Consideration on policy objectives and their evaluation index in international human logistics and tourism

~ Prediction of Impact of the Increase of Chinese Travelers on Tourism Policy ~

The rapid increase in the number of foreign visitors to Japan has become a topic of the public. The Japanese government revised the target of the number of foreign customers to Japan from 20 million to 40 million. Prime Minister Junichiro Koizumi's tourism nation declaration was a symbolic event that sightseeing was supposed to acquire citizenship again after the war. Tax has become available for dignified "play". To be precise, taxes cannot be used because Japanese go to "play." Tax can be used to get "playing" by foreigners.

As the number of visitors from mainland China rapidly increased, in 2016, Tokyo began to line up in the number of visitors with London, Paris, Kyoto to Venice and Okinawa · Hokkaido to Hawaii . On the contrary, in national income, each region of Japan is largely drained from Iceland in the north to Hawaii in the south. In income, the local residents of Japan are being overtaken by urban residents of the Pearl River Delta.

There is a parable that the value of Italian ties has increased with the income of the surrounding countries. The evaluation of tourism resources in Japan is also a result of the long-standing Japanese economy struggling for a long time, during which the Far East of China, Korea and so on became rich. The fact that there is no consciousness of that as it is deceived by the rapidly increasing number of foreign visitors to Japan is rather a future policy issue. I tried to analyze the actual situation by this paper and decided to consider the purpose of human logistics & tourism policy and the direction of policy development in the future.

**Chapter 1 Evaluation Indicators for Developing International Human Logistics & Tourism Policies**

I Purpose of traditional international tourism policy - Discontinued tourism basic law ~

The tourism policy in Japan began with the objective of acquiring foreign currency to increase military buildup. Therefore, the concept of tourism itself included the concept of cross-border.　 However, gradually the tourism concept was expanded and domestic tourism was introduced. As a result, the "domestic dominant, international to follow" policy developed dominantly by domestic tourism. Many international tourism policies around the world including Japan are developed as trade policies and explicitly made foreign exchange acquisition a policy objective or implicitly declining foreign currency as a policy objective.

According to the International Tourism Organization "UNWTO", international tourism revenue at the destination has also increased from US $ 2 billion in 1950 to US $ 1.6 trillion in 2015, Although the size of the transaction expands, the total balance of payments naturally becomes zero, so it will be inevitable that the existence of a country whose travel balance is deficit in the whole world is also premised in the whole world. Among them, as a major country supporting the global free trade system, a viewpoint on how Japan sees the purpose of the international tourism policy is becoming important.

In the trade export value, the world first place, the second place is the mainland China, the United States. On the trade import value, the first place, the second place, on the contrary, the United States, mainland China.In service trade and income balance (surplus), the US is ranked first, and mainland China is No. 1 in service trade deficit.

Ultimately, in the current account surplus (surplus), the mainland of China is No. 1 and Japan is No. 2 (Table 1-1).

The US balances the current account deficit finally with a surplus in the financial balance. As a result, the Chinese society is starting to see consciousness to effectively utilize Chinese tourists expected from all over the world stage. Just like when Japan envisioned the overseas travel doubling plan, it is switching to the idea of using the money earned by manufacturing in a fun way to unleash national principles around the world.

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Ⅱ Balance sensation of the international travel balance required for major countries

Many of the countries called traveling powers of the world have harmonized the receipts and payments of the travel balance. Even with the figures in 2014, seven countries are ranked in the top 10 countries, both in terms of receipts and payments (Table 1-2). Mainland China in terms of payment difference and the United States in receiving difference are outstanding (Tables 1-3, 1-4). Germany, France, Britain, Italy and Australia also occupy a large position in the world travel market both in terms of payments and receipts. Only Japan has ceased to appear in the high rank among major countries of the world.







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In the aggregation on a monetary basis, there is a case where "tourism" is divided into "passenger transport" and other "travel" and the transportation balance is included (tourism balance) and not included (travel balance). Regional transportation expenses in tourist spots are included in the balance, but it is usual not to include transportation costs outside the area. The international shipping sector is not included in the travel balance created by UNWTO. The international shipping sector is not included in the travel balance created by UNWTO. Although it may be the limit coming from the character of UNWTO, the balance of international aviation is large, and even in the major countries compared to the travel balance, it accounts for 10% to 30% of the total, which is a non-negligible proportion. Some countries have transportation revenues exceeding travel revenue like Ireland (Table 1-5).

Ⅲ World Travel Market Transferring Weights from the US Unilateral Regime to the US and China Bilateral Regime

After World War II consistently the world's travel market was turning around the Americans. The Marshall Plan that contributed to the reconstruction of Europe also included policies to send out US tourists. Tourism policies were also developed as how to utilize wealth gathered in the United States for reconstruction in Europe. After the Marshall Plan, the Romantic Road promoted by West Germany began as a policy to recall US soldiers once stationed as tourists.

Japan's tourism policy taken after the end of the war was a policy to attract American tourists. In order to maintain the hotel which was missed by the GHQ, the international tourist hotel maintenance law was enacted so that the bathroom was deployed in each room for Americans etc. Furthermore, in order to certify guides such as English etc., the old interpretation guidance business law was enacted. Since the occupation policy ended in 1952, we formulated the old traveling business law in order to clarify the traveling company that can be relieved to the Americans etc. There was only an inbound policy for acquiring foreign currency in the state of exhaustion after the end of the war. Since the aircraft was owned only in the United States, the United States used a Japanese airport to build a network from Southeast Asia to the Pacific, and Japanese also utilized it. It is also possible for US national airline companies to make a route to Asia via Japan and still have a departure and arrival slip in Japan.

The year before the Tokyo Olympic Games in 1963, foreign currency use for sightseeing purposes was relaxed, and Japanese also began traveling abroad. In 1971 Japan 's GDP surpassed West Germany (then) and became second in the world, and the number of Japanese travelers overseas also exceeded the number of foreign visitors to Japan. Also the year of the start of outbound policy, the "Traveling Business Law" which strengthened the protection of Japanese travelers abroad was enforced. In 1986, with the background of the appreciation of the yen, advocating the "Japanese Overseas Travel Doubling Plan (Ten Million Project)" to increase the number of Japanese travelers abroad from 5 million to 10 million by 1990 It was done.

While the Japanese economy is struggling after the collapse of the bubble economy, China's mainland economy has made remarkable progress, overtaking Japan with nominal GDP in 2009, as of 2016 the nominal GDP of mainland China is two to three times that of Japan, 60% of the United States. Each country tourist spot is strengthening the recognition that its future is dependent on attracting Chinese tourists.

