

# Tourism policy and tourism development in Japan

(Full Text)

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## 1. The change of the purpose of Tourism Policy in Japan

In the legal system, at first, the purpose of Tourism Policy in Japan was to earn foreign exchange.

1930

1949

1963

But in new Tourism Nation Promotion Basic Law (2006) the purpose has changed to National and Regional pride.

In fact, by the 1971 revision of the Travel Agency Act, the purpose of tourism policy changed substantially. At that year the number of Japanese overseas travelers exceeded the number of foreign visitors to Japan for the first time.

Ten million program were launched

The etymology of Japanese word “kankou 観光” which means tourism required for the famous phrase in “I Ching 易經” Chinese classic “to watch the light of the country 觀國之光”. In 1930, by royal decree, at the Ministry of Railways, the International Tourism Bureau was established. Royal Decree regarding the establishment of the International Tourism Bureau is the first example using this word as legal one. But the meaning of “kankou” at that time, unlike the origin, changed “to show Japanese culture to the foreign tourists”. Because Deep groove is lying between the origin and the actual meaning, Japanese tourism policy has become hard to understand.

Unusual Ten-million program was launched by Japanese government. which aimed reduction of U.S. dollars held by Japan.

Expanding domestic demand    Resort development boom happened    Criticism of environmental damage    Hotel company and bank failures occurred    The so-called bubble    Economic bubble burst

Comprehensive Recreation Area Improvement Act, which many Japanese researchers have criticized, however for tourism, is the first comprehensive law. In terms of legislation, this act is to be judged. In this Act, the word (観光)was not used.    Tourism is, in what is not socially recognized yet.

After resort or recreation, the word tourism was recognized    Koizumi cabinet Administrative policy speech at the national diet    first time

## **2. Phenomenon of relative between the unordinary and ordinary**

Policy will be implemented through laws, taxes, subsidies, etc. Particularly taxation has been done by force, it is the most normative. Toll, admission tax and entertainment tax (lodging tax, restaurant tax) were introduced for war funding in 1937, which had tourism inhibition effect. Those taxes were abolished after introduction of sales tax of 1989. In the tax system, finally tourism inhibition policy was obsolete. Phenomenon of relative between the unordinary and ordinary occurred in the tax system.

Previously, in general, resort of tourist facilities was more impressive than his home. Today, the home facility is not inferior to tourist resorts in Japan. The phenomenon occurred in relation between resort facilities and living facilities. Common transportation like commuting was strongly regulated in Japan. On the contrary, tourism transportation was weekly regulated or non-regulated. But after deregulation of transportation in Japan, both become similar.

On consciousness, is experiencing the same thing between National parks and home gardens. The same applies to the relationship between national treasure and regional pride (treasure of community). All over Japan, the phenomenon of relative occurred.

Thinking of Tourism development in Japan, this phenomenon can not be ignored. Regional tourism policy objectives are to demonstrate community pride, which is declared by new Tourism Nation Promotion Basic Law (2006).

### **3. Inharmony between “national policy” and “regional tourism”**

Policy concept involves a norm of fairness. And tourism, especially regional tourism is to develop regional character. Thus we must recognize that there is inharmony between “national policy” and “regional tourism”.

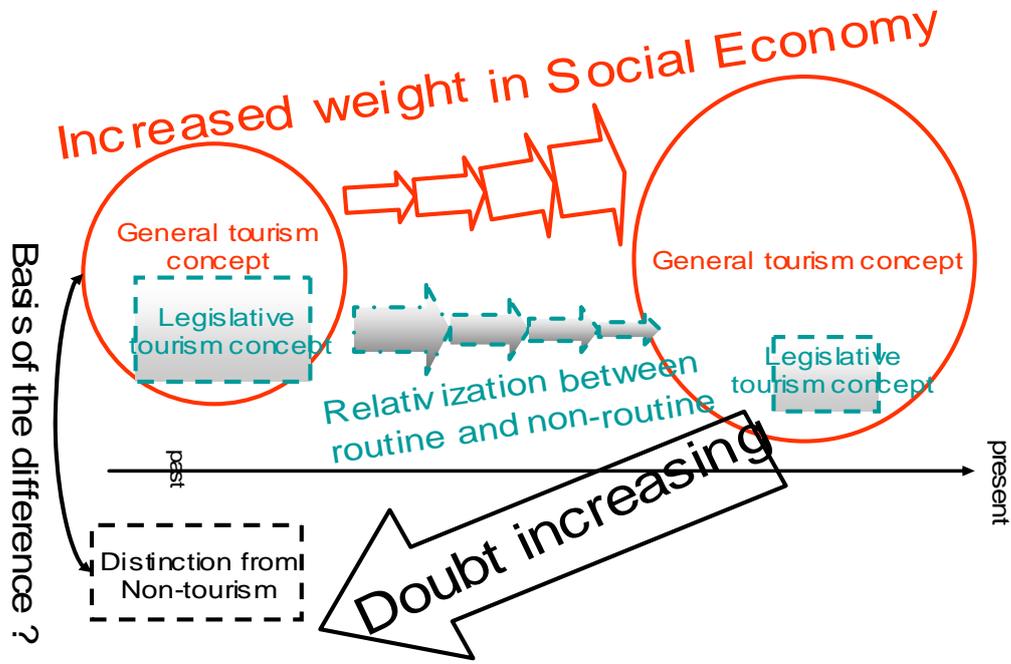
Territory definition refers to land that is put together because of the adjacent terrain and the same nature. A region is the concept of place which is considered the difference between the others.

By the deployment of various initiatives such as balanced national development and the formation of a transportation area one day trip to Tokyo, the differences among regions in Japan, with time, are becoming less and information and communication technology have accelerated it.

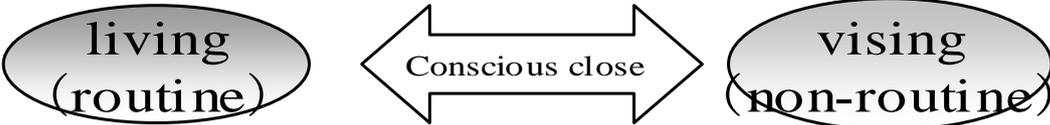
The central government can not support regional tourism unlike other exercise of individuality. Tourism administration should have been belonging to the municipal government.

We tourism researchers must distinguish between tourism and tourism policy. The reason to distinguish between policy and non-policy is that standards that apply to the policy is different from those apply to private activity. Occasionally I can recognize in papers the cases of confusing definitions between them.

# Changes in the concept of tourism in tourism policy



Relativization between routine and non-routine in  
tourism related legislation (verification)



address ←————→ lodge

Public Transport —————→ Occasional transport

Community Planning ←———— **idea** ————— Foreign exchange earnings

Landscape ←———— **Tourism Resources** ————— National treasure

Sales tax ←———— **tax** ————— Luxury tax