection of natural tourist attractions, and deepening the knowledge and understanding about this.

It is because that The Ecotourism Propulsion Act was enacted as this law has defined act regulation about the natural tourist attractions specified by mayors. However, since the legal definition of ecotourism and the act regulation of ecotourism were not related directly, the regulating act unrelated to tourism for simple environmental protection could be enacted.

Many tourism-related persons were negative to the farmland comprehensive development plan in the 20, Showa generation after the world war second when food production increase was a national policy. Also about the dam for comprehensive development, recognition that the scene of a hot spring was destroyed was common, and it was apprehensive with whether the amount of water of a mountain stream was secured.

It entered in the 30s, Showa generation and recognition changed suddenly. In the bulletin "wild bird" of the May, 1961 issue, Nakanishi Godo who is a founder of bird-watching of Japan described "I accuse a tourism boom" and he insisted "Give the nature conservation education which was consistent from the primary schools and junior and senior high schools to the university, and straighten out people."

Unlike the 20s, Showa generation this was because the recreational activity of city inhabitants became active. However, the land use policy to think that poverty included it represented than tourism action itself by a housing policy will be suitable for the natural destruction.

The regional improvement by tourism is cried for and the registration activities of world heritage are carried out. However, probably, Nakanishi Godo was sad about the fallacy of today's ecotourism and world heritage attraction movement, when inside he was subsistence.

The representation of ecotourism is Galapagos of World Natural Heritage Site No. 1. Since a poor inhabitant's life and protection of a global natural heritage are made

compatible, collection of a stay tax and act regulation are carried out firmly. The waste by a tourist has still had serious influence on the ecosystem.

In the case of advanced nation Japan which is not poor, it is not coexistence of environment and tourism and regulation of tourism action and proper management of natural environment are called for first. If the strictness is evaluated, it will develop into the high tourist attractions of added value automatically.

Chapter 6

Human Logistics & Tourism Information

I have described this chapter, thinking of whether a genre called tourism information theory is materialized. Is a difference between "tourism information" and "information other than tourism information"? Though it is, it is considered whether there is any meaning to discuss. Since a "tourism action" theory is not realized, either, if the difference from "actions other than tourism" cannot be explained, it has the same problem as a tourism information theory.

As contrasted with having discussed thing of side which supplies tourism service in "Chapter VI Tourism Activities", if its attention is paid to motivation which is called a difference to which moved a person, in Chapter VI, the thing of the side using tourism service and also the thing in the person's head will be discussed.

The branch item of tourism study of Wikipedia of Japan has tourism information and a tourism policy. Nobody had written in there before. When I wrote in those branch items in describing this textbook, about the item of a tourism policy, there was no contents counterargument from anyone. Under the present circumstances, since I describe most works which discussed tourism policy, other persons cannot but quote my writing. However, there was a reaction to the extent that an excess can also be thought about tourism information. Even if it did not go to the complete deletion demand of my description, the negative comment came out. Then, when thinking whether a positive description would come out, it was not at all. I felt that the reason which was still a blank until now was found. Therefore, when writing this textbook, description of my

opening question form has remained in the item of the tourism information of Wikipedia of Japan.

Although this chapter is also dealt with the information about tourism, it did not limit to tourism but is developing. Although it is a reason that the definition of tourism cannot be performed, it is because I think that it is in agreement in a deep place to discuss tourism and to discuss information. Chapter VI is the field for which an understanding still wants myself. I would like to tackle succeeding and to continue to die with the student and foreigner who will study tourism from now on.

Section 1

Transportation and communication

According to the lecture note of Tokyo Imperial University "Traffic Theory" by C.S.Griffin, communication is a concept which includes both transportation and communication originally, and it is introduced that the transportation till then was used in a meaning called **banishment**. It is because information was synchronizing with special movement of humans. Development of transportation and communication technique will make special movement of humans and movement of information separate, and a transportation concept and a communication concept will specialize.