**Ⅳ Establishment of Basic Law for Promotion of Tourism - Special Legislative Example Targeting the Number of Foreign Visitors –**

In 2006, the Basic Law on Tourism was fully revised with foreign currency acquisition in mind. Under the Basic Law for the Promotion of Tourism Nation in the successor, the philosophy of acquiring foreign currency has disappeared and clearly stated that "the number of foreign tourists visiting our country is not suitable for the position occupied by our country in the international community" . Although it is an unusual legislative case in the world which regards the number of visitors to foreigners as a problem, the number of visitors is the central factor for evaluation unless policy objectives are to secure pride in the country or region.

According to UNWTO, the number of international tourist arrivals is France the best in the world. France includes more than 200 million travelers, including day trip travelers. Virtually, the United States, which is collecting lots of income as well as long distance travelers in the world, may be the best in the world, but the number of arrivals is the highest in France in Europe. Evaluation materials are different depending on policy objectives and there is a limit to discussing based on aggregation method assuming borders. In recent years, it is also based on the fact that it is more frequent to discuss in cities such as London and Paris, and according to the purpose of travel (Holiday, VFR (Visiting Friends & Relatives), Business etc.).

**Ⅴ Policy judgment on the number of "international" travelers**

According to UNWTO, the number of international tourist arrivals (visitors of 1 night or more) increased from 25 million in 1950 to 1,186 million in 2015, about half of the world's passengers arrived in Europe (Table 1-6).



Looking at the trends in the upper ranking of the number of arrivals of international travelers, the ranking has remained almost unchanged in recent years. Mexico ranked up, Thailand, Hong Kong, Malaysia etc ranked down and ranked out within 10th place. As seen in the composition of the top departure place, the major seven countries in Europe, which have neighborhoods with high income levels and high population, are always in the best ten since 2010.

　Border concepts include political judgment. Regarding Hong Kong, Macao and Taiwan in China, although it uses different expressions by region rather than by country, while travel statistics are handling similar to overseas travel, from other countries including Japan It almost follows it. There are also cases where it is not included in international passenger statistics due to statistic creator's policy such as land movement from Malaysia / Singapore to China to Vietnam, each of which is judged for convenience.

**Ⅵ　Evaluation judgment of travel time in tourism policy**

**１　365 days rule**

In the international travel statistic performed by UNWTO, those who are away from settlement for more than 365 days are classified as "migrant" without entering the number of "visitor". It is not classified by nationality. Therefore, when discussing the number of arrivals of international travelers, the country name is not used unconditionally, and the expression "place of residence" of the place of residence, the place of travel document issue "place of issue of travel document" is used. It is classification by settlement place, not by classification by nationality of the country, regional pride is linked to policy purpose 7. In China and Taiwan, the phrases Hong Kong compatriots or Overseas Chinese are used in the statistics table (Tables 1-7 and 1-8).





**2 overnight trip and same-day trip ~ Come on 24 hour rule ~**

In the case of international travel statistics, it is customary to use the lexical tourist when leaving home for more than 24 hours, the lexical excursionist if it is less than 24 hours, and together with the lexical visitor. First of all it is the number of arrivals of international tourists, but in some cases it may arrive in more than one country on a trip. Therefore, although it is reasonable to compare the number of stay hours and the number of accommodations "nights", technical aggregation is accompanied by technical difficulty. Therefore, there is no choice but for convenience, it would be inevitable to process according to the location and temporal rules "24 hours / 365 days rule".In the future, if it will be improved by utilizing smartphone, GPS data etc., the necessity of "24 hour · 365 day rule" will decline, but processing of accommodation concept and date line (time difference) becomes a critical issue It seems to come.

**VII Policy evaluation of day trips seen in each country (region)**

**１ Weight of Day Tripers in North America and the concept "Overseas"**



Approximately 480 million people live in North America, the United States, Canada and Mexico, and nominal GDP of approximately US $ 20.7 trillion has been produced, resulting in an enormous number of travelers. Mexico has the same population size as Japan, its nominal GDP is Canada, and per capita nominal GDP is the same as the mainland China.

The flow of people between the North American three countries is very high in weight for day trip travelers. The day-to-day rate by car is about 55% for Canadian residents and about 35% for US residents (Table 2-1). Looking at the trend between the US and Canada, the migration of Canadian residents is twice as large as that of US residents. The population of Canada is large in the south side.

The United States has concluded a North American Free Trade Agreement (NAFTA) between Canada and Mexico and is permitted to enter the country for short-term labor to the extent that certain conditions are met. In addition, entry from Mexico to the United States has different procedures for entering the border area from the border to 25 miles and then entering the inland area. In the monthly tourism statistics, until 2005, only the number of inland arrivals was regarded as the number of US arrivals. From 2006 until 2009, the total number of immigrants including those entering the border zone has been added together, and from 2010 onwards, only the total number of immigrants will be counted. Therefore, the number of immigrants from Mexico has not been continuous since 2005 and 2006 and should be kept in mind to analyze human flows from statistics (Table 2-2).

Large scale fluctuations occur only by changing statistical methods. This is because the policy object underlying statistics is not created for tourism policy. In order to scientifically evaluate tourism policies, statistics appropriate to policy objectives must be implemented.







Tables 2-3 and 2-4 are statistics of the 1990s. In 1999, about 300 million people travel between the United States and Canada, America and Mexico, and the day-to-day rate is also high.

Overview of the present flow of people between the three countries (Table 2-5). Tourists are moving from 2300 to 26 million people from the United States to Mexico, 17 million people from Mexico to the United States, about 11.5 million people from the United States to Canada, 23 million people from Canada to the United States.

In addition to the flow of people accompanying this stay, there are 46 million to 48 million excursionists from the United States to Mexico, 7 million excursionists to Canada from the United States and 3,300 to 34 million excursionists to Canada from the United States respectively. The number of day-trips from Mexico to the United States is estimated to be around 70 million people based on OECD data and others, but the former number of 1999 figures was huge, about 100 million people. The shaded parts in Table 2-5 are based on OECD statistics, but the figures are not consistent. It is because there is no unity of total method. However, there are no major obstacles to making policy decisions.

In the US international travel statistics, the number of foreign customers excluding Canada and Mexico is handled literally as a passenger of Overseas. It is a posture not seen in the tourism policy of Japan that evaluates foreign travelers abroad. llegal immigrants from Mexico, Central and South America are becoming politicized. However, in such a situation where such large-scale activities are being conducted in the regular human flows, it is considered that we must oblige to adopt the present circumstantial measures. In Canada of the same English-speaking countries, foreigners from the United States and Mexico are regarded as passengers of Overseas.



In addition to domestic travel, the Canadian government has released state travel statistics. The inter-state travel ratio is one order of magnitude lower than that of overseas trips (Table 2-6), suggesting the traveling behavior of the United States closer than other distant states. Either way, for Canadian residents, traveling sensation that divides overseas and domestic is not as large as Japanese. As a result, the significance demanded of international tourism policy also changes.



