**Introduction to Science of Human Logistics & Tourism in Japan**

**~ New trend after happening of covid-19 ~**

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**Introduction**

**This book is described as a lecture text at the Faculty of International Tourism, a vocational university, which was first established in Japan. At the same time, we are considering topics that utilize references and world heritage so that students at other universities can also be interested, but we would like not only students but also researchers to read them. Therefore, the problem awareness is also described.**

**In the Meiji period, lectures in the Faculty of Letters were considered more difficult than in the Faculty of Law. This was because, in addition to the lack of a system of learning, the idea that literature could not be created, appreciated, and taught cannot be taught. Of course, it was natural because the university was a place to teach students the results of research, but nowadays many universities also have the Faculty of Literature as a matter of course.**

**There is a lot of criticism that tourism science is not well organized. The background is that it is impossible to define a system because there is no single definition of tourism. The author has just launched the concept of human logistics in order to overcome it, and is just beginning to try to systematize it as the concept of human logistics & tourism. As far as research results are concerned, this book is the beginning.**

**After returning from England, Soseki succeeded Lafcadio Hearn and gave a year-round lecture on literary theory. According to Toyama Sigehiko, he used sociology and psychology. It seems that the lecture was unprecedented in the world. It was said that the students also repelled the jumbled lectures and even had some exclusion movements. When tourism is touted, research from the surrounding area becomes more active, which means that it is interdisciplinary. The research methods that have been developed in the peripheral areas have been extremely helpful and have been fully utilized in this document. I just hope that the exclusion movements of the students will not occur.**

**Shuichi Teramae (PhD in Tourism)**

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Chapter 1: Evolutionary History of Human Logistics and Tourism

The United Nations forecasts that the current global population of 7 billion will increase to 9.8 billion by 2050 and 11.2 billion by 2100. The sustainable population for the planet is currently thought to be between 10 and 12 billion. However, the premise of the way of living including the movement of people becomes a problem in that. Food, population and environmental issues are closely interrelated. The World Tourism Organization (UNWTO) estimates that more than 1.4 billion people will travel abroad in 2018, reaching 1.8 billion by 2030. To prevent the coronavirus (Covid-19), the movement of people was regulated around the world. As a result, satellite data confirmed a reduction in global air pollution and a reduction in energy consumption. Endangered species have also been discovered. This volume provides a historical overview of the settlement and movement of people, including tourism.

Section 1 　Human migration and settlement

1　 Mass migration and settlement of humanity

About 200,000 years ago, the number of humankind born in Africa increased moderately in Africa. After that, it left Africa and spread all over the world. This has been clarified by DNA analysis using PCR analysis.

1-1 Human settlement and group migration by DNA analysis

**It is believed that humankind has spread all over the world since about 100,000 years ago. At about the same time, humans have acquired language-related genes. It is likely due to global environmental changes. However, even when the temperature rose again, humanity did not return to hunting life.**

Each gene has a history of hundreds of thousands of years. However, the combination of genes possessed by individuals has a history of about a thousand years. This is because the combination of specific genes cancels each other. Since it can be traced back to the past for at most about 500 years, the expiration date for ethnic and ancestral traditions is also about that.

1-2 Group movement, ethnicity and culture

DNA analysis has revealed that there are gaps in human migration and cultural spread. The concept of ethnicity has a time span of only a few thousand years. Non-Africans have been found to carry Neanderthal genes. DNA analysis of the archeological site in Shandong Province revealed that the group in the center of China 2,500 years ago was in the middle of modern European and modern Turkish groups. Confucius, the ancestor of the Confucian family, who was said to have a special appearance, may have been the owner of the blue eyes.

Cultural continuity and genetic continuity of the population do not correspond exactly. The skin of Europeans 10,000 years ago was still brown. DNA analysis has shown that the color of the skin turns white in a newer age than 8,000 years. If these perceptions deepen, the history recognition that is currently the source of the conflict will change and the history recognition itself will be utilized as a new tourism resource.

2 Settlement life and farming

Humanity spread to the world about 12,000 to 10,000 years ago. The total population of the earth at that time is estimated to be 5 to 8 million, based on the food resources at that time. The population was approaching the limit with hunting and gathering life alone.

The brain consumes a lot of energy. Humans need to eat meat to replenish their energy. Due to hunting, humans were in a normal state of mobile life.

After that, they settled down and promoted agriculture and population growth.

About 10,000 years ago, humanity stopped moving and started to settle down.

Based on the excavation research, Dr. Ryutaro Otsuka says that human settlements began about 1,500 years before farming. In the past, there was a strong theory that the start of agriculture caused the population to increase, but nowadays, the theory that the population increase triggered agriculture and livestock raising is influential.

Section 2 Group migration and the formation of travel culture in a sedentary society

1 Travel of ancient society

1-1 Ancient civilization and geographical knowledge

Geographical knowledge is needed to get out of the everyday life. A group of rock paintings depicting a village around 1,500 BC was discovered. Even primitive people could draw maps without knowing the letters. The oldest surviving world map is a world map of Babylonia around the 7th century BC.

In the 5th century BC, Herodotus, the father of history, denied that the sun illuminated from the north. Later, it was recognized that some regions were visible and some were not. Aristotle in the 4th century BC thought that the earth was a sphere (the global earth theory).

During the Roman era of the second century AD, a quarter of the earth was known. Ptolemy invented the conic projection that replaces the spherical earth with a planar map. The world map of the Greek and Roman times was drawn quite accurately. However, it was not used for a long time in the world of Christianity (Catholic) in the medieval Western European society.

1-2ancient car, road and inn

Ancient centralized states systematically maintain road networks. The oldest car in Mesopotamia's painting is a four-wheeled car, invented by the Sumerians around 3000 BC. There are also inns and taverns, and the code of Hammurabi stipulates the death penalty if the owner of the inn does not report that there is an outlaw. The ancient society regulates lodgings in all areas to maintain security.

Horses were introduced to Mesopotamia around 2300 BC, after which Hittite invented the motorcycle. Qin Shi Huang, who achieved the unification of China in 221 BC, unified the wheel width and developed a national road network. The Assyrian empire has excellent technology for ceremonial roads, and the Persian Empire has taken over the road network and lodging station system.

1-3 Entertaining hospitality in the era when the housing function and the inn function are not separated　and　Paid private accommodation

Sleeping and eating at the destination are indispensable when going out of the daily life area, and in ancient society, foreigners' hospitality had the function of supporting the journey.

Foreigner hospitality is the acceptance of foreigners, the provision of meals, the lodging, and asylum. As one of the human relationships that have been seen since ancient times, it is a custom that can be seen in any ancient or savage society. It is believed that they were mutually assured in a mutually reciprocal form, rather than from spontaneous feelings such as mercy and compassion, and were also tied to a certain legal concept. The idea of "undivided housing" was seen in both Arab society, China and other east and west regions.

Private paid accommodations for travelers did not yet exist in Greece at the time of Homer. The oldest example of an inn that doubles as a restaurant can be confirmed in the literature is Lydia (now the Ionian coastal region of Turkey) in the 6th to 5th century BC.

2 Roman tourism

Ancient Roman societies had paved main roads and accommodation, Roman currencies were accepted in all areas, and carriages ran around. It can be recognized that there were tourists as well as travelers. However, it is about the same as the recognition that democracy existed in Greece and Rome, and it is not a tourist in the modern sense.

Western Europe was an undeveloped frontier during the Roman Empire. The population plunged by the plague epidemic in the 6th century could not be recovered until the 10th century. The population density in Europe around the millennium was only 2 to 5 people per 1 km2. It was difficult for a large number of people to be fed.

2-1 Travel infrastructure

The development of the Roman road network is the wisdom of colonial policy. Instead of allowing the autonomy of each colony, Rome was able to immediately dispatch troops in an emergency. Unlike the Greek era, when roads were undeveloped, passenger horse-drawn carriages were used for ordinary travelers by utilizing this road. The Staiones (station) was established, and the lodging station where the accommodation facility (Mansiones) was located was set up for each day of travel. Only state officials and persons with a special certificate are allowed to use the state-owned facilities, and ordinary people were able to travel by using a private inn or snack bar "Taverna".

2-2 Travel guide and guidebook

The Roman Empire made geographic knowledge publicly available. The entire Empire map was affixed to the walls of public buildings, and travel maps were sold at bookstores. A mile mound was set up every 1.5 km on the Roman road, and in addition to the city name, there was written information about accommodation, horse exchange and carriage repair areas, and eating and drinking places. Passengers could buy a cup with a map with this information in Mansiones and see how long and what to expect. There was also a pictorial map. It was deformed, and lots of useful information for travelers was written using pictures and symbols. There is also a guidebook, and geographer Pausanias publishes "Greece Guide".

3 Invasion of foreign peoples and great migration

3-1 Nomadic invasion

Nomads who travel through the Eurasian grasslands that spread between Europe and China have repeatedly invaded Europe and China, affecting history.

The first appearance on this grassland in history is Sukitai. They are Iranian mount nomads who have adopted the technology of horse riding and linked it to nomadism. It appeared in the grasslands of South Russia around the 7th century BC, and after the 6th century BC, it formed a powerful kingdom around the Black Sea and the grasslands of South Russia.

Osamu is a nomadic people that existed in central Eurasia from the 4th century BC to the 5th century BC. One theory is that it is Scythie who came to the Mongolian plains from the west. Nguyen repeatedly invaded China, causing the Chinese dynasty to build the Great Wall.

Puki was a nomadic horse race that existed in northern China from the 3rd to 6th centuries BC, and descended south during the Gohujukoku era and the Northern and Southern Dynasties to build dynasties such as Bei Wei in China.

Togei is a Turkish herder that existed in Central Eurasia in the 6th and 8th centuries, and DNA analysis and excavation of these herders will lead to a new historical understanding not seen in Western Europe or China. If so, it can be expected that new tourism business resources will be created.

3-2 Great migration of the Germanic people

During the 300s and 700s, the great migration of the Germanic peoples took place in Europe. The Hun tribe in Central Asia dropped Rome into turmoil, driving out the Germanic tribes such as the Goth and Burgund tribes, resulting in a big move in a pool. This movement of the 4th and 5th centuries ended ancient times and the Middle Ages began. It is thought that the cause of the migration is the south-south of the population due to the cold weather. As for the Hun people, although they are Asian cavalry, their origin is a mystery. DNA analysis of the remains is underway.

4 Pilgrimage and trade journey

4-1 Islamic Society Trip

The basic culture of the Arabian Desert people was migration. After the fall of the Roman Empire, Islamic society inherited ancient culture and actively engaged in business trips and pilgrimages. Its characteristic was that it was a caravan that traveled widely and long distances, and it was a caravan saray. They have always had a custom of protecting passengers (Ziwar), and this has become an authorized system by Islam to guarantee life and safety on the road. The public caravan inn built with the donated property was able to stay for free for a certain period of time, giving travelers a sense of security.

Pilgrimages such as Mecca pilgrimages for wide area transportation are premised on large-scale transportation, accommodation, and related infrastructure development. Travel safety, communication systems, cost payment systems, etc. must all work. Facilities and services such as traffic of caravans and caravans were born spontaneously in various places since ancient times. Then, due to Islamic conquest, it was systematically organized and dramatically improved.

4-2 Silk Road and House

The Silk Road begins with the use of German geographer Lichthofen in his 1910 book China. At present, it is roughly divided into three types: Step Road, Oasis Road (Changan-Tianshan Corridor Trading Network), and Nankai Road.

From the 7th century onwards, Muslim merchants who inherited the Persian traffic route visited China in search of silk and built settlements in Guangzhou and elsewhere. In China, the product economy has developed, and merchants from distant places stay in cities for a long time to buy and sell large quantities of products. As a convenience, a warehouse was attached to the accommodation facility and a brokerage business was also conducted. This is the appearance of a mansion. Official residences have existed since the Northern and Southern Dynasties of China. In the Tang dynasty, consumption expanded with the development of the merchandise economy and the increase in the population of the city, so peddling with ID cards issued by government agencies often stayed in the city for a long time, and many privately run residences appeared.

5 People of medieval European society

5-1 Roman church and feudal system

The Pope, who lost his patron after the fall of the Western Roman Empire, was under the patronage of the Byzantine Emperor of the Eastern Roman Empire. Emperor Byzantine banned counter-idolism from Islam. However, the Roman church used the iconography from the missionary to the Germans, and the churches of the east and west clashed. The Roman church transferred to the Kingdom of Franks and used the first disciple of Christ, the first Pope Peter, to claim the prerogative of each church. A monastery was founded for each territory of the princes, and a hierarchical system of churches with the Pope at the top was created.

Feudalism in the Western Middle Ages is a device to protect own land property. The rule of the late Roman society in which the lord loaned the land use right as a compensation to the vassals for service, and the system of the Germanic society in which the aristocrats and the children of the free people served horses and clothes instead of serving as servants of powerful men. It is a bilateral relationship created by tying together. The feudal system of the Zhou dynasty of China is a system in which the king gives a certain amount of land and people's control to the clan, subordinates, and local influential people. Therefore, caution must be exercised in using the lexical terms of the Western feudal system in the translation of Chinese feudalism.

The lords give the knight a territory, and the knight bears the duty of military service to the lords. The king is only a representative of the princes. The land owned by this lord was a manor, and the peasant slaves were serfs. He was living a life where he could not afford to go out because he was charged with marriage and inheritance taxes. Information was transmitted only from the church, and it was a world where people and things did not move outside the area.

Global warming began in the 10th century, grain production increased, and the population increased. Due to lack of land, some farmers went to cities outside the manor. With the spread of the monetary economy that converted surplus grain into money, it became possible to live beyond agriculture.

5-2 Highways, village roads and bridges

Western feudal society is dangerous because of poor road maintenance, and horse-drawn carriages were rarely used until the early 17th century. Nevertheless, there were many movements of people, and the contact between two neighboring villages was rather rare.

The highway was constructed under the control of the King for economic and military purposes, and was built to avoid villages and aim as far away as possible. Rural roads were not clearly distinguished under the three-farm farming method, in which the arable land moves each year. It was maintained by the village community, and was not open to the outside. The first law of Germany, Sachsen Spiegel, which was created in the 13th century, also had alien rules, which stipulated that travelers could feed horses as much of the grain and grass of the fields as they could reach from the road. Road expansion and maintenance were centralized from the lord side and forced the farmers to provide labor services, which made them unpopular.

Rivers have become an important means of mass transportation since the 12th and 3rd centuries and have been under the control of the King. Unlike roads, residents made urgent wishes for bridge construction, but huge costs were required to maintain the construction.

5-3 Settlement and Itinerary

Professor Abe, in "Medieval Journeys", contrasts the society of settlers with the world of itinerants and explains their relationship. The western European rural society of the Germanic people, which was originally a nomadic people, was a coexisting society with pastors and shepherds, unlike Japan. In the winter, he became a farmer's guest, was provided with lodging and food, and in return, he was preparing fertilizer in the field. Since the twelfth century, the number of wandering journeys of itineraries, craftsmen and students, and trips to satisfy the culture and curiosity have increased, and as the modernization of society progresses with the preparation of the Renaissance and the Reformation, the journey will also increase. It has progressed. Itinerary craftsmen were created for craftsmen who could not be masters because the economic development of the medieval society reached its limits. It was obliged to go to another land to work for the completion of the training, and the minimum inns, meals, and road bank were guaranteed in the towns wherever he went. Medieval craftsmen and artists are hard to tell apart. In the latter half of the Middle Ages, monasteries, churches, royal palaces, mansions and other large masonry buildings began to be built all over Europe, and skilled masons and decorative craftsmen were sought after everywhere.

5-4 Appearance of bar and paid accommodation

The monastery planned to stop travelers from the beginning, and since it was able to treat wounds, it is also the etymology of hospital.

If the church was the base of rural rule, the tavern was the base of communal living, and both were set up adjacent to each other. Many also served as Hatago, so there was also a point of contact for information from outside.

In Western Europe in the first half of the Middle Ages, there was neither the idea of ​​paying the price for sleeping overnight nor the side of staying. It is from the 14th century onwards that there are usually full-time inns that can accommodate guests for a fee. Until then, travelers have been accepted by foreigners' hospitality.

The practice of bringing food or purchasing food from the market, even though accommodation was free, continued for the thirteenth century. Travelers often used taverns, but it is unclear if the early taverns even allowed them to stay. Since the thirteenth century, the practice of staying at a bar for a fee has spread, and it has developed into various forms such as a liquor retail store, a bar, a bar where customers can stay, and an inn where people can stay. The innkeeper is obliged to greet the guest and his or her beast by ordinances or pledges, and when the number of guests is too large to accept, it is obliged to help the guest to find a place to stay and eat. There were many things. It was more of a security measure than a tourist protection policy.

From the 14th century onwards, one can expect more than one inn for each day's itinerary. The occupational inn had to have a facility that could accommodate a certain number of guests, and had to provide water, feed and shed for passenger animals. In Western Europe, plagues were all the rage in the mid-14th century. The working population has decreased significantly and the status of farmers has improved significantly. People and things began to move, and information from outside the manor was added, which increased dissatisfaction with serfs, causing the collapse of feudal society and the decline of church authority. There is a saying in Germany that "the air of the city frees people." The serf was given free status if he lived in the city all day long. Even in England, agricultural productivity increased dramatically during the Industrial Revolution, and many farmers moved to cities.

6 Occurrence of People by War-Crusades and Frank's Invasion-

The severe climate gradually improved from the latter half of the 11th century. In France, the most populous country in Europe, the population of 600,000 people in 1000 years began to increase rapidly, and it increased to 9 million people in 120 years. Such changes made it possible for a military expedition to Jerusalem, etc. performed by Western Christians for 200 years from the 11th century to the 13th century. The people have repeatedly traveled over 3,000 kilometers in units of 100,000.

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Due to the execution of the war, the effect of strengthening the king's power was higher than that of indigenous princes. As a result, it promoted the development of cities and commerce, spread the Eastern culture to Europe, and caused historical events such as Renaissance and Reformation. Italian cities such as Genoa and Venice traded with occupied territories and made great gains in east-west trade, which today is inherited as a World Heritage Site.

From the Arab world, Europe was all Frank except the Byzantine Empire. On the other hand, Arab was a gathering of local Australians. Saladin, the hero of the Islamic world who defeated the Third Crusade, was a Kurdish person, and the Persians and the Ottoman Turks that followed did not identify it as an Islamic empire.

7 Great Voyage

During the voyage, the captain's troubles were grasping longitude and scurvy. The former requires an accurate clock, and now there is a clock (GPS) that calculates even the distortion of space. The latter was known until the effect of lemons in the early 19th century, but accurate knowledge had to wait for the discovery of vitamins in the 20th century.

7-1 New route to India by galleon

Since ancient times, the Mediterranean voyages have been mainly galleys with slave rowers. Because there was no strong constant wind and I relied solely on the sail, I was in trouble when the wind fell. Furthermore, in the times of ancient society and the Middle Ages of Arab, there was no shortage of slaves to be rowers (Tomoo Matsuda, "Overture to the Modern Age").

The mass movement of the Crusaders has greatly increased the shipping of the Mediterranean Sea, and has accumulated the power to embark on the Atlantic Ocean. The Fourth Crusade caused the fall of the Byzantine Empire, and the shipping of the Mediterranean was put under the control of Venice and Genoa for a long period of time thereafter, and nautical equipment and technology were greatly developed.

Europeans sought spices for meat and a route to India, but the Ottoman Empire was an obstacle to eastern trade. A galleon ship (sailboat) capable of ocean voyage was required for another route search.

Portugal, which had completed the restoration of the land from Islamic powers (Reconquista), was able to quickly form a centralized state, and Vasco da Gama (1460 to 1524) became Cape Verde, Hope Peak, Mombasa, and Koricode. The route to reach was developed. The Governor's Office and Macao, which Portugal built in Goa, continued as a colony until the 20th century. It has expanded into Tanegashima and Hirado, and is producing many tourism resources.

Delayed from the formation of a centralized state in Spain, Columbus (1451-1506) arrived at San Salvador Island (1492), and then developed the Americas-related routes.

Although the American continent still had a sophisticated civilization society that was registered as a World Heritage Site, there was no wheel culture because there were no cows or horses and no ironware. Logistics at that time is still unknown.

Commerce prospered with the arrival of products from all over the world in European Pacific cities. In addition, prices have risen sharply due to the influx of a large amount of silver, shifting the weight from agriculture to commerce and industry, hastening the fall of the manor lords.

7-2 Invaders of the Conquerors and Jesuit missionary activities

The work of the conquerors of the Americas required the approval of the Spanish king, but with little financial support, the use of natives as workers was permitted, subject to conversion to Christianity. Representative conquerors include Cortez, who invaded Aztecs, and Pissarro, who invaded the Inca Empire.

Protestant Reformation movements triggered the Catholic Church's need for reform. The Jesuits were founded in 1534, led by Ignatius de Loyola and Francisco Xavier. The Jesuits then conducted missionary activities in non-European countries, and the remains of missions in South America are registered as World Heritage Sites. Las Casas has accused the conquerors of misconduct and atrocities against the indigenous people, and is accusing the injustice of Spanish rule. After his death, his book was used as a criticism of Spain and was considered a traitor in Spain, but is now highly regarded.

8 Travel note connecting east and west and large-scale voyage in China

The intention of Mongolia's entry into the Eurasian continent was to restrain the east-west trade route of Europe and China and secure the profit of trade. Security was also maintained under stable governance, and the flow of people connecting the east and west became active.

Plano Karbini (1182-1252) wrote the book "History of the Mongolians" at the time of the Pope's order, following the missionary mission and reconnaissance. For the equestrian people, the grassland is a highway that runs from Karakorum to Hungary in three months. Montecorbino (1247-1328) arrived at the original capital in 1294 by sea and engaged in missionary work until he was ill.

China was a surprise to medieval Europeans who were unaware of the Roman infrastructure. Marco Polo (1254–1324) praises the “Eastern Memoirs” that “many roads and public roads lead from Beijing to various regions, and each road has a destination name”. A station building called a jam is placed every 40 kilometers, and there is a building for accommodation, a room with a sleeper and silk furniture, and whatever you want is provided. Two hundred and four hundred horses are prepared for the messenger, but they are specified as needed. It had a great impact on Europe at that time.

Moroccan Ibn Battuda (1304 to 1368) has traveled to North and West Africa, the Middle East, Eastern Europe, South and Central and Southeast Asia, and China for thirty years. A description of caravanserai can be found in the "Great Travels". The Muslim Hajj (pilgrimage) was also described in the Qur'an, and a professional guide was also organized. It is a research subject whether it can be recognized that there was a "tourism pilgrimage" due to the existence of caravansers.

In the 14th century, the Ottoman Empire advanced, and the Chinese Yuan Dynasty collapsed in 1368, making it rare to directly connect China with Europe. The lack of information made the European image of the Eastern image of the Zipangu legend and led to the Asian route through the detour of the sea.

On the other hand, the Ming Dynasty, which was an advanced region compared to Europe, exported silk, tea, ceramics, etc. to Europe, and a large amount of silver from Potosi and Iwami Ginzan gathered. For this reason, the sea ban policy was adopted and it was decided to limit it to the tribute trade.

At that time, Zhenghe made seven voyages from 1405 to 1433 at the command of the emperor. The fleet of Vasco da Gama has a total crew of 170, and the fleet of Columbus has a total crew of 88, while the number of participants in the Zhenghe fleet is about 27,000 each time. It sails from Southeast Asia, India and Ceylon Island to the Arabian Peninsula and the East Coast of Africa.

On the other hand, movements against the Reformation occurred from the Jesuits, etc., and the Jesuits preached to China etc. Mateorich (1552-1610) introduced the latest European technology to China, introduced Chinese culture to Europe, and became a bridge between East and West culture. At the end of the Ming dynasty, he created the first Chinese translation of the world map of China, called "The Complete Map of the World of Roxman," and was exported to Japan in 1602.

Section 3 Slaves and immigrants who have moved in large quantities

In ancient Greece and Rome, not only animal power but slave labor was used. Around the 5th century when the Western Roman Empire collapsed, it became difficult to secure slaves, and many of them moved to the hierarchy called Coronus, which is equivalent to a "peasant", and it is said to have been the origin of medieval European serfs. In Asia, slaves did not become the main labor force for agriculture. It is considered that the labor force of the family was invested in paddy rice farming and the dependency on slaves was low.

1 Fall of Native Americans and slave trade

Approximately 56 million indigenous people were destroyed during the period of about 100 years during the period of migration from Europe to the Americas. Five hundred years later, 80% of indigenous Y chromosomes (paternal) in South America are European, and 80 to 90% of mitochondrial DNA (maternal) are Indigenous.

It is recognized that the 15th century to the 18th century was the age of slave trade, and the 19th century was the age of the century of immigrants. Initially, the slave trade was within the scope of prisoners of war, but expanded due to the demand for slaves in the Americas, where indigenous populations fell sharply. The slave trade, which mainly linked Europe, Africa and the Americas, was developed for the indigenous peoples of Africa and provided the labor force necessary for the management of plantations in West India. Facilities used for slave trade are registered as World Heritage Sites.

2-1 Slave system and contracted immigrants

The slave trade was banned in England in 1807. Initially, the abolition of slave trade and slavery had a strong interpretation that emphasized humanitarian motives. On the other hand, the interpretation that slavery was opposed from an industrial point of view was made by Eric Williams (first prime minister of Trinidad and Dobako).

Researchers have since estimated that the amount of slaves transported is around 10 million to discuss the profitability of the slave trade.

Economists say that capitalism will compete for differences, and then commercialize the information itself. The liberation of colonies and the liberation of workers were exclaimed, but they are spatial differences (colonies) and temporal differences (working hours), and economists think that profits can only come from differences. Even if replaced with the release of

2-2 Annual contract labor system and coolies

When the slave trade flourished, Irish were also brought into the Caribbean as slaves. After the abolition of slave trade, there was a shortage of labor in European colonies and the United States. To compensate for this, Europeans migrated to the British colonies of North America as annual contract immigrants in the seventeenth and eighteenth centuries. He was obliged to work for a certain period of time after his arrival. The annual apprenticeship system was common in England and Ireland in the 1600s.

Immigrants left the country after entering into contracts with the government or employer of the immigrants regarding the period of immigration and working conditions. After the end of the contract period, they were supposed to return to Japan in principle. Coolies as a labor force were sent to the world from the poor people of the Indian subcontinent, which was a British colony, and from Guangdong and Fujian provinces. Cooley was a nickname for Indian workers, but later Chinese workers were given the kanji for suffering. After the Opium War, it became easier for Western powers to bring in Chinese people, and they were sent to California as workers for railroad construction. In Russia, it was sent to workers such as Siberian railway construction. The immigrants of the nineteenth century created the prototype of the Chinese and Chinese society, which is now said to be about 60 million people, around the world. In Mauritius in the Indian Ocean, over half a million poor immigrant facilities for Indian immigrants have been registered as negative World Heritage sites.

３　Century of immigration and slum outbreak

In Europe in the nineteenth century, due to population growth and the development of transportation facilities, large-scale migration occurred. Population concentration and overseas immigration increased. After the end of the Civil War, slavery was abolished in the United States by Article 13 of the Constitution. However, the liberated slaves of the South remained a share-owner peasant called the Share Cropper. For this reason, the Northern provinces have proactively implemented immigration policies to secure an industrial workforce. In the middle of the nineteenth century, it accepted immigrants (former immigrants) from Ireland, Germany, India, and China, and thereafter accepted new immigrants mainly in Eastern Europe.

　In the hundred years leading up to the First World War, the number of Europeans in the New World reached 60 million. The nineteenth century was truly the "century of immigrants." The number of immigrants in the United States, the largest host country, in the hundred years from 1821 to 1920 was about 33 million. Many immigrants from Northern and Western Europe were seen in the first half, and immigrants from Southern and Eastern Europe were seen in the latter half, which indicates the lag in the progress of industrialization in each country. Immigration occurred not only from economic factors such as population growth and poverty, but also from political factors such as the persecuted Jews. The standard of living has converged between Europe and America. As a result, a nation-state was formed and border movement acted in the direction of regulation. Since the end of the nineteenth century, a large number of distressed foreigners from Eastern Europe have flowed in. Immigrants were concentrated in the East End of London, and public opinion soared. Even in Britain, where the tradition of liberalism since the nineteenth century was deeply rooted, the 1905 Foreign Law was enacted and immigration control began. Asian countries remained colonies as primary commodity supply areas. As a result, Asian countries remained infinite labor supply areas, and there was no convergence of living standards. Asian countries decided to treat the slums around the big cities as nation states themselves.