The information that an information owner felt in experience or know-how with his body is the former. The information that a document or a picture was separated by an information owner is the latter. However, even if it is the former, **tacit knowledge** is digital-information-ized and can transfer to many people gradually. Finally a left thing is existence itself of real fresh-and-blood person; contact or courtesy visit is. Probably, the reason which meeting directly does not degenerate but increases rather even if information technology spreads is at this very point. There is a real fresh-and-blood human being by all means at the both ends of the communication and will be that it is not finished by virtual relations without real relations. A city is exposed to competition as a base which offers an opportunity to actually meet, and the whereabouts of the tourist industry will also change. It seems that in addition, a more natural dialog will be realizable to the partner of a remote place if research of "Geminoid" which is a copy robot of Professor Osaka University Ishiguro Hiroshi's human being progresses. When it was touched Geminoid which oneself operates, the sense that seemed to be mentioned oneself may give off it. Such a sense is called the metastasis of the physical sense, and

even brain science attracts attention.

When a bird jumped in the net which he threw up high in the sky, as for the duck hunter in my hometown, it is said that he feels the reaction by hand. Speaking in science fiction, you may not need to leave a sphere of life every day.



Section 2

The etymology of tourism

Tourism includes two meanings, which are a meaning "to show" and a meaning "to go to look". There is not a case using both without distinction, or, please look for an imminent example.

Human beings began agriculture about 10 thousand years ago, and a calendar became to be important. When the settlement society by farming and by stock farming started, a difference of the status between a king and a commoner was expanded. If a king comes to occupy a status as an actual order person, in order to build authority, the proof of the fact which should serve as the basis is needed. A letter was produced as what meets this demand. It was an occurrence of about 5000 years ago. The calendar which was only a standard that performed agriculture came to function as a legitimate proof.

The history record was left by a letter. It meant the thing called the thing which the contents which the letter expressed wrote down the negotiations with God world, world of Satan, the spiritual world that a letter was **a tool of the black art**. And it meant that **a lie falsehood** was not written down. Therefore, the letter stands on the point of contact

of myth and history. The "Book of Changes" asked for the origin of a word of tourism is a thing of the time when the king monopolized the letter.

Man's brain is not equipped with the function to read the letter. Another function which a brain has from ancient times is utilized, and the letter is read. That is, the stimulus from vision is changed into a stimulus of hearing in "39-field and 40-field", and people are reading the letter. **The dyslexia** is caused by that this "39- field and 40-field" does not function well. In order for human beings to have used **the stone tool**, the information center of the brain which unifies feeling, hearing, and vision was required. Therefore, "39-field and 40-field" progressed.

Fortune-telling with the tortoise's upper shell used formally in ancient China was for determining a policy. However, it had in fact the letter of the declaration of a policy or the courtesy of recognition for which it opted. Since it seemed that the form of the crack which appeared by processing the shell of a tortoise beforehand was controlled, it was which was also realistic.

Although many tourism-related researchers ask the Book of Changes for the origin of a word of tourism, the word of the tourism itself does not exist in the Book of Changes. It is because **they quoted at twice-or-more-secondhand** without confirming the original text. The meaning of "觀" in the Book of Changes should be "looking at" not "showing", if decided through the structure of "fortunetelling" and the pronunciation of Chinese.

Section 3

Copyright and Typography

The appearance of **mass printing technology** meant the end of monopoly of the letter by a king. Since what is necessary was reading the Bible and having just come to understand, even if it did not hear **the cleric's talk** at a church, **the Reformation** happened. Generating of a nation-state concept is also a result of the printing technology advancement.

The public was conscious of a state called Japan by the Russo-Japanese War because the newspaper completed. Just because the nation-state was materialized, it can be said that the tourism concept which goes to see some other countries was also born.

The phenomena of keeping away from reading a newspaper and watching TV will be

a hot topic. It is because information can be acquired at any time if a smart phone is used. In fact, the present business model of TV and radio which sponsors a program as a preliminary announcement on schedule was not justly natural.