Since the murder of Americans occur every year, the US government has issued Mexico travel warning information many times. However, more than 150 thousand US dwellers are crossing the Mexican border a day. The cause of the rise in this US traveler is being demanded by the weak peso. The dollar rate against the 1993 level is lower than the average rate for 2016 by an order of magnitude (Table 2-7). The number of tourists has increased rapidly in the past two years. On the contrary, travelers will increase or decrease due to the influence of the exchange rate. The comprehensive income including the travel balance rather than the number of travelers is more important for policy evaluation.



**2 　　Day trip situation between Mainland China and Hong Kong and Macao**



Table 3-1 is a cross-flow table between regions in the Far East region. In addition to understanding the size of mainland China in the Far East, we can understand the situation where Japan is located. Between China mainland and special administrative district (SAR) Hong Kong and Macao, there are parts of land and there are enormous numbers of travelers aiming at parallel trading etc. for shopping purposes.

Basically, the upper row of the table uses statistics including day tripees of the destination and the lower row of the table is based on the accommodation data. Although it is geographically a narrow range of movement, it is the number of movements in a region with high population density, and unless you compare both, you cannot understand the whole picture.

Hong Kong has an area of 1100 square kilometers and a population of 7 million. Hong Kong is a city where a population of about Aichi prefecture lives on an island which is about 50% larger than Sado Island (850 km２ ). Macao is 28 kilometers 2, an area where population of 650,000 people live in an area slightly smaller than Miura city (32 Km2). It is land-tracking with the mainland, and Hong Kong is connected with high-speed boat in about an hour. The nominal GDP per capita of Macao exceeds that of Japan. The number of visitors to Macau exceeds 30 million in 2015 and is the largest in the world in the visitor rate. A major city such as Shenzhen in the Pearl River Delta is located within the day-trip area of Hong Kong and Macao, forming a huge human population economic zone. Therefore, between China mainland and Hong Kong · Macao, there will be a huge human flows exceeding the number of foreign guests visiting Japan.



Hong Kong, like European countries, has a high percentage of day trips. What is different from Europe is that many visitors come from Shenzhen and others to do parallel trading. The average number of staying guests is about 3.5 days, consuming about 1 thousand US dollars per guest. As a result, international tourism revenue will be ranked among the top ten in the world as well as Macao. The number of passengers arriving from Mainland China to Hong Kong decreased by about 1.5 million from 2014 to 2015 (Table 3-2). At the same time, the parallel trading regulation is complicated with the voice that Hong Kong residents also wish for, although it is influenced by the political situation like "umbrella movement". Consumption behavior of guests is about one trip thousand US dollars per capita, and it is the structure of the big metropolitan type of the world with three hundred dollars per night. In addition, the means of transport from mainland China is overwhelmingly many landways and the first means is on foot (Table 1-8).

**3 　　European countries with a high day-trip sightseeing rate**



In Europe, there are countries with many overseas trips as well as few countries (Table 3-3). The day trip rate of overseas travel by British residents is extremely lower than those of other Western countries because the Dover Straits are present. Also, the high ratio of day trip abroad for Hungary and Estonia is because of low incomes. However, because the rate of Italy is also high, geographical relationships with neighboring countries can not be ignored. Either way, unless you are aware of day trips, it is difficult to evaluate tourism policies by the number of tourists in Europe.Furthermore, Germany has not publicly disclosed the statistics of day trip travelers.

**4 　　Policy treatment of day trip abroad in Japan**



In Japan of the island country, the necessity of considering tourism policy with a day trip abroad in mind was light. However, the number of Korean visitors to Tsushima, which can travel from Busan through a fast boat in one hour one way, increased (Table 3-4). According to a questionnaire survey carried out by the local international exchange association, it is estimated that about 100,000 people are day trip travelers, since the percentage of day trip guests is 58%.

About the increasing number of Korean tourists, there was a scholar who reports that it is a new Mongolia attack. However, as a result of local calm response, the weight has shifted to policies that increase guests today.

Cruise customers to Japan are rapidly increasing. However, the cruise business model does not assume accommodation at the port of call.　If the purpose of tourism policy is not on income, but if it is in securing pride of the country / region, the number of cruising customers needs to be added to the evaluation.　 For Japan, the evaluation of foreign tourists who make day trips is not clearly conscious at the moment.　 However, the distance between Nagasaki and Shanghai and the distance between Nagasaki and Tokyo are the same, and due to the increase in the number of tourists from mainland Chinese customers, it will be a subject for further study.

**VIII　　　 Number of visitors and days staying ~ Airbnb Discussion ~**

**1　　 Evaluation of lodging days and number of arrival passengers**



The number of staying days is more important than the number of arrivals in the international tourism policy because the economic effect is emphasized. As it is necessary for policy judgment in Japan, accommodation statistics are also substantial in recent years, but securing connectivity between accommodation statistics and traffic statistics is a problem.

Table 3-5 shows the number of arrivals and lodging days related to Poland reported to the OECD. The number of passengers exceeds the number of staying days. Therefore, the Polish Tourism Authority is planning to enhance personal accommodation data from 2012. In the future, it will be expected that it will be constructed as data of Human Logistics by maintenance of position information data. If it becomes possible to grasp the length of stay beyond the accommodation unit until the staying time, it will have a big influence on policy judgment.

2　　 European countries utilizing Private Accommodation

As mentioned earlier, the number of staying days may be lower than the number of arrivals. Cruise ship, sleeping car, camping car etc. are considered, and furthermore it is possible to consider staying at a villa, a relative, a friend's house. In Rio de Janeiro 's Olympic - Paralympic Games, the relative rates of the relatives and friends' houses were high at 13.3% for International and 48.6% for national. Sharing economies represented by Airbnb are talked about all over the world. Using smartphone applications, there is a new taste in P2P business model, but the inn itself utilizing individual houses, rooms themselves exist from long ago. In Japan, this is a social problem as "private night－residence" regardless of the inn. Until recently tourism researchers picked farm households favorably as research subjects and dealt with them as horsemans of green tourism. In Japan, Green Tourism Law is enacted with modeling of rural tourism in Germany. I do not use the phrase "sightseeing" to such a magnificent level. At the same time, weekly apartments, etc. were beginning to be offered as accommodation functions in cities. Today's "private night－residence" had already started, but there was no smartphone.

In the first place, the Japanese Ryokan Industry Law also stipulates the lodgings and boarding houses of the shared room with dwelling function. It did not necessarily prescribe only hotels and inns with accommodation functions. I have proposed the concept of Human Logistics by positioning the approaching phenomenon of these two as "approach of residential function and accommodation function".