4 Immigration restrictions and return to Europe

Living standards have converged between Europe and the United States after a century of immigrants. In 1820, Britain's per capita income level was $1756, Germany's $1112, Italy's $1092, not much different from Japan's $704. In 1929, it increased to $5,255 in Britain, $4,335 in Germany, and $3026 in Italy, and even in Ireland it was $2,883, but Japan remained at $1,949 (Kaoru Sugihara, "Modern World System and Human Migration” “Iwanami Lecture: World History 19: Migration and Immigration”). With the end of the century of immigrants and the establishment of vested interests in workers, there has been a move for the state to regulate new immigrants. At the end of the nineteenth century, the Chinese immigration law was enacted in the United States. The Anti-Japanese Immigration Act was enacted in 1924, creating anti-American sentiment in Japan that the US government was racist. On the other hand, European immigrants who have traveled to the United States etc. are returning to Europe due to wage leveling. By World War I, four million people from the United States and one million from Australia had returned to the United Kingdom. About one-third of the number of colonies headed from England since the 16th century.

5 Freedom of movement and educational issues

5-1 Trafficking prohibition system and occupation selection in Japan.　 The slavery system also existed in Japan, but the Toyotomi government banned trafficking. Even in the early modern period, although the annual service contract remained, it was forbidden to buy people, there was no secondary trafficking market for reselling servants, and labor was liberalized from an extremely early time compared to the West. Under the Tokugawa Shogunate system, the resident register managed by the Buddhist temple had the effect of making it difficult to leave the family and did not hinder agricultural growth. The withdrawal of craftsmen was also restrained by the power-approved stock buddy system. After the Meiji Restoration, freedom of movement was guaranteed as a right, and wage restrictions of trade unions were also banned. There was no binding contract work, no employer guilds or industry unions. Employers in Japan faced the labor market, which is free to move, much earlier than in the West.

5-2 Freedom of movement and investment in education

In a system where people are free to move, people cannot set pledges or mortgages on their bodies. Therefore, it is difficult for the workers themselves to raise the cost of movement and training from the financial market, and the investment in education becomes insufficient. However, in prewar Japan, educational catch-up preceded economic catch-up by nearly 40 years (Godo paradox). An explanation of why educational investment was made is required for the leadership of the government aiming for a modern nation and the motive for the people's success in life. After the war, unlike the prewar period, catch-up in higher education stagnated. The reason is considered to be the intention of the business community who feared the mass production of highly-paid, highly-educated people. This lack of higher education may have led to the loss of the ability to come up with new business models, resulting in a long-term slump since 1990 (Kenmon Yoshihisa, "Education and Economic Development").

In the West, throughout the nineteenth century, the forced labor market, which sets property rights for workers, and the labor law, which legally regulates job changes, remained for a long time. It was only in 1900 that the United States banned contractual labor at will of the workers themselves. In Europe, from the end of the nineteenth century to the beginning of the twentieth century, reforms were progressing to connect the vocational school and the apprentice system at the same establishment. Especially in Germany, they are still important training institutions. Until the end of the nineteenth century, the apprenticeship system in the United States also operated at the expense of employers in combination with detained labor. Since then, apprenticeships operated by industrial unions have been practiced in the manufacturing and construction industries. If the graduates join a union in the same industry, the training costs will be recovered as union fees. It must be understood when considering the concept of tourism and the university system for profession.

Section 4 Large-scale transportation facility development and the birth of tourism

Mass transportation is required to enable modern concept tourism activities. In ancient Egypt, Rome, and China, they were canals and roads, and their maintenance required enormous power. The same is true of modern railway development, and it was decided to appear in the UK, where capital was accumulated quickly.

1 Development of large-scale transportation facilities in ancient society

In the twentieth century BC, "Pharaoh's Canal", which has the role of irrigation water, is a typical example of large transport facilities in ancient Egyptian society.

The canal was constructed as a freshwater canal running east-west from the Nile to the Red Sea. The irrigation canal between Cairo and Suez is still in use as a similar route. About 117 BC, the main road of the Roman road was about 86,000 km, and the total length of all the roads was 290,000 km (150,000 km in other sources). In the 7th century, Sui's Xiang Emperor completed the Grand Canal connecting North China and Gangnam. The canal became the aorta connecting the north-south 2,500 kilometers of China. It contributes to the prosperity of the Tang Dynasty, and from the 5th generation to the Song dynasty, the capital is located in Kaifeng, the junction of the Yellow River and the Grand Canal. It influenced the history of China, such as the opening of the capital of the dynasty.

2 British Industrial Revolution and Railway

2-1 Canals, stagecoaches, steam cars and trains

1681 The Midi Canal was completed in southwestern France. This allowed France to secure a transportation route from the Atlantic Ocean to the Mediterranean without going through the Strait of Gibraltar. Under this influence, the Bridgewater Canal was constructed in England in 1761, and the canal era emerged from the 1760s to the 1830s.

The shared transportation begins with Pascal's establishment of a shared carriage company in Paris in the mid-17th century. The carriage of horse-drawn carriages has become popular in the UK with a turnpike and a postal carriage for speeding up. As the movement of people increased, the number of conventional stage wagons also increased, and in the 1830s England, the stage wagons of the 3300s ran every day, and the golden age was approaching.

Although steam cars were put into practical use at the same time as railways, they were not accepted by the British productive class, and in 1865 even the Red Flag Law was set up to restrict the use of cars. In 1830, steam locomotives started regular operation according to a timetable about 50km between Manchester and Liverpool. A gauge of 1,435 mm was used on all railways. The development of the railway network, which began in the latter half of the 1830s, created an investment fever called the "railroad mad age"

2-2 Popularization of railway transportation

At the time of its opening, rail travel was described as poor, unnatural and inconvenient. This is because the traveler was in a state of perceiving the landscape through the feeler. After that, in the process of developing the railway network throughout Britain, it radically changed people's imagination about time and space, and enabled the concept of modern tourists.

　The expansion of the railway network has brought about a new travel culture. Thomas Cook devised a package tour in 1843, 13 years after the opening of the railway, and commercialized it. With great success, he became known as the "father of modern tourism." However, "modern tourism" had already begun when the railway opened. Shortly after its opening, a train for excursions ran, and in 1831 a special train carried tens of thousands of people to the racetrack. Railroads are cheaper and more comfortable than road trips, leading to a rapid expansion of passenger transport services. The number of passengers in 1845 exceeded 32.75 million. It almost doubled in the 1850s and doubled again in the 1860s. Passenger fare revenues did not fall below 40% throughout the nineteenth century. Although the long-distance flights of horse-drawn carriages were lost, the demand for secondary transportation from the stations increased and the number of carriages for collection and delivery of luggage also increased.

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3 US Transcontinental Railroad and Tourism

3-1 North America from Canal to Railway

Although the United States became independent from Britain in the latter half of the eighteenth century, it was a weak country with an industrial development of about 4 million people. Unlike Europe, the roads and canals in the United States were undeveloped and the transportation network was extremely poor. Even in the early nineteenth century, the road networks in regions other than New England were poor, and waterways were the main transportation routes.

Since it was common for settlers to finish their lives there, the concept of tourism that presupposed mass popularization could not be born. The United States also had a canal era before it entered the railroad era. In 1825, the Erie Canal, which directly connected the Great Lakes system and New York, was completed, and New York rapidly grew as a port city connecting the inland area and the open ocean. In 1848, the Illinois Michigan Canal was constructed, completing an inland waterway route that could travel from New Orleans through Chicago to New York without passing through the open ocean. However, its importance decreased with the extension of the railway.

3-2 Completion of a transcontinental railway by Chinese workers

The United States, which was independent of the United Kingdom, was a federation of states, with no federal central bank until 1864, and in 1913 only the federal central bank decided to issue money. Railway development that requires huge investment requires strong national power. The United States was notable for its lack of construction labor and monetary capital. As a result, it became difficult for foreign labor and procurement of foreign capital. The black slavery system was abolished in 1865, and it was Irish people (eastern scene) and Chinese people (western scene) who moved to the American continent as labor force instead. Central Pacific Railways hired 90% of all laborers, Chinese workers. “The white workers were provided with lodging and food, but the Chinese workers completed their work in September 1968, demonstrating their elatedness in the treatment that they camp in a tent and self-defense their food expenses.” Yoshinobu Sawa describes. In 1869, Central Pacific and Union Pacific Railroads joined at the Promontory Summit (Utah), completing the crossing railroad.

3-3 Pullman Sleeper Business Model

Although US railroads have a low fare rate per mile, but the average distance traveled is long, the burden on passengers was not light.

George Pullman embarked on a sleeper improvement project. He solidified his financial base by transporting troops during the Civil War (1861-1865) and subsequently developed the Pioneer, which was modeled after a luxury cruise ship. It became famous as a funeral train for the assassinated President Lincoln. In addition, the main routes were expanded and reinforced for the funeral trains, which increased the number of routes for large passenger cars.

In 1867, the Pullman Palace Car was developed as a hotel car with a kitchen room, and in 1887 a deck covered with a hood was developed to move passengers between vehicles without being exposed to wind and rain. In 1907, an all-steel vehicle was introduced, and the pursuit of convenience, comfort, luxury and safety was constantly pursued.

Pullman not only manufactures and sells vehicles, but also operates the company's own sleeping car and dining car, and develops a business that provides passenger service by carrying its own cock, porter, and conductor. You have the option of paying an additional "Pullman fee" to board a Pullman luxury coach. This system became widespread, and Pullman's sleeping car network covering the United States was developed. For this reason, the grade difference between passenger cars of railway companies became meaningless, and became a classification other than Pullman cars. Pullman's luxury trains became a luxury hotel chain that provided sleep for 40,000 people overnight.

3-4 Railway regulations and their effects

Railroads were built in all states east of Mississippi in the 1850s. This is because the railway business was extremely profitable.3-

The railway law system as a federal law was first enacted by the Interstate Trade Law in 1887, but before that, each state enacted its own law, and basically adopted a permit system for each company. Fares vary from state to state, but many states have adopted the distance proportional system since the 1830s. Regarding freight rates, railroads and farmers became hostile, and eventually developed into a peasant movement, which became a movement to demand railroad freight regulation. This was the Granger movement of the 1870s, which developed into a national problem.

The Supreme Court did not allow fare restrictions, but President Theodore Roosevelt made fare restrictions a top priority in the recession of the 1890s, and established a fare system called "reasonable and fair fare." This principle even influenced the "fair and reasonable fare" principle of the Japanese National Railways Fare Law enacted under the postwar occupation and continued until the privatization of JNR. Corruption over railway construction triggered government regulation of railways, ushering in the heyday of federal regulation by the Interstate Transport Commission (ICC). This regulation has made it natural for transportation researchers to consider railways as a natural monopoly industry. In 1920, the railway legislation was established. This is the "transport act". In the 1930s, it reached an era in which the spread of automobile and air transport regulations spread to the decline of railways due to public regulations. The regulatory authority was changed to the Department of Transport (DOT) from 1966, and the "Stagger Act" (deregulation of railways) was enacted for railway policy. This direction of deregulation led to the development of Japan's tourism industry, although it took time.

4 Siberian Railway and Chinese Eastern Railway

4-1 Internationality of Siberian Railway

For the late powers Russia, which lacked the capital to bring about the industrial revolution, and with the financial support of the French capital, they also focused on wheat exports and built the Siberian railway. As a result, from 1896 to 1913, it exported about 500,000 dong of wheat flour on average each year. The Siberian Railway has played an important role in Japan's 1920s international tourism business through international liaison with European countries. During the gold standard era, all overseas payment institutions in Japan were in London, and all the bills required for international payments were transported by the Siberian railway, which became the lifeline of international finance.

4-2 Chinese Eastern Railway and South Manchuria Railway

Russia planned the Chinese Eastern Railway, which consists of the main line from Manzhouli to Harbin via Subin River and the branch line from Harbin to Dalian to Lishun. Russia received the right to construct a railway in northern Manchuria in return for the trilateral interference immediately following the Sino-Japanese War. A large number of Chinese workers were put in, and in 1897 Vladivostok-Khabarovsk was completed, and in 1903 the South Manchurian branch was completed. Russia has adopted austerity measures to repay the railway construction funds to the Bank of France. As a result, it caused social unrest caused by the Russian Revolution.

According to the Portsmouth Treaty after the Russo-Japanese War, the South Manchurian branch line south of Changchun was transferred to Japan and became the South Manchurian Railway.

After the establishment of the Republic of China, Russia inherited the interests of Chinese Eastern Railway. When Manchuria was established in 1932, Chinese Eastern Railway became a virtual joint venture between Manchuria and the Soviet Union, and in 1935 Chinese Eastern Railway became Manchuria National Railway. Regarding the tourism policy in the Southern Manchuria Railway era, there is a series of previous studies by Kao Yien such as "Political Science of Tourism". In modern China, which has entered the high-speed railway era, railway heritage such as Russian buildings and limited express trains is used as a tourism resource.

5 Large passenger ships and tourism

5-1 Transatlantic

Sailing vessels operating in the UK and the European continent have existed since the eighteenth century, but they could not maintain regularity until the early nineteenth century. The maximum number of passengers that can be transported by a postal ship was 12 and there was only that much demand.

There was a strong need on the part of the United States for the passage of mail between the United States and the continent. Scheduled service began in 1818 between New York and Liverpool. Immigrants' travels to the Americas will soon become a shipping company's dollar box. According to Tanaka Wataru, in the 20 years from 1790 to 1810, about 6,000 people migrated from Europe to the United States every year, but from 1819 to 1859, including the steamship era, a total of 5 million Immigrants moved to America. It was difficult for sailboats to operate accurately on time. Since the beginning of the nineteenth century, the movement of people and goods between Europe and the New World has been on the rise, and the development of large steamships was urgent.

5-2 Appearance of steamship

In 1838, steamships first appeared on the North Atlantic route, and in 1840 paddle wheelers appeared. Instead of sailing ships, paddle-wheel steamers entered the Atlantic regular liner one after another in the 1840s and 1960s. In the early years, the wealthy people who went on sightseeing trips began to be seen. Around 1850, ships of the 3,000-ton class appeared, and the specific gravity gradually shifted to screw ships.

From around 1880, electric lights and freezers were introduced to passenger ships earlier than onshore as equipment necessary for food preservation and fire prevention.

In 1869, the Suez Canal was opened by the Frenchman Lesseps. Sailing vessels have difficulty navigating this canal, and steamers have completely become the protagonists of the world's oceans.

From the era of horse-drawn carriages to the age of air transportation, postal items that bear a high freight charge have played an important role in supporting the management of the transportation organization immediately after its introduction. The same is true for steamships, and in 1850, a large-scale postal transportation contract was obtained from the US government, which contributed to business stability.

In the 1910s, passenger ships such as the Titanic class appeared, and the size of the passenger ship suddenly increased to 50,000 gross tons, making it possible to cross the Atlantic within 5 days at the fastest. It can be said that the Titanic had a capacity of transporting tourists, with a capacity of 325 first class members, 285 second class members, 1339 third class members and 885 crew members.

5-3 Promotion of tourism by opening the Suez Canal

Since the mid-nineteenth century, British immigrants and troops have been sent to India and Australia. Especially in Australia, a gold rush occurred in 1851, and many people went out. First, I went to Egypt via the Mediterranean Sea to supply coal. From there, I traveled overland to Suez Harbor on the Red Sea side and boarded another steamship. In 1858, the British-controlled railway from Alexandria, through Cairo, to Suez was opened. For this reason, it is well known that Britain opposed French drilling of the Suez Canal.

The opening of the Suez Canal in 1869 was a major event in world history. The distance between London and Bombay was halved from 10 thousand miles around the Cape of Good Hope to 64,400 miles via the Suez Canal. It took only 42 days to travel from London to Singapore via the Suez Canal.

Thomas Cook sent forty tourists to his destination in 1869 when the Suez Canal opened, seeking the first Egyptian-Palestinian trip. The Middle East Tour has since become a leading winter product that has enabled Cook to open all year round. Eighty percent of the ships passing through Suez were British flagged. In 1873, the Japanese Iwakura Mission also sailed the Suez Canal on the way back.

The opening of the Suez Canal has greatly advanced the travel and tourism of Westerners. However, it also served as a catalyst for the rapid advancement of European imperial rule, further strengthening colonial rule in Asia and Africa.

5-4 The age of luxury passenger ships

The Second Industrial Revolution has sped up the progress of science and technology in an interconnected fashion. Even in ship-related fields, hull material (from iron to steel), fuel (from coal to heavy oil), engine (to reciprocating turbine and diesel), practical use of telegraph and laying of submarine telegraph cable, telephone (1886), Electric lights, etc. The era of luxury passenger ships, which have been described as floating hotels, have grown in size and have become comfortable to live in.

New forces also emerged with the Second Industrial Revolution. Germany, which has achieved national unification, has emerged in Europe, and the United States has made great strides outside Europe. Both countries have become major forces in international transportation. And in Asia, Japan was beginning to grow rapidly as a shipping nation.

With the end of the war, Britain, which had plenty of room for passenger ships, led the line of passenger ships after the war. The period from this period to the outbreak of World War II was the golden age of luxury cruise ships.

In 1910, France pioneered other countries and set up an office de Turism, an organization that bears the name of tourism, in the governmental organization, and began publicity for foreign tourism.

The Great Depression, which began in 1929, had a major impact on the cruise ship business. As a measure to reduce the number of passengers on liner ships, the shipping companies actively deployed sightseeing cruises. Foreign currencies consumed by wealthy international tourists were strongly conscious, competition for attracting foreign tourists was intensified, and the age of passenger ships continued until the outbreak of World War II. 5-5 Gold Rush and Panama Canal

The gold rush started in the United States in 1848, and people from the eastern United States aimed at the west coast. The Trans-Continental Railroad was not built yet and people rushed toward the Panama Gorge, so the Panama Railroad was built in 1855.

Since the Panama Isthmus was a Colombian territory, the United States joined forces with the Panama Independence activist and declared it independent of Colombia in 1903. The United States and the Republic of Panama signed the Panama Canal Treaty, the United States acquired the right to build a canal and a permanent lease, and the canal opened in 1914. In 1959, the St. Lawrence Sea Route was constructed, allowing open ocean vessels to directly enter the Great Lakes coast. By the end of 1999 the Panama Canal was completely returned. When the Panama Canal opened, it became possible to travel around the world with the same ship. Since the opening of the canal was after the outbreak of World War I, the first round of the world was held from the end of 1922 to the beginning of the following year after the end of the war. Since then, round-the-world cruises have been carried out annually with a wealth of passengers, and the United States was the largest cruise market.

6 Air transportation during its infancy

By the end of the 19th century, steam locomotives and cars were already running, and steamships were taking advantage. In 1911, Count Zeppelin opened a German private civil service with rigid airships.

In 1903, the Wright brothers succeeded in the world's first power flight on a fixed-wing aircraft. However, the American Smithsonian Association, which had a rivalry relationship, did not recognize it. In 1928, the Light Flyer was on display at the British Museum of Science. Finally, in 1942, the Smithsonian Institution acknowledged the Wright brothers' achievements and apologized, and the Wright Flyer returned to the United States.

In 1919, 11 passengers began regular commercial flights between Paris and London. In 1925, a Japanese Asahi Shimbun airplane flew from Tokyo to Rome via Moscow. In 1927, Lindbergh succeeded in a solo, non-landing, transatlantic flight of approximately 33.5 hours from New York to Paris.

7 Tourism and car

More than half of modern tourism activities are carried out by car. Therefore, when the car owner was a small number of aristocrats and wealthy people, the car was unrelated to tourism. The connection with tourism begins in 1908 with the release of the Ford T model. Motorization by the masses of automobiles occurred in the United States in the 1920s, followed by Western European countries. The world's first motorway was opened in the United States in 1908, and an autobahn was constructed in Germany after World War I.

Section 5 Borders and human　logistics created by the plague

There is debate over whether the pathogen is a living organism, but there is a long history of evolution that does not kill infected individuals, and it will continue in the future. The risk has increased as people settled down and started to raise livestock, and the history of repeated infectious diseases and deaths of many people has been repeated as people move around the country.

1 Origin of quarantine

There are diseases that symbolize the times. Most of them are infectious diseases, and they became epidemic with the movement of people and goods. It is estimated that the plague epidemic killed about one-third of Europe's total population, resulting in improved farmer status. Manzoni's masterpiece "The bride", which describes the situation of plague that struck Milan in the 17th century, describes "foreigners as dangerous", "being fooled by hoaxes", "buying necessities" and "medical crisis". Syphilis was prevalent in the 16th century, and typhus and smallpox spread in the 17th and 18th centuries.

In 2020, the topic of the world began with the new virus (Covid-19). However, even though it has a much lower mortality rate than smallpox or cholera, it has attracted attention. The reason for this is that the means of treatment are undeveloped, the domestic and foreign people's flow suddenly increased the number of infected people, and the economic society was paralyzed.

On the other hand, the measures taken by each country were restrictions on the flow of people, such as tourism within the home country, and restrictions on the flow of people between home and abroad. The relationship between borders and epidemics was once again recognized. The origin of quarantine is that in the 14th century, due to the plague epidemic, the Republic of Venice allowed foreign ships to stay out of the port for 40 days and allowed only ships that were not ill to enter the port. The basic idea has not changed.

2 City and plague

Cholera was originally an endemic disease endemic to India. A pandemic suddenly occurred in 1817, and cholera bacteria were scattered all over the world. Europe's Asian colonial policy was deeply involved in the process. Cholera landed in Japan in 1822. Due to the rapid population growth in both London and Paris in the 1830s, the urban structure up to that point was saturated and the hygiene of the area where the common class lived was poor. The cholera that appeared there triggered the reexamination of the hygiene of the city.

In the early nineteenth century, sugar-based black tea pervaded the working class in Britain. There has been a move to remove tariffs on sugar and offer cheap breakfast. The focus was on political overthrow of parties in the West Indies of sugar-producing sugar slavery and the abolition of the East Indian Company’s tea monopoly. As a result of the widespread use of black tea in the common class, the drinking water that was the cause of the spread of cholera was avoided.

The reason why the number of natives in the Americas has declined is thought to be due to the plague rather than the war. This is because European cities were transformed into plague nests by tourists from all over the country and the surviving inhabitants were immunized.

3 Urban Ant Hell Theory and Cholera Rebirth

The theory that the population of Japan in 1600 is 17 million is predominant. From the latter half of modern times, Japonica rice was produced due to the progress of irrigation technology. During the eighteenth and nineteenth centuries, the population of three major cities and regional metropolitan cities was declining or stagnant. On the other hand, there was an increase in population in cities with a population of 10,000 to 50,000 and in smaller towns. Large cities attracted the surrounding population, but due to the high mortality rate such as tuberculosis and low birth rate, the population of the cities was reduced. This is called the city ant hell theory

During the Meiji era, a cholera revolt occurred in Japan. This is because the number of deaths from cholera was greater than the number of deaths from the Sino-Japanese War and the Russo-Japanese War. Due to the extraterritorial law system of Western powers, Japan had no means to prevent the inflow from British India. The plague started a rumor. Even today, coverage of SARS and Covid-19 is essentially the same as it was back then. Greatly affect tourism activities.

4 Titanic accident and quarantine

The Titanic accident in 1912 caused many casualties for passengers in the third class cabin. Passengers in the third cabin of the stern could hardly reach the deck. This is because the walls and partitions that separate the third class cabin from the first and second class areas were blocked. The US immigration law stipulated that third-class passengers should be isolated to prevent the spread of infectious diseases. First and second-class passengers disembark at the main pier on Manhattan Island, but third-class passengers could not disembark without undergoing a medical examination on Ellis Island.

5 Spanish flu and Covid-19

The Spanish flu peaked in 1918 during the First World War, peaked, and lasted until 1920. It is said that 40 million people (about 40,000 in Japan), or 2% of the total population at that time, died worldwide. A large-scale crowd occurred in the First World War. Not only soldiers but also workers moved to various places, and the infection spread. Many Chinese workers are across the Americas. The death toll in World War I accounted for about 0.5% of the total population, with pandemic deaths significantly higher. It has also been estimated that deaths from the Spanish cold have reduced GDP by 6% and private consumption by 8%. Wages have risen due to labor shortages due to increased casualties. The 21st century Covid-19 was spread by travelers traveling domestically and internationally, rather than soldiers or workers. The Japanese government has also used lexical human logistics on its official website, and media in various countries have also used lexical terms related to human logistics such as social distancing and city lockdown.

Section 6 War/Media and People/Tourism

1 Newspapers and war

The Russo-Japanese War was the first journey of many Japanese soldiers to the convocation site. Along with the Russo-Japanese War, the military postal system was born, and in addition to mail issued by military personnel, mail sent from the home country to the battlefield was handled free of charge. The experience of writing postcards has spread, and tourism postcards have become popular.

A battlefield trip was planned to boost the mood of the Russo-Japanese War. The organizer was a newspaper company that developed opposition to peace. Newspaper companies that have lost the special power of the war have been working hard to hold the expositions and events that attract readers' popularity, and the boom in Manchuria traveled after the Great Kanto Earthquake. In 1929, the total number of group guests reached a peak of 20,000.

2 Trends in the age of international tourism promotion

In 1911, the Siberian railway service was started between Europe and Japan. It was temporarily abolished due to the effects of the First World War and the Russian Revolution, but diplomatic relations with the Soviet Union were restored and the "Golden Twenties" (1925-1931) arrived.

After the end of the First World War, starting from Switzerland, European countries set out to set up a facility to attract foreign customers. After the defeat, Germany actively developed a policy of attracting Americans. Japan also established the International Tourism Bureau in 1930.

The first director, Akira Arai, wrote as follows. “Germany focused its efforts on tourism business, especially on the importance of the economic recovery in the postwar period, and especially its main focus on the United States. The United States sends out 450,000 overseas tourists annually Was about 1,800 million yen. Germany paid attention to this, gradually softening the feelings of the United States and now it has become the number one foreign tourist visiting Germany."

With the Russo-Japanese War, it was widely recognized that the duty of the people was also in military service. As a result, in 1925, the Men's Ordinary Election Act came into force in Japan. It is the same as the ancient Greeks establishing an ancient democracy in Athens after the war with the Achaemenid Persians. During the Taisho era, party politics were realized, and women's suffrage, agricultural land release, and labor law movements were active. Nobuo Seizaburo named it "Taisho democracy" in the 1950s.

Without understanding the background of the time when the International Tourism Bureau was founded in 1930, it is strange that tourism in the peace industry was established during the Manchurian Incident. However, it is understandable to think of tourism as a policy theory and understand the background of the times. The international tourism policy was developed to reflect the social situation after the Russo-Japanese War. Until the early days of the Pacific War, tourists were on the rise.

3 Radio and local song

Until the Taisho era, record companies used to record popular songs. In 1929, with the turning point of Tokyo March, the record company changed its attitude to make songs and make them popular.

The song was featured on the Japan Broadcasting Corporation's radio broadcast established in 1925, and as a result, sales of the record for the song increased. Tea-cutting and Hiettsuki-bushi were born at the request of tourist destinations throughout Japan. At the beginning, the owners of banquet halls and others were disconcerting that there was a trade-off between the radio and their business, but they gradually changed to using it. The promotion of tourism by songs originated in Tokyo, and the local songs were made in Tokyo. Regional promotion utilizing this media was the effect of printing and radio waves unilaterally sending local information about Tokyo. The word folk song is generally used since 1960, when television became popular, so it is new.

4 Pre-war Showa Cool Japan as seen in the Asahi Shimbun article search system Kikuzo II

Based on the Asahi Shimbun article search system Kikuzo II, an overview of the pre-war and war-related world over tourism reveals many similarities to the present. Landscape theory has existed since the 1930s. "Because the electric wire for the railway damages the scenery of Mt. Fuji seen from the train window of Gotemba Koufu Tsuma railroad, it will be underground," reports the Shizuoka prefectural governor. It is the same as the problem of undergrounding a modern utility pole. In response to this, the director of the International Tourism Bureau agrees, but the railway electrification section manager said, "Because it costs money, can we move to the other side?" Within the Ministry of Railways, there was no coordination of opinions between the International Tourism Bureau and the facility development department. The Hokkaido Secretary invited the cultural people from the center based on local donations expected to be designated as a national park. On the other hand, the Ministry of Home Affairs issued a notice that he would like to refrain from holding events such as banquets. "The Ministry of Home Affairs is resentful at the visit to the Daimyo procession. The locals in the Hokkaido National Park candidate site are welcome," the report said. In modern times, it is a place where cultural people entertain about the registration of World Heritage Sites. "Cruise to Japan in 1932" shot by a Westerner has been uploaded to YouTube. The video shows geisha in Kyoto, Nara Park and deer, Mt. Fuji, Nikko, and Miyajima. The background music is "China no Yoru," which is sung in Japanese. This is a typical western image of Japan at that time. I wonder. From 1933, "proclaiming the true Japanese spirit" has been used as an advertisement for overseas tourism. The Nazis used the Olympics as a place for publicity. Japan was also fully considering the effect of raising national prestige in attracting the 1940 Tokyo Olympics. "Big tourist hotel construction in Tokyo" "Nikko, Hakone, Shonan, Fuji, Kyoto, Nara, Kobe complete driveway" "New tourist hotels in Kawaguchi, Nagoya, Kawana, Unzen, Karatsu" have been reported.