Section 4

Language and Tourism Information

It turned out that it depends on a gene for the capability to master conversation and a language, at least partially. Even if a chimpanzee lives in the environment where a person lives, the chimpanzee does not get verbal ability. By contrast, the auditory disorder child can create sign language spontaneously with the structure of both the levels of a word and a text.

With bipedal walking, human beings gained the hand. A stone tool was used by acquisition of a hand. And human beings gained language by stone tool use.

Both a mouth and a throat are an organ which breathes and takes nutrition and are not born as an organ which emits language. That is, language was not necessarily built with natural selection in an evolutionistic meaning. It was born to some occasions as by-products.

After human beings used a stone tool, the jaw degenerated, the round tongue was gained and throat way changed. Human beings can utter a varied sound now and the probability which can be survived became high. Human beings came to build a social aggregation. Since the danger of being attacked by the foreign enemy decreased, it became OK even if the baby cried in loud voice. Since human beings did not have body hair and the baby could not hang on to a mother, a baby came to utter a complicated cry for declaration of intention. The function to control breathing progressed and, as a result, the acquisition of language of human beings was attained.

In common-sense terms, people think that a word was made earlier, and language was made afterwards. However Okanoya Kazuo insists as follows. There is a flow of sound like a song previously and the word was made by cutting and dividing the flow of sound. There is a video of you-tube on which twins' baby faces each other, some sounds are uttered and they have taken communication. Reliability will be felt for his hypothesis if this is seen.

(https://www.youtube.com/watch?v=YcGk13HvSM4&feature=player_embedded)

The sound which man can make is about 50 kinds. Human beings put few sounds

together and make a word. Once human beings had perfect pitch like the animal, however it shifted to the relative pitch in process of evolution. It is because language is symbolized not by the absolute pitch of sound but by the relative relation of sound.

The only arms of the living thing which speaks language were being able to predict and calculate. However, it also produced recognition of death simultaneously. Then, certain social equipment was needed.

Moreover, the living thing which can be predicted and calculated thought that the causes of a natural phenomenon were someone's purposes. As a result, language produced God and myth through the life for hundreds of thousands of years. Language, law, and money have arisen from the place which is an existence which a human being should die.

The search system of Google began from the letter. Now, speech recognition may also be equipped standard. A picture and animation information is also raised in large quantities simultaneously, and the smart phone is accelerating it.

The limit came out in the search system depending on the letter with increase of the picture and the animation. **Utilization of Facial Recognition System** etc. is progressing at a quick pace. It is a question of time to come to be able to perform to search the animation in which I myself appear in an instant.

Automatic translation will evolve into what can be equal to practical use, and an intelligent robot comes to help us.

When the sommelier of wine recommends wine to a customer, the capability to express verbally the taste which is non-language feeling can be searched for. The capability is a literary man's capability. However, since it is non-linguistic information from the first, telling verbally is impossible.

The transfer of non-linguistic information will become possible by evolution of an intelligent robot, since non-linguistic information, such as the sense of touch, the sense of smell, and the sense of taste is also the stimuli to a brain. Thing each which was an obstacle of tourism and human logistics will become no longer an obstacle.

Section 5

Tourism Information Offering System

About the information dissemination to tourists, it corresponds by respectively individual legal systems, such as lodging, interpreter guidance, overseas tourism

advertisement and tourist industry. Also about the carriage-of-passengers enterprise, the information dissemination system is established in the system of the individual transporting act.

The appearance of the smart phone which offers position information is making reconstruction of the human logistics and the information system.

As for tourism information system having come to be considered publicly, it was when the old Ministry of Transport (the present Ministry of Land, Infrastructure, Transport and Tourism) started adjusting "the fundamental view of the tourism information system" in 1973.

While advancing examination for creating the basic specification of tourism information gathering and offering system and public accommodations reservation system, tourist attractions situation investigation was carried out as basic investigation.

Japan Tourist Association established the central tourism information center at the JNR Shinjuku station in 1976. Moreover, JTA drew up the document publishing national tourism information in 1977. Computerization of information processing was started from 1984 and the national tourism information database was created.