According to the OECD statistics, we classify accommodation types into the following four types. Those are, a hotel and similar establishments, Specialized establishments (Caravan parks and commercial camping grounds), Other collective establishments (Rented houses, apartments, flats and units) and Private accommodation (Guesthouse, bed and breakfast).　 The category of this private accommodation is distinguished from the hotel. Table 3-6 shows the numbers (%) obtained by dividing this private accommodation by Nights in all types of accommodation, considering this as the utilization ratio of the accommodation. When travelers travel domestically in many areas including major tourist destinations such as Greece, Croatia, Spain, Italy, Malta, etc., it can be seen that they are using the inn rather than using hotels.欧州地区では、居住者が旅行を行う場合、国外、国内を意識する度合いが



**IX　 Travel Purpose - Tourism and Visiting friends and relatives "VFR" ~**

**1　　 Tourism Purpose**

Tourism activities are centered on the subjective concept of "fun". Therefore, it is difficult to objectively grasp, and in order to obtain statistics there is no choice but to converge to grasp the movement of the person including business activities. In UNWTO statistical processing related to human movement by the 24 hour · 365 days rule is carried out.

UNWTO adopts "All Purpose Trips". Therefore, accurately, it is judged that "Human Logistics" not limited to the tourism concept "journey for" fun "is appropriate as a phrase, and this paper also uses Human Logistics together.

In Russia, the number of visitors for sightseeing purpose is announced. Also, since it deals with processing that does not include the number of human flows with former Soviet Union countries and Eastern European countries as statistics, it differs greatly from statistical data of UNWTO.

**2 　VFR ~ Visiting friends & relatives ~**

1. VFR occupying a large proportion of the immigration rate

According to U.S. Department of Commerce International Trade Administration / Industry & Analysis, 53% of US resident's purpose of leaving is Vacation / holiday. VFR accounts for a large proportion of 27%, and the business purpose is 10%. VFR is a large scale unique to immigrant society.

The proportion of VFR occupied in Taiwanese residents' overseas trips is also extremely high (33.7% in 2015) (Table 3-8).





According to Tourism in Russia issued on March 31, 2014, 70% of visitors to Russia are VFR (Table 3-9). The Russian people who lived in various places during the former Soviet Union days were treated abroad as the Soviet Union collapsed. As a result, 25 million Russians live in neighboring countries including Eastern European countries. The number of these Russians visiting Russia for the purpose of visiting friends, relatives is enormous. As a result of simplifying the visa on VFR in 2010, it is understood that 15.7 million people visited.

Based on the idea of increasing the number of foreign tourists as policy targets, measures to increase VFR will be considered as in other countries. However, VFR arises as a result of immigration policy, not as a purpose of tourism policy. Both tourism policy and immigration policy have to be discussed in common as Human logistics policy.

**Ⅹ　 Number of departure travelers**



Since the purpose of the international tourism policy is to acquire foreign currency, there is a tendency for interest in the number of departure people statistics to become thin. Although leaving departure can be grasped, it takes time to classify the departure destination at present. It can be thought that it will be easy to compile by automation of immigration control, but if you abolish immigration procedures themselves, you can only grasp by estimation value. Based on these circumstances, Table 3-10 compares numerical values in 2014.

Basically, the population size to live in is not large, the number of departing people will not become large. Mainland China, USA, Russia are representative examples. The exception is European countries where it is easy to move from adjacent areas.

The number of departing people is the result of consumer behavior and it can be used as an index showing the richness of the area. In Japan, the departure rate by prefecture has been announced, so it can be used as an evaluation material of regional policy.

**Chapter 2　　 Status of Americans and Chinese Travelers in the World Tourism Market**

Ⅰ US and China in the European Travel Market

Europe accounts for 50% of international arrival passengers. Some aspects reflect statistical methods. However, according to a survey conducted by the MasterCard in 2014, London and Paris are top (Table 4-1) as a result of taking a questionnaire on the place of visit to the residents of Asian countries. Considering the future increase in Chinese travelers, Europe will continue to be the world's largest travel destination.

From the 19th century to the 20th century, 60 million people came from Europe to the continent. It is the so-called "century of immigration". It is said that 30 to 40% of people who made goods returned. Inequality leveling progressed across the Atlantic Ocean. Thereafter, 60 million Asians also went to the continent, contributing to the construction of trans-US railroads, but as in Europeans the permanent residence rights were not guaranteed and income leveling did not progress with Asia.

Europe is shaking over Britain 's withdrawal from the EU. Immigrants and refugees from Africa and the Middle East are throwing in, there are serious conflicts. The influence of the political situation in the Middle East, terrorism is occurring frequently. It can be said that the attachment of "the century of immigration" has come to the present age. Nevertheless, the fact that the number of visitors to major tourist spots in 2016 has not decreased is probably the power of European tourist destinations.





The upper ranking countries of the number of visitors to Europe are the European countries or neighboring countries except for the United States (Table 4-2). Conversely, Table 4-3 shows the results of analyzing the number of trips and the number of trips in major Western countries, based on the number of accommodations and expenditures, based on outbound materials. For the EU countries, the activities of residents in the EU are consistent with domestic activities. Therefore, it is recognized that it is necessary to analyze the traveling activity by comparing the residents 'domestic travel and overseas trips, with non-residents' activities in their own country, without making comparisons such as outbound and inbound . Besides, looking at destinations outside of the country, German and French countries have low proportions of the top countries and are decentralized. In both cases, the weight of VFR will be high reflecting the relationship between Europe and the United States.



Table 4-4 shows the number of staying days from the high ranking according to the place of residence of visitors to Europe. It is the United States, mainland China, Japan that ranks in other major European countries, but as Japan decreases, it can be seen that the mainland of China is rapidly increasing.

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**Ⅱ Analysis of US residents forming the world's largest travel market**

**1 　Analysis of foreign traveling behavior of US residents**

Residents in the United States are said to not travel abroad compared to Canada (92%). Still, 21% of respondents in the United States exceeded Japan's average (13%) are on international lodging trips. Furthermore, half of Americans traveling around the world once a year, including day trips outside the country. Therefore, travel expenditure is big after China. Visits to Mexico and Canada are different, mainly in Europe such as the UK, Caribbean countries such as the Dominican Republic, etc. 885 thousand people are going out to Japan in 2015 as well. The number of announcements by the Japanese government tourist office in the same year is 1,300,000, which is different from the figures issued by the US government. Incidentally, it is rapidly increasing to 1.24 million (preliminary figures of the Japanese government tourist office) in 2016.



2 Major Cities and Local Views in Exit Rates

The ports and airports to which US residents leave are the top ten cities including New York, Miami, Atlanta and others, accounting for 76% of departing people. According to the Ministry of Commerce statistics, the average household income of US travelers abroad is US $ 125 thousand, so it is considered that there are many large cities residents. Likewise, the departure rate in Japan (2015) is also concentrated in the major cities. Regardless of the country, it is understood that the income and the convenience of the transportation system are generally affecting the implementation of travel　abroad. Therefore, it is more efficient to conduct promotional activities as regional tourism policies, mainly in large cities.