As a result, more than 400 tourism associations have been established nationwide, resulting in the formation of a federation. The International Tourism Bureau will provide a subsidy to the tourist association, and representatives of the association will be provided with a second-class unpaid boarding pass. At the height of Cool Japan in the 1930s, free advertising of national tourism posters began. The facility development in Tokyo is the same as it is today. According to the article, "The Baron Okura is in the first place. The number one hotel in the Orient is planned to be sunk by the Ministry of Railways." It is reported that it was difficult to maintain the hotel plan of 100 rooms 2600 years later in normal times. It can be seen that the Ministry of Railways at the time had room to consider the post-Olympic demand recoil. It has also been reported that the Art Critics' Association opposed the proposed expansion of the Imperial Hotel.

The article of “Ministry of Health, Ministry of Commerce Opinion Consciousness of Mining Areas in Akan and Towada for scenic resources” is an article that reminds us of “self-produced farming” or “sightseeing” after the war. The Ministry of Health, which was newly established in 1938, was established at the request of the military department that it was necessary to improve the physical strength of the people in order to strengthen its strength. Espionage is a report that warns of wartime. "Attracting foreign tourists and anti-intelligence are national policies, but they are contradictory, so we discuss requests to invite experts" and ""Tourism Bureau Black Star" pamphlet for overseas advertising "Conflict with the military aircraft protection law 20,000 yen" "For tourism Anti-intelligence article is a new system proposal of 180-degree shift to advertise the true appearance of Japan: Preventing foreigners from being scattered inside the country by setting up tourist areas”, but the article lacks contact between the Ministry of Railways International Tourism Bureau and the military. There is also the impression. In the year 2600 of the Emperor, there was a boom of travel in Manchuria, and the popularity of radio was rising around this year. In 1941, a tourism promotion office was set up in Bangkok. 1942 is the peak of international tourism. The war brought about an uplifting feeling towards a bright and prosperous life. The deterioration of the war situation occurred after 1944, and 90% of the deaths occurred after 1944.

According to Yutaka Yoshida, the Japanese government's anti-American campaign development began in the defeat stage of Guadalcanal Island in February 1943. The ban on using English has also started. Surprisingly slow. Even during the war, unlike the sentiment toward Britain, it is said that there was a certain admiration in the United States at the bottom.

5 Human logistics and tourism during the war

Under the wartime controlled economy, stock prices were restricted by government-made market prices. Still, the stock price fell sharply during the Marco Polo Bridge incident. In 1938, when the National Mobilization Act came into effect, stock prices fell sharply. Stock prices have been steadily rising for some time since the attack on Pearl Harbor. With the deterioration of the war situation and the tighter control of government information, the midway naval battle situation was not reported in detail, so the stock price was not affected. However, the withdrawal of Guadalcanal caused a temporary drop in stock prices, which led to a sharp decline before and after Operation Imphal.

Many textbooks describe the abolition of the International Tourism Board during the war. However, in the article on August 1, 1942, "Simplified administrative administration by the Ministry of Railways" was stated, and "Internal and external stations were integrated and consolidated and all names were changed."

According to a census conducted in February 1947, the total population of the inland area was 72.78 million, and the male population excluding those who were in the military was 34.44 million. With 2.9 million Army and 680,000 Navy, the mobilization rate seems to be 5%. However, the limits were visible from the perspective of the agricultural labor force. However, the limits were visible from the perspective of the agricultural labor force. In anticipation of this situation, conscription was enforced in Korea in August 2018, and 25 million Koreans were added to the mobilization base. As in the Russo-Japanese War, the principle that "there is no obligation without rights" worked, giving the Koreans the right to vote and imposing military service obligations. For the time being, it was dealt with by industrial recruitment and volunteers. Here too, there is a problem of "history awareness" that can be utilized as a tourism resource.

Section 7 Postwar human logistics and tourism trends

1 Human logistics policy before and after the end of the war

From the acceptance of the Potsdam Declaration on August 14, 1945, six million Japanese have returned, except for Siberian detainees. The Ministry of the Interior's outline of the national plan for reconstruction estimated that the population after five years would be 80 million. It is assumed that all the increasing population will be accepted by rural villages, with a population of 50 million in rural areas and 30 million in cities. As a result, by the end of 1950, 5 million had returned, 6 million were newly born, and the population had increased by 11 million.

1-1 Measures for Japanese withdrawal

In October 1945, GHQ (General Commander of the Allied Commander in Chief of the Allied Forces) issued a "matter for the withdrawal of Japanese people", and the expanded interpretation of the Potsdam Declaration began the full-scale withdrawal work of non-military personnel. .. Japan lost a large number of transport vessels, so more than 200 boats were rented from the United States.

1-2 Evacuation and return

In 1943, a Cabinet decision was made on the "Urban Evacuation Implementation Guidelines," which led to the decentralization of urban facilities. In the midst of a fierce air raid, a cabinet decision was made in 1944 to promote general evacuation, and forced movement of humans was carried out. After the end of the war, the return began from the evacuated area. The net influx of people into rural areas ended in 1945, and 1946 was the year that marked an overall net outflow. Returning to Tokyo was a big part of that. For this reason, an Ordinance for Emergency Measures to Prevent Urban Migration was promulgated in 1946, and measures to prevent migration into urban areas continued for nearly three years. It was an unprecedented human logistics regulation policy in the history of modern Japan.

1-3 Pushing US-style traffic measures

Before the war, steam locomotives were the main routes for main line transportation, considering their vulnerability to military attacks. After the war, Japanese railway officials tried to electrify as much as possible in order to prioritize the use of coal for other industries. However, GHQ was not always in favor. The Dodge Line policy of the United States has suspended electrification, saying that it would be cheaper to make it a diesel rather than a capital investment for the railway electrification of Japan. From an American perspective, it did not spend money on railroads in the declining industry and suppressed electrification. Therefore, after the San Francisco Treaty, the National Railways decided to carry out electrification, the largest pillar of modernization that led to the birth of the Shinkansen.

In contrast, promoting motorization in Japan was in line with GHQ's intentions. In 1947, Seiichi Tanaka compiled and submitted the "National Peacebuilding National Land Plan" to GHQ. Japan, which cannot request resources overseas, was to promote road construction aggressively and to develop the land resources of undeveloped land by this road.

Due to the demilitarization policy, the operation of aircraft was banned in Japan, and the aviation industry was almost wiped out. After that, before the peace treaty was signed, the Japanese government refused to use the cabotage as a shield, because of the movement of the airlines of the Allied Powers to try to control Japanese domestic aviation rights.

This Japanese claim was recognized by GHQ, and Japan Airlines was established in 1951. However, at this time, Japan Airlines was not able to operate, and had been entrusted to Northwest Airlines. In 1952, when Japan signed a peace treaty and regained its independence, it became possible to operate aircraft.

Yokota Air Base in the Tokyo metropolitan area is still under the control of the US military, including its vast airspace, as if the Korean War had not ended. Of the 1.3 million US troops, a little less than 200,000 are stationed overseas. Yes, there are many in the former Axis countries. It is also a sign of the strong will of the US military.

2 B-class gourmet food created by repatriators

Gyoza etc. are written in "Postwar War of Repatriates". The repatriated people, who were distracted by the Japanese in the interior, started a food store for their daily lives. Most of the street food ramen was started by repatriates. Gyoza, Manchu-nabe, Genghis Khan, mentaiko, and cold noodles were also started by postwar repatriates. Nowadays, these are utilized for town revitalization, but if you know the history, the recognition will change.

3 Rise of change in occupation policy

The Japanese occupation policy of the United States initially thought of Japan as a tourism-oriented country such as "Asia's Switzerland," which tickles Western orientalism. This was to prevent Japan from launching a war on the Allied Powers again. However, the US-Soviet Cold War began, and in October 1948, the United States Home Security Council Document No. 13, 2 “Recommendations on US policy toward Japan” was issued, and a major shift in Japan's policy was made. As Japan became an economic powerhouse, it would play the role of an “anti-community book wall”, and the compensation plan was virtually indemnified.

4 End of occupation and birth of domestic tourism

4-1 Tourism measures for foreign currency acquisition

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After the war, the policy of attracting foreign customers continued in the form of a reinstatement of the Tourism Division in the Ministry of Transport in order to respond to the post-war military forces. R.T.O (Railway Transportation Office) was installed beside the ticket gates at the Marunouchi South Exit of Tokyo Station. Even today, the R.O.T relief is stored at the Yaesu Exit underground ticket gate on the Keiyo Line.

The importance of tourism policy is being discussed more seriously than it is today at the plenary session of the Diet during the postwar reconstruction period. Tourism at that time was international tourism. Since the agricultural technicians also started a war, it was hindering domestic food production. It was recognized that there is an urgent need to obtain foreign currency for food imports, and it is the most important to attract foreign customers. The hotel, which is essential for attracting foreign guests, is used by the occupation army, and it was necessary to secure a new hotel. The International Tourist Hotel Improvement Act was enacted in 1949.

At that time, the lack of regulations on tourism was discussed. However, the framework of the tourism law system utilized today is all complete during the occupation period. In preparation for the end of the occupation, the Travel Arrangement Law was also enacted to protect foreign tourists. Tourism nation theory also appeared in 1954, and Konosuke Matsushita, the largest taxpayer, announced "Tourism nations-one hotel rather than coal digging".

During the war, the Travel Attention Business Law, which was regulated by the National Total Mobilization Law, became free business after the war. Since the GHQ was conspicuous in occupying the United States, crackdown was not necessary. Even after the reconstruction period, it is highly necessary to attract foreign customers, and in preparation for the issuance of the San Francisco Treaty in 1952, the Travel Attribution Law was enacted to control malicious agents. This is because the eyesight of GHQ is lost. Compared to the Japanese Travel Attribution Law, which targets only Japanese people, the business deposit for the General Travel Attention Business Law, which also targets foreigners, has been made higher.

In 1948, there were enacted basic laws on tourism such as the Inns and Hot Springs Act, the International Tourism Subsidy Act in 1949, the Interpreter Guidance Business Act and the International Tourism Hotel Development Act, and the Travel Attention Business Act in 1952.

The tourism-related legal system enacted during the postwar reconstruction period was aimed at acquiring foreign currency by attracting foreign customers. Acquisition of foreign currency has been promoted by the governmental agencies of the country as a national policy regarding strict exchange control. Since then, there has been no major institutional amendment other than the enactment of the Travel Business Law.

The redevelopment of tourism resources has also become active. In 1946, Ise Shima was designated as a national park, and in 1948, the National Park Department was established in the Ministry of Health and Welfare. The National Parks Act was amended in 1949, and the park plan aims to maintain harmony between landscape maintenance and tourism.

The legal system that comprehensively regulates cultural properties is the Cultural Property Conservation Act that was enacted after the fire extinguishment of Horyuji Temple. Established in 1950. It can be seen from the explanation of the reason why the law proposes that cultural assets are tourism resources.

4-2 Implementation of special warfare compensation tax

The War Compensation Special Measures Act was promulgated in October 1946. For the people who are creditors to the government, a wartime special treatment tax equal to the amount of debt owed by the government was levied.

At the beginning of the war, the economy was good, and the shipping industry was making a profit by transporting military goods, but in the end, the vessels and freight charged during the war were canceled. It can be understood that the political reward is the shipping interest supply system based on the inclined production method.

4-3 Income doubling plan and establishment of basic tourism law

The concept of the national income doubling plan is to take measures to increase income from non-trade, such as tourism and shipping. In 1961, the Liberal Democratic Party examined the tourism promotion bill and the international tourism bill. However, there was no strong political slogan, and in 1963, the Basic Tourism Law was finally enacted by the proposal of members of the three parties, the Liberal Democratic Party, the Socialist Party, and the Social Democratic Party.

After the Basic Law on Education (1947) and the Basic Law on Nuclear Energy (1955), the prototype of the basic law style is required for the Act on Temporary Measures for Machinery Industry Promotion in 1956. Following the same law, the Basic Law on Agriculture and the Basic Law on Disaster Countermeasures were enacted in 1961 as a cabinet proposal. The fifth old tourism basic law is the basic law proposed by lawmakers. In that sense, it was the forefront of the basic law proposed by lawmakers mass-produced since 1995. However, the law enacted after that based on the old Tourism Basic Law was only one example of the Tourism Foundation Mortgage Law, and the role as a basic law, which is considered to have a guideline, was rarely exhibited.

4-4 High Economic Growth and Discover Japan Campaign

1953 is said to be the first year of electrification. But in 1937, when the Sino-Japanese War broke out, GE in the United States investigated the Japanese market. For the next four years, refrigerators are expected to grow 2.8 times, washing machines 4.9 times, and room coolers 9.2 times. Therefore, the war delayed electrification by 20 years. In 1964, the Tokaido Shinkansen and Meishin Expressway were opened during the Tokyo Olympics. At the same time, it was the year when the JNR fell into the red. In 1966, the first year of my car, at the Tokyo Motor Show, Corolla and Sunny faced each other, and a car was added as a new kind of sacred device.

In 1955, JNR sold a uniform round-trip ticket that allows free boarding and unloading in the destination area. In the 1960s, a young man carrying a long backpack using this tour ticket was called a crab, and later evolved into a backpacker.

Since 1975, the number of express trains has been reduced with each revision of the JNR timetable, and the activities of the crabs have become naturally restricted.

In 1970, there were 64.21 million visitors to the Osaka Expo, and one-third of those who visited the Expo used the JNR. JNR launched a large-scale campaign, Discover Japan Campaign, in order to respond to the decrease in demand at the post World Expo. However, tourism has not yet obtained citizenship, and the representative of the Federation of Consumers said at the House of Representatives Transportation Commission National Railway Freight Law Amendment Hearing (1972), "The JNR timetable is also symbolized by that poster, Discover Japan. As he said, he gradually switched to a leisure-oriented timetable, and said, "It's ridiculous," he despises tourism.

JNR has been successful in attracting a certain number of customers since the campaign started. However, the campaign from 1977 was unsuccessful as the difference between domestic airfares and the domestic airfares disappeared as the JNR carried out a 50% increase in fares. The JNR started the “Good Day Departure” campaign, which lasted for five years and three months due to the campaign song effect.

The theme of the posters on the station was the rediscovery of good old Japan. Old townscapes such as Hagi and Tsuwano and remote islands have been spotlighted as tourist destinations. This small Kyoto theory was born from the idea of a travel magazine that encourages tourists in Tokyo to approach Kyoto by opening a highway during the twin-lens reflex era in the Kanto Kansai region. Women magazines such as Ann Ann Nonno, which was just launched, responded to this and featured travel.

Section 8 Exchange Control System and Deregulation

1 Lifting of the ban on overseas tourism with the transition to the IMF Article 8 country

The Supreme Court also concludes that the constitution guarantees freedom of movement, which includes travel abroad. However, for some time after the war, Japan was forced to adopt strict exchange control. Overseas travel for tourism purposes was severely restricted. With the economic recovery, the exchange control over recurring transactions was gradually liberalized, and in 1964 Japan transitioned to IMF Article 8. As a general rule, Japan has become a country that does not control foreign exchange for current transactions for reasons of balance of payments. On April 1, the same year, half a year after the Tokyo Olympics, Japanese overseas travel, which was limited to government relations, work, study abroad, etc., was liberalized once a year with a limit of up to 500 dollars in foreign currency. ..

Since then, the balance of payments has improved along with the rapid economic growth, and the most important policy idea of ​​the Basic Tourism Law, the idea of ​​attracting foreigners to acquire foreign currency, has virtually disappeared. In 1971, Japan's GDP overtook West Germany (at that time) and became the second largest in the world, and the number of Japanese overseas travelers also exceeded the number of foreign visitors to Japan. In the same year, the Travel Attribution Law was amended to the Travel Business Law, and the tourism policy with a strong norm shifted from measures for foreign tourists to measures for Japanese overseas travelers.

2 Increasing JNR deficit and growing pack travel

In 1955, the JNR, which is not subject to the Travel Business Act, began selling "tour tickets", which are package travel products. The agency sales of not only Japan Transportation Corporation but also several companies were conducted. Japan Transportation Corporation, which was separated from the sales department of Japan Transportation Corporation in 1963, also began selling the "Shinkansen High Set" in 1965.

The national railway has reduced the number of passengers by the 1966 fare. Therefore, in 1967, it was decided to start selling easy overnight travel products with bold discounts. With the Osaka Expo as an opportunity, travel agencies began to strengthen their strengths, and in 1975, they were able to sell the JNR Special Travel, a joint product of JNR and travel agencies.

Through this process, the packaged travel products sold by travel agencies in their own calculations have been established as an administrative practice in which individual fare restrictions are not applied. Japan's unique single-pack products, which are unprecedented overseas, were created by this administrative practice. Together with the spread of overseas package travel products, it will promote the relaxation of fare regulations under various transportation laws.

２Floating exchange rate system and overseas travel doubling plan

In 1944, under the leadership of the United States, the fixed exchange rate system of the dollar base was decided, and it became the postwar system. Then, in 1971, President Nixon announced that the exchange of dollars and gold was suspended as US gold holdings declined. In response to this, in December of the same year, the dollar was devalued from 360 yen to 308 yen due to multilateral currency adjustments. At the same time, the fixed exchange rate system was maintained. However, it did not last long, and in 1973 developed countries switched to floating exchange rates one after another. It has become a system where the exchange rate can be freely decided by relying on the foreign currency supply and demand of the foreign exchange market.

At the time of the Nakasone Cabinet in 1987, the Ministry of Transport prepared a plan for doubling travel abroad for Japanese people to reduce the increased foreign currency holdings of Japan. By 1990, it was called the Ten Million Plan to bring the number of Japanese overseas travelers from 5 million to 10 million with a departure rate of 10%. This plan was achieved faster than the target against the backdrop of the strong yen. China, which has the largest amount of foreign currency in the world at present, has secured the exchange rate of its own currency against the US dollar, and as a result of switching to a policy promoting Chinese overseas travel, the number of Chinese tourists has become the largest in the international tourism market.

The yen is recognized as an international payment currency. Although there is no clear standard for international payment currencies, they are internationally credible, that the issuing country produces a variety of goods, that they can be traded at international banks, and that they can be redeemed everywhere. Is possible, and the yen is recognized as the second only after the dollar, the euro, and the pound as well as the yuan.

With the yen becoming an international currency, the pre-war and post-war foreign currency acquisition measures became unnecessary as a policy. The purpose of inviting foreign tourists under the Basic Act on Promotion of Tourism Nation is also to secure the pride of the country to let many foreigners see Japanese culture.

4 International Airlines Cartel System and Pan American Airlines Bankruptcy

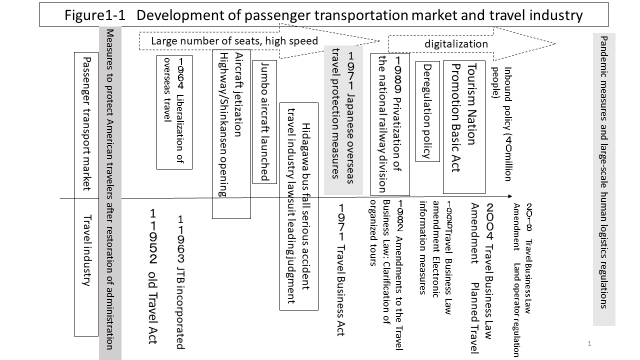
Civil air transport after World War II is based on the Chicago Convention, which determines air routes through bilateral treaties. On top of that, under the IATA system based on the fares that airlines conclude by concluding cartels, we have started from the strongest system of US airlines represented by Pan American.

For a while after the end of the war, I could not afford to expand the aviation business to any country other than the United States. US airlines operated air routes connecting the United States and Southeast Asian countries, using Japan's airports as relay stations, and were able to use the slots at Haneda and Narita airports as vested interests even after the end of Japan's occupation. That has been the main theme of the long-standing aviation negotiations between Japan and the United States, the resolution of the Inequality Treaty.

In 1963, the US Department of Defense announced a plan for the development of a large transport aircraft for the Air Force, which was decided as Lockheed. Pan American Airlines proposed to Boeing to convert it to a commercial aircraft and put the jumbo jet into practical use. In 1970, the jumbo jet that flew with 400 people symbolized the dawn of the mass transit era. With a dramatic increase in transportation capacity, economic regulations on air transportation have changed to be perceived as unreasonable.

In 1980, the Carter administration promoted the liberalization policy of the sky, and air transportation changed a lot. Mass transit systems with jumbo jets intensified competition, ending Pan American Airlines in 1991.

The large number of seats sold by airlines has led to lower fares and increased air demand as package tours have progressed. The increase in aircraft and airports has further intensified competition, and has also led to the liberalization of air route settings, which has enabled the emergence of LCCs.



5 Privatization of transportation and deregulation

Global deregulation trends have had a major impact on human logistics & tourism policies. Japan National Railways, Japan Airlines, and Japan Highway Public Corporation were privatized.

The national railway was in the red after depreciation for the first time in 1964, and in 1969 it was in the deficit before depreciation.

The Ministry of Finance's failure is also in the national railway deficit that made depreciation neglected. It is ironic that the depreciation system itself started with the British railway company. The biggest cause of the cumulative deficit of JNR is the capital investment for the metropolitan area commuting railway, which is called a five-sided operation. This is because the borrowing of funds was limited to high interest rate FILP funds such as postal savings, and under the fare statutory system, it was not possible to secure fare income commensurate with investment, and interest rates created a vicious cycle that generated interest rates (Takahashi Nobuo, "Railway Management and Financing"). At the time of privatization of JNR, most of JNR debt, which was estimated to be 27 trillion yen, was eventually transferred to JGBs, but it was also recognized that it was transferred to the public in advance in the form of high interest rates on postal savings.

Of course, the abolition of railway nationalism had a major impact on the transportation policy of railways, buses, taxis, etc. by introducing deregulation measures.

Until then, air transportation in Japan had been made under the cabinet decision that Japan Airlines, which is a government-funded Japanese company, should manage only international flights. A policy was also adopted to maintain international routes with high management risk with the benefits of domestic trunk lines. After that, due to the increase in aviation demand, the routes of private enterprises were expanded, the expansion into international flights was also implemented, and finally Japan Airlines could be fully privatized. The privatization of Japan Airlines, in combination with deregulation, stimulated competition and led to lower airfares. The advent of LCC has contributed to the increase in tourists.

The privatization of expressway operation by the Japan Highway Public Corporation has brought about the effect of making expressway fees flexible. It was demonstrated that the reduction of road charges implemented as a social experiment has the effect of promoting not only competition with railways and aviation but also competition among tourist destinations. However, because it was determined that this should be resolved in conjunction with the development of local expressway routes, the suspension of free opening of expressways will continue until 2050.

Section 9 Overseas migration and eternal travelers

1 Overseas returnee and overseas long stay

At the time of the Nakasone Cabinet, the Silver Colombia Plan was announced as a part of measures to reduce foreign currency holdings, including Japanese long stays abroad. However, after a while, criticism arose as to whether Japan would export not only goods but also people. If it was a trip, it was a welcome reaction, and it was a reaction that a long stay would be a problem. Today, tourists are welcome, but there are similarities to the tendency that foreign workers are troubled.

"Progress 100 million fireballs" is a slogan that Japan advocated during World War II. 100 million includes the population of Taiwan and Korea at that time. Of course there are criticisms of imperialism today, but East Asia at that time was active in the sense of internationalization of human logistics.

In 1930, the number of Japanese living in Korea was 5030,000, 290,000 in China (Manchuria), 230,000 in Taiwan, and 280,200 in Sakhalin. The number of Koreans was 42,000 in Japan, 61,000 in China (600,000 in Manchuria) and 190,000 in Russia. As for Chinese, there were 40,000 in Japan and 90,000 in Korea.

It is said that the travel and settlement of Korean workers had a great impact on Japanese society at the time. In addition, more Koreans migrated to Manchuria than Japanese, and more Chinese migrated to Korea than Japan. The influx of 100,000 ethnic groups in Japanese history was the first for at least the modern period.

The number of Japanese who moved to the foreign land was 368,000, which was 15% of the total population increase of 24 million in the first half of the 20th century. At the end of the war, there were 2 million Koreans in mainland Japan, and 2 million had moved from Korea to Manchuria. At the end of the war, 200,000 military personnel were decommissioned, and about 350,000 Japanese living abroad were returned.

On the contrary, about 160,000 Koreans and Ryukyus have returned. Of the 200,000 Koreans in Manchuria, 800,000 have moved up to the Korean Peninsula and 1.3 million have elected to Manchuria. 10,000 people returned to North Korea after the Cold War, and 80,000 Japanese South American immigrants under the overseas migration policy.

In the latter half of the 1980s, long stays and overseas migration began to be considered policy-wise, but nowadays, conversely, policy development utilizing taxation system for attracting wealthy people in each country of migration has been effective.

2 Birth of an eternal traveler

Nationality is a concept corresponding to the nation state. Today, the law recognized by private law is based on the principle of equality between domestic and foreigners, and the meaning of nationality is weakening.

Until now, regarding the nationality, there was a principle that a person should always have a nationality and should have only one nationality. Legislative measures have been taken to avoid the inconvenience caused by multiple nationalities. Currently, the number of countries that accept multiple nationalities is increasing, mainly in Europe and the United States, and it is hard to say that the only principle of nationality is an international trend.

Practical processing of cross-border human flow activities is based on passports and visas. Statistics based on these are prepared for immigration control administration and do not necessarily reflect tourism activities.

In Japan, the freedom of migrants and the departure of nationality is recognized by the constitutional statement. Regarding the acquisition of nationality by birth, pedigree that allows a child born of his/her nationality to acquire the nationality of his/her country and legislation that gives the child the nationality of birth, that is, a child born in his/her country is allowed to acquire the nationality of his/her own country. There is a birthplace principle. In Japan, pedigree is the principle. There is a factor that gives birth to medical tourism aimed at childbirth in a country of birth, in order to broaden the choice of nationality of the child.

Perpetual Traveler means "eternal traveler", staying in each country for the period of stay considered non-resident and not legally paying taxes to the State or paying minimal taxes. It is a lifestyle to do. According to the purpose, it seems that the country of nationality (citizenship), the country of residence, the country of business, the country of asset management, the country of leisure, etc. are often used properly. It is called the five-flag theory because the purposes are classified into five. By the way, the number of Japanese living abroad in 2017 was about 135 million, which is more than 1% of the population, but it has doubled since 1993. It is tax-saving, and based on individual judgments such as the education of children, the base of life is moved overseas.

Section 10 Human logistics in 2050-thinking from the spatial axis (horizontal axis) and time axis (vertical axis)

According to the Japanese government's population forecast, the population of Japan in 2050 will be 95 million. There's no doubt that the government's population forecasts haven't gone wrong. It seems that the world is driven by the United States and China, and the world's human logistics are centered on these two highly populated countries. China, which has a huge domestic human logistics market, will undoubtedly control the Far East human logistics sphere. In order to compete with China, which has many human logistics economic zones that exceed the Tokyo metropolitan area, it is necessary to strengthen the Japanese archipelago, which is centered on Tokyo, rather than the illusion of regional creation.

According to the government's policy, freeways will be opened in 2050, which will create more people centered on Tokyo. If the linear railway is in place, the domestic aviation market will shrink by that amount, so it will be essential for the air transportation industry to release Yokota Air Bases and airspace from exclusive use by the US military. If an electric aircraft is put to practical use, the way it will be used will also change. The autonomous driving function is also standard equipment, business regulations have been abolished, and the concept of human logistics, which continuously considers the relationship between accommodation and movement, has been converged.

The remaining issues will be demand side issues, not supply side issues. There is no shortage of international demand because the Far East markets such as the huge market of China are adjacent to each other. The problem is the domestic Japanese consumer market, which remains stagnant if the Japanese income level remains sluggish. A deflationary situation that has continued for thirty years will be hopeless if it continues for the next thirty years.

1 Population bonus and foreign workers (Far East spatial axis)

Postwar Japan accepted seven million returnees from overseas and started recovery from 70 to 80 million. By the time the baby-boomer generation passed the adult ceremony during adolescence, the population exceeded 100 million, and many Japanese lived with their dreams for the future. During the period of high economic growth, the three major metropolitan areas accepted the increasing population, as symbolized by collective employment trains, and spatial movement of the horizontal axis of the population was carried out. It was called the problem of depopulation and overcrowding in contrast to the decreasing number of regions, but the Japanese economic society enjoyed a demographic bonus.

This concept of population bonus is expected to be an opportunity to recover the handicapped people in Asian countries, etc., who have been subject to population migration restrictions since the century of immigrants. This means that Asian countries have a structure that has many domestic consumers, which are indispensable for economic growth. The idea of ​​demanding a demographic bonus as a driving force for the development of the postwar Japanese economy will spread the understanding that economic development is possible even in regions of the world.