Also in the portal site of the Internet, tourism information changed so that it might compare with a weather report and fortune-telling and might be dealt with. However, it is a thing as products offered and remained in the situation offered in accordance with other information.

60% or more of the transportation of tourism are automobile use. It is said to be in development of automotive navigation system that the needs for tourism information have grown **by leaps and bounds**. Development of automotive navigation greatly contributed to the spread of tourism information systems. However, the needs for the tourism information begins since before having got into a car and is demanded even after getting off a car.

The usefulness of the car navigation system is disappearing and the smart phone which put a man navigator in practical use is appearing.

GPS and wifi were fixed and the grasp of a user's position in the real time was attained. Moreover, conversion in the real time to foreign language information was also attained. The offer of tourism information greatly accomplishes a change mainly on smart phone. In response to this, each local self-governing body and a tourist agency are also beginning to offer the "tourism application."

To this, each local government and each association of tourism begins an offer of the tourism application, too. However, the tourism application appears to being said to be

an information explosion. From now on, what can grasp a user's need in an advance will be able to survive.

Section 6

Evaluation of tourist attractions and data-mining

The collection of tourism data is necessary for the development of tourism studies. Particularly, about the evaluation for the tourist attractions of the person of tourism, scientific analysis includes a far thing. Under the present conditions, there is only the questionnaire result analysis of the subjective evaluation of a tourist.

It is said that the beauty has biological grounds. Not to mention the beauty of the golden ratio, it seems that there is universality in a man and woman's beauty's judgment. It seems for preservation of the kind that it is because it asks for the healthier opposite sex. On the other hand, an individual makes a subjective judgment connected with the past experience.

These both become entangled with tense relations, and the history of art is built with on top of that. Is it possible by analyzing the distribution and the reaction of cranial nerves to display the cause which causes the volition and feelings that are going to let you see the sights?

The difference of human being's sex is less than other primates. It is because human society has evolved in the direction which makes the men-women relations of one-on-one fix.

It is considered to be one of the driving forces of evolution of an artifact that the place of sex appeal converted into culture from the body. It seems that it is clear that the feeling it is thought that is beautiful is based on a kind of biologic response within a brain. The human brain saves the cost of thinking by applying the complicated phenomenon in environment to fixed order and category and arranging it.

Google predicts technology in which the person's feeling condition can be guessed will be put in practical use in about ten years by recording and analyzing physiological measured value from human being. The possibility that can **elucidate** the tourism action comes out by analyzing the reaction numerical value of a traveler's brain in large quantities and cross-analyzing with an attribute, move information, etc of a tourist. By a young researcher performing data mining of tourism action, the possibility

that a lot of doctoral dissertations will be produced comes out.

On the other hand, however it may observe a brain scientifically, there are people who think that it can never arrive at the qualia (quality of sense) that a person having the brain feels. They think that **the human being is an autonomous system** and cannot observe it to the inside of the heart of the closed system. They think the development of the computer in consultation with the anatomical mechanism in the brain comes to a deadlock.

This dispute is the large argument which goes back to **Descartes' "dualism of the mind and the body."** A conclusion will be nearly obtained if **relevance** is analyzed between **the data obtained from the tourist's brain waves, and the tourism action concerned.**

Section 7

Does an animal have the consciousness?

Fox hunting and **bullfighting** which have so far been made into cultural tourist attractions are being forbidden socially and legally. It is because animal abuse is also considered to be a kind of violence. If the breeding situation of a zoo is inferior, it will become animal protection-related violation of laws and ordinances. Then, does an animal have the mind as well as people?

The dog which is the most familiar animal has many same **somatic disorders** and **psychiatric disorders** as humans.

The specific cognitive faculty concerned with the human language evolved before all the time rather than language was born. Therefore, a language cognitive faculty may exist not only in the **primates** but in other mammals and birds.

If functional magnetic-resonance-imaging equipment (fMRI) is used, the brain of a dog and a human is able to carry out the direct comparison of how and where the same stimulus is processed. It can be understood that development of dog study contributes to progress in tourism study.