3 　　Americans looking at preparing for travel

According to the US Department of Commerce Department material, resident in the United States uses airline information (52%) over net information. It is like Japanese people are using JR's information. The average number of international trips is 2.6 times. The proportion of solo travel alone is high, traveling on average 1.6 people. The trip period is also 17 days, it is long from the Japanese viewpoint. The card usage rate is 50% lower than I thought. There are 1.8 places to visit and it seems not to turn around here and there. The average expenditure per person is about 1,500 US dollars, of which the air fare is the majority of 1,200 US dollars, of which the air fare is still decided for the trip. Reservations are 32% for online travel companies, 17% for traditional travel companies, 39% for direct airline companies, and 13% for package tours. 78% traveling in economy and Coach class. Travel insurance coverage rate is 30%. 12% of tourists are checking their health in advance. This is a surprise for Japanese people. Average age 45.0 years old.

Ⅲ　　 The presence of American tourists in the Caribbean

1 　　Overview of the Caribbean countries and sightseeing



Overview of the Caribbean countries on a population scale. Apart from more than 10 million Cuba and the Dominican Republic, over three million areas are in Puerto Rico, Jamaica and Trinidad de Baco.

In the Caribbean countries there are many rich islands, districts with per capita nominal GDP exceeding 30,000 dollars are the US Virgin Islands and British Virgin Islands, with the Cayman Islands in excess of $ 60,000. Although many are in the 20,000 dollar range, there are tourist destinations such as Saint Vincent · Grenada, Dominica, Dominican Republic, Jamaica, etc. although the number is less than 10,000 dollars (Table 5-1).

The total number of international passengers arriving in the Caribbean countries is 22.44 million people, including air and sea, totaling 27 billion dollars, strongly over 1200 dollars per person in 2014 (Table 5-2). According to the ECONOMIC CONTRIBUTION OF CRUISE TOURISM TO THE DESTINATION ECONOMIES published by the Florida · Caribbean · Cruise Association, the total number of cruising customers is 35 ports (excluding Cuba) for a year from May 2014 to April 2015 Visitors were 23,624, 500 people. A total of 4,503,300 crewmembers visits will be added to this.

The calling point of the Caribbean cruise, except Cuba, is a member of the Florida Caribbean Cruise Association. In these areas, tourism is generally the main industry, and much of the foreign currency income is brought by tourism (Table 5-4). Naturally, the order of the Caribbean cruise number and the arrival number of the aircraft arriving customers do not match (Table 5-3). In 2014, there are seven places such as the Bahamas, Cozumel (Mexico), etc. where the number of cruise arrivals is over 1 million. There are six areas such as the Dominican Republic 5.14 million and the Cuban 3 million in regions where the number of aircraft arrivals is over 1 million.　The top countries of international tourism income are Dominican Republic, Bahamas, Cuba, Jamaica, Aruba (Table 5-2), and tourism revenue is affected by the number of air passengers.　 For example, in the Bahamas air passengers consume 1500 US dollars per capita, while cruise passengers only consume 80 US dollars (Table 5-5). The period of stay in the Caribbean countries is from 6 days to 10 days (Table 5-5-2), but these are mainly visitors by aircraft.







 

２　Tourism of the Caribbean countries highly dependent on the US

~ Actual condition of the backyard in the United States~

According to the Caribbean Tourism Trends (dated February 10, 2015) announced by The Caribbean Tourism Organization (CTO), the regional international organization of the Caribbean, the number of tourists of the same year increased by 1.3 million from the previous year Of the population, 26.3 million people, about half of which about 13 million people are reported to be resident in the United States. Arrival passengers of the Dominican Republic are mainly aircraft and are not cruise customers, but Americans make up 35% of the total, travelers from major European countries have arrived in addition to Canada just because it is a tourist destination (Table 5-6).



Expansion of the airline network and port development are driving the expansion of demand for cruises. Due to the development of a new departure / arrival port, choices of travelers increased whether to use aircraft to arrival and departure ports or by car. According to the 2008 survey of the Cruise Ship International Association (CLIA), 72% of Americans have stated they will take a cruise because there is a port near home. Of the 1.305 million people in the cruise population, 89.6 million (68.6% of the total) participated in cruises from ports in the U.S., 57% of which were concentrated in Florida. In other words, less than 70% of the US cruise is a domestic trip. Furthermore, among the 13.05 million people, the number of people living in the United States was 9.29 million, 71.1% of the total, and the ratio of foreigners was about 30%. The transformation of the image of the US cruise has been intense for about ten years. According to the Cruise Market Profile (2014) conducted by CLIA, the average age of cruise participants in the US in this year is 49 years, the average household income is 114,000 dollars, the retirement age ratio is 21% of the total, the repeater Was 60%, high rate. Half of the cruise days were 6 - 8 days, average travel expenses per person (including cruise fee, air ticket and shipboard expense) was $ 2,200. 80% of the total is participation in the couple. Cruises are gone beyond some wealthy trips.

**3 　　Individual tourism situation in major Caribbean regions**

It is made up of Antigua and Barbuda Islands and has a population of 80 thousand people, so it is about the same as the sum of Miyakojima and Ishigakijima (104 thousand people). The per capita GDP is also about 15,000 dollars, which is somewhat less than Miyakojima and Ishigaki about 2 million yen. Of the 800,000 overseas travelers, the number of cruise ships is 550,000. However, having nearly 20,000 people coming by yacht represents the thickness of the layers of British and American marine leisure in the Caribbean. There are 250,000 aircraft passengers, 80 thousand from the United States, 70 thousand from the UK and also the country of the Commonwealth. The average number of days stayed by tourists is less than 10 days, 70% of those staying at hotels and others are, but there are also many residential users who use Booking.Com etc. When comparing the number of tourists, it is said that the Sakishima Islands are blessed because the number of tourists arriving at Ishigaki is about 1 million and Miyakojima is about 500,000 people.

(2) Bahamas and casinos

The area of ​​the Bahamas is 1.4 million hectares, which is larger than Jamaica but sums up many small islands. The population of the country is one hundred thousand smaller than that of Jamaica, but the annual income per capita is 22,000 dollars, which has the same income as the rural part of Japan. Although sales are on a downward trend, there are revenues from casino projects exceeding 10 billion yen (Table 5-7). About 80% of the overnight travelers from overseas abroad of nearly 1.4 million people are Americans per year. As a means of transportation, 1.1 million people use the air way. Therefore, the Bahamas are not large as destinations for cruise ships, but travel revenue is large (Table 5-8). The arrival number of private aircraft and sailboat stand side by side with the cruise ship (Table 5-9). Due to the spread of the ESTA system in the United States, consideration is given to enabling entry procedures in the US before boarding at Nassau Airport.