２　Concentration of population in Tokyo and prefectural office location (domestic spatial axis)

Japan's three most invariable characters of agriculture, the number of agricultural workers of 1,400,000, the number of farmers of 5,500,000, and the area of ​​6 million hectares, were unchanged from 1875 to 1960. It is a number that represents the Gotan peasant.

It means that the people of Edo called the people of the countryside from Oshina come from Shinano, and we called them starlings of people who came to work from Echigo and other places (Kunio Yanagita Vol. 29, p.303). The labor required for the agricultural season during the rice planting and harvesting period was set aside in the rural areas, resulting in excessive labor during the off-season. There is a public housing law in the legislation of Kakuei Tanaka. It has been established for the working class coming out of the countryside. Currently, more than 2 million public housing units are supplied, but the increase in the number of foreign residents is only due to the change from "Japanese countryside" to "foreign countries."

During the bubble period, which followed the period of high economic growth, the economy of Tokyo drove Japan. Tokyo has absorbed all migration from rural areas. It is extremely concentrated. However, economic growth in Tokyo ceases when the population from the absorbable regions is cut off. In order to continue Japan's economic growth during the period of population decline, we have no choice but to absorb foreign workers.

Japan's population problem has been discussed on the spatial axis of Tokyo concentration. According to Ravenstein's law, there was a movement from upstream to downstream, from neighboring streets to the prefectural capital, from the prefectural capital to the block city, and finally to the Tokyo area. The same is true for Tokyo and for prefectural capitals. Eventually, the political slogan of "balanced development of the national land" was transformed into the slogan of "demonstrating the individuality of the region," and the whole mythology came to an end.

China has created a pseudo-border within the country by separating the family register of urban and rural areas. It is the wisdom of a huge nation. Although economic growth is possible, the one-child policy brought about a drastic change in the demographic structure, and there was concern about the premature precarious phenomenon. The unfamiliar senior means to enter an aging society before becoming an advanced nation. This is not only a social and economic problem, but a problem that has a great impact on the lives of the people.

3 Demographic change and population decrease (time axis)

Established in 1938, the Ministry of Health and Welfare already found in 1939 that the Population Problems Research Institute (Director of the Research Department, Tomonaga Nakagawa) had a population of 120 million in 2000 based on the trends of developed countries at that time. Was expected to decrease to the peak.

Since the eighteenth century, European countries have undergone demographic transitions that have dramatically changed mortality and birth rates. Demographic transition refers to the process of transitioning from high birth rate and high death rate to high birth rate and low death rate to low birth rate and low birth rate, and finally to low birth rate and low death rate. Nakagawa Tomonaga knew this. The population structure has changed due to population manipulation. The post-war baby boom was caused by the national climate of "grow and grow" (Taisho baby boom). This is because the postponement of childbirth during the war caused by the Taisho baby boom became an actual childbirth behavior after the war. Therefore, in 1957, just eight years after the first baby boom in 1949, the total fertility rate fell sharply from 4.32 to 2.04. It was during this period that Japan's fertility was transformed. Behind this decline in fertility is the population control as a result of artificial abortion under the Eugenic Conservation Act of 1948 and the spread of contraception.

Today, when a block city or a prefectural capital city screams toward Tokyo, concentrating on its concentration and hometown, the screams are simultaneously screamed from the neighboring municipalities where the population has been absorbed toward the block city or prefectural capital city. You must be aware that

With the declining birthrate screaming today, the population is expected to drop below 100 million by 2050. During the last century, the Japanese archipelago will experience a large fluctuation in the population on the vertical time axis, but even if the baby boom generation has disappeared, the population has a potential of 100 million. A large society should continue.

Although measures to support child-rearing are being implemented to prevent the declining birthrate, the birthrate within marriage has been maintained at a level of 2.1 or higher for a long time, so the birthrate will not decline when married. The cause of the declining birthrate is the marriage (family) system. As the number of late marriages increased and the bachelor's rate increased, the birthrate declined. Men and women have individual pension rights, own assets in their own name, and have chosen to have a factual marriage rather than complicate property attribution by legal marriage.

Until the 1960s, Japan was a fully married society in which almost 98% of both men and women were married. Courts also discriminated against children born out of wedlock to emphasize the family system and protect the rights of the wife. However, in the pre-industrialized society, there were about 20% of the population of life-long unmarried people both in Japan and Europe. With the modernization of Japan, the age of national marriage continued for less than a century and ended.

The family system was created in the Meiji era, and before the Edo period it was a period of marriage. The Japanese conservatives attach importance to their families, but it was said that during the Meiji era, Tadataka was destroyed by the civil law. The conservative Japanese Medical Association does not allow artificial insemination for unmarried women. After all, some people will be taken care of by medical tourism and will give birth overseas.

The development of information and communication technology, transportation technology, etc. has activated the movement of people and has greatly changed the way of life. From now on, we will enter the period of population onus, when the population change will have a negative effect. Increasing recognition that increasing the number of exchanged people, including tourism, is significant not only to the Japanese economy and society, but also to personal life.

All regions excluding large cities such as Tokyo are screaming for regional revitalization, but due to the declining population of Japan as a whole, all regions cannot be revived. It is also necessary to examine the merits and demerits of monotonous concentration, and then verify whether the increase in the vulnerable exchange population compared to sedentary living will lead to regional revitalization.

4 Disparity reduction and human logistics promotion

For a long time after the war, China had taken a seclusionism such as the Cultural Revolution, so Japan did not have to compete (Yukio Noguchi, "Postwar Economic History"). Moreover, although the US-Soviet confrontation structure has the effect of accelerating Japan's economic recovery, the period of high economic growth half a century ago was a historical event. It was an economy in which capital investment-led investment called for investment. The recovery of household stock to the pre-war peak period, the increase in the demand for home appliances due to the increase in the number of households, and the show-up consumption behavior represented by automobiles were effective. In the 1930s, the disparity between rich and poor could not be resolved, but after the war, a mass-consumption society of 100 million middle-class could be realized (Takeda Haruhito, "The Japanese Economy in the High Economic Growth Period"). Japan was regarded as a society with a small gap where most of the people live a good life.

In Japan, 1974 was the peak of the national spring fight. The wage increase rate exceeded 30%, but Sakurada's remark at the Nikkeiren seminar in 1975 was a turning point. Japanese-style welfare theory was emphasized, emphasizing the self-help efforts of individuals and families, and labor unions, which were classified by company, were cut off.

In the 1980s, criticism came to public servants and farmers. It is neoliberal. Thatcher and Reagan-led taxpayer uprising took place. High-paying taxpayers were not the only political power, they attacked the excessive welfare and confronted unions. It was launched during the Nakasone administration, but at that time, the welfare policy did not catch up with Europe and even the United States, so today's pension is lacking due to insufficient funding. Yukio Noguchi points out that there were slack civil servants, subsidized agriculture, protection of large store law, welfare scattered, etc. Economic history"). After the Lost 40 years, the point of the criticism is now directed to neighboring countries and foreign workers.

5 　Human Logistics Discussed by Covid-19

Covid-19 has made people's movement restrictions known worldwide. Until the effective vaccine spread, people's movements themselves had to be shut down, and major countries locked down other than essential movements by administrative orders. Initially, the WTO was aware that imposing restrictions on the movement of people, such as entry restrictions, would not be effective and would cause significant economic damage. This policy of waiting for the formation of collective immunity was difficult to obtain political agreement, and measures to restrict the movement of people were taken in each country. Essential things do not include tourism. However, as the weight of tourism's economic activities is increasing, the impact is also significant.

The 21st century Covid-19 was spread by travelers traveling inside and outside the country, rather than soldiers and workers like the Spanish flu of the twentieth century. As a result, the movement of people was restricted.

The famous tourist spots, which were known as over-tourism, were squealing by the ancient birds. This is because the local economy had a structure that would not function unless people moved. Covid-19 suggests a review of urban crisis management and migration. In New York and elsewhere, many low-income earners suffer damage, reminding them of cholera in London. In Spain, the basic income system was introduced to prevent the collapse of social infrastructure.

Covid-19 has made people aware of their communication problems. The world has evolved from the stage of considering tourism as a luxury to the stage of making it popular, but the interaction itself between people has begun to be questioned.

It is advocated to eliminate useless face-to-face contact. People are beginning to seriously consider how to enjoy themselves without causing unnecessary interaction.

As a result, the concept of "tourism" cannot be fully explained, and the human-logistic concept has been demanded. If a self-driving car is equipped as standard, not only will people move, but we will think about society with a human logistics concept that includes accommodation.

**Chapter 2: Basic discussion on tourism and human logistics**

We consider the concept "tourism" in order to think about what to study tourism for. Many textbooks describe tourism as practical and interdisciplinary, but so are other genres, such as hydrology, informatics, and environmental science, where tourism as an activity or policy is a subsystem of society. Tourism researchers must understand what kind of role they play.

The social system is not the only one that exists, and is divided by function such as economic system, academic system, political system, legal system, family friend system. And, in relation to the communication of each functional differentiation system, there are achievement media such as currency, truth, power, justice, and love (1900 Toru Nishigaki). This achievement media has a function of mediating social information logically and emotionally using the propagation media, and has a role of establishing a semantic connection of communication and establishing it. The achievement media is an intermediary that suppresses fluctuations in meaning interpretation and transmits the meaning of social information as accurately as possible. By this functioning, for example, academic debate is limited to communication from the viewpoint of truth, and it is possible to prevent the academic system from collapsing due to the inclusion of economic interests and political speculation.

This achievement medium works by both repetitive media (related to temporal/sequential connections of communication) and paradigmatic media (related to spatial/conceptual links of communication).

The latter is a social memory and storage of the semantic content of information such as publications and electronic media books as a "semantic base", which provides conceptual options and helps establish communication. Although the semantic base consists of a specialized knowledge base and a common sense base, it is abstract and universal, independent of the context in which it is used, and has the characteristic of being temporally and spatially stable.

For binary media, "binary code" and "program" are used. The binary code of the academic system is "true/false", the program is "theory", and the binary code and program of the legal system are "legal/illegal" and "law".

The mass media system has a special character different from the general functional system. It is a meta-social system that covers all fields (economy, politics, law, scholarship, family friends, etc.), and the outcome media is "theme" and is based on a unique binary code of "popular/unpopular". (2000 Toru Nishigaki).

If we consider the tourism system as a functionally differentiated subsystem of society, the achievement media is the movement of people, the binary code in that case is extraordinary/daily, and the program is tourism resources.

However, since the movement of people, which is the outcome media, is not limited to tourism resources, it cannot be organized as a functional differentiation system. Subsystems have not only functionally differentiated systems but also specialized systems, which represent the bias of communication involving individuals who are members of society. It is straightforward to regard tourism as a specialized system, not a functionally differentiated system, but it is very compatible with the mass media system.

Section 1 Birth and development of lexical expressions expressing the concept of "a journey of "fun""

The concept is social. The concept of tourism is also social, not mechanically born. In this section, how and when the phrase that expresses the concept of "tourism", which is described as "a journey for "fun"" or "to leave the area of daily life and perform extraordinary activities" in Japan It will be given an overview of how the English-speaking concept related to tourism has been introduced to Japan.

1 The concept of "travel" that occurred due to the settlement

The concept of movement of people to extraordinary spheres in the sedentary society has converged as a representative example of lexical travel in English, lexical "tabi" in Japan, and lexical "travel" in kanji. Since this movement was not recognized as a "fun" such as military service or tax payment, it is easy to imagine that when the Kanji "Travel" was imported to the Japanese archipelago, "Tabi" was obediently applied. That is what you can do. In addition, it was easy to understand that the word "travel" was commonly used in the Kanji and Japanese regions as "travel".

In addition, it was easy to understand that the word "travel" was commonly used in the kanji culture area and Japan.

Before we consider travel, we must consider settling. The way to settle depends on the region and the times. Even if the medieval Western Europe and the Edo era were settled societies, the lexical and conceptual concepts of journeys, trips, and trips are not exactly the same because they differ according to the way of thinking. It is also necessary to dig into the classification of travel analysis as active and passive, including whether it is right or wrong, and assuming that a considerable number of ordinary people did not live on the premise of settling, consider the travel described later as active. The viewpoint changes accordingly, and the way the hypothesis is made also changes.

1-2 Travel in Japan in the Middle Ages and Early Modern

The word "early modern times" has been used in Japan for a long time. This was the definition currently used, and it was by Konan Naito that the historical division was made. It was adopted because it was difficult to capture the history of Japan in the traditional three-section theory of "ancient → medieval → modern" in Western history. The determination of whether the concept "Tourism" was established in modern times cannot be scientifically discussed without preparing and analyzing numerical data such as the attributes, travel contents, and travel costs of travelers at that time. As Yoko Itasaka points out, it is difficult to make the printed Japanese sentences at that time about 2%. Future research results are awaited.

1-2-1 whether there is a need for tourism concept

The concept of "journey" and the phrase "journey" existed in the middle Ages and early modern times of Japan. However, the existence of the concept "tourism" is to judge the socio-economic reasons that need it, and it is a very modern issue.

Kyushu Uchida argues from the wording of the traffic certificate whether to limit "leaders" to Ise prayers. It is considered that the movement to seek the socio-economic foundation, which began to require the concept of "tourism" in 1698, because the description of "leader lodging" was included in "Osaka City History" has already occurred.

According to Toshio Fujitani, there are 120 barriers in Ise country and they collect one sen. He uses the phrase "modernization of faith", but it may be more like tourism. He thought that the journey of the Edo period was not a journey of hardship in the hope of a mature Buddha of the next age like the middle Ages, but a journey for seeking the benefit of this world or a trip for the purpose of sightseeing. It is premised on the penetration of the monetary economy. From the existence of the agent, it seems good to think that it had the function of the modern travel industry.

Nobutake Kanzaki estimates that the common people who organized the course traveled toward Ise, and the cost was tens of cars (1,230,000 yen). Therefore, it would be possible to recognize that the society required the concept of tourism. It is said that there were one million travelers in the mid-Edo period who traveled to Ise, so the population was 30 million, and the ratio was one in three hundred, which is comparable to the number of overseas travelers in the early years of high economic growth.

1-2-2 Travel communication means

When we think that the concept "sightseeing" was established in the Edo period, it is the concept of overseas travel in modern times. This is because a travel certificate equivalent to a passport was issued, co-currency money (gold, silver and bronze coins) equivalent to international currencies was used, and communication was performed using "Kanbun" equivalent to English. It should be noted that even in this case, the lexical word "kanko" corresponding to the concept has not yet been born, and the lexical word "yuuran" or the like may have been given.

Some people sing a monoethnic and monolingual theory, but the situation in which they do not speak is depicted in a drama set in 1874 in Kojimachi, Tokyo. The Chinese language, which was a common language, was also a common language between Ryukyu, Korea, and Qing Dynasty, so Shinsaku Takasugi, who traveled to Shanghai, communicates with the Chinese people in his writing. In the Edo period, other hans were "other countries" and "foreign countries", and even if other hans lost to European nations, it was their consciousness.

1-3 Medieval Western Europe Trip

The Middle Ages of Europe is an era in which pilgrimage trips develop and evolve. Recorded that in the 12th century the number of pilgrims to Santiago de Compostilla was at its peak at 500,000, and in the 16th century the Roman brotherhood took care of 500,000 pilgrims per year for free.

Compared to the current number of annual worshipers at Lourdes, which is 2 million, the scale can be understood. Determining whether it is the same as or different from the modern concept of tourism is extremely modern, as is the case in Japan's medieval and early modern times.

1-3-1 Pilgrimage trip

A trip by foot is thirty to forty kilometers a day. It hasn't changed in the world now and in the past. Pilgrimage trips in the Middle Ages of Western Europe were voluntary until the 11th century, after which pilgrims were organized and increased.

Europe was calm in terms of topography and climate, and the existence of a road network allowed the pilgrimage to continue for a long time. The sanctuary is in the same religious area, the language can be used in Latin, and there was one monastery within the itinerary within one day, so the safety along the road improved as the population increased. Pilgrims also formed a group to improve safety. The number of barriers increased, but it did not hinder so much. Improvements in printing technology have made it possible to obtain maps.

So why is God pilgrimage to the Holy Land even though he is in heaven? There has been a pilgrimage necessity debate since the early Christian period. Therefore, in the 11th century, criticism of saint worship and the pilgrimage movement increased, and even enlightenment thought. Nor was there any confrontation of opinion between the new and old religions as a result of the Reformation. Before I knew it, it turned into a cultural and sightseeing trip.

1-3-2 Travel and accommodation policy

By the time of the Roman Emperor, Christian organizations already had places to stay and meals for passing believers. The monastery system can be traced back to the 4th century AD, and continues to the ancient, medieval and early modern times of Europe.

Unprivileged merchants were unable to travel far. Farmers, who make up the majority of the population, remained in a closed society without leaving the village. In the early middle Ages, it was the work of the Christian church and monastery to provide lodging and food to those who had to travel.

Powers were afraid of crowds, and pilgrimages were both a source of encouragement and enforcement. A person with freedom of movement is a stupid being for the power. Although useful in some respects, they were dangerous people in the sense that they would not settle under their own control.

Inns have changed since the 13th century. During the period when aristocrats, bishops, and merchants tended to settle, demand for pilgrimages and mercenaries also increased, and travelers increased.

For this reason, many accommodation facilities were obliged to retain equipment that could accommodate more than ten people. The English law of 1604 stipulated that the inn's original purpose was to rest and stay for travelers, not to expend its money and time into a sloppy abomination. The inn at its peak was a combination of an inn, a horse-drawn carriage, and a theater. It declined due to the opening of the railway, but it has revived in the automobile age. Traveling in an era without a fixed-price system was inconvenient, and we had to struggle to spread the fixed-price system by opening a department store with the opening of the railway.

1-3-3 Emergence of a journey of education and entertainment

Pilgrimage pilgrimages made a smooth transition to an amusement journey in the late middle Ages. The cultural journey looks like a continuation of the pilgrimage journey, but with a different intention.

Even after the Holy Land of Jerusalem entered the Muslim territory (637), the Islamic side allowed religious freedom and did not prevent Christians from pilgrimage to Jerusalem. It was a time when there were no facilities or services to travel, and the monastery accepted the accommodation of pilgrims.

In the 11th century, people traveled in groups. Men and women of all ages and classes spent more than a year pilgrimage, admiring Metropolitan Constantinople and gazing at the relics of Jerusalem with respect.

The three major pilgrimage sites in the middle Ages, Jerusalem, Rome, and Santiago de Compostela, became increasingly popular as pilgrimage sites. In 1291, the last crusading state fell. As a result, millions of pilgrimage reserves awakened to distant pilgrimages, heading to Jerusalem for two major pilgrimage sites in Europe.

The pilgrimage destinations also actively made efforts to promote the acceptance of pilgrims. The holy year of Rome was once every fifty years, but once every twenty-five years. It resembles a modern day Buddha statue.

In the city along the pilgrimage road, many treatment centers were set up for pilgrims to facilitate pilgrimage. Initially, the establishment of the sanatorium was a monastery or church, but the secular poverty of city authorities and charitable organizations was gradually increasing.

From the end of the middle Ages to the early modern times, while profit-based benefits such as fun and begging have been pushed to the forefront, while being based on religious motives. Tourist-like elements came to the forefront.

The Dutch craftsmen took six months to and from Santiago de Compostilla. The cost was about half of my annual income. The burden was about the same as that of Edo townspeople visiting Ise.

Railroads were built in the nineteenth century, and pilgrimage was prosperous, but World War has cooled its heat. Since the 1960s, it has gradually risen again. The aggressive character of the pilgrimage was lost, and Protestants began to participate.

1-3-4 Venetian tourism policy

Shiono Nanao's description introduces a travel diary of a sacred pilgrimage from Milan to Jerusalem in 1480, which is about half a round trip. It seems to be an event that is lined up with marriage and war, so it is close to tourism during the Roman Empire.

From the middle Ages to the Renaissance, pilgrimage vessels to Palestine were operating regularly. The rival is Marseille, but the tourist policy of Venice has prevailed, and there was a popular package tour. The price is equivalent to the cost of living for the average household for five to six years, and was only for the specially endowed. A guide of a pilgrim called Tolomario introduced a suitable inn, and a tourist office member who could speak foreign languages ​​was also prepared. They are the managers of the modern travel business. The inn association law was created in 1355, and four luxury hotels were registered. The fact that the inn was obliged to report the guest's name is the same as in ancient times and modern times. The visit to the Venetian Relics had the privilege of obtaining a complete exemption with no expiration date. It was also popular because it had systematized industrial tourism such as government buildings, wedding ceremonies, and shipyards.

The capacity of the pilgrimage ship was ninety. There is a fatal accident due to a fall of a sail girder, death due to heat illness, and the burial of a dead person suspected of being plagued along the way. There are battles depending on the location, and each is confirming whether to continue the journey.

There is a pilgrimage business law in Venice, which regulates the number of pilgrimages on board, obligates doctors and armed soldiers to board, and even regulates the handling of personal belongings in the event of death on the road.

Landing on Crete takes time to prove that they are not plagued. In Muslim places, a pass permit is mandatory and takes several days to get. Headed by a pilgrimage interpreter and guide called Gazzella, visit sacred sites and relics. If a pilgrim makes a round trip on the same ship, a maximum of 20 days is allowed to stay in the sacred place. The attack information of the Turkish army was confirmed for each island such as Rhodes, and the monastery at the port of call describes how to entertain pilgrims regardless of rich or poor.

Printing has spread rapidly since the invention of Gutenberg's letterpress, and the main character, The Pilgrimage to the Holy Land, was published in 1481.

In 1867, Mark Twin described in The Innocent Abroad that Venice as follows.

"Venice has become a peddler selling glass beads for women, solid toys for girls and children for school and small pieces of jewellery."

"But in the moonlight, Venice shines in the glory of the city's 14th-century grandeur, and is now again one of the most majestic cities on earth."

At this point the concept of tourism was completely present.

1-3-5 Evaluation of Grand Tour in Britain

In the seventeenth and eighth centuries, Britain was at a low level at Cambridge-class universities. For this reason, in addition to studying abroad at the national expense, the number of children traveling by wealthy aristocrats at their own expense was increasing. It's a grand tour. Young people aged 17 and 18 have left the country for at least a year or two, and are not considered to be a modern sense of tourism. It was an era when it became the stage of Dickens' two-city story.

The security was poor, and a cavalry police force was deployed to protect travelers. Occasionally accompanied by a top class tutor, Adam Smith earned his income from this position and wrote "The Wealth of Nations". Although it is a tour, a translation of a school excursion is appropriate. However, because it is too late to learn the language and it is too early to acquire knowledge and discrimination, the Grand Tour evaluation by John Rock and Adam Smith is low.

This system was abolished because the bourgeois class was becoming wealthier due to the industrial revolution and travel was becoming more common. In other words, the concept of tourism was born.

The destinations of the Grand Tour are developed countries, France and Italy. Germany had poor lodging and roads. It was an era when the concept of fixed price was not born, and a pistol for self-defense, a carriage, and bedding were brought. Customs duty is required and there is a four-week observation detention without a health certificate. Regular postal ships operate in the Straits of Dover, and they are also traveling to the Alps under the influence of romanticism. The beneficiary of a Swiss tourism nation was a young British man.

1-3-6 Appearance of Thomas Cook

Japanese tourism researcher Akio Ishii attributed the emergence of the "modern" travel industry to the opening of railways. If the concept of the travel industry is to use the actual transportation and accommodation of the modern concept, there is no objection to the emergence of the modern travel industry with the advent of the railway of actual transportation with an increased number of transport personnel.

The modern travel industry was started in 1841 by starting a short-distance day trip by rail (Pierce Brendon's Thomas Cook Story). With the start of the popularization of the trip of 500 people and the participation of ordinary people below the Gentry class, there is no doubt that it is a modern travel industry. The fact that Cook's tour was despised as cheap travel by journalism and the upper class in the highly class-conscious United Kingdom is consistent with the concept of modern tourists, which is premised on popularization.

In addition to traveling to the continental Europe, the Middle East and Egypt, Cook has also traveled around the world. It is regarded as the father of modern tourism because it also sells group tours using multiple railway companies, optional tours, and package trips to Paris.

At this time, the submarine communication cable for the English Channel opened in 1851, and in 1872 Berne published "Around the World in 80 Days". Even in the sense of recognizing society at the time, there was no doubt that it was an era in which the concept of "tourism" was needed.

2 Establishment of lexical terms and concepts regarding tour, tourist, and tourism

2-1 Prior research

Akio Ishii is the representative of Japan's previous research on the development of lexical concepts and concepts related to tour, tourist, and tourism in the United States and the United States. Ishii said,

"The tour and The Grand tour have been given a new meaning of travel. In the beginning of the 19th century, a tourist was born from the tour." "But the newly born tour did not work in Europe in the 18th century.”Tourist is derived from tour, which was a journey of 18th-century British youth aristocrats across the strait to the continent of Europe and to Rome." The expanded word "tourist" was used in a weird sense." "There was a term itself for tourism, but no dictionary defined it." "In the nineteenth century, Well-known authors don't use the word tourism.” “There was no need to define tourism as an abstract noun. The singular nouns tour and tourist only have the image of concrete actions, and they are only chosen. It was an individual action.” I hope that more research will emerge.

2-2 Introducing lexical tour and tourist in literature

It is hoped that researchers will be able to confirm the timing of occurrence of "concepts and phrases" related to "tour, tourist, tourism" by utilizing the free project Gutenberg and Aozora Bunko.

At the beginning of "The Two Metropolitan Stories" by the realist writer Charles Dickens (1812-70) in the 19th century, a depiction of a step-coach appears. Journeys during the era of the American Revolutionary War are depicted as a security situation where travelers are wary of each other. The inn is also depicted next. It can be seen that it was not a social situation in which the modern concept "tourist" exists. As for words related to travel, in addition to traveler, the inn-yard, the Royal George Hotel, travelling carriage and the packet-ship are used, but tour and tourist are not used.

In 1842, Dickens crossed the Atlantic Ocean to the United States on a 200-ton liner and published his findings as "American Travel." The translation shows that since the 1840s, railroads and hotels have been rapidly developed in the United States, and tourism has become a kind of fashion.

The United States has gradually become a comfortable travel destination for foreigners. Thomas Cook is conducting a preliminary survey of his US tour in November 1865. At that time, about 40,000 people traveled from the United States to Europe in a year, but few British were heading in the opposite direction. It was a high fare and was not comfortable due to seasickness. It was too early for a tour sponsored by a travel agency, and I could not send a tour for the next 7 years.

In 1869 Mark Twain published "The Innocents Abroad" and gained acclaim. In 1867, he joined the "Sacred Place Excursion Tour Group" departing from the United States to write a travelogue. It is a memoir about the history of the Mediterranean coast and Palestine, the birthplace of European culture. It can be confirmed that the concept “tourist” also existed in Europe. The words used are pleasure trip, style of travel-writing and excursion, and tour and tourist are not used.

2-3 Necessity of policy concept

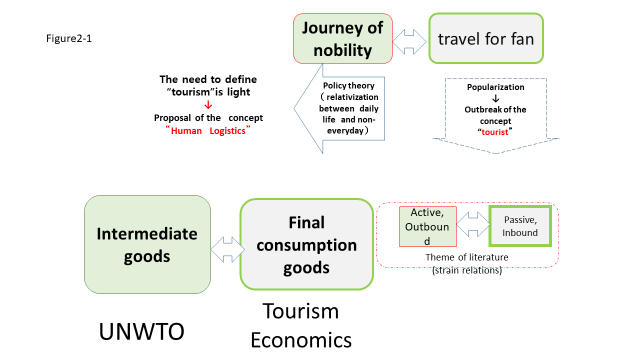
Akio Ishii described in the study "World History of Tourism and Travel" that the need for tourism as a policy concept did not arise.

The oldest definition of the policy concept Tourist is the 1937 definition by the League of Nations, where there are "people who travel for fun and spend more than 24 hours out of their normal lives", but Akio Ishii "has an emphasis on time spent. ``I almost ignore the motivation.” Therefore, it was necessary to establish a separate category of excursionists.” “The only concern of these definitions is the practical purpose, who is It was just a definition of counting as tourists."

However, it is natural because it is created based on the needs of the administrative body. It remains the same today. The Tourism Nation Promotion Basic Law also stipulates interest in the number of foreign visitors to Japan. It is natural that the number of people is compatible with politics.

2-4 Introduction of tourist in Japan

In the UK, the enjoyable travels of aristocrats and the affluent were perceived as active. Later, there were those who made passive tours for the general public. The person who performs this distinction from the person who performs travel (traveler) has the concept of a tourist, and is said to have been generalized by the 19th century. In this regard, Manzo Inoue says that tourists have begun to replace the non-immigrant that was originally used in the United States.