Although there is a difference in some by culture, there is a linguist who thinks that there is a thing common to man as base language. Furthermore, a zoologist has people who think that it is not common only to man and is common also to a chimpanzee. It has turned out that the anthropoid also memorized the character, and memorized the number and recognition of a color is also the same.

Twenty years to explain it by genomic analysis ago, the zoologist explained that person and most of the chimpanzees were same breath things.

Consciousness has evolved with development of a conversation language. Many of conversation are intentional activities. The information which goes up to consciousness is restricted.

As far as concern of the proposition whether an animal has the mind, it is different from cram theory (imagining the lump such as the mind, they think a mind dwells in a human being, but think whether a mind dwell in other animals or not) in spread theory (The mind has spread considering the body as a base).I think that you should do whether meaning action acts in a problem than I make existence of the consciousness a problem. The explanation of **injury-feigning action** of a bird is enabled by it.

The artificial life cannot evolve easily. Many of biologists think that, among time with a long history of evolution, chance was piled up and was settled.

It seems that however, it is very insufficient in the history of the living thing for hundreds of millions or billions of years since time required for a gene algorithm is an astronomical figure. Because 98% of human DNA is the same as a chimpanzee, it is hard to think that a language and a mind are stored away by the gap.

Section 8

Wonder of the five senses to feel tourism

The evolution of the sense of the creature was the history of evolution from the sense of touch and taste to sight, hearing and sense of smell. A specific sensory cell gathered in sight, hearing, taste, the sense of smell and evolved to be able to do effective information processing. In contrast, it is the sense of touch that a **sensory cell** remained in condition to have laid scattered in a surface of a body. **The feeler** is an atomic sense. Why is the sense of touch of the human sensitive? Because eyes and hands work in harmony, it is effectively. There is the function to let you rouse feelings. It is an important role to survive the infancy before the language acquisition. American engineer developed the system which could experience the touch that another person felt.

Intuitive coetaneous sensation such as "**bloodcurdling**" or "**getting goose bumps**" acts as an antenna of personal relationships."A pain" is controlled by "surprise". The

surprise is a phenomenon to be seen in an animal with the consciousness. The surprise is not seen in **the anesthesia animals** such as the rat.

The hypothesis that sense information related to the survivor of the individual is given priority to over and the hypothesis that a strong feeling signal is controlled are effective. When the sense of touch contradicts the sense of sight, the sense of sight takes first priority.

An unexpected relation between the skin and the mind is. Why will you feel that it tickles only by a gesture to tickle being done? When touched by the strange person, people shudder. Why are people absentminded if touched by the sweetheart?

If it is going to make a machine judge the feeling defined by neither a numerical value nor language, there is only taking out not by a sign but by the pattern. Considering this, it leads to the qualia which cannot be expressed with a sign called language.

In comparison with sight and hearing, the sense of touch is a very primitive sense and exists for all the time from old days. If an **amoeba** is also **poked**, it will react. The self-consciousness is thought to have possibilities to process information in a way same as a feeler. The sense of touch and the sight feed back outside information. The thought feeds back readout in a head from memory, too. There is only a difference in whether it communicates with the exterior or it communicates inside. It is a **passive consciousness hypothesis** to have thought so. I explain that theory to a student clearly like this. The man does not approach a woman after feeling that a woman is sexy. The man feels that a woman is sexy after a man approached a woman. The way of thinking for **tourist attractions** changes if so.

Section 9

Sight, Consciousness and Time

We consider absolute time to flow uniformly toward the future from the past. On the other hand, in modern physics, how time is dealt with does not differ from how space is dealt with, in essence. **It is said that the time in physical description is not flowing at all in fact.** That exists is the fixed space-time which looks static. The phenomenon of our universe is unfolded in it. Because it is said that the world is 11 dimensions, not to mention four dimensions, intellectually, we can understand that our sense organs are not all.

In order that we may relate a perceptual content with a uniform positive time advance of external physical actual existence and may understand it, we force on us the temporal ordering of "being visible. Therefore, it is thought that the inversion of this time order occurred in compensation for the ability of eyes to be seen.