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**(3) Jamaica**

The population of Jamaica is 2.7 million people and the area is 1000 ha, which is the size of a big prefecture in Japan. But per capita GDP is as low as 5000 dollars. Two million travelers from overseas in 2014 (60% in the US, 20% in Canada), actual spending is US $ 2.2 billion, daily $ 122 per person. There are as many as 1.5 million visitors due to cruising, and there are foreign currency income of 30 million dollars a year, but it is 82 dollars per person per day.

(4) 　Cayman Islands



The Cayman Islands is an autonomous region of Britain with a population of 60,000. It is well-known as a tax heaven and the weight of non-Caymanians is high (Table 5-10), and the per capita GDP is as high as 62,100 dollars. Aircraft passengers with high unit cost of consumption visit about 400,000 people, staying on average 8.7 days. Cruise passengers are 1.7 million and the fifth largest port of call for Caribbean cruises (Table 5-11).



(5) Cuba

Due to policy special cases, in 2010 there were about 1.8 million Cuban immigrants in the United States. It is reported that by the enforcement of the new immigration law in Cuba in 2013, 200 thousand people returned home. The number of Americans who entered Cuba the same year is also 92,000 (Table 5-12). Cuba's nominal GDP per capita is about $ 7,700, as the U.S. government has so far imposed Cuba an economic sanction law, which is said to be the most challenging in the world, such as the Helm's Barton Act (Table 5-13) . Federal law prohibited US citizens from traveling for sightseeing, and credit cards, travel insurance, internet reservation, which is an important means of travel, could not be used for US companies.

However, President Obama launched an improvement in relations with Cuba on December 17, 2014, and restored diplomatic relations in July 2015. The share of the tourism industry in Cuba's GDP is currently low (Table 5-4) and international tourism revenue was also about 2.5 billion dollars (2011) (Table 5-14), but future growth is expected. Listing the terms used in Cuba sightseeing as expected, "Family Reunification tourists" "Sun, Sea and Sand tourist" "now-bird tourists" "Retirement tourists" "March-Breaker tourists" "curiosity tourism" It is versatile. On the contrary, neighboring countries tend to be nervous as much as expected. It is anxiety that comes from the high weight of the tourism industry in neighboring countries and the high weight in the United States. As a result, movements to tackle Chinese tourists as new target for attracting tourists are also being reported.





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**4　　　 Eyes of Koreans and Japanese gazing at cruises and the future of Far Eastern cruises**

The number of foreign passengers, mainly in mainland China entered by cruise ship to our country, is about 170,000 in 2013, about 1.12 million in 2015, 1.7 million in 2016, following 2.2 million in Korea Increase. At the same time, the China Transportation Association Passenger Yacht Party also announced that the number of overseas travelers due to cruise from China exceeded 2 million for the first time (Xinhua news January 22, 2017). This Far East cruise is comparable to the Caribbean cruise in terms of distance. Typhoons and hurricane attacks are also common obstacles. Therefore, if huge demands of mainland Chinese users occur mainly in inland areas without sea, it can be expected to develop into big industry like Caribbean cruise.

Cruise is a typical all-in-one product, which usually consumes little at the port of call. However, according to the consumption trend survey (2015) of Chinese travelers who occupy over 90% of foreign cruise passengers who came to Hakata Port, the average consumption per capita has reached 107,000 yen and the current situation of bomb explosion. In contrast, according to the Florida Caribbean Cruise Association document, the average stay time per capita of one port of the Caribbean cruise is 4 to 5 hours, total expenditure is US $ 2.5 billion for passengers, Is US $ 300 million. The expenditure per passenger is 104 US dollars. As for breakdown, 30% of watch and jewelry is shown (Table 5-15). The image of the average cruise ship (Table 5-16) drawn by the association is 3,500 seats, 1,400 crews, 3640 people including crews for landing customers per port, consuming only a little under 100 dollars per capita , It consumes 360,000 dollars as a whole. The accommodation expense of the home port is less than half, and the total spending amount is small. There are a few destinations such as Bahamas, Cosmill etc. where the proportion of visitors who visit more than two times exceeds half, and the proportion of the first destination is about 60% on the whole.Total expenditure by destination is 70 million dollars in Bahamas, Puerto Rico second most, 40 million dollars, Cozmill 34 million dollars, Cayman 30 million dollars. Therefore, the Far Eastern cruise also has to consider the possibility of changing to a Caribbean type structure due to future changes in demand of Chinese users.







The number of foreigners visiting Korea has also increased rapidly. The protagonist is a mainland Chinese guest, and in 2015, 4. 471 2133 people visited Korea. Among them, the number of cruise shoppers visiting South Korea has increased rapidly to 2.2 million (Table 5-17). While Korea expects tourism consumption of mainland Chinese customers, the high degree of reliance on mainland Chinese customers is a problem. As a result of exempting tourist visas to mainland Chinese customers visiting only Jeju Island, Jeju islands saw a sharp rise in mainland Chinese customers in 2014. As a result, the land price of Jeju Island suddenly increased (Table 5-18). For that reason, under the influence of Spain, Mediterranean Majorca Island, discussions on the CAP system limiting the number of entrants have been reported within Korea 13. Meanwhile Middle Eastern Respiratory Syndrome (MERS) has reduced visitors to Jeju Island in 2015. In any case, the trend of mainland Chinese customers is beginning to exert a big influence on tourism policy of neighboring countries.

In the East China Sea and South China Sea, security issues exist as a major issue. It should also be kept in mind that a stable political situation will be a prerequisite for cruise tourism as the Caribbean is in the US garden.





Chapter 3 The future of Chinese travelers and world tourism policy

Ⅰ 　　US and China with a huge domestic airline market

The size of domestic aviation in the United States is one order of magnitude larger than Japan in terms of the number of transport miles. On the contrary, since Japan's railway transport volume is 231 million miles in FY2005, we will have an additional 2.7 times the combined volume of JR private railway and others, with US domestic airline alone. It is easy to understand that it is even larger than transportation by automobiles. Even though the sky liberalization · open sky policy is being implemented, domestic aviation regulates transportation of foreign aircraft in the United States due to cabotage regulations. As a result, US companies can use international huge domestic air market as international weapons. Indeed, the US airline company has expanded the network to the whole world by code share (joint operation). This is also a power in the international travel market of US companies. The same can be said about China. China already has a domestic air market which is nearly six times as large as Japan (Table 6-1). As both will overtake the US, Japanese airlines companies cannot help but think further collaboration with a huge Chinese airline company. In that case, Japan's land passenger transport companies that can not cooperate with Chinese airlines will lag far behind, so cooperation with Chinese-based human-style smartphone applications that are expected to develop internationally will be essential.