Behind the changes in society as the need for the concept of "a journey for "fun" and the lexical representation of that concept is that "a journey for "fun" is limited to the aristocratic group. There is an expansion (popularization) in the thing. It would be straightforward to think that it was necessary to consider the "tour for "fun" (tour) separately from the general travel (travel) in terms of socio-economics. In other words, this is because the industrial activities for tourists, who are tour makers, have occurred. The existing long-established inns in Kyoto, Tawaraya and Sumiya, have their origins in the era of providing accommodation services to merchants from distant customers during the original business of bales and charcoals. It was, so to speak, a traveler. After that, the "travel for "fun"" became popular, and he moved into the business of providing services to tourists.

When researching the concept of "travel for "fun", the central concept of "fun" must be considered. There are individual differences in what is perceived as "fun", from those that emphasize entertainment to those that emphasize functionality (for example, inspection).

3 Objective understanding of "fun"

Regarding tourism, cultural anthropologist Tadao Umezo criticized that "tourism and culture should not be combined." In response, tourism scholars argued that tourism is not play. Such discrepancies occur because it is not possible to objectively grasp the emotion that occurs in the brain called "enjoyment." The core of tourism studies is to analyze the "enjoyment" that accompanies this trip. However, many researchers are limited to analysis based on questionnaire surveys. It is desirable to attempt to objectively grasp the sensibilities of tourists by using a device for visualizing brain reactions (see Chapter 6).

Furthermore, the premise of "moving" to obtain "fun" is now being destroyed due to the progress of virtual technology. Even the concept of "travel" is being reexamined for the need to discuss it. Therefore, the hypothesis that tourism policy theory is converging on human logistics due to the relativization of daily and extraordinary days.

4 Cross-border concept included in "a trip for "fun""

The industry for tourists has grown due to the popularization of "travel for "fun". Along with that, an inbound concept considered from the landing side and an outbound concept considered from the departure side occurred.

When the movement of people was limited to the concept of travel, the socio-economic necessity to separate inbound and outbound was not great. The journey that travels to obtain "enjoyment" inevitably involves moving from everyday space to extraordinary space, and is accompanied by the concept of transboundary borders. The extraordinary space existed in a foreign land. The "country" in the Ikutsu "Kuniyuki" is a city concept, and today's border concept was established with the passage of modern international law.

In order to analyze the concept and the lexical that expresses it, the quantitative analysis of the lexical used in the Edo period and the early Meiji era is essential. However, as Yoko Itasaka points out in a travelogue in Edo, it is difficult to make a Japanese print at that time in the current situation of about 2%. The analysis performed on individual documents must be supplemental, and for the time being, we have no choice but to rely on database article newspaper article searches.

5 Criticism of hyphen tourism

Currently, the word "kanko" and the word "tsu-rizumu" are used together and mixed. Surprisingly, the phrase "tsu-rizumu" appears in the Asahi Shimbun only five times since the first issue until the end of the Showa period. It was used frequently after Prime Minister Koizumi began to advocate for tourism. As a reason for using the phrase "tsu-rizumu", researchers explain that the meaning of the phrase "sightseeing" is ambiguous. However, if it is possible to form a common understanding, it is a matter of using lexical words in both tourism and tourism, and it is not essential.

I describe this researcher's tendency to use the lexical "tourism" easily as hyphen tourism. This is because a large number of words with unclear concepts can be coined.

Section 2 Occurrence of the concept of "travel for "fun"" and its corresponding lexical occurrence as seen in the dictionary, and subsequent development

1 Importing a new concept and using the corresponding lexical

There are two times when a large number of new concepts were introduced into the Japanese archipelago. It is the period of Buddhist tradition and the period of Western civilization from the end of the Edo period to the early Meiji period. When Buddhism was introduced to the Japanese archipelago using kanji (Chinese character), the thought was foreign to the Japanese archipelago at the time. It was impossible to translate Buddhist things and ideas expressed in Kanji into Japanese, that is, to replace the Japanese at that time with each one. Therefore, the terms related to Buddhism have been used since then almost as they were imported.

From the late Edo period to the early Meiji era, a large amount of new concepts came from the West. Until the Edo era, Japanese official sentences were Chinese sentences for a long time, so most of them were coined words in Chinese, but kana characters were also used because they were transliterated until the Chinese word as a translated word became established.

Even when the Chinese language came to be used, there was a competition for multiple tokens, and one token was gradually selected and established. As the lexical system took root, some of the concepts themselves changed from the original ones under the influence of the lexical system used.

Although “kanko”, which is currently translated as tourism, has a different concept, it already existed as a lexical phrase, and was not newly coined. I didn't feel the need for a translation of tourism for the work of intellectuals and officials in the Meiji era. Because of this, the real-life phrase "tsu-risuto" was used. After that, kano and tourism approached each other.

2 Development process of concepts and lexical concepts related to "travel for "fun"" seen in the dictionary

In the English-speaking world, "travel for fun" has become popular, and the aristocratic traveler and the populist tourist have come to be distinguished. And in English literature, the theme of the tension between the two came to be the subject. The tourist criticism itself has a contradiction because tourists were generated by the popularization.

In Japan at that time, the phrase "pleasure" was used for the concept of "a journey for fun". The lexical words travel, traveler, tour, tourist, tourism, and sightseeing have come in. In order to understand the Japanese people's understanding at the time of this inflow, the words related to "travel for "fun" appearing in Japanese and English-Japanese dictionaries were arranged over time (Table 2-1).

Both tour and travel are words that already existed when Japan began to accept English-speaking culture. Therefore, it can be considered that they arrived in Japan at about the same time. On the other hand, in Japan as well, the lexical terms “tabi” “ryoko” and the lexical terms “yu-ran” “yu-reki” were both present at this time. However, travel and tour were introduced without any essential distinction. Therefore, it took time for Japanese people to understand the difference between concept travel and concept tour. Tourism is a derivative of tour together with tourist. The only derivative of travel is traveler, and travelism as a counterpart of tourism was not established. Also, as far as the English-Japanese dictionary looks, tourism is introduced after a lapse of time from the time when tour was introduced to Japan. This concept of "ism" was not instant in the English-speaking world, and it was ambiguous, so it took time to introduce it.



2-1 Time to establish Japan Tourist Bureau

2-1-1 Japanese dictionary

The 1872 version of "Vocabulary" contains the phrase "yu-ran". It is safe to assume that at this time the Japanese society had the concept of a "journey for fun" and the lexical word "yu-ran" was used. On the other hand, at this point, the dictionary does not include "kanko" as a lexical phrase, so it is unlikely that the lexical phrase "kanko" was commonly used to describe the concept of a "journey for fun". ..

The 1889-1891 edition of "Kotomi" includes "yu-ran" and "yu-reki" as well as "tabi" and "yadoya". In the 1892・1893 edition of "The Japanese Dictionary", "ryoko", "ryokyaku", and "yu-ran" are recorded. The 1894 edition of "Nihon Daijirin" includes "yu-ran", "yu-reki", "tabi", "ryoko", "ryokyaku", and "tabibito". A distinction is made during this period between the concept of a "journey for fun" and the concept of a "general journey." However, the word "kanko" is not recorded.

2-1-2 English-Japanese dictionary

According to the English-Japanese bilingual dictionary, 1862 and 1869, tabi and ryoko are introduced as travel and tour, and tabibito as traveler and tourist. We distinguish between the act of travel and the person who performs it, but not the concept of travel and tour.

At this point, the national language dictionary should contain the lexical phrase "pleasure" that is used as the concept of "a trip for "fun". Therefore, it is reasonable to think that the understanding of the English words "tour" and "tourist" was not deepened. It does not include lexical tourism.

The 1887 edition of "Tsugyo-in Illustration English Japanese Vocabulary" introduces the concepts of lexical travel and lexical tour. The word lexical tourist explains the word "yu-rekisha", which is not included in the Japanese dictionary, as a coined word, and the tourist is understood as having a Japanese-style cross-border concept.

The 1888 edition of "Webster Mr. New Dictionary Daiwa" includes tour, tourist, travel, and traveler. The 1895 version of the Japanese-language English vocabulary includes tour, tourist, travel, and traveler. As far as the overview of the Japanese and English-Japanese dictionaries up to the time of the establishment of Japan Tourist Bureau in 1912, "Journey for "Fun"" exists as a concept that is distinguished from general trips, and each is referred to as the phrase "Travel". It is probable that it was recognized as the lexical travel and the lexical "tourism" as the lexical tour. The word expressing the person who traveled was recognized as "traveler", but it is considered that "yu-rekisha" was coined in the form of translating the word tourist for yu-ran. In any case, the Japan Tourist Bureau was established in 1912 under these circumstances. Since it is an organization for foreigners, the English name will be used as the Japanese name.

2-2 After the establishment of International Tourism Bureau in 1930

In 1930, the Ministry of Railways International Tourism Bureau official system (royal decree) was established along with the Ministry of Commerce Trade Bureau system as part of a policy aimed at obtaining foreign currency. A document published by the Ministry of International Tourism of the Ministry of Railways published in 1940 introduces the fact that Minister Tsubasa Egi has made a strong wish to add "international" to the International Tourism Bureau.

The English name was Board of Tourist Industry. The translation of tourism has both tourism and tourism. However, the understanding of tourism was not widespread at that time. Therefore, it is considered that the tourist industry was intentionally used. At this time, in the interpretation of the I Ching, unlike the etymology, the word "tourism" emphasized the inbound aspect of the word tourist industry.

The 1932 edition of the "English-Japanese Dictionary" is translated as ryoko and man-yu for both tour and tourism, and there is no distinction between the two concepts. In the English-speaking world, the lexical tourist was in use by 1772, and the lexical tourism was in use by 1811. Therefore, it took a long time to introduce lexical tourism to Japan. It can be understood that it took time to understand the lexical tourism with the suffix lexical tour.

If it is a "trip for "fun"", it can be expressed using the lexical tour. There, the social need for lexical tourism is hard to understand even today. An official from the Ministry of Railways can understand the feeling of using the Tourist Industry instead of Tour.

Many textbooks explain that the word tourism was used as a translation of tourism in the Taisho era. However, it is doubtful as far as the overview of the dictionary is concerned.

According to Thomas Cook's Story (translated by Akio Ishii by Pears Brendon), tourism is the discovery of things that are well known, and travel is the discovery of things that are not well known. Exploration means discovering something unknown. Although tourism is compared with travel, it can be understood if compared with tour. It is strange if tourism is not travelism. After the word "tourism" was established as a legal term, the 1941 edition of the "English-Japanese Dictionary" describes tourism as "kankojigyo." Kankojigyo is also listed as a translation corresponding to the English Tourist Industry. It's better than using the word "kanko" casually without distinguishing between tour and tourism.

The 1933 edition of “New Daigonkai” introduces I Ching as the etymology of tourism, but it may be due to the legal terms of the Ministry of Railways. The 1940 edition of "Japanese Dictionary" contains "kanko" (inspecting the culture of other countries; inspecting the land, customs, and systems of other countries), "international mail", "international canal", and "International River". "International tourism" is not listed. Also, "tsu-rizumu" is not included. The 1956 edition of the Meiji Japanese dictionary contains "kanko" and "tsu-risuto".

Section 3 Usage of the word “kanko” etc. that was influenced by the policy

Although not limited to the term "kanko", when government agencies use a new term, the media and researchers tend to use that term all together. The same applies to the concept of "a trip for "fun"", and words such as "tsu-rizuto", "kanko", "rekurie-shon", etc. have all come to be used under the initiative of the government. ..

1 Installation of Japan Tourist Bureau

In 1873, the year after the opening of the railway, the railway business situation averaged a little less than 4,500 people a day (annual passenger income of 420,000 yen), and there are activities aimed at "traveling for fun" enough. It was a situation that can be recognized as having done. Moreover, the National Railways Law was enacted in 1906, and at that time, there was no doubt that the concept of "a journey for fun" had occurred in society. In 1905, Minami Shinsuke founded the Japan Travel Association and started travel agency business for Japanese people.

According to the innhouse regulation rules of each prefecture in the Meiji 20's, inns were classified into three categories: travelers, lodges, and rented inns. This regulation covers the concept of “travel”. The 1899 Traveling Sick and Traveling Deadly Persons Act also uses the lexical phrase "travelling." From this, it can be seen that "travel" was the subject of policy. The policy purpose in this case is mainly to maintain security.

On the other hand, no measures have yet been taken to separately treat those who take a "journey for "fun" (resulting in returning home). Although the "travel for "fun"" is incorporated into the policy, it is specific to foreign customers, but it is the first time that the 1912 Japan Tourist Bureau is established.

This may be because the Railway Institute outsources ticket sales to the same organization, and it is possible to recognize the relationship with the act of power, but in this case, the concept is too broad when the word "traveler" is targeted. The lexical "tourist" was used instead of the lexical "excurtinist". The usage corresponding to the concept tourist and lexical tourist would not have been completely fixed in Japan at that time.

An economic survey meeting at the time of the Okuma Cabinet held in 1916 is considering a “specific plan for attracting foreign customers”. The appearance of tourist-related tokens in this context evolved from the token "tourist".

When Japan Tourist Bureau issued an information desk in Beijing in 1918, it needed a name that the Chinese could understand. Therefore, it seems that they posted a signboard of "Japan International Tourism Bureau". Therefore, at this point, it can be considered that the word "kanko" was beginning to be used in the concept of "a journey for "fun" used in the policy of attracting foreign customers. The European tourist attraction institution in 1910 was established by France in France (Office national du tourisme) was the first, the lexical touriste was not used.

2 Installation of Board of Tourist Industry

2-1 Establishing the word "kanko" as a legal term

The International Tourism Board's English translation was "Board of Tourist Industry" and did not use the lexical tourism. Even if you deduce it from the European tourism research book translated by the department, it can be seen that European researchers at the time were also discussing with tourists and Fremdenverkehr (traffic of foreigners).



2-1 Establishing the word "kanko" as a legal term

The policy objective of foreign currency acquisition did not fit the consciousness of officials of the Ministry of Railways. The first Director of Board of Tourist Industry honestly stated that they felt the consciousness of a foreigner's purse.

The organization name also showed a sense of "showing the civilization of Imperial Japan to the world". This influences the etymological consciousness of the word "kanko," and interprets the I Ching as "give the light of a brilliant country and give preferential treatment to guests." As a result, the word "kanko" has come to be used as something different from the meaning of the etymology.

When administrative terms are established, terms such as academic societies tend to be established through mass communication. It is believed that around 1930 the concept of "a trip for "fun"" converged on the lexical "kanko". According to the search results of the Asahi Shimbun article (Table 3), the frequency of use of the lexical word "kanko" was significantly increased during this period, compared with the lexical word "yu-ran".However, even then, it is hard to say that the distinction between the words "yu-ran" and "kanko" is used with clear recognition.



2-2 Adoption of the lexical "international"

Consider how the concept "international" was established and how the lexical "kokusai" was established. The word "kokusai" is well established as a translation of the word "international". Before the Meiji 30's, the concept "international" was used in the same meaning as modern language, and the expressions "bankokunosai" and "shokokunosai" were used, but they were not generalized. Although the international law was devised by "International Law," it took quite a while to settle in the dictionary.

In 1881, when the department of the University of Tokyo was amended, "Participatory Law" was amended to "International Law", after which "International Law" became more widespread in the general public.

When the “Board of Tourist Industry” was installed in the Ministry of Railways in 1930, Minister Egi, who learned international law, would have easily thought “international”. It can be said that the occurrence of “kanko” as a legal concept and a token is explicitly in 1930. As is the case with the dictionary, the lexical "kanko" has the proposition that it is limited to the transnational concept, like "yuureki", or is not limited to "yuuran". At that time, if the respect of the Ministry of Railways' ideology that the word "kanko" is limited to the cross-border concept, the term "international tourism" is talkative, but the concept "kanko" is not just a cross-border concept. If so, it would have been meaningful to limit it to international.

2-3 meaning of "domestic tourism" in international tourism policy

The use of the word "international" in the name of the International Tourism Bureau was controversial, but at the same time domestic tourism was recognized. In the Ministry of Railways material, international tourism and domestic tourism are listed. It is no wonder that there are researchers who interpret the concept of tourism related to Japanese domestic movement. However, since the International Tourism Bureau was established to attract foreign tourists, the "international" tourism business in this case refers to the external advertising business, and the "domestic" tourism business is the development of domestic facilities for foreign tourists. It is appropriate to think that it refers to such things. After retiring from the Ministry of Railways, Manzo Inoue commented, "The word tourism, which was originally created as a synonym for the business of attracting foreign tourists, has since been used for domestic purposes."

2-4 Occurrence of a tourism policy that "the main role is domestic and the other side is international"

2-4-1 Local Tourism Association

The number of tourist institutions has increased rapidly throughout the country, and the number reached 328 in 1933. In 1935, there were more than 400 cases, and the recognition that a national federation of tourism associations was necessary increased. The All Japan Tourism Federation, which is under the jurisdiction of the Ministry of Railways, was established, a subsidy was provided by the International Tourism Bureau, and a second-class unpaid fare certificate was provided to district representatives of the association.

In some regions, it has begun to advertise domestic tourism promotion projects, beyond the policies of the Ministry of Railways. The true concept of "the main role is domestic and the other side is international" is sometimes told, and the concept of tourism has expanded.

2-4-2 beginning of tourism policy of local government

In 1913, when it was decided to hold an exhibition sponsored by Kyoto City, the word "visitor" was used. In 1934, the catch phrase "City of sightseeing" was changed to "Tourist city".

In addition to Kyoto, Nikko-cho (1931) Atami-cho (1931) Uji-cho (April 1932) Nara-shi was included in the administrative organization of the local government at this time as the "tourism section". (1933) Kobe City (1934). Although the number was smaller than that of tourism associations, it is considered more common-sense than today in that the administrative organization was not bloated in view of what the administration should do as a tourism policy.

The Tokyo Tourism Association was established in 1936. The publication describes the true intention of "the main role is domestic and the other side is international".

2-4-3 Birth of the word "kosei" and appearance of the word "recreation" by the Ministry of Health and Welfare

The establishment of the Ministry of Health and Welfare is generally regarded as part of the wartime regime, but some argue that it was the historical origin of Japan's welfare state regime.

The 1940 Tokyo Olympic Games were decided as the next Olympic Games of the 1936 Berlin Olympic Games. Along with this, the "International Recreation Convention" will be held in Tokyo. Influenced by the name of the Ministry of Health, which was established at the same time, the translation of "recreation" became the lexical word "kosei". However, the word "recreation" was not widely used as a term compared to tourism.

With the movement to improve the national position reflecting the times, the emphasis on hiking in various places such as local tourism associations has had a subtle effect on the domestic tourism concept. From around 1934, the Ministry of Railways emphasized the national health movement. Above all, hiking and walking around sacred places were called "faith hikes." Since 1938, he has been advocating a simple and robust trip. It was changed to a word of entertainment that became more and more popular, and emphasis was placed on hiking under clothes of the word "welfare".

After the end of the war, under the influence of the idea of the prewar Olympic Games, recreation and sports became the management of the Ministry of Education. The word "recreation" was first used as a legal term in the National Civil Service Law, but was used to mean "restoration." After that, during the period of high economic growth, the word "tourism and recreation" came to be used again in the National Comprehensive Development Plan and the Ministry of Transport. At this point, the idea of welfare for recreation was gone.

3 How to use the word "kanko" during the postwar reconstruction period

The word "kanko" changed to tourism in the sense that sightseeing and other activities were concentrated after the Act on the Establishment of the Ministry of Transport in 1949. Tourism was used in a document to each regional secretary in 1946, which exclusively referred to sightseeing buses for generals of the occupying forces. This is the effect of using tourism for foreign visitors from before the war.

In 1950, the licensing standards for passenger cars and chaptered passenger cars were significantly eased. It was stipulated that, in the name of the importance of tourism, unhealthy sightseeing and excursions do not consume precious fuel. This means that many bus companies with the name "tourism" were established, and tourism has come to be used today. In Japan, tourism came to be used without distinction between domestic tourism and international tourism, at the time when the Allied occupation policy ended, that is, when domestic tourism for Japanese people became active.

4 Basic Tourism Law and the phrase "sightseeing"

The Basic Tourism Act was enacted in 1963. After the Basic Law on Education (1947) and the Basic Law on Nuclear Energy (1955), the Basic Law on Agriculture and the Basic Law on Disaster Countermeasures were enacted by the Cabinet in 1961, and the Old Basic Tourism Law was the fifth basic law. This old tourism basic law was poor in terms of norm and was proposed by lawmakers.

At the time of enacting the old Tourism Basic Law, the House of Representatives Legal Affairs Bureau, which was involved in the work of drafting a bill, tried to legally define tourism, but abandoned it as difficult. The concept of tourism has the same meaning as used in the world.

The debate that required the definition of tourism did not progress. Due to its legal effect, the current Passport Law divides it into diplomatic, public and general passports, and does not specially categorize tourism. The reason is that the Passport Law has judged that it is not necessary to distinguish between tourism and business concepts.

The background of the time when the old Tourism Basic Law was enacted is the holding of the 1964 Tokyo Olympics and high economic growth represented by the liberalization of Japanese overseas travel. With the improvement of the balance of payments thereafter, the most important policy idea of ​​the Basic Tourism Law, the idea of ​​attracting foreigners to acquire foreign currency, has virtually disappeared.

It was also the time when the liberalization of foreign travel was started due to the deregulation of foreign exchange due to the OECD membership in 1963, and measures that were the exact opposite of foreign currency acquisition were being implemented.

The biggest problem with the old Tourism Basic Law is that it adopted the centralization regulations that seemed to be the defaults at the time of enactment. Districts must comply with national policy. However, tourism is a unique display of the region. This was a rule with great contradiction. Muneyoshi Saeki, who was aware of this, expressed his opposition to the enactment of the Basic Tourism Law (May 1965, "Monthly Tourism" published by the Japan Tourism Association).

5 Full-scale domestic tourism policy and subsequent changes

5-1 Development of domestic tourism policy through leisure and recreation

After the war, the word "kanko" never appeared in the welfare administration or administrative documents. In contrast to the "tourism related to transportation" under the jurisdiction of the Ministry of Transport, social tourism embodied in national accommodation in welfare administration and recreation sports (physical education) in the administration of education trail the prewar period. It became to be emphasized in shape. In the social education law, museum law, public hall law, and library law that were established in the early postwar period under the jurisdiction of the Ministry of Education, the lexical phrase "recreation" was used.

The fact that the domestic policy using the word "kanko" has not been developed across ministries has caused the "holiday problem" to be exempt from the Basic Tourism Law under the 1955 system. Furthermore, under the Hotel Business Law under the jurisdiction of the Ministry of Health, the International Tourism Hotel Development Law has been put under the jurisdiction of the Ministry of Transport, and double administration has been implemented. And there were times when almost no foreigner stayed at an international tourist inn for the purpose of foreigner's purpose, and it became a skeleton. On the other hand, there was a tension between cheap accommodations such as public lodgings and private accommodations.

In this respect, the comprehensive recreation area development law (resort law) was the first legal system to be established as a comprehensive leisure policy across ministries and should be evaluated.

However, many local tourism policy researchers made critical evaluations that agreed with the media. Perhaps it was because the view of pre-war, post-war, and post-war was not popular. The biggest problem with the Resort Law is that tourism is an exercise of the individuality of the region, as is the reason why Saiki Muneyoshi opposed the enactment of the old Tourism Basic Law. There was dissonance.

5-2 Domestic tourism administration seen in the Ministry of Health and Welfare

Before the war, there was no official domestic tourism administration for the Japanese. However, with the establishment of the International Tourism Bureau, it was inevitable that domestic tourism administration based on local governments would be implemented when tourism associations were established in various places.

The problem is that, as mentioned above, the tourism business for foreign tourists and the tourism business for Japanese people are considerably different, reflecting the difference in lifestyle at that time, so it was difficult to use the official opinion and true intention properly. ..

The administration of the Ministry of Health and Welfare is a part of the administration of domestic affairs, and the fact that the phrase "welfare" is used as a translation of recreation also meant that domestic tourism was promoted even within the administration of the Ministry of Health.

Typical examples were national park administration, hot spring administration, and lodging administration. However, it seems that the wartime system was strengthened before it was officially recognized as tourism, and the word "kanko" was not used until it exceeded the words such as hiking, welfare, health, and rest. In addition, the fact that the administrative department of tourism administration of the local government belongs to an organization such as the former Ministry of Home Affairs, as represented by Tokyo, seems to have caused a gap with the International Tourism Bureau that is in charge of attracting foreign tourists.

This effect continued after the war. In the administration related to the Ministry of Health and Welfare, the word "kanko" does not appear in welfare administrative documents such as laws and regulations, and it seems that the word represented by "social tourism" appeared.

5-3 Start of outbound policy by enacting the Travel Business Act of 1971

In 1971, the number of Japanese overseas travelers exceeded the number of foreign visitors to Japan. In this year, the Travel Agency Law was completely amended into the Travel Agency Law. A strong normative tourism policy has shifted from measures for foreign tourists to measures for Japanese overseas travelers. With several revisions to the Travel Business Law, the measures for Japanese overseas travel have been strengthened, and the consular administration of the Ministry of Foreign Affairs has also been strengthened. In response to the yen's appreciation, in 1987 a plan to double the number of Japanese overseas travelers from 5 million to 10 million (Ten Million Plan) was implemented in order to reduce foreign currency.

The law was revised and the outbound business of the International Tourism Promotion Organization was started. However, it was deleted again in the criticism of administrative reform. It was recognized that "Tourism" is a "travel for fun" and it is not necessary to do it in duplicate with overseas consular affairs, even using taxes.

5-4 Evasion of the word "tourism" in the domestic tourism law

A law was enacted to promote infrastructure development for leisure activities in rural areas.

The law defines "a leisure activity for farming, mountain and fishing villages". Similarly, the Act on Special Measures for Promotion of Okinawa, which was enacted in 2002, stipulates environmental conservation-type nature experience activities.

Both of them coined words to avoid the lexical word "kanko". This attitude can be seen from the attitude toward the comprehensive recreation area development law, and the popular name was the resort law.

The law was not just a campaign, but the first comprehensive concrete policy (act of power) on the concept of regional tourism. Many local tourism policy researchers lacked the institutional awareness of the law. In the results, the negative evaluation of monetary policy and environmental policy was emphasized, and integrated evaluation research on domestic tourism policy was not conducted.

As a result, research on domestic tourism policy was delayed. According to the law, the word "tourism" appears only in the expression "consideration of healthy development of tourism". However, ironically, the fact that the word "tourism" was not emphasized in the act was fortunate for the tourism policy developed by the Koizumi Cabinet.

6 Full-fledged recognition of the word "Tourism" under the Central Government Reform Act and the Tourism Nation Promotion Basic Act

6-1 officially recognized token "Tourism"

In the former Ministry of Transport Act (1949), the affairs under the jurisdiction were described as "tourism related to transportation", and tourism was limited to "relate to transportation". However, the lexical word "tourism" was rarely used in the definite method. This is because the Travel Business Law has developed measures for "travel" that are not limited to "travel for "fun".

Under the Ministry of Internal Affairs and Communications Reform Act of 2001, tourism is the responsibility of the Ministry of Land, Infrastructure, Transport and Tourism, and the limitation of "related to transportation" was removed. However, after 2003, the concept "tourism" will be used by the entire government with the word "tourism" as a non-discrimination of domestic and foreign tourism, including domestic tourism, beyond the boundaries of ministries. .. This is because in 2003, a policy agreement was established between the Liberal Democratic Party and the Conservative New Party, which included the realization of a tourism-oriented country/prefecture. In the old Basic Tourism Act, the words "yuan" and "kanko" were used together, but in the Basic Act on Promotion of Tourism Nation, the words "kanko" were completely arranged. The use of the word "yuuran" in the law remains only in the transitional provisions of the "Excursion passenger non-scheduled route business" that was abolished by the amendment of the Maritime Transportation Act of 1995. It can be said that it was converged on the word "kanko".

On the other hand, while the scientific debate on the concept "tourism" has not progressed among researchers, the tendency to avoid the lexical "kanko" has begun to spread among researchers. Conversely, the phrase "tsu-rizumu" began to be used easily.

6-2 Appearance of the phrase "tsu-rizumu" in the law and the guideline of the basic law

The Eco Tourism Promotion Law was enacted in 2007. The law's concept of eco-tourism uses the phrase "kanko" for both "tourism resources" and "tourism traveler."

It seems that the law could not have adopted the word "tsu-rizumu" and avoided the word "environmental conservation tourism activities."

Once the usage example of the lexical phrase "tsu-rizumu" appears, the usage examples increase like the Basic Law on Biological Diversity (2008), but in the end, the concept is unclear and it is adopted only for the provision of weak normative power.

The problem with the old Tourism Basic Law is the lack of guideline and normality as a law due to the ambiguity of the concept of "tourism". The adoption of the lexical phrase "tsu-rizumu" has further exacerbated this problem in the Basic Act on Promotion of Tourism Nation.

