**Analysis and Consideration on International Tourism Policy as Local Government Policy**

**Chapter 1 Purpose of Regional Tourism Policy**

**The international tourism policy is usually done as a trade policy (foreign currency acquisition). However, in countries where trade balance is on a long-term surplus like Germany and Japan, the need to emphasize foreign currency acquisition as a policy object is less necessary.** **The Basic Law for Promotion of Tourism Promotion shows that the number of international tourists arriving is smaller than that of Japan in the international community, and it is supposed that increasing the number will be proud of the country and proud of the region. However, with the declining population there is an economic disparity between the Tokyo area and the Japanese countryside. There are areas in the countryside where tourism revenue is a major pillar supporting the economy. Therefore, tourism policy as regional policy is required to attract foreign tourists to increase tourism income.**

**Ⅰ Status of regional income in the Far East and the US**



The income gap between the Tokyo area and the rural area is regarded as a problem. An increase in the number of tourists from the Far East distinguishes it. Table 1-1 compares the nominal GDP per capita between the urban area of the Pearl River Delta and the rural area of Japan. Tokyo is superior to Hong Kong but subordinate to Macau, Okinawa, Kochi and Tottori prefecture rank lower than Shenzhen. Each place in Kyushu is subordinate to South Korea's average value, and Shimane prefecture where the border is regarded as a problem is also in a situation where the order is reversed depending on the exchange rate.



Table 1-2 shows the effect on the economy of travel in US states. In terms of consumption, California, Florida state is big. Employment evaluation in Alaska with cruise sightseeing and employment evaluation by Wyoming State with Yellowstone National Park are high. Those Wyoming and Alaska states are also rich areas that far exceed the average of the United States.　As in Japan, it is not necessarily said that the metropolitan department is the upper income area and the rural area is the lower income area. When considering tourism policies such as Okinawa, Hokkaido, it is necessary to analyze these circumstances and refer to them.

**Ⅱ 　Travel status (such as income and departure rate)**



The departure rate is considered to be proportional to the income level. However, low Japanese departure rate seems to be influenced by factors other than income. In Korea with a population of about 50 million people, 2 out of 5 citizens are traveling abroad, far exceeding 1 out of 7 in Japan. Japanese people are surprised even in the frequency of domestic travel. Looking at the Korean domestic trip in more detail, the number of travel participants has steadily increased both in accommodation and day trips in recent years. On the other hand, although the total migration amount (Trip day) has declined from 2009 to 2011, since 2012, the number of people, the total amount, and the total expenses have not decreased greatly and domestic travel seems to be in good shape. Traveling abroad also has been steadily growing since 2010. In 2014, it was 16.88 million people, exceeding the number of foreign travelers in Japan for the first time in 2015. On the other hand, foreign visitors to Korea decreased in 2015. It is said that the mainland visitors, which account for half of the market share, decreased due to MERS (Middle Eastern Respiratory Syndrome), and the decrease was said to be heading to Japan, leading to a surge in Japan. In any case, both Japan and Korea reconfirmed the importance of Chinese tourists.

**Ⅲ Little Japanese in both domestic and international travel**



The Japanese passport holding rate is decreasing (Table 1-4). The difference between the region with low departure rate and the region with high departure rate is not as great as the difference in departure rate, there are many repeaters in Tokyo etc. According to the survey on overseas trips conducted by the Japan Travel Agency Association in 2008 (for men and women aged 15 to 39), the reason why they do not travel abroad is "Travel fee is too high", "procedure is troublesome" 70 % Or more. Actually, Japanese do not travel abroad, not to mention domestic travel. Especially because it did not thoroughly reduce the freeway freedom and cost reduction. Domestic travel is popular in Korea, Taiwan and mainland China compared to Japan. Comparing the number of domestic guests per citizen, the Japanese is 3.4 nights. If you analyze the details of Belgium, which is less than Japan, it is 7.7 nights staying abroad, Japanese can stay in Japan as long as it is from the European level I will not say. Japanese expenditure for domestic travel exceeds Korea and Taiwan, but it is not high for staying days and trips (Tables 1-3, 1 - 5). On the other hand, rich Far Eastern countries have begun to travel without sticking to the concept of border. On the other hand, rich Far Eastern countries have begun to travel without sticking to the concept of border. Under the awareness of international travel to the extension of domestic travel, the actions taken by travelers in Taiwan and Korea are used to traveling. They are closer to the behavior style of Western travelers than Japanese. This is also evident from the analysis result of Hawaii to be described later.



In addition to economic reasons, it is presumed that there is homogenization of tourist spots in Japan as reason why domestic travel does not increase. I argue this as a relativeization of tourism resources. Mr. Saiki Saeki, president of Toyama region railway and developer of Kurobe alpine route, insisted that tourism is "demonstrate the individuality of the region". And, against the centralized rule of the Old Tourism Basic Law as opposed to the House of Representatives member. But even in the absence of a centralized provision provision, in Japan where information circulation centered on Tokyo is proceeding, the area competed and simulated by imitating success stories.



As the number of international short-distance travelers increases, it is inevitable that a shortening of staying time tends to occur (Table 1-6). Especially when there are many people who are used to traveling. On the other hand, international long distance travelers become relatively long stay. It is inevitable that the staying days of foreign guests including our country tend to be shortened as a whole and it is illogical to seek tours mainly based on extraordinary experiences for long-term stay.