Ⅱ　 Vigorous domestic travel demand in China as reserve for overseas travel

Comparing the domestic travel market by country, it is as shown in Table 6-2. When comparing the total expenditure, the United States is the largest, followed by China with the most population. There are many domestic travel destinations in the United States.

In terms of per capita expenditure figures in the Far East are growing. Especially, China's growth rate stands out. China's National Tourist Bureau estimates that domestic travel, which was 2.957 billion in 2012, will amount to 4.88 billion people in 2016 and income will be 3.8 trillion yuan. It is already well above the 250 million people in the departure market. The number of times per capita per person has increased from an average of 2.18 times to 3.18 times.

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According to the "2016 National Travel Expenditure Report", the tourism expenditure of Chinese (2016) is 4,660 billion RMB yuan, average per person is 3406 RMB (about 50,600 yen) 14. It is about three times the amount of tourism expenditure in Japan and it is larger than GDP ratio. It is going 3.3 times per person, and it is the same as the number of domestic trips by Japanese, but because the size of the country is different, travel preference is higher than Japanese. This momentum appears as a power of travel of the Chinese to countries around the world.

**Ⅲ Status of visitors from outside the region viewed from the United States**

**1 　Position of mainland Chinese customers**





In 2015 the mainland of China reached No. 1 in total consumption by foreign visitors to the United States. The average consumption per trip continues to increase to about $ 2,600 in 2008, about 6100 dollars in 2011, about 13,500 dollars in 2015. The number of visitors from Japan is the fourth in both accommodation and consumption, and in terms of per capita consumption it is the second largest after China. However, in Japan, about 1.5 million people are in Hawaii and about 800,000 people in Guam, more than half of them are not travelers of the continent of the United States (Table 7-2), which is lower than those of Brazil and China as continental visitors. As a result, Japanese tourists in the continental part of the United States are not so high in evaluation anymore. The number of Japanese living in Hawaii is 1.8 million (2010 census) during the population of 1.42 million in the state of Hawaii (2014), the second place is 270 thousand in California state, third place 38 thousand in New York State It is more than people, which leads to a large number of Japanese travelers in Hawaii.



In the "CHINA: SUMMARY INBOUND TRAVEL MARKET PROFILE (2015)", the US Tourism Association predicts that the number of Chinese mainland customers will reach 5.7 million in 2021, using the evaluation criteria of the new travel. Under this standard, foreign students who are coming to the United States and tourists of medical purpose are also incorporated into the travel market. As a result, the number of Chinese mainland customers in 2015 has increased to 2.59 million, and the receipt is US $ 30.2 billion. The US share of the mainland resident's long - distance international travelers 16.66 million people is 15.6%, which considers China to be a promising market in the future (Table 7-3).

2 Japanese travelers in the United States

Table 7-4 shows the number of accommodations in New York City. Canada, Mexico and other areas where many US immigrants are also in the upper rank of New York City 's bed nights. The exception is Japan, and Japanese residents who visit Hawaii and Guam do not appear in the top number of New York guests. This is not limited to the travel policy, it is thought that there is a possibility that it will exert a big influence in the comparison between China and Japan in the United States. In addition, there are 58.5 million people in total in New York City annually, of which 20.5% of 12.5 million people are residents outside the US (Table 7-5). It can be understood that the hotel occupancy rate rises and the hotel rate gets higher (Table 7-6).

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**Ⅳ 　Trends in ASEAN countries and China**



As an overview of the number of foreign visitors and departures from ASEAN countries, Malaysia and Singapore are also internationally high in numbers excluding the number of land movements between the two countries (Table 7-7). Indonesia, the Philippines, and Vietnam with high population are internationally low, but the per capita GDP (nominal) growth rate is large (Table 7-8). It is expected that overseas travelers will increase in the future. Although Thailand is in a low level in the departure rate, it has reached the international standard beyond Japan in terms of accommodation acceptance rate and international travel revenue receipts, and ranked high in international travel revenue.



When looking at the flow of people within the ASEAN countries, the weight of Singapore, Malaysia and Indonesia within the region is high. This figure is even more so since the number of land moves between Singapore and Malaysia is not included. According to the data of the Japan Tourism Board, according to the 2011 land transport route including Singapore (day trip), the number of residents of Malaysian residents is 45.21 million people, the number of foreign visitors in 2014 is 27,437,315 people It includes travelers who reside in Singapore (13,932,967 people)), so it is a figure comparable to figures between the United States and Mexico and between mainland China and Hong Kong.



Regarding the Philippines, Thailand and Vietnam, the mainland of China is ranked first in the country of travel (Table 7-9). Also in Singapore, Malaysia and Indonesia, the trip with China is the second place, but it is reported that the number of tourists from mainland China who visited Indonesia in 2016 became the number one in 2016 (Xinhua News 2017 February 18 Japanese version).

**Chapter 4: 　Tourism policy to be taken by Japan in the Far East**

**Ⅰ　 Conditions of mainland Chinese customers**

**1 Spring Festival etc. that have a great influence on tourist spots in the world**

The total number of Chinese mainland residents who traveled abroad (including day trips) including Hong Kong and Macao in 2015 was about 120 million, more than doubling in the past five years. When looking at the global scale using UNWTO standards, one of ten people traveling abroad today is a calculation to become a resident of mainland China. According to the Australian Bureau of Statistics data, in 2015, the number of Chinese mainland residents who visited Australia is 1 million, total consumption reached about 5.1 billion US $. The goal that it was supposed to take ten years in the beginning has been achieved in only 5 years. Apart from Hong Kong and Macao, the number of visitors from mainland China exceeding 8 million in 2011 is greatly increased, becoming the world's largest traveler supply area . There is the same structure that the number of foreign guests in our country was achieved early. China Travel Agency analyzes factors influencing the impact of the increase in the number of tourists from mainland China to sightseeing destinations around the world is in the advantage of individual income growth, visa easing, increased flight departure and arrival at international flights and RMB rate .

Eighteen years have already passed since the Chinese government promulgated and enforced provisional rules for exempting Chinese citizens' own expense travel in 1997. In 1998, the number of overseas travelers of mainland residents was only 8 million, but in 2012 it will exceed 80 million (including day trips) and 100 million in 2014 (day trip Including). Although Hong Kong and Macao share a high proportion, Europe is also dominant in the region, and the United States also has a high proportion of Canada and Mexico.

In Japan, the increase and decrease of the flow of people such as large consecutive holidays are requested on the day-of-week arrangement, but the era ends. An era has already come when the Chinese holiday system has a great influence on tourist destinations around the world. The time when the population of mainland China resides increases is the Spring Festival (Chinese New Year 7 consecutive holidays), labor clause (May Day triple holiday) National Day (seven consecutive holidays), etc. The Dragon Boat Festival will be more active in the southern part of the continent. It will be time to surpass Christmas and Halloween. Ching Ming Festival (about April 5 th) etc. The festival in China changes every year in lunar calendar. The travel industry etc. in the solar calendar world will also have to cope with the change.