Section 4 Lexical words "kanko" "tsu-risuto" "tsu-rizumu" seen in newspaper articles

As a result of searching the article "kanko" used in the Asahi Shimbun for articles in the early days of the newspaper using the search system Mikuzo II, the word "kanko" was originally used as a proper noun such as kanko temple, and it was first used in 1893. Used as a common noun.

Judging from Kikuzo II, it can be inferred that when the word "kanko" was commonly used as a common noun in the world, there was a common sense that it included the concept of transboundary. This is because there are overwhelmingly many cases of cross-border use, and the cases involving Japanese domestic migration are exceptional.

Since the language changes gradually, it is fully conceivable that citizenship will be gradually gained as a result of misuse. It is natural and rather common to use the word "kanko" with a nuance of "overseas travel" with jokes about domestic movements. It seems that the use did not begin immediately in the post-war reconstruction period as it included the Japanese domestic actions.

The examples of "tsu-risuto" in the prewar period were only for "Japan Tourist Bureau". There were no examples of "tsu-rizumu" from the time the newspaper was published (Yomiuri Shimbun 1874, Asahi Shimbun 1879) to the prewar period.

In the Yomiuri Shimbun, there are only two examples in the Yomiuri Shimbun, namely the example in the morning edition of January 21, 1962 and the example in the morning edition of April 10, 1964, and the Asahi Shimbun has five examples in the postwar period. Even in the examples in the Heisei period, the number of examples of “tsu-rizumu” up to 2000 was 244, which is extremely small compared with “kanko”.

The number has increased since the beginning of the 21st century, with 2565 examples from 2001 to 2010 and 1108 examples from 2011 to 2016. According to newspaper article searches, the use of "tsu-rizumu", which tourist researchers like, is a very recent phenomenon. By the way, the number of "kanko" hits has exceeded 60,000 since 2011 alone. This tendency was the same in the Asahi Shimbun.

Based on the above, the term "tsu-rizumu" became popular in society only after Prime Minister Iri Koizumi began advocating tourism in the 21st century. Moreover, it is considered that the use of the lexical word "kanko" has increased and that it has increased.

Scientific proof using quantitative analysis is necessary.

Section 5 Finalization of etymology and nomenclature regarding tourism

The relationship between words and meanings is extremely arbitrary and there is no inevitable law. Pursuing etymology does not become science. According to Chomsky, learning of meanings and concepts is acquired. Since the connection between words and meanings is based on associations, and the associations are accidental, kanko (Japanese) and tourism cannot be explained.

1 The token "kanko" that appears in the I Ching

The calendar, which was initially just a standard for farming, now serves as a proof of legitimacy.

The historical record was left in letters. The fact that letters are magic tools means that the content of the letters is a description of negotiations with the gods, demons, and spirits, and no lie was written. Therefore, the letters made a point of contact between myth and history. I Ching, which requires the etymology of tourism, also dates back to the time when the king monopolized the litters.

From the mechanism of I Ching, the meaning of "kan" is that the ministerial person looks up to a virtuous king. In modern interpretations, it is straightforward to interpret it as outbound, but many commentaries describe tourism as extended to inbound.

In any case, if it is cited, the confusion will increase unless the exhibitor is explicitly stated in the original text.

2 Naming theory

The statutory term, the word "kanko" as the name of the administrative organization, is supposed to be quoted from the I Ching by the Ministry of Railways (formally the Cabinet), which is the actual name of the Board of Tourist Industry by the Royal Decree. For example, the origin of the word is I Ching. This is the same as the era designated by the Cabinet. It's the same as the child's name, and the intention of the naming person has priority, so it's no use discussing.

There may be more than one etymology of the word "kanko" used in the world. However, from the frequency of use of the common noun “kanko” in newspaper articles, it can be inferred that the use of “kanko” in the law by the government (Ministry of Railways) had a great impact on the general public.

However, with regard to the lexical word "kanko" as an expression of the "Tourism" concept that is currently being used, "a journey for "fun"", it should be considered as an encounter between the lexical word and the concept and its subsequent development. .. The lexical "kanko" was used before the concept was born. It was not coined anew, but its concept changed and evolved over time. Due to the influence of the Ministry of Railways, many textbooks and commentaries ask I Ching for the etymology of tourism. However, the lexical "kanko" itself does not exist in I Ching.

Section 6 Evolution from the concept of "tourism" to the concept of "human logistics"

At the heart of the concept "Tourism" is the movement of people seeking extraordinary experiences. From the standpoint of the seller of tourism resources as a product, it may be desirable to force them to move around.

In dealing with Covid-19, Stay home, Social distancing, Lockdown, and restrictions on overseas travel were taken. Except for essential movements, contact between people and movements of people were regulated, and the "travel for fun" was not recognized as essential, and the impact on tourism industry activities became greater. .. Covid-19 pointed out to tourism researchers that if people can enjoy themselves without having to move, they should also study the fun without moving. .. From the standpoint of placing the basics of tourism in the movement of people, it leads to suicide in tourism science, and tourism resources (tourism objects) float in the air. Logistics is different from what has been discussed as mere freight transport theory and warehouse theory. From the standpoint of the originator/shipper as a user, logistics has been developed with a focus on logistics including efficient inventory management as well as the movement of goods.

Tourism studies should also be studied from the standpoint of selling products, "a trip for fun". Considering that time is managed as a whole including moving and staying including risk management, it is not necessary to consider moving people as indispensable. If the basic concept is "human logistic," "fun" will be the center of research. Since online tourism that expands the enjoyment of labor saving is coming into the study, "human logistics" is the central concept, as is the "physical logistic" concept that incorporates the concept of inventory. In physical logistics, the use of cargo that is subject to transportation and storage is a matter for the shipper. However, in human logistics, the "fun" of the user is included in the research subject, so that it becomes a large scale. Objectification of the reaction in the brain is essential.

**Chapter 3: Tourism Policy-Thinking about Tourism as an Object of Power-**

The word "tourism policy" was first used by the Basic Tourism Law as the name of the Tourism Policy Council. However, no conceptual provisions regarding tourism policy were established. The predecessor of the council, the purpose of the establishment of the tourism business council, which was stipulated by the traditional Prime Minister's Office establishment law (approved by the Cabinet on June 1, 1948), is a description that is the basis of the basic tourism law. To be The Tourism Policy Council is set up by the Ministry of Land, Infrastructure, Transport and Tourism to handle matters that have been absorbed by the Transport Policy Council and are included in the authority of the Council under the provisions of the Basic Act on Promotion of Tourism Nation. Many local governments use the conventional name of the Tourism Council, including Tokyo.

Section 1 Tourism Policy

1 What is tourism "policy"?

A policy refers to a policy of administration such as the government and political parties, and is understood as a proposal based on some value and interest.

The implementation of policies in a law-abiding country presupposes the existence of a legal system. It is the "law of governmental administration." Therefore, policy theory also becomes an institutional theory against the backdrop of acts of power (tax, punishment, etc.). Since the Basic Law for Promoting Tourism Nation exists as a basic law, tourism policies implemented by the government and local governments are based on this law. However, according to the Basic Law, tourism policies implemented by local governments do not have to match those of the central government.

The normative tourism policy is finance/tax administration (Ministry of Finance, Ministry of Internal Affairs and Communications), cultural property

administration/sports/recreation administration (Ministry of Education), inn/restaurant administration (Ministry of Health, Labor and Welfare), natural park administration/hot spring administration (Ministry of the Environment)) Etc. The weight of what other ministries do is not so simple.

In order to develop a policy theory related to "tourism", it is necessary to logically explain the grasped reality in a structural way, rather than to develop the theory from grasping the reality to policy theory immediately.

However, it is difficult to develop the policy theory, while the actual situation is not fully grasped and therefore the structural explanation is not sufficiently conducted.

Paradoxically, we have no choice but to give a structural explanation of "tourism" by understanding the outline system, which is the concrete embodiment of the policy. As a result of grasping the external structure of the current system, there is a relativization between daily life and extraordinary life. Therefore, it is more rational to explain the concept of human logistics rather than the concept of tourism (Shuichi Teramae, "Tourism Policy Studies"). The website of the Japanese government regarding Covid-19 that occurred in 2020 is also starting to use human logistics.

2 Perceptions seen by tourist researchers

2-1 Council report

In the 1970 Tourism Policy Council report, "tourism" is defined as "a variety of activities that are conducted in leisure time, away from the daily living area, with the purpose of interacting, learning, and playing." ..

Many tourism scholars cite this as the only official definition. However, the definition remains a mere non-normative opinion as its policy need is not clear.

Regarding the report, the minister in charge of the Prime Minister's Office (at that time) is obliged to respect the report from the advisory body, but is not obliged to follow it. Moreover, it does not bind other administrative bodies such as the Minister of Finance. There are public reports to individual administrative organizations that conflict with each other due to different policy objectives. This knowledge is required for tourism researchers.

If the definition of tourism is not premised on that need, normativeness cannot be ensured.

The definition of the concept of "tourism policy" should be prepared for administrative agencies such as the Minister of Land, Infrastructure, Transport and Tourism. The concept of "tourism" should be defined when discussing for business activities. There is no need for both parties to use the same concept of the word "tourism”. When considering tourism policy as a policy for tourist, the specific policies are the responsibilities of the municipalities stipulated by the Act on the Handling of Traveling Sick and Traveling Dead and the protection of foreigners stipulated by the Old Travel Attention Business Act. When considering tourism policy as a policy for tourism, the tax measures provided by the International Tourism Hotel Development Act are specific measures. For the administrative bodies such as the Ministry of Finance and the Ministry of Internal Affairs and Communications, the above report is only for reference.

2-2 DMO (Travel Destination Management Organization)

A description of DMO can be found in the explanation of tourism policy by researchers. Tourism agencies and others are using DMOs to develop policies. This is exactly the implementation of the policy for the relevant administrative body, but even in that case, there is always a legislative law and budgetary measures that have passed the decision of the parliament. In the explanations of the researchers, it can be seen that the DMO itself is the policy implementing body. However, as a private corporation, DMO is no different from other corporations/individuals, and DMO is not the main body of policy. As a private corporation, DMO acts as a target when administrative agencies make policies through budgets, etc. The DMO registration system is described in the tourism agency manual. However, legal registration requires law. Unlike the Chamber of Commerce, there are no laws and regulations that regulate DMO, so it is easily misleading. In the case of public corporations established by law such as the Japan International Tourism Promotion Association (Japan Tourism Bureau), they may be the policy implementing bodies as long as the law stipulates.

3 Basic Law for Promoting Tourism Nation-A unique example of legislation that addresses the number of foreign guests-

The Basic Act on Promotion of Tourism Nation establishes a basic policy on tourism in the country. The tourism-related plans set by the government are implementation plans implemented in accordance with this law. This Tourism Nation Promotion Basic Law was enacted by completely revising the Tourism Basic Law enacted in 1963. Under the old Tourism Basic Law, local governments stipulated the obligation to comply with the national tourism policy and were centralized. It is epoch-making in that the Basic Act on Promotion of Tourism Nation has a philosophy of respecting local autonomy, "to formulate and implement voluntary measures that take advantage of the characteristics of local governments' areas."

4 Vacation as a tourism policy

In the days when the vacation problem was considered to be two sides of the same coin as the labor problem, the vacation problem was excluded from the Basic Tourism Act as a result of a compromise between the LDP and the Socialist Party.

Now, it is changing into an era when the holiday issue is being promoted by bipartisan.

The increase in the number of holidays was internationally comparable because it was implemented during the Nakasone Cabinet era as a comprehensive policy to expand domestic demand along with resort development.

On holidays and vacations, discussions cannot proceed unless the Japanese work, education, and childcare methods are considered. As a policy, the first thing to consider is how to work. Under the influence of Covid-19, those that will make a big difference in employment forms such as working from home will expand. Tourism policies will need to be considered accordingly. In addition, with the increase in the number of foreign tourists visiting Japan, it has become necessary to consider tourism and holiday issues together with the Chinese New Year. Even if only Japanese vacation is considered, the policy effect is decreasing.

5 Tourist police as a measure for strangers

As outlined in Volumes 1 and 2, since ancient times, we have been restricting travelers who are strangers from the perspective of preventing conflicts with local people.

In modern times, it is the implementation of tourism policy. Even today, tourist police are set up in famous tourist spots in the world. This is because the tourists are strangers to the information. It is provided as an institution to provide tourist and directions assistance, to ensure the safety of tourists, and to conduct criminal investigations on tourists. In Japan, it is not limited to tourists, but it is equivalent to a police box. It is premised on the act of power, and is exactly related to policy.

Section 2 Pre-war Japanese People and Tourism Policy

1 Establishment of protection rules for travelers

The idea of ​​traffic bills during the Edo period was that the village would take care of people when they fell. In 1899, the Act on the Handling of Traveling Sick and Traveling Dead was enacted. It was a time when the Meiji government was making efforts to obtain recognition as a prestigious civilized nation with the goal of amending the treaty. Kawabata Yasunari's "Izu no Odoko" shows a sign that "a beggar and a travel entertainer should not enter the village" in 1922.　Currently, if a foreign tourist who is unidentified is rescued, it is to be taken measures according to this regulation. This is a highly normative tourism policy.

2 Start tourism policy to acquire foreign currency

The development of Japan's tourism policy began with the purpose of raising the national prestige of Imperial Japan and acquiring foreign currency to strengthen its armaments.

This is the result of relying on foreign bonds for nearly 40% of the war cost in the Russo-Japanese War. The National Treasure Conservation Act was enacted in 1929 under the impetus of full-scale implementation of tourism policies as part of measures to improve international lending. In April 1930, the International Tourism Bureau was established in the Ministry of Railways, and the Trade Bureau was established in the Ministry of Commerce and Industry in May. In 1931, the National Parks Act was enacted. In addition, the Law of Preservation of Historic Sites and Natural Monuments (1919) and the Law Concerning the Preservation of Important Art Works (1933) were enacted. Hot springs and inns were cracked down by prefectural ordinance.

No one opposed the general view of foreign currency acquisition policy. However, the debate did not stop when it came to the discussions about which government office would bear the cost of overseas tourism advertising. Mr. Tsubasa Egi, a railway minister, was an important person in the cabinet of Yuyuki Hamaguchi, and was eventually the only surplus for the Imperial Railway Accountant. It started with the execution budget of the Ministry of Railways. The Ministry of Railways was in a turmoil when all employees submitted resignations due to the reduction of salaries of officials. Minister Egi is said to have shortened his life.

3 Tourism Policy Trends in the 1930s and Warfare Procurement Tax System

The 1930s when the International Tourism Bureau was established was also the time of the conclusion of the London Navy Disarmament Treaty, and the Manchurian Incident occurred in 1931, and the policy of showing Manchuria to the world was also an important item of tourism policy.

On the other hand, the Showa Financial Depression that began in 1927 and the World Depression that began in 1929 began to show effects due to the reflation policy (1931-1936) implemented by Takahashi Koreyoshi, and international tourism income also increased.

The Marco Polo Bridge incident occurred on July 7, 1937, and a full-fledged Sino-Japanese war began. In order to carry out the war, extraordinary treasury account profit was added to the temporary military expenses. However, this profit was a nominal profit that was born without depreciation.

In order to raise war expenses, the Special Tax Law on the North China Case set up a special tax on goods with a strong foreign tax character. Subsequently, the 1938 China Incidental Special Tax Law stipulated “traffic tax”, “entrance tax” and “entertainment food tax”. Both taxed important components of the trip. These were set up with the idea of suppressing excessive consumption, but the reality was to procure a part of the war expenses, and it was also taxable to the masses. Therefore, even after the war, it changed its character and remained a valuable tax source for a long time, and disappeared when the consumption tax was introduced.

4 International tourism situation and recognition

The number of foreign guests in 1929 was 34755 (including 16300 Chinese, 8527 American, 4363 British, 1587 Russian). After the establishment of the International Tourism Bureau, the number of foreign tourists visiting Japan in 1932 was the lowest at 20960, and the result of tourism policy was doubtful.

Regarding the tourism balance, in 1933 it was in the red with a 1.3 million dollar deficit, but in 1934 it was a 2.7 million dollar surplus, in 1935 it was a 3.8 million dollar surplus, and in 1936 it was a 5.1 million dollar surplus. The results of the foreign currency acquisition policy have come into play.

In 1936, the number of foreign guests was about 42,000, and the amount of consumption was 107 million yen. At the time, the amount of shipping income was about 200 million yen, so tourism income was an important item of non-trade income.

On the contrary, the Manchurian Incident and the Shanghai Incident attracted Western tourists' interest, and tourism was booming.

The Asahi Shimbun on May 26, 1939 stated that “Manila, September, London, Sydney, Melbourne, Rome, Melbourne, Rome, Istanbul, Vancouver, Cape Town, and Wellington will be commissioned as a foreign tourist office to introduce true Japan”. "Advertiser" "Correction of global advertising network expansion plan to set up commissioned advertisers in Paris, London, Berlin, Shanghai, and 30 other locations in addition to New York and Los Angeles."

5 Limits on Warfare Procurement

At the start of the Sino-Japanese War, the GDP was 1,340 million yen, and the ratio of the total war cost to GDP was 0.17 times. When applied to current Japan, the amount is about 85 trillion yen. On the other hand, the GDP at the outbreak of the Russo-Japanese War was about 3 billion yen, and the ratio of total war costs to GDP was 0.6 times. Therefore, there was no serious impact on the Japanese economy after the war, and there is a boom in Manchuria after the war.

The total cost of World War II warfare in the United States is calculated to be about $300 billion. It is 3.2 times the US GDP of 92 billion dollars at the beginning of the war. The total amount of warfare spent by the British during World War I was about 3.8 times the GDP at that time. Even in the case of an all-out war that involves the existence or nonexistence of the nation, it is not unlimited, and it can be considered that the limit is 3 to 4 times GDP.

According to documents compiled by the Ministry of Finance after the war, the nominal total cost of war in the Pacific War (including the Sino-Japanese War) is about 760 billion yen.

The ratio of GDP to 22.8 billion yen at the start of the Sino-Japanese War was 33 times, and the ratio to the national budget (general account at the time of the start of the Sino-Japanese War) was 280 times.

Most of this war was funded by the BOJ's direct underwriting of government bonds. As a result, fiscal inflation exploded as quasi-hyperinflation after the war.

The actual total battle cost is calculated to be about 200 billion yen, which is 8.8 times the GDP ratio and 74 times the ratio to the national budget. If it were replaced with the current value, it would have cost 4400 trillion yen. The GDP ratio of national debt in 2019 is 2-3 times.

These war costs were compensated for after the war by forcibly collecting property from the people by blockade of deposits.

90% of wealth is collected by people with high tax rates, and many wealthy people lose most of their wealth.

Therefore, it took 18 years for Japanese people to be able to travel abroad.

Section 3 Changes in post-war domestic tourism policy

1 Age of national travel (social tourism)

With the recovery of the economy, the importance of national travel became recognized as a policy issue, and the development of accommodation facilities for domestic travel was promoted as a policy. In 1955, the Tourism Business Council established the "Social Tourism Study Group" to promote the development of national lodgings, national holiday villages, national youth houses, and public youth hostels. These facilities were classified as so-called public lodgings operated by public entities. The term "tourism" was used in government documents, and the term "tourism" was also used in the Diet from this period.第３節　戦後の国内観光政策の変遷

Social tourism is a concept born in Europe after World War II. The idea was that in order for people to live like human beings, it was necessary to provide consecutive breaks within a cycle of the year to refresh the mind and body. Until then, it was the idea that even the working class, which had been hindered by tourism, should recognize the right to vacation and travel and make it easier to exercise that right.

In addition, there are national inns and national hot springs that have been developed as social tourism. Both were implemented as measures related to the Ministry of Health and Welfare (at that time). In the days when the concept of play included in tourism was strongly recognized as being extravagant, it was called social tourism because the aspect of social policy was emphasized rather than tourism policy. The problem that the lexical word "kanko" and the lexical word "tsu-rizumu" coexist was started from this time. In Japan during the high economic growth period, the tax burden on the people was light. On the other hand, the level of social benefits was also low, only about half that in Europe. The effect of fiscal income redistribution through social security policies was limited (Haruto Takeda, "History of Japan").

2 Development of tourism and recreation facilities

The concept of tourism and recreation was put together in a new national comprehensive development plan decided by the Cabinet in 1969. The phrase “recreation” is a translation of the legal term rejuvenation. Although it was a leisure time for work, including nuances such as increased work motivation, when it came to be used alone as the Katakana term for recreation, it approached the concept of "tourism". In addition, by being used as a lexical word "Tourism & recreation" in combination with sightseeing, it became more positive than leisure time.

In the white paper on tourism, the word "tourism/recreation" was frequently used. The Act on Special Measures for Promoting Independence of Depopulated Areas used both the word "tourism" and the word "recreation", but they were not strictly classified.

When the Kakuei Tanaka Cabinet was established in 1972, the "Japan Islands archipelago discussion meeting" was established as a private advisory body to the Prime Minister, and the concept of the Greenpia (Large-scale Pension Recreation Base) was materialized. In 1977, the third national comprehensive development plan was decided by the Cabinet and the concept of the domicile zone was launched. However, just as there was no description of tourism in Okinawa, the concept of the settlement area was weak.

Since 1971, the Youth Travel Village has been established with subsidies from the national government and the Japan Ship Promotion Organization to public recreation facilities operated by local governments. Since 1973, the development of a large-scale tourism and recreation area has been promoted for the general public living in large cities. Next, family travel villages, which are not limited to youths, were established by each municipality using subsidies from the national and ship promotion associations. A medium-scale tourism and recreation area has been established since 1978. Since 1988, the development of international exchange villages has been promoted for the purpose of promoting local tourism and promoting international exchanges in rural areas and contributing to the revitalization of the region.

Financial financing was provided to private companies that maintain related facilities that function together with these facilities.

The natural recreation village was established as a tourism and agriculture area as part of the Ministry of Agriculture, Forestry and Fisheries' agricultural structure improvement project. Utilizing the natural environment, historic sites, cultural assets, and agricultural and forestry resources of rural areas, it was established as a place of peace to familiarize the soil of urban residents. The amount of subsidy for this recreational village was 150 billion yen in fiscal 1999, which was a large amount compared to the amount of 3.8 billion yen for family travel villages. Thus, from the beginning of the 1960s, measures that have stepped out from social policy and 3

3 Resort Development and Comprehensive Recreation Area Improvement Law (Resort Law) Law (Resort Law)

The Nakasone Cabinet decided "Measures for expanding domestic demand" in 1985, and decided to increase the number of national holidays by about 10 days within 5 years. In response to this, each ministry launched a long-term stay type resort development plan one after another, and as a result, in 1987 a resort law co-administered by six ministries was promulgated.

At the time when the 4th National Comprehensive Development Plan (4 Zenso), which was decided by the Cabinet in 1987, was created, the whole country was in a resort boom.have taken a step toward tourism policy have come to be deployed. It was a characteristic that many of these facilities were implemented as budgetary measures that were not based on the law.

All four sang the construction of a one-day transportation zone throughout the country that allows day trips between major cities. Leisure activity time per capita is expected to increase 1.6 times in 2000 compared to 1985, and the details of the development of resort areas etc. are described.

Due to the legal system, the Resort Law was aimed at Japanese people from the front, not for foreign guests. It was also the first law in which multiple government agencies were to comprehensively work on tourism-related measures. It is speculated that the reason that the direct word "tourism" was not used was that it was not evaluated as a public awareness of the people at that time, and that it was dismissed as a nuance under the jurisdiction of the Ministry of Transport. However, it should be evaluated as a tourism policy.

Based on the law, location regulations will be flexibly operated, and tax incentives, loans and other preferential treatment will be available. Most of the prefectures took up their names and competed in the formulation of development plans. However, there is nothing particular to see as a result, and Sea Gaia, which was the center of development in Miyazaki Prefecture, has failed. After criticizing this resort policy, the landscape became more important than facility development. In addition, the reflection on the non-characteristic measures with the same face, which were observed in the hometown creation project, has led to the emphasis on tourism policies that emphasize the individuality of the region.

4 Reduction/abolition of public accommodation

With the improvement of accommodation facilities through social tourism, tourism and recreation plans, and the development of resort facilities, the problem of coordination between public facilities such as public lodgings and the private sector increased, and the problem of profitability was highlighted. A typical example of this was Green peer, which was established by the Employees' Pension Fund with a loan from the former Ministry of Finance's Finance Department and was entrusted to local governments to operate. It was established in 13 places from 1980 to 1988, but it was decided to be abolished in 2001 and the transfer to local governments was completed in December 2005. The total sale of Greenpeace, which invested JPY 195.3 billion in pension insurance premiums, was only JPY 4.8 billion.

Prior to the privatization of Japan Post, a part of Kanpo no Yado was consolidated. Until the privatization of Japan Post in 2007, this Kanpo no Yado was established under the Simple Life Insurance Act and was intended only for simple insurance subscribers. For that reason, it was positioned as a welfare facility such as a recreation facility and a welfare facility for the elderly that can be used as accommodation facilities. Behind this, the fact that the post office actually operated the inn business was accompanied by criticism of oppressing the private sector, so there was a side that tried to escape the criticism by taking the appearance limited to simple insurance subscribers.

5 Lifelong learning facilities that will become theme parks

Mayor Taiji, Wakayama Prefecture, who visited the Miami Ocean Aquarium in 1967, said in the NHK "New Japan Travel" aired in 1968 that tourism was the next industry. A whale museum and aquarium were created as the centerpiece, and dolphin show was incorporated into the attraction. Oliver, the main character of the anti-whaling group Cove, has also worked in this Miami Ocean Aquarium, and I have a time lag. In Japan, all mammals and birds in the coastal waters are under the control of the Wildlife Conservation and Management Act under the jurisdiction of the Environment Agency, but whales and dolphins are exceptionally under the control of the Fisheries Agency.

Libraries, museums, and public halls are lifelong learning facilities positioned by the Social Education Act, etc., and financial resources are used. Many local governments are set up for local residents, but the function of increasing the number of exchanged people along with the development of tourism policies is drawing attention. The zoo also has a role as an educational and research facility and is maintained with financial resources.

In the 1980s, the number of visitors decreased and zoos that started to close began to appear. Asahikawa City Asahiyama Zoo attracted attention as one of the successful examples in that environment. Since 2004, the number of visitors has increased sharply and attracted public attention. The Asahikawa city council once again debated the sale of private companies, judging that the selling price had increased due to the increase in visitors. There was a member of parliament who understood the essence of whether the city park should be maintained as a theme park. In fact, since then, the number of visitors in 2017 has decreased to 1.42 million, half the number from 3.40 million in 2007, and the degree of exposure to the media has declined.

The financial failure of Yubari City was due to a large amount of investment in tourism-related facilities. Although a large amount of investment was made in the development of tourist facilities such as the acquisition of hotels and ski resorts, the actual situation was in the red. It was legally regulated that the local government should guarantee the debt when the city-sponsored third sector borrowed from a financial institution. However, regarding the loss compensation contract of the third sector by the local government, it has been done based on the view by the director of the administrative section of the Ministry of Home Affairs that allows this. Even if there is no debt guarantee contract or loss compensation contract, financial institutions have responded by saying in advance that the local government will provide "implicit guarantee" in terms of cash flow. As a result, Yubari has become Japan's number one city in terms of population decline.

Dolphins have also acquired emotions in the process of evolution. Breeding in an aquarium causes stress and death in a short period of time. In 2015, following the recommendations of the World Zoo Aquarium Association, the Japan Zoo Aquarium Association decided to cancel the purchase of dolphins caught by drive-in fishing. As a result, some aquariums, such as the Shimonoseki City Shimonoseki Aquarium, have decided to withdraw from the Japan Zoo Aquarium Association, partly due to the intention of the fishermen's groups that are conducting drive-in fishing. However, the problem has gone beyond that, and the ideology of a museum, including an aquarium, has become widely questioned by the parties concerned.

Regarding the maintenance of public lifelong learning facilities, the business consignment system to private businesses is widespread from the viewpoint of cost effectiveness. Although efforts have been made to improve the effect of attracting customers, on the other hand, there is a phenomenon in which the securing of local materials, etc. does not contribute to the topicality securing policy.

6 Rural tourism and local consumption of produce locally

Agriculture exists in Japan, but rural areas no longer exist. The concept of agri-tourism and green tourism was born as a policy in which rural policy aims to survive. "The Law Concerning Promotion of Infrastructure Development for Leisure Activities in Agricultural Mountains and Villages" is a law that regulates green tourism, but it does not use the lexical word "Tourism" to create the concept. The reason was not because tourism had a negative image, but because it avoided the problem of the competent authority with the Ministry of Transport (currently the Ministry of Land, Infrastructure, Transport and Tourism) due to the use of the word "tourism".Oita Prefectural Ajimu's farmhouses are a typical example of green tourism. Around 1996, in order to accommodate an unspecified number of people according to the law of the country, it was necessary to install more than a certain amount of guest room space and a kitchen exclusively for guests. For this reason, Ajimu had one group of guests per day, and a member-only farming night was held to limit the guests to members. After that, the jurisdiction over the inn business law and the food hygiene law was transferred from the government to the prefecture under the Centralized Decentralization Law. As a result, the governor's judgment has streamlined the operational standards and made it possible to implement rural lodgings at Ajimu.