In the compensation for unifying the signal from a **skin receptor**, and the signal from the visual cells of the **retina** to "visual space", taking a motion of a hand and eyes into consideration, the passage of time was sacrificed.

Google is developing the intelligent robot. It is predicted in 2029 that the development with the same capability as man of a search system is possible.

Although a search system is considered based on consciousness, it is interesting about how the unconscious world is processed.

Section 10

Mind and Body

Consciousness and Unconsciousness

Consciousness is the state where he noticed a certain thing by himself. The portion which the mind is aware of is consciousness, and we tend to be convinced that it is alive as an intentional human being. However, it is not consciousness but a mainly unconscious portion that supports the mind as a matter of fact.

The precious structure which produces the wisdom of a life unconsciously is equipped. What is the mind?

I think that consciousness and the mind is another. I think that the mind says the thing of a process which recognizes existence of the self itself and existence of the object of the self circumference with the clear standard of "self." The mind is a process and is not a "thing." The problem of the mind was philosophical subject out of the domain of empirical science till these days. It is to have become a scientific subject about ten years before.

Famous Descartes' dualism makes the mind and the body another thing. This dualism view has lost that charm now. A mental phenomenon is because it became clear that it is closely dependent on an action of a cerebral-convolutions way system. However, dualism separation of the mind and the body was not necessarily lost and the point of segregation only moved.

Section1 1

Human Logistics & Tourism in the future through Google strategy

"Mobile Transport Revolution" was published in 2001. Then, it was predicted that the "**many and unspecified**" concepts which the public traffic depending on a timetable and a railroad depot system made the premise were enhanced to "**specific a large number**" by technical progress. In fact "on demand system" and "big data system" have been realized.

In evolution of human beings, the hand became free by carrying out bipedal locomotion. Since it worked using eyes, consciousness was produced, and the language and the letter were produced. Google is evolving the search system by the "letter" and a "language" so that evolution of human beings may be traced back. The "**intelligent robot**" which also enables non-language search someday will be made to put in practical use.

The manager of Google expects that search technology evolves and a search engine will come to have capability like man by 2029. On the other hand, the Google Company has advanced also to the world of eyes and a hand. As eyes, "Google glass" is taken out to a world and business deployment is carried out even on the automatic operation vehicle, not to mention "Uber" (tourist industry), as a leg. The big data about a motion of humans can be gotten.

As far as concern of a physical distribution, through tougher competition, it became the common sense that a seller sends goods to a buyer with the expense burden on seller. As far as concern of human logistics, by responsibility of the landing side, the landing side will come to go to meet a tourist.

If big data is utilized for marketing, it will become possible to predict a customer's intention and to forestall. Probably, Google considers the strategy which goes to meet, before being call.

Although it is dependent on a view, arrival of an aging society is also arrival of a big business opportunity for a traffic entrepreneur.

We built the society into which we cannot lead a life, when there was no private car.

As a result it is forced to judge that a community, i.e., administration, is to blame for reservation of elderly people's legs.

Since future elderly people can use the smart-phone, the efficient allocation of cars of them by position information grasp is also attained. It could come feel facilities about the same as a private car, if a fixed amount free-ride fare (unlimited mobility at a flat rate price) and a **gratis transportation system** is combined.

The manager of Google has said that "Uber" is the third rail. That is, a taxi was not considered as a mere means of transportation, but it thinks as one of the big elements which maintain an urban function like a railroad. I think that Google considers the competitive business model which utilized big data and an intelligent robot on it. There, some are related to the view of **the comprehensive-life-move-industry** advocated by the "Mobile Transport Revolution."

It appealed for **fusion** of public traffic and tourism in "Human Logistics in ubiquitous era". If move-service convenient as much as a private car is provided, elderly people and a tourist will use this move-service. If automobile relation taxes are utilized as a source of revenue, a self-governing body is able to form politically attractive move service. Even if a self-governing body does not set about, since Google aims at network formation, it may set about. It may say always anywhere that anyone can use even a smart phone, and Google may set about move-service.

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