**2 Consumer Behavior of Visitors from Mainland China ~ frantically shopping ~**

Travelers' expenditures from Mainland China rose sharply from US $ 59 billion in 2008 to US $ 164 billion in 2014 and to about US $ 2150 in 2015. It is a sharp rise of 53% over 2014 compared with the Middle East Qatar's annual GDP. While the global economy is unlikely to recover, the tourism industry has developed, creating employment and business in many countries, securing export income and building the infrastructure. Countries around the world are raging on acquiring visitors from mainland China with a large number of purchasing power.

According to the results of the survey released by the Seoul government, it is reported that the average consumption of Chinese tourists visiting Seoul is 1.63 million won, which is six times that of Japanese tourists 330,000 won (May 25, 2016 network). According to the 2014 data of Hawaii State, the daily shopping expenditures of Canadian residents and Japanese residents were 15US $ and 78US $, respectively, whereas the mainland residents of China were prominently as large as 183US $. According to the statistics of the Korea Tourism Organization, the economic effect that the mainland Chinese resident travelers gave to Korea reached US $ 22 billion, accounting for about 1.6% of Korea's GDP. However, consumption behavior differs by country. The consumption of foreigners in Germany is higher than the expenditure of residents of Arab, Australia and Japan by visitors from Mainland China (Table 8-1). Even in the case of foreign guests' consumption in Taiwan, resident in Japan exceeds visitors from Mainland China (Table 8-2). Residents in mainland China do not necessarily consume a lot in all areas, but there are reasons for each place of visit, which may reflect the mainland's consumer policy.



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The consumption behavior of visitors from the mainland of China is expressed in Japanese press with the phrase "frantically shopping". The fact that Arab and Japan are not expressed as "frantically shopping" is probably due to the prejudice that the images of residents of Mainland China are low-income people. Analysis of China Travel Agency According to China Outbound Tourism in 2013, self-arrangement is increasing for Chinese travelers. 75% of the visit to Thailand in 2013 was self-arranging, 80% of the visit to Hong Kong was self-arranging. Self-arranging Travelers' consumption behavior is generally modest, so it should not be expended as much as being used to traveling.



**3 Increase in incomes of visitors from Mainland China**

The Chinese government's National Tourism Administration said, "In 2020, China's per capita GDP is expected to exceed 10,000 US dollars, the need for travel consumption explosively increases, greatly boosting the development of the industry," and " Average travel times, total travel expenditure, etc. will be doubled in 2015 ". Currently the urban areas that form the daily traffic zone with Hong Kong and Macao such as Zhuhai, Guangzhou and Shenzhen in the Pearl River Delta are still the same as the income levels in Kyushu and the Tohoku area.

Regarding the economic development of the country, "trap of middle-income country", "trap of 20,000 dollars per capita" may be raised. However, in the urban area of ​​the Zhuhai Delta area, this problem has already been solved, and it is considered that it has been solved also in areas such as Shanghai, Beijing and Tianjin. Regardless of the political system theory, from the viewpoint of tourism business it seems that the theory of "a trap of 20,000 dollars per capita" is no longer valid. According to MasterCard data (Table 8-3), when household incomes of residents of Mainland China exceed about 15,000 dollars, they tend to start traveling abroad. And 13.4 million people are expected to depart. Each of the 22 provinces in China has a population size that can be considered internationally as one country. Currently, the regional disparity exceeds 10 times. Therefore, it will be required from now on how to analyze mainland China in detail by region.

**Ⅱ 　For future Japan, the direction to take in international tourism policy**

In the world travel destinations, international tourism policy has been taken with the US in mind. Whether it was the IATA regime or the open sky policy, all international aeronautical policies were originated from the United States.The settlement system required for traveling was based on dollar settlement, whether using travelers checks or credit cards. Most of the new business models were originated from the United States, such as cruise ships, theme parks, network arrangements, airbnb etc.

Here, it is becoming inevitable that the world tourist attraction is influenced by the tourism policy of China backed by increasing Chinese tourists. In particular, Japan in the Far East region will be greatly affected, and the implications of the international tourism policy that we have brought up will have to change a lot.



Table 8-4 shows the ratio of Americans in tourist spots around the world. Even for the United States, a tourism power, the presence in neighboring Canada and Mexico is bigger then Caribbean. It is understood that the distance is affected. It is predicted that even in China, which has grown into a huge tourism powerhouse, its presence in the surrounding short distance countries will increase. For the time being, the economic growth of coastal areas of mainland China is remarkable, and the number of tourists to Japan, Korea and ASEAN countries is noticeable.



Even today, the percentage of Korean customers in mainland China is close to almost half. Tourists from Mainland China who visit Japan will be about 10 to 15 million people (Table 8-5) if Japan's goal of 40 million foreign visitors is achieved.

An increase in the number of visitors from mainland China will of course have a major impact on the travel business in the surrounding areas including Japan. Not only the busy period of the Spring Festival but also the phenomenon that the number of Chinese visitors suddenly increase rapidly to the sightseeing spot which became the topic in mainland China will frequently occur. It is not the ratio of NHK's river drama phenomenon. By that amount, the influence of Japanese media traveling decreases. Also, in travel and settlement habits, the domestic tourism industry can not secure competitiveness unless it handles mainland Chinese customers. Arrangements for traveling will also result in the presence of sightseeing spots of Japan and other neighboring countries on the extension of huge Chinese domestic demand. Like the industries that have been protected by the Japanese barrier so far, the tourism industry will also enter the world where the effect of the Japanese barrier will become thin. On the contrary, for Japanese tourist destinations where visitors from mainland China have become increasingly popular, when bird flu occurs in mainland China it will be a serious problem shaking Japanese tourist destinations.

Even in the history recognition problem, complaints were brought by Chinese customers, etc. about the copyrighted work of business managers, and it became a social problem. Personal history recognition was described in the content. I am proposing a solution method as a tourism policy from the standpoint of considering history recognition as an important tourism resource. What we have to deal with further is that as the new Xinhua Japanese version 2016-07-18 reports "Japan's drama that derives Chinese tourists, voices of dissatisfaction from net users", carelessly there is an act that hurts the feelings of Chinese and Korean tourists.Beyond improving the manner of manners and tourism problems on sightseeing education, from now on, the eyes to see Japanese tourism industry from China are reporting calmly, "Japan tourism industry worried about excessive dependence on China" We also have to pay attention to posture. Even when taking tourism policy as securing the pride of the country, it will be necessary to consider China. Future sightseeing as subjects of policy researchers will be tackled as a wider range of subjects beyond policy objectives such as promotion for acquiring foreign currency and development of prestige of the country.