The rice crops of part-time farmers who are handed by the elderly have no choice but to rely on pesticides. It may contain more pesticides than those produced in China. According to Noboru Manabe (Professor, Graduate School of Agricultural and Life Sciences, The University of Tokyo), organically-grown vegetables are out of compliance in this era when pesticide standards are strict, so they may be dangerous. This is because the pesticides used in the past permeate the soil in Japan. Rather, the imported agricultural products being tested are safer than homemade vegetables, which do not even have the opportunity to undergo pesticide residue testing. It is also necessary to reconsider tourism resources centered on slow food.

Local production for local consumption, local consumption the local call for local production is the reverse of the fact that foodstuffs are being nationalized and globalized by utilizing transportation and storage technology and information technology. It has the same problems as the American first political slogan. Since most of the ingredients needed for Japanese food are imported, Tokyo and other regions remain the same, with food as a tourism resource concentrated in Tokyo, where a huge market exists. Regional brands are effective in advertising in high-end stores in the Tokyo area, and branded souvenirs will be concentrated.

Human logistics in the globalized world are promoting the standardization of food, not local production for local consumption. Meals are focused on beef, pork, chicken and fish, and drinks are concentrated on mineral water, orange juice, apple juice, cola, beer and red and white wines. Not only in-flight meals, but also at train stations, airports, and fast food restaurants. Bananas and apples are offered in both cold and tropical regions, and their selling prices are at the same level. The supply chain of logistics supports this, but as a matter of course, the problem of plastic waste treatment including plastic bottles on a balloon scale becomes a problem.

7 Earth capacity and sustainable tourism

The earth has a capacity of 10 billion (see Part 1), but according to that theory, the current capacity is about 7 billion, so the remaining capacity is 3 billion. However, this capacity is not in business class but in economy class.

In other words, sustainable development is the balanced development of the earth. The concept of balanced development of the region has only expanded to the concept of balanced development of the national land, and further to the concept of balanced development of the earth. The green revolution was called for, and the breeding of highly productive wheat in developing countries was promoted. However, it is not simple because it also contributed to the improvement of the self-sufficiency rate in the developed countries of Europe, and it had a negative economic effect on agriculture in developing countries. Even if the global population is fixed, not all people will be able to live in business class. Rather, the capacity and the standard of living are in conflict. The biggest challenge is how much human logistics & tourism can prepare their answers, and how much tourism policies can implement those answers.

Section 4 Human　logistics, tourism and tax

1 Luxury tax and tourism

Tourism was considered a tax-deductible object. Tourism was a luxury and not easy for the public to pay taxes. The special goods tax established before the Pacific War imposed on luxury goods. It is said to suppress the consumption of luxury items, but the reality was to raise part of the cost of the war.

In the Taisho era, prefectures and municipalities imposed entertainment tax and entertainment tax on entertainment and food at restaurants. It was widely taxed because it was to secure financial resources. After that, in order to procure a part of the war expenses for the Chinese incident and to suppress excessive consumption, a toll tax and an entrance tax were set up, and this entertainment tax was transferred to the national tax. In 1940, geisha chips were taxed at 20%, and others were taxed at 10%.

After the war, based on Sharp's recommendation for the purpose of self-strengthening local finances, the tax was transferred to the local tax again, but the name was regarded as a leisure food and drink tax. From 1950 to 1952, a customer service tax was also set up, and geisha, dancers, etc., were supposed to pay 100 yen per month for each month. Although it was a debate in the Diet that it was not preferable as a variant of the prostitution and was considered to be abolished, it was implemented because it was also convenient for collecting entertainment tax. This is a glimpse of the difficulties of the tax authorities who are having difficulty collecting the entertainment tax.

The admission tax covered all entertainment facilities, such as plays, activity photographs, racetracks, butts, golf courses, places to hold spectacles (sumo, baseball, etc.), exhibitions, and amusement parks. It was also taxed as a special admission tax at student athletic competitions. These were also luxury taxes for the purpose of raising war expenses, but if they were so widely taxed, they were taxable by the masses. Although it was a local tax, it contributed to tax revenue in big cities such as Tokyo, but there was also dissatisfaction that it did not contribute to the local government where consumers live, so it became a national tax and it was distributed to local areas according to the population. .. At this time, for movie theaters that are difficult to collect, the entertainment facility use tax and the name were changed and left as local taxes, so the local department in charge did not touch on the entertainment food tax but on the easy entrance tax. It was decided that the response to the Diet would be split within the government department.

After the economic recovery, the taxable range was gradually restricted. Various sports, arts, and cultural organizations also sent parliamentarians themselves, and actively engaged in political lobbying for lawmakers. There was a political movement that caused the skating rink to be exempt from taxation before the ski rink. Although these admission taxes were abolished due to the consumption tax in 1989, the recreation facility use tax still remains as the golf course use tax. It seems that the background of the time when the consumption tax was introduced suppressed the remarks made by golf courses, but since golf became popular, tax exemption measures were taken for adolescents and the elderly.

Toll tax was created under the Special Special Tax Law of 1905 as part of the special special tax for the purpose of raising war costs for the Russo-Japanese War. It became an independent tax in 1910, but was abolished in 1926. After being revived in 1938, the Toll Tax Act of 1940 was enacted. Initially, it was a mass tax that was widely taxed like the entrance tax, but as the economy recovered, the taxable range was reduced, and it was limited to aircraft and JNR's green cars and A sleepers. It was abolished when the consumption tax was implemented in 1989.

In 1961, the entertainment tax was renamed to the consumption tax for food and drink, and finally the characters for entertainment disappeared. With the introduction of the consumption tax in 1989, the entrance tax and the traffic tax were abolished, but the consumption tax such as food and drink remained as a special local consumption tax. The tax rate was higher than the consumption tax and was an important financial resource for prefectures. At that time, policy expectations for tourism were not as high as they are today, and the abolitionist movement was promoted as double taxation was imposed on lodging and food service operators who withhold tax. As a result, it was abolished in 2001 only. The budget for the abolished consumption tax for food and drink in fiscal 1988 was 145 billion yen in Tokyo and 48.2 billion yen in Osaka prefecture. If the consumption tax such as food and drink was left as it was, it would have been a valuable financial resource for tourism measures.

2 Bath tax for foreigners and property tax for villas

For hot springs stipulated in the Hot Spring Law, bathing guests pay a bathing tax (often 150 yen per person) as a spa bath. It is customary for local residents to be exempted by local regulations when they use it in the same way as a public bath. This bath tax was set in consideration of the fact that administrative expenses would be high where there are many hot spring guests, but when the bath tax was enacted, local governments without hot springs complained that it was unfair. Later, the law was amended to allow spending on tourism promotion measures such as pamphlets created by the Hot Spring Association. The owners of the hot spring inns collect the bath tax from the tourists who bathe in the bath on their behalf, so they have the feeling that they have to pay the tax. When the management condition of a hot spring inn is difficult, all bath tax is required to be spent on tourism promotion.

Since the financial resources are insufficient even if there is a bath tax, Atami City has imposed villa ownership tax on detached villas and resort apartments since 1976. The owner of the villa occasionally uses services such as water supply, roads, and garbage disposal in the city. However, it was introduced as a non-statutory ordinary tax because it is judged that it is appropriate to impose a certain amount of tax on the inhabitant tax in order to balance the burden.

However, there is no difference between tourists and villa owners in that they are used irregularly. The owner of the villa also pays the property tax despite the low use of the administrative services of the local government.

On the other hand, based on the International Tourist Hotel Development Act, the property tax reduction and exemption measures are taken for registered hotels and inns at the discretion of Atami City. The tax system that treats villa visitors more strictly than tourists has a policy contradiction. This is a typical example of a lack of policy coherence in tourism policies as a local government.

In order to cover the cost of environmental preservation, beautification of the environment and maintenance of facilities (parking lots, public toilets, roads around the lakeside, etc.) in Lake Kawaguchi and its surrounding areas, a fish tax was added to the Kawaguchiko Town as a non-statutory tax since 2001. Was established. The play fish tax is levied on fishermen who do not have the right to fish, and it is now taken over by Fujikawaguchiko Town. The negative impact on the environment will lead to the decline of tourism. In that sense, although it has a purpose tax character as tourism promotion, the word of tourism does not appear as a beautification of the environment in the ordinance.

3 Tourism tax and religion

The number of local governments focusing on tourism policy is increasing. What is taxed for the purpose of implementing tourism policy is the tourism tax. Now that the idea of ​​decentralization has become widespread, local governments can enact ordinances (which are called non-statutory taxes) even if there are no direct provisions in the local tax law, and can implement, for example, a tourist tax for implementing tourism policies. Accommodation tax in Tokyo is the representative.

Religious facilities are also used as tourism resources in many tourist destinations. Religious facilities are exempt from property tax and profitable businesses can receive preferential treatment. On the other hand, as the number of tourists increases, local governments will need to make special expenditures such as the development of rest facilities. When taxing the admission fee, Nara Prefecture saw an extreme imbalance between expenditure and income for tourism administration. This situation is more or less the same at other famous tourist spots throughout Japan.

The constitution basically separates the nation and religion, but actual tourism is extremely compatible with religion. Takano Town and Tenri City are representative examples of religious groups playing an extremely important role in the formation of local communities. Tenri City receives donations from religious groups that do not specify the purpose of use, and the prefecture's financial strength is high. Koya-cho has religious groups directly underwrite public debt.

In 1955, Kyoto City, which could not expect property tax from religious corporations, fell into a financial reconstruction organization. Therefore, we focused on the admission fee and examined the tourist facility tax. Naturally, there was a fairly intense dispute with the Buddhist world. Eventually, the shrines and temples, which are the object of worship, were renamed as cultural tourism facility tax, because it was not just tourism, and it was implemented until 1964. After that, the word "tourism" was deleted from the name and it was implemented until 1969 as a special tax for cultural protection. The lack of financial resources continued to occur. In 1985, when it was revived as an ancient city conservation cooperation tax, the conflict did not subside and the Kyoto Buddhist Church was divided. If you pay the admission tax, the tax authorities will be informed of the financial status of religious groups. Therefore, it is likely to be a political problem.

In Nara Prefecture, a culture and tourism tax was levied on the entrance fee to Todaiji Temple. At that time, a controversy arose with Nara City as to which is the taxable body. Furthermore, Todaiji also developed a lawsuit seeking the suspension of enforcement of the regulations.

A similar dispute occurred in Nikko City. When the city requested Nisha-Ichi-ji to cooperate with the cultural and tourism facility tax, it announced the increase in the donation fee to national travel agencies. For this reason, the city council voted on the Cultural and Tourism Facility Tax Ordinance as an act of ignoring the will of citizens who are believers and continued until 1994.

Religion and tourism are in fact inseparable. Hiraizumi-cho and Matsushima-cho also implemented the cultural tourism facility tax, which is an admission tax, but it was relatively successful. These were implemented as non-statutory ordinary taxes, but the intention to use them for tourism policy was clear. The issue was whether to use the lexical "sightseeing" over the tax name. The Matsushima Town Ordinance stated that it would be "allocated to expenses for the development of cultural tourism facilities," and maintained the ordinary tax form, and specified political intentions.

As an ordinary tax, there is the "historical and cultural environmental tax" of Dazaifu City. Although it is an environmental tax of history and culture, it was a parking tax and was imposed on paid parking users. Tenmangu, the largest parking lot operator, changed his attitude and was confused, but it was carried out safely. Since the purpose of the tourist tax is specified, the relationship between the burden and the benefit is clear, but if it is strict, it will be close to the burden and commission. It will be indistinguishable from the burden of the person responsible for requesting contributions during the tourism campaign. On the other hand, if a business that can be universally adopted is used as a regional promotion measure such as the creation of a tourist area, its character will be almost the same as an ordinary tax. This is because the concept of tourism is unclear.

4 Entry/exit tax and eco-tourism

The Eco-Tourism Promotion Act aims to promote tourism and environmental education. Eco-tourism is an activity to deepen the knowledge and understanding of natural tourism resources by allowing tourists to come into contact with them while paying attention to the protection of natural tourism resources under the guidance of so-called naturalists who have knowledge of natural resources. The law was enacted as a law because it regulates the activities related to natural tourism resources designated by the mayor. However, the legal categorization of eco-tourism was not directly related to conduct regulation, and a simple act regulation law for environmental protection was not strange. In the 1945's when the increase in food production was the national policy, tourists were negative to the comprehensive agricultural land development plan. It was generally recognized that the hot spring landscape would be destroyed even for dams for comprehensive development, and they were concerned that the water flow in the mountain stream would not be secured.

The recognition changed drastically in the 1955's. In the May 1961 issue of The Wild Bird, Nakanishi Godo described "accusing the tourism boom" and claimed that "provide consistent nature conservation education from elementary and junior high school to university and rehabilitate the people." Mt. Hiei, Mt. Rokko, Mt. Wakakusa, Mt. Tanzawa, Urabandai, Kirifuri Plateau, etc. This is because, unlike in the 20's, recreational activities of urban residents became active. However, it is more appropriate to consider that the destruction of nature was due to the poverty of land use policies such as housing policies rather than tourism activities. If Nakanishi Goto survived, he would lament about today's eco-tourism and world heritage attraction movements. The first World Natural Heritage site is Galapagos. In order to balance the lives of the poor islanders with the protection of the world's natural environment, we have imposed entry taxes and regulated conduct, but the waste generated by tourists still has a serious impact on the ecosystem. In the case of Japan, which is a developed country, regulation of tourism behavior and proper management of the natural environment are first required rather than compatibility. If its severity is evaluated, it will develop into a tourism resource with higher added value.

5 Increase in foreign guests and accommodation tax

While the local allocation tax system was functioning, the municipality did not need a target tax. When naming the ordinary tax purposely for tourism purposes, it was intended to emphasize that the taxable subject is tourism facilities. And, he has a political intention to use the income for tourism promotion. However, it was not a purpose tax that was limited to tourism as a system. The first purpose tax for full-scale tourism is the accommodation tax in Tokyo. It was established to increase the attractiveness of the international city of Tokyo and to cover the costs required for measures to promote tourism. Since the special local consumption tax was introduced after it was abolished in 2001, the taxable nature of the tax was emphasized again, and tax was levied on items exceeding a certain amount.

The Tokyo accommodation tax is not levied on simple lodgings and boarding houses as defined by the Ryokan Business Act, and private lodging facilities as defined by the Housing and Accommodation Business Act. Accommodations less than 10,000 yen are also exempt. In Tokyo, the percentage of foreign tourists staying at registered hotels for international tourism was extremely high, and it would have been easy for Tokyo residents to be satisfied.

The increase in the number of foreign visitors to Japan makes it easier for the citizens of Osaka to understand the situation, and the accommodation tax was enforced in 2018 in Osaka Prefecture. Regarding Kyoto, Kyoto City, not Kyoto Prefecture, has implemented accommodation tax since October 1, 2018. Excludes students on school excursions and boarding houses with a strong housing function, and also targets simple lodging and private lodging facilities. The tax exemption measures for religious corporations have a great impact, and the taxation is high due to the need to secure tax revenue. Although it is a tourist tax, it is a mass tax that is almost as close as an ordinary tax.

There is no systematic organization of tourism policies carried out by prefectures and municipalities. However, the Kyoto City Accommodation Ordinance has come first as a financial resource measure. The governor of the Inn Business Law is the Governor of Kyoto Prefecture. Kyoto Prefecture as an area includes Miyazu City and Kyotango City, which implement non-uniform property taxation. Therefore, although there should have been much debate, policy debate was conducted incompletely.

6 International tourist tax

International tourist passenger tax is 1,000 yen per departure for those who depart by air or ship (excluding transit passengers), and is usually collected specially from airlines. It started on January 7, 2019. The Act on Promotion of International Tourism by Encouraging Foreign Tourists to Visit, etc., stipulates that the amount equivalent to the expected amount of revenue from the international tourist tax will be used for expenses necessary for international tourism promotion measures.

The measures for promoting international tourism referred to here are "measures for improving the environment for international tourists to travel smoothly and comfortably, measures for facilitating access to information on the attractiveness of Japan's diverse tourism, and cultures peculiar to the region, Measures to improve the quality of experience and stay in the area by developing and utilizing tourism resources that make use of nature and other characteristics." However, they are not separately accounted for by the special account. Like the bath tax, the concept is not clear, so there is a high possibility that it will become a real ordinary tax due to widespread spending.

Section 5 Human Logistics/Tourism and Crisis Management

1 Basic Act on Tourism Nation Promotion and Crisis Management

There is a commonality between the media that uses two-value codes for the intensity of stimulation and tourism that uses two-value codes for everyday and extraordinary.

The mass media tends to emphasize the dangers of Covid-19, etc., so the movement of people is suppressed. The tourism industry claims that it is a rumors damage, but the tendency to seek the stimulus of the mass media also creates rumors gain, and the tourism industry is profitable. Therefore, from a business perspective, crisis management is a matter of public relations strategy, but if regulations and compensation measures are required, it will be subject to policy.

The Basic Law on Promotion of Tourism Nation provides for provision of attractive tourist destinations with high international competitiveness of tourism industry. However, there is no provision for responding to economic activity by regulating the movement of people. The restrictions on the movement of people have a great influence on the passenger transportation business, the travel business, the accommodation and food business, and the entertainment.

In order to implement the regulation smoothly, it is necessary to take a policy response as a risk management measure for the tourism industry. As a result of global movement restrictions on human movements, favorable impacts on climate change have been observed, and endangered species have been found in Machu Picchu.

The crisis sued in Galapagos has been easily resolved.

Even if an environmental scientist fully accepts these results, how to evaluate eco-tourism researchers is a big issue.

2 Epidemics and crisis management

Compared to 2002 (3.1 trillion paid passenger kilometers) when the SARS epidemic occurred, the number of aircraft transported in 2018 was more than 2.5 times (8.3 trillion paid passenger kilometers).

Only viruses that have a great adverse effect on humans become news, but in reality, new viruses that are thousands or tens of times as many as new viruses that become news are being generated every day. Therefore, highly infectious viruses spread all over the world at once due to an increase in the number of people.

It has become possible to identify viruses that are harmful to humans and visualize their effects, and the information has spread to the whole world to some extent correctly. Therefore, in the future, the personal tourism industry must constantly consider the risk of epidemics, including rumors.

2-1 Regulation of movement of people after occurrence

The Infectious Diseases Control Law stipulates measures related to buildings and transportation. The prefectural governor may take necessary measures such as restricting access to and blocking buildings that are contaminated with or suspected of being contaminated with pathogens such as Ebola hemorrhagic fever. In addition, the prefectural governor can restrict or block traffic where there is an infectious disease patient, where there is a pathogen contamination, or where there is a suspicion of contamination. Infectious diseases such as Covid-19, bird flu and new strains of influenza have been enacted separately.

2-2 Measures to prevent the occurrence and spread of crisis

When pathogens such as new strains of influenza such as Covid-19 cannot prevent domestic invasion through ships or aircraft, the Prime Minister can request a restriction on the arrival of ships. An example is a cruise ship where an infectious disease patient has occurred. For long-distance ferry companies, regular airlines, and railway businesses that cross prefectural borders, there are requirements for operational restrictions. In addition, the head of the government headquarters can give necessary instructions to designated public institutions.

The prefectural governor can request a stay home unless it is necessary to maintain a living. If you can request a facility use restriction to a theater, movie theater, meeting place, department store, exercise facility, night club, tavern, pachinko parlor, barber shop, etc., and if you do not respond to the request without a valid reason, You can give restrictions. The facilities covered are similar to the pre-war entrance tax levied on all kinds of entertainment venues. At the end of Covid-19, it was reported that the city of Paris showed that cafes were essential for Paris. Note that the restrictions on hotels and inns are limited to the parts used for meetings, and the accommodation facilities are rather obliged to undertake accommodation contracts, and it is necessary to secure accommodation facilities in an emergency.

3 Impact on Covid-19 and the movement and tourism of people around the world

3-1 A dramatic decrease in the number of foreign visitors to Japan

Covid-19 occurred in Wuhan, China at the end of 2019. After that, it spread all over the world, and in the first half of 2020, more than 5 million people were infected worldwide and more than 300,000 lives were lost. In order to stop this pandemic, curfew has been enforced around the world. However, it slowed down economic activity. In Japan, an emergency declaration was issued in April 2020 based on the Act on Special Measures against Influenza, etc. The number of foreign visitors to Japan in April 2020 decreased by 99.9 year-on-year.



3-2 Restrictions on the movement of people and their impact on the tourism industry

Immigration regulations, business regulations such as the tourism industry, social distances of residents, and restrictions on the movement of people such as the Stay home had a great impact on the economy and society. Looking at the figures for European countries (Table 3-2), about 5% of the workers are directly engaged in the tourism industry. In the case of Japan, the 2012 Tourism Agency survey reported 15% (there is a difference in the survey method using data for tourist destinations). Moreover, the ratio of part-timers is about 20% in all industries (Table 3-3), while the ratio of accommodation is about 20%, and the ratio of food and drink is about 30%. In addition, the high percentage of self-employed workers who are not covered by the labor law (Table 3-3) recognizes that the tourism industry as a whole needs to be equipped with a livelihood protection system.







If legal restrictions are imposed on the movement of people, we must consider compensation. This is especially true when proactively forcing business closures when no infectious disease is actually occurring.

The industries related to aviation, travel, and lodging are called face-to-face (F2F) industries. Consumers are greatly affected by fear of infection and refraining from going out, and social institutional design is required.

4 Natural disaster and crisis management

4-1 Response at the time of occurrence

In the event of a disaster, the mayor of the municipality will regulate the movement of people in order to protect human life property in accordance with the provisions of the Basic Act on Disaster Countermeasures. Restrict access, prohibit, and order evacuation. Violators will be fined or detained. Comprehensive measures will be taken as they will directly and indirectly affect the socio-economic environment. Experts can be expected to diverge when deregulating. Since it is not guaranteed that the opinions of the majority scholars are correct, it is ultimately the responsibility of the mayor to make a legal decision.

Psychological conditions such as "self-restraint" in non-stricken areas in the vicinity of the Great Hanshin-Awaji Earthquake and "fear" of residents in the Tokyo metropolitan area at the time of the Fukushima nuclear accident affected consumption activities. In the tourism industry, these have come to be recognized as damage due to rumors. As the number of people engaged in the tourism industry has increased, socio-economic measures have been required to deal with the damage caused by these rumors.

4-2 Precautionary measures

If a warning declaration for the Tokai-oki earthquake is issued based on the Act on Special Measures against Large-scale Earthquakes, the tourism industry will be greatly affected even when no actual damage occurs. Traffic restrictions on Shinkansen and highways have a major impact on the Japanese economy. Even if no legal action is taken, the same effect will be produced if a request for self-restraint is issued by an administrative body. As for measures against Covid-19, following the de facto administrative guidance, a request to refrain from going out under the provisions of the same law was issued. Although it was a regulation that was not enforceable and lacked in normativeness, it had a strong spirit of lawfulness and had a certain effect along with entrainment pressure.

4-3 Response to self-restraint

Immediately after the Hanshin Awaji Earthquake, the self-restraint mood spread in the Osaka area, which was not directly affected by the earthquake, and economic activities were hindered. Therefore, a campaign to send tourists as a support measure has been developed as a policy. It means that the weight of tourism activities in the local community was increasing accordingly. Among them, regarding the Fukushima nuclear accident, there was a negative reaction to support measures for Fukushima products and acceptance of industrial waste, unlike other disasters.

5 Impact of political conflict on people's tourism

5-1 Hong Kong and mainland customers



Hong Kong is a densely populated area on small islands and peninsulas, with more than 20 million guests visiting each year. The Hong Kong economy has been hit hard by a dramatic decrease in tourists due to the Asian currency crisis that occurred immediately after the return in July 1997 and the spread of SARS infection from April to June 2003. However, in the second half of 2003, the number of mainland Chinese customers increased sharply, resulting in a decrease of 6.2% from the record high of 15.54 million in 2003, which was 16.57 million in 2002. Even in 2004, the momentum remained strong, increasing to 2.18 million. Immediately after the crisis, tourists were sent from the Chinese mainland and the renminbi could be used directly in Hong Kong. It was fostered among the stakeholders that the root of the Hong Kong problem was the economy. In 2018, a total of 51 million Chinese tourists visited Hong Kong with a population of 7.3 million a year.

A 2014 Hong Kong anti-government protest came out of a political dispute over the one-country-two system. A memorial rally was held to celebrate the 1st anniversary of 2015, but only 1,000 people gathered. Radical people who affirm violence have become prominent. It has been pointed out that disappointment is spreading among supporters. The presence of mainland Chinese customers, which accounts for 80%, should not have an impact. Such a failure of the umbrella movement appeared in a demonstration against the criminal delivery ordinance in 2019 in the form of respecting the other party without causing internal conflict even if there are disagreements.

5-2 　Jeju Island and Chinese tourists

Jeju Island has a population of 690,000 and Okinawa has a population of 1.45 million. The number of tourists visiting from outside the island is 14.3 million in Jeju Island, compared to 9.8 million in Okinawa. Jeju Island far surpasses Okinawa in terms of the proportion and effect of tourism on the economy. The nominal GDP per person is $27,000 in Okinawa and $25,000 in Jeju Island.

Jeju Island's international tourism policy has been delegated by the central government. Based on its immigration control authority, since 2008, it has expanded the number of countries and regions subject to the visa-free entry permit to 180 countries, including China.

Since 2009, the number of foreigners entering Jeju Island has increased rapidly. Jeju Airlines was jointly established in 2005 by Jeju Province and a Korean company, and expanded air routes through deregulation. As a result, it has grown into the largest LCC in South Korea and the largest in East Asia. Jeju Island and Gimpo flights are the world's largest airlines with 13.5 million passengers (2017).



In Jeju Island, the land price of Jeju Island has skyrocketed as a result of the rapid increase in Chinese tourists in 2014. Following the influence of Spain's Mallorca island, which is located in the Mediterranean Sea, a debate on a CAP system that limits the number of people entering was reported. However, Jeju Island was greatly affected by the Chinese government's opposition to the US and South Korean defense policies and its policy of curbing tourists from Korea arranged by travel agencies. In 2016, the percentage of mainland Chinese tourists exceeded 45% in South Korea as a whole, so even though Jeju Island has a large percentage of domestic tourists, it was also greatly affected.

**5-3 Tsushima and Korean tourists**

**It was a Korean who discovered tourism resources such as hiking and fishing in Tsushima. The distance between the northern part of the island and South Korea is about 50 km, and it takes about an hour by high-speed boat. Since it became possible to travel without a visa, the number of tourists, which was around 300 in 1998, increased year by year. In 2018, the population of the island was 410,000, more than 10 times the population of 30,000.** **On the other hand, initially, the Tsushima tourism industry was slow to respond, and some nationalists wrote an exciting article in the magazine that Tsushima was dangerous, as Korean capital advanced.** **However, the reality for the locals is the time when even abandonment of forests becomes a problem. The Mayor of Tsushima responded calmly and replied, "We hope to continue promoting friendly exchanges with South Korea and build a good-neighbor friendship relationship with ideal coexistence and mutual prosperity."** **The Manned Border Remote Island Law was enforced in 2017, and air fares and route fares used by remote islanders were significantly reduced. As a result of the plane and jetfoil costs from Tsushima to Fukuoka being reduced by about 40%, a straw phenomenon occurred in the city and the population flowed out. It is necessary to recognize that it is a tourist destination located around the large city of Busan with a population of 3 million. It must be recognized that even Nagasaki City, where the prefectural capital is located, has become a peripheral city of Hakata.** **In July 2019, the Japanese government abolished export preferential treatment to South Korea. In response to this, Busan City announced the suspension of administrative exchange with Japan. The number of Korean tourists to Tsushima dropped sharply to around 250,000 in 2019, returning to the state of three years ago.** **Korean customers' consumption on the island was 5.8 billion yen (estimated) in 2019, which was 3.3 billion yen less than the previous year's 9.1 billion yen. Fifty-six people involved in lodging, eating and drinking, and transportation on the island were dismissed due to the decrease in the number of Korean tourists, and cast a shadow on local employment. As an added bonus, Covid-19 has set the number of foreign nationals entering Hita Katsu Port according to immigration statistics to 6685 in January, 4512 in February, 170 in March, and zero in April.**

6 Terrorism/Security and Tourism

6-1 Definition of terrorism and overseas travel insurance

As a measure for Japanese overseas travel safety, the Ministry of Foreign Affairs sends information on overseas travel regarding the degree of danger. When a terrorist incident occurred in Luxor, Tunisia, Tamil, etc., the rank of the degree of danger in those areas was increased in the Ministry of Foreign Affairs Overseas Travel Information. Still, the US risk rating in the terrorist attacks did not rise.

With regard to terrorism, the travel business agreement stipulates that it is included in the general terms of war and riot.

Since terrorism is a political problem, political speculation is involved even in the cause of its occurrence. This is something that the tourism industry must consider from a compound perspective.

6-2 Historical recognition evaluation

Many of the social causes of the terrorist incident are thought to be ultimately sought after by economic dissatisfaction, and if economic problems are resolved, the occurrence of terrorism can be prevented, and tourism is recognized as a peace industry.

When the nationalist Shoin Yoshida died in prison, the shogunate consulted with the Choshu clan to which Shoin Yoshida belonged, and the Choshu clan was a little overwhelmed. The Dutch Siebold who came to Japan seemed to think that the assassination of foreigners was "used by some sort of party." It was a terrorist activity to put the shogunate in a predicament, and 166 times the Dutch director Edo visited the opening of the shogunate since the opening of the shogunate, but none were killed by the Japanese. On the other hand, in preparation for the terrorist attack on a stranger, Britain and France insisted that the troops be stationed. It was the Choshu clan on the rebel side who burned down the British legation. The first Prime Minister Hirofumi Ito, who was assassinated by Korean Anjungun, was also treated as a terrorist at the time in Britain.

6-3 Lessons from the terrorist attacks on the United States

The terrorist attacks on the United States as a result of carrying out the Afghan War have hit the US tourism industry. A month after the terrorist attack, US passenger traffic fell 43%, US airlines lost $2.1 billion, and laid off 130,000 people. Hotel industry revenues have fallen by $2 billion and the convention industry has lost $1 billion. The US trade industry's trade surplus has fallen by about 77% from $26 billion in 1996 to $6 billion in 2004.

After the number of tourists dropped sharply, passengers were gradually returning due to lowered airfares and thorough safety management. Still, the tendency to avoid aircraft continued for some time. On the contrary, it is analyzed that there is an increase in domestic tourism called comfort tourism, which provides food and drink and recreation on a family basis.

Of the trends of tourists after the terrorist attack, what is especially noteworthy is the online collection of travel information and the dramatic increase in the number of reservations. Various discount plans that flooded the market after the terrorist attack led to a dramatic increase in the number of searches and reservations made using the Internet.

Even in the Florida government, tourism-related tax revenues plummeted, and the state was forced to cut some of its resident services. It has set up a joint project totaling $44 million based on state government funds and investment from private tourist companies. According to the survey results, there are three different trends appearing for tourists after the terrorist attacks. The first is that tourists are actively traveling, saying that avoiding tourism because of terrorism is to give in to it. The second is a group that is reluctant and hesitant to reach out for cheap travel in the market. According to the survey results, it was estimated that 16.4% of the total was about 17.8 million. Third is a group that has completely stopped travelling. Visit Florida decided that acquiring this second-tier tourist group would increase the number of tourists, and continued to offer discount packages targeting the second group. This Florida government's efforts are said to have enabled earlier recovery than the efforts of other states.

7 Economic crisis and personal tourism industry

7-1 Bubble collapse and bankruptcy of famous inns

After the bubble burst, Japan's non-performing loan processing is carried out over a long period of 10 years using the Deposit Insurance Organization. It has been pointed out that, in view of tax statutory principles, the expansion of tax-free amortization in the disposal of corporate tax non-performing loans is a problem because there are no legal measures. It is necessary to recognize that depreciation of nearly 100 trillion yen leads to a shortfall in corporate tax revenue and is a burden on the public. After the bubble burst, financial reform requiring global standards and a lack of collateral due to asset deflation combined with the difficulty of introducing new working capital to the Japanese lodging industry. As a result, strict management was obliged, and demand for repayment of existing debt as debtors processing (loaning) and refusal of new lending (credit lending) increased. As a result, not only can new capital investment not be made to meet the changing needs of travelers, but it is also difficult to carry out repairs that need to be carried out on a regular basis.

The capital adequacy standard is 8% for banks that carry out international operations (international standard) and 4% (banks for domestic businesses). Banks that fall below this standard will be instructed by the financial authorities (Financial Services Agency) to take prompt corrective measures and receive business improvement guidance in accordance with the degree of their equity ratio. To increase the equity ratio, capital cannot be increased easily. Therefore, banks try to increase their equity ratio by reducing assets (loans). As a result, lending and lending are encouraged. Therefore, bankruptcy of famous inns in hot springs all over the country occurred one after another. In Kaga Onsenkyo, three local Ichibankan went bankrupt, causing a conflict between a company that has taken over management from another area and a traditional local hotel owner.

7-2 Lehman shock and bankruptcy of JAL

The collapse of the US housing bubble in 2007 triggered a plunge in asset prices across multiple sectors. Lehman Brothers has caused a financial crisis due to a global chain of credit crunch due to the largest corporate bankruptcy in the history of the United States with total debt of about 600 billion dollars (about 64 trillion yen). Due to the prolonged economic recession in Japan, we did not make much efforts to deal with sub-prime loan-related loans, so the direct impact was initially minor at financial companies, except for bankruptcy of Daiwa Life Insurance Company. However, after the Lehman shock, the global economic downturn caused a drop in consumption, financial instability led to a rapid decline in the US dollar from various currencies, and the export industry, which had a strong dependence on the US economy, caused widespread damage, resulting in Japan's loss. It also led to a major recession in the economy. The Nikkei 225 stock price also plunged, temporarily dropping to the 6,000 yen level.

The Japanese manufacturing industry, which was affected by the strong yen, was affected by the Lehman shock. Therefore, measures such as tax cuts on eco-cars, compulsory shift to digital broadcasting, and increase in employment adjustment subsidy payments were taken. These had the same structure as the old agricultural subsidies. He accepted the illusion that he could survive an aging society without increasing industrial competitiveness. There are even strict economists who say that the idea of ​​government dependence and organizational dependence has penetrated into the minds of Japanese people.

It was also the Lehman shock that directly triggered the failure of JAL. However, a more fragile corporate structure that could not withstand such shocks over the years has been a major cause, and has triggered the growth of LCCs. Creative international tourism practitioners, who are the goals of vocational colleges, are required to have an idea of breaking away from organizational dependence.

Section 6 Objective human logistics & tourism indicators required for policy implementation

1 Border that divides inbound, outbound and domestic tourism in tourism policy

Tourism policies are classified into inbound, outbound and domestic. Both are classified on the basis of borders. For domestic tourism, departure and arrival points are both within the same country, inbound and outbounds cross the border, and what is considered from the departure point is outbound. What is considered from the arrival point is inbound. Since it is based on the border, which is based on the act of power, both promotion and restraint are extremely compatible with policies.

In the sense of thinking from the departure point of tourists, there is a tendency to analyze domestic tourism and outbound without distinguishing it. Also, from a marketing perspective, there is a growing tendency to analyze domestic and inbound in common, regardless of nationality.

1-1 Policy decision on the number of cross-border tourist arrivals

When handling statistics, it is customary to display it as a country/region because Hong Kong and Macau are not countries. Alternatively, there is an example in which it is displayed as Hong Kong SAR to clearly indicate that it is a special administrative area. Not only in Hong Kong, there are many political issues in the world whether it can be judged as a country or not, and this is an important matter that must be taken into consideration when preparing tourism statistics.

When displaying the number of arrivals According to UNWTO statistics, Hong Kong is huge with a total overnight trip of 65148 thousand trips (9th place), and the number of accommodation trips is 29263 (thousands, 2018, the same below) (12th place), Macau has a total of 35,804 (14th) and 184,93th (11th) accommodation, and Taiwan has a huge scale of 11067, which cannot be ignored when evaluating tourism statistics. This is also a result that reflects the hugeness of mainland Chinese customers, but some countries, such as Germany, do not distinguish between Hong Kong and Macau, while others such as Japan do. As a result, the amount of travel receipts for Hong Kong and Macau is 40358 million dollars (the same for millions or less) (12th place) and 35,268 million dollars (13th place), respectively, second only to Japan and Germany. In addition, the major countries of the United Kingdom, the United States, France, and the Netherlands have many overseas territories, etc., and UNWTO counts each individual region. Arrivals totaled 8310 in Puerto Rico, Virgin Islands, Guam, Northern Mariana Islands in the United States, 5076 in Cayman, Turks and Caicos in the UK, 4882 in Alba, Saint Martin, Curacao, etc. in the Netherlands, 3693 in Guadalupe, Martinique, Reunion New Caledonia, Tahiti, and Guinea, in France, which are large. Therefore, it is important to distinguish between nationality (N) and residence (R).

The number of international tourist arrivals announced by the UNWTO has increased from 25 million in 1950 to 1.401 billion in 2018 (US$1451 billion), about half of which have arrived in Europe.

Looking at the trends in the upper regions, the ranking has been almost unchanged in recent years. As you can see in the composition of the top departure points, the seven major European countries with high-income, populous neighborhoods in their vicinity have been in the best ten almost always since 2010. Russia, which has almost 10 million visitors, was the first to be treated, and the handling of the former Soviet Union and Eastern European countries was not unified.

The border concept includes political judgment. China adopts a one-country-two system, and uses different expressions for Hong Kong, Macau and Taiwan, not by country but by region. However, in terms of travel statistics, it is treated like a country, and other countries, including Japan, follow it.

There are also cases where it is not included in the international passenger statistics, such as the transfer between Malaysia and Singapore and the land transfer from China to Vietnam. The number of arriving passengers and the number of passengers departing from the country of departure may differ depending on the publishing organization due to the existence of multiple statistical methods.

1-2 Outbound Policy-Number of Departures and Regional Richness-

Since the purpose of international tourism policy is to attract foreign tourists in many countries, the number of departures statistics is of little interest. The official one is that it takes time to sort out destinations at present. In the future, it will be possible to easily collect data by automating immigration control.

The UNWTO publishes several statistical figures reported by member countries with these limitations. All tourists are classified by nationality (N) or place of residence (R), travelers by guest (T), day-trippers (E) by total (V), and statistics collection destinations by border (F) The figures are clearly specified for each facility (CE) and hotel (HS). The same is true for inbound travel, and Japanese statistics have announced (VFR) a summary of residents in Japan at border facilities, including day-trippers. Therefore, it may differ from the numbers published by other institutions. The one with the smallest number will be THSN, which is limited to overnight stays at hotels with nationality holders.





The materials (Table 3-8) released annually by Master Card as a private organization are generally appropriate. In addition to the two major departure countries of the United States and China, South Korea ranks next to the major European countries of Britain, France and Germany. The top three destinations are in the order of Osaka, Hokkaido, and Tokyo, but according to the accommodation statistics of the Japan National Tourism Organization (Table 3-9), the rankings of Tokyo and Hokkaido are interchanged, which is a major policy decision. Results in no hindrance.

Naturally, the number of departures depends on the size of the resident population. Mainland China, the United States, and Russia are typical examples. The ease of moving to and from the neighboring area also affects. Europe is a typical example. Japan has a large population of 120 million, but the number of departures is stagnant, and in 2014, it was overtaken by South Korea.

The number of departures is the result of consumer behavior and is used as an indicator of the wealth of the region. The number of Japanese leaving Japan exceeded 180,490,000 in 2012 and reached 18.95 million in 2018, the highest number ever. In Japan, departure rates (number of overseas trips involving accommodation divided by population) are prepared for each prefecture, and they serve as evaluation materials for regional income policies.

2 Balance of payments

2-1 Technical problems of balance of payments

In the balance of payments statistics based on the IMF guidelines, services other than travel are classified by the type of service (transportation, communication, construction, insurance, finance, etc.). Travel services, unlike other services, are not a particular form of service but a collection of various services consumed by travelers. In addition, "Travel services" is defined as "to mainly record the goods and services that a traveler has acquired from a certain economic zone during a visit period of less than one year". Accommodation, food and drink, entertainment, transportation expenses within the economic area of ​​the destination, souvenirs, etc. A traveler here is an "individual who stays in an economic zone where he or she is not a resident for less than one year. It should be noted that this includes people who stay for business purposes such as business trips and training as well as tourism and leisure. Exceptions are those who are stationed to work at enclaves overseas owned by the government (military bases, embassies, etc.) and are not considered travelers. Consumption by these people is included in "Public Other Services". In addition, international students and medical patients will continue to be positioned as non-residents if they stay in an economic zone where they are not resident for one year or more, and the amount of consumption will be included in "Travel service".

There are two types of methods of calculating the balance of payments, the consumption value approach used by most countries and the component approach adopted by Japan. In Japan, according to the "Foreign Exchange and Foreign Trade Law" (foreign exchange law), which is the basis for preparing the balance of payments statistics, the data necessary for preparing the balance of payments statistics is reported from the settlement institutions for travel prices and the trading institutions of payment methods. It is due to being able to receive the information ("Discussion and issues concerning "travel service" estimation method" Maiko Wada).

2-2 Evaluation of expenditure items

Expenditure items are usually categorized into transportation expenses, food and beverage expenses (Restaurants/cafés), accommodation expenses (Accommodation), shopping (Durables and valuable goods), etc. It may be reported without classification.

The number of jobs is used as an index of how much work is created as a method of expressing the effect. However, the number of jobs is affected by the actual salary level. In the case of international tourism comparison, GDP would be more reasonable than the nominal value. One thing to keep in mind is the reliability of the data on the detailed cross tabulation results, which may be adequate to capture some trends.

Next, currency conversion measures are required to compare the economic effects. For international tourism, the US dollar conversion is customary, but comparisons within the EU are done in euros. Since the exchange rate changes daily, the average rate is used. To measure economic effects such as added value, in addition to the nominal added value, the actual added value that incorporates the sense of the consumer is used. In the case of international tourism, considering the convenience of travelers such as the price of hotels, it is desirable to use the nominal value together without limiting the actual value.

2-3 Balance of international travel balance

Foreign currency acquisition, which was a policy of the Basic Tourism Law, disappeared under the floating exchange rate system when the yen was used as an international settlement currency. The result of the international travel balance only affects the exchange rate accordingly. The situation of Japan's trade balance has also changed significantly, and in terms of the volume of transactions on the Tokyo exchange market, trade transactions have shrunk to one-eighth, affecting capital transactions.

According to the UNWTO, international tourism revenue, which was US$2 billion in 1950 (the US dollar is simply referred to as “dollar”), increased from $1,260 billion in 2015 to $1,340 billion in 2016. Naturally, both deficit and surplus countries will coexist, and the total travel balance in the world will be zero. Among them, it is important to understand the purpose of international tourism policy as a major country that supports the free trade system. The top countries in terms of trade exports are Mainland China and the United States, and the imports are also the United States and Mainland China. The United States ranks first in terms of service trade and income balance (surplus), and Mainland China ranks first in terms of service trade deficit. Mainland China and Japan are the top countries in the current account balance (surplus). The United States balances the current account deficit with the financial account surplus eventually. As a result, China is beginning to see an awareness of how to effectively utilize the power of sending out Chinese tourists on the international stage. As in the case when Japan envisioned a plan for doubling the overseas travel of Japanese people, it has switched to the idea of ​​adjusting the large surplus in the international current account with the travel balance and using it for national prestige.

Many of the major travel powers have a large role in the international community, and the balance between the amount of travel income received and the amount paid is well balanced. Mainland China in the balance of payments (deficit) and the United States in the balance of payments (surplus) are outstanding, but other Germany, France, the United Kingdom, and Italy also occupy a large position in the travel market for both payments and receipts. Japan is not the only major country in the list.

Regarding the travel balance, in the amount-based aggregation, “tourism” may or may not be separated into “passenger transport” and other “travel”. It is customary for travel expenses within the region of the travel destination to be included in the balance, but not for outside regions. The income and expenditure announced by UNWTO, EU, etc. often use those that do not include the international transportation sector. However, the balance of international airlines is large, and even compared to the balance of travel, it accounts for 10% to 30% of the total in major countries.

3 Judgment of travel time evaluation in tourism policy

3-1 overnight trip and same-day trip ~24 hour rule~

From the days of the League of Nations, international travel statistics use "tourist" when leaving home for more than 24 hours, "excursionist" when less than 24 hours, and also "visitor". It should be noted that Japan has only Visitor and Germany has only tourist. The number of arrivals of international tourists may arrive in multiple countries in one trip, and it is rational to compare the number of stays, the number of travel days “days”, and the number of nights “night”. However, there are technical difficulties in the aggregation. Therefore, there is no choice but to make it convenient, and the processing is done according to the "24-hour/365-day rule," which is a local and temporal rule. If it is developed by utilizing GPS data etc. in the future, the necessity of the "24 hours/365 days rule" will be reduced, but the problem of accommodation concept and processing of date change line (time difference) will become an issue.

3-2 Emphasis and concept of day trip customers in North America "Overseas"

Approximately 480 million people live in the three North American countries of the United States, Canada, and Mexico, generating a nominal GDP of about $2.7 trillion and generating a huge number of travelers. The proportion of day travelers among the three North American countries is large. The day trip rate by car is about 50-60% for residents of Canada and 30-40% for residents of the United States. Between the United States and Canada, Canadian residents move twice as much as American residents. This is because Canada has many residential areas in the south and has a stronger connection with the United States than other states in the country.

The United States has entered into a North American Free Trade Agreement (NAFTA) between Canada and Mexico, allowing entry for short-term work purposes to the extent that they meet certain conditions. In addition, the procedures for entry from Mexico to the United States are different for entry into the border area up to 25 miles from the border and entry to the inland area. This NAFTA will be reclassified to USMCA for approval by the Parliament.

According to the US International Travel Statistics, the number of foreign passengers excluding Canada and Mexico is treated literally as overseas passengers. This is an attitude not seen in Japan's tourism policy, which evaluates foreign tourists overseas by number. Illegal immigrants from Mexico and Latin America have become a political issue, but even large-scale activities have been carried out even in the regular human flow. In Canada, foreigners from the United States and Mexico are considered overseas passengers.

Since trips between the three countries are familiar, the number of departure trips in Canada decreased by 3.7% in 2015 due to the weakening of the Canadian dollar against the dollar. In 2014, the number of departure trips to other destinations increased by 10%, while the number of departure trips from the US border decreased by 10%.

The Government of Canada publishes interstate travel statistics in addition to domestic travel. The ratio of interstate travel is an order of magnitude lower than that of overseas travel, and it can be seen that the travel behavior of the United States is farther and closer to other states. In any case, for Canadian residents, the sense of travel that distinguishes between foreign and domestic is not as great as that of Japanese. As a result, the significance required for international tourism policies will change.



3-3 365 day rule to distinguish from Migrant

According to UNWTO's international travel statistics, those who have left their settlements for 365 days or more are classified as “migrant” instead of being counted as “visitor”. Not classified by nationality. Therefore, when discussing the number of international tourist arrivals, the country name is not used unconditionally, and the terms "place of residence" and "place of issue of travel document" are used. The pride of a country or region is not a classification based on the nationality of an individual who leads to a policy purpose, but a classification based on a settlement. It should be noted that in China and Taiwan, the words of Hong Kong Koreans and Chinese passengers are used, and for Taiwanese residents who visit Macau, the "Taiwan Residents' Continent and Continental Passport" (Taiwan Certificate) is used. In some cases, Japanese municipalities have adopted less than 365 days when defining the definition of foreign migrant workers.

3-4 whether to distinguish between stay days and stay nights

3-4-1 Inbound

When comparing the average total stay days of inbound travelers of UNWTO from the longest countries, there are 15 countries and regions where the value in 2018 is more than 10 days, which is Australia 32.10, Guyana 23.18, United States 17.50, Reunion 17.00, New Zealand 15.00. Continue. Japan 10.03 is also in 11th place. In addition, Korea 7.20, Spain 7.43, France 6.68 Italy 6.24. The places with short stays are Dubai 3.16, Hong Kong 3.10, and Macau 1.20. As for travel statistics that do not specialize in tourism, the number of days spent in Japan ranks high in the international comparison. As will be described later, it may reflect that the weight of non-commercial facility users is high in the report. The average number of overnight stays at commercial accommodation facilities is 15 in the countries and regions with more than 10 nights in 2018, followed by Australia 26.80, Madagascar 21.00, New Caledonia 17.83, Armenia, 17.40 and French Polynesia 14.65. In other major countries, UK 7.02, Spain 6.48, Taiwan 6.46, Italy 5.81 Japan 5.77, Greece 4.90, Dubai 3.16, France 2.66, Germany 2.30, and Switzerland 2.29. If this is limited to accommodations such as hotels, French Polynesia 12.80, Saudi Arabia 12.45, USA 9.80, followed by Australia 6.70, Japan 5.77, Spain 5.47, and Italy 5.35. According to the reported values ​​of major European travel countries, the average number of nights at hotels etc. is short in Spain, Italy, 5 or 6 days, while in Germany, France, Switzerland it is about 2 days. The same tendency can be seen in the comparison of the length of stay at all accommodation facilities. Staying in Japan is not short because Japan has the same tendency as Italy and Spain when it comes to staying in commercial facilities.

For days and nights, Germany and the UK have no statistical reports of days. As for night, Japan, Dubai, and Macau have reported the same numbers, whether they use statistics that do not distinguish between hotels and similar establishments and other commercial accommodations. Also, in Dubai, days and nights are not classified, and the same number is reported for both.

Comparing average days for non-commercial facilities for inbound guests, 13 countries/regions report statistics. Since there are few reports on non-commercial facilities, and non-commercial facilities are facilities other than tourism, they may not be reported as tourism statistics. Comparing the days of inbound tourists from Japan, Taiwan, and South Korea, although there are differences in the contents of statistical reports, it can be seen that the days with similar trends are around 6 days, mainly for tourism purposes. It should be noted that UNWTO has not reported days in mainland China.

3-4-2 Domestic travel

Many countries, such as the United States, do not have statistical reports in the day’s statistics, as in overseas countries, but Korea has an outstanding number of 12.39. Travel lovers are appearing and are becoming longer. Turkey is 8 days, Italy, Saudi Arabia, South Africa, France and Philippines are around 5 days, which has not changed much.

In all commercial accommodation days, Armenia 12, Tajikistan 8, Moldova 6.5 Georgia 5.42 and the former Soviet Union are outstanding. Spain's 3.74 is the longest in EU countries, with Germany 2.7, Greece 2.63 France 2.52 Switzerland 2.34, and most are in the 2 days range. There are no hotels or other countries with more than 5days, and the longest is around 4.89 in Georgia, 3.16 in Spain, 2.70 in Australia, 2.27 in Greece, 2.10 in Germany, 1.94 in Switzerland, and 2days. The number of non-commercial nights is still low. 9.21 Turkey is the longest, followed by 5.0 Saudi Arabia and 7.14 Italy. Spain 3.59, Japan 4.3, and UK 3.14. The number of cases reported by UNWTO of PPPD is small, but Japan is 177 dollars (the same applies below), and Australia and Switzerland have 130 units. There are around 80 in the UK and Thailand, 70 in South Korea, 60 in Cyprus, and around 50 in Taiwan.



3-4-3 Outbound

Outbound days (2018) are New Zealand 18, Israel 17.36, US 15.9 Australia 15.0, Canada 14.5, Japan 9.67, South Korea 9.02, Taiwan 7.90 and major European countries are about 7-8 days. PPPD (US$) is in the order of Taiwan 196.9, Switzerland 185.3, Finland 175.2, Thailand 170.1, US 166.4, Indonesia 134.6, Cyprus, South Korea 128, Spain 124.1, Tajikistan 110, Japan 105.2.

Comparing domestic travel and outbound in general, comparing the behavior of travelers, the travel costs and travel time performance of Japanese travelers are not bad both inside and outside, but rather in major European countries, South Korea, Taiwan. Is over.

4 Travel Purposes-Sightseeing and Visiting friends and relatives “VFR”

In times of peace, where VISA is not needed, the purpose of travel is less important. However, it is a policy-critical standard when imposing or removing immigration restrictions due to epidemics.

4-1 Purpose of movement

If tourism is centered on the subjective concept of "enjoyment," it is difficult to grasp it objectively. Statistics have to be focused on grasping human movements including business activities. UNWTO statistically processes the movement of people according to the rules 24 hours a day, 365 days a year when no reward is received at the visited site. However, when entering a country without a working visa, it is difficult to understand the remuneration such as lecture fees, and the concept of remuneration is unclear in the first place.

In the tourism statistics published by the EU and government agencies of each country, the purpose of travel is roughly divided into business (Professional, business) and personal circumstances (Personal, reasons), and the personal circumstances are Holidays, leisure and recreation, Visits to friends. It is customary to classify into and relatives and other personal reasons, and the total including business trips is used as the Visitor number. Other personal reasons may be divided into study abroad (study) in a big city like London and pilgrimage (Pilgrim) in a religious city. MasterCard produces statistics based on the lexical "Leisure Purpose Trips" (LPO). It is difficult to make international comparisons unless used in combination with the “All Purpose Trips” (AP), which is a phrase that does not matter the purpose. Therefore, UNWTO adopts AP. It means that "people's flow", which is not limited to "a trip for "fun"", is more appropriate as a word.

The US Department of Commerce publishes Outbound Analysis on HP every year (U.S. Department of Commerce International Trade Administration/Industry & Analysis). According to this 2017 edition, 56% of US residents leave for vacation/holiday, followed by VFR at 27%. This tendency is not so different from the past. A feature of US data is that it publishes an identity survey every year. 15% of US residents identify themselves as Hispanic, 16% Asian, 9% Black, 3% American Indian/Native Alaskan, and Hawaiian Islander. This tendency is the same every year. 63% of US residents who visited Asia in 2017 perceived themselves as Asian, and 60% of US residents who visited South America perceived as Hispanic. The proportion of VFR for travel purposes should increase. It suggests important points that must be kept in mind when developing inbound policies.

According to statistics released annually by the Tourism Bureau of Taiwan, 55.2% of the main purpose of Taiwan visitors in 2018 is VFR, which reflects the thickness of the overseas Chinese layer. The ratio of VFR to Taiwanese residents' overseas travel is also 9.3% in 2018, which is a downward trend from 13.5% in 2010.

According to Tourism in Russia, published on March 31, 2014, Russians who lived in various places during the former Soviet Union were treated as foreign countries at the same time as the collapse of the Soviet Union, and 25 million Russians including neighboring countries in Eastern Europe. Live in. The number of these Russians visiting Russia for the purpose of visiting friends and relatives is huge, and it is understood that in 2010, 15.7 million people were visited as a result of the simplification of VFR visas. 70% of the purpose will be VFR.

Based on the concept of setting the number of foreign visitors to Japan as a policy target, measures to increase VFR, like in other countries, will also be considered. However, VFR is a result of the immigration policy of its own people and the acceptance policy of other people, and is not implemented for the purpose of tourism policy. The 365-day rule that distinguishes between "visitor" and "migrant" is also convenient. For the purpose of national pride and regional pride, both tourism policy and immigration policy must be commonly discussed as human logistics policy.

Section 7 International tourism policies being developed in various regions

1 The world's largest tourist power, the United States

In the United States, which became the world's largest economic power after World War I, many soldiers were exposed to European culture and created an atmosphere of wanting to visit Europe. Supported by these demands, it will support the golden age of luxury cruise ships. After World War II, the Marshall Plan, which was implemented by the United States for the purpose of economic recovery of European countries, included a policy of sending American tourists. After the end of the plan, the Romantic Road, a promotion activity promoted by the West German states, started as a policy of the local government to return Americans with experience of staying as tourists again. Post-war Japan's tourism policy was also a policy to attract Americans.

The United States has the largest GDP in the world, a huge population of 340 million, and a vast land area. Even though the trade balance is in the red, the capital balance is in the black. As long as the dollar is the key currency, it has outbound power, and the world's tourist destinations such as the Caribbean countries also strive to attract Americans. On the other hand, the United States is the center of the world's politics and culture, supported by its powerful military power, and continues to be the world's largest inbound power country in terms of the amount received. The number of visitors to France and Western Europe announced by UNWTO comes from statistical figures that assume borders, and it exceeds the number of arrivals in the United States by about 10 million. Considering the American way, it is equal to the total result of the number of tourists exceeding the interstate.

1-1 Tourism activities of US residents

1-1-1 Analysis of Overseas Travel Behavior of US Residents

Although the US departure rate is about 20%, which is low as the level of developed countries, it still exceeds Japan's departure rate. Further, when one day trip abroad is entered, half of the US residents make a total of once a year. Therefore, travel expenditure is the second largest after China. The destinations of visits are Mexico and Canada, with the exception of Europe such as the United Kingdom and the Caribbean countries such as the Dominican Republic.

I-1-2 Large cities and locals in terms of departure rate

Airports and seaports where US residents leave Japan account for three-quarters in the top 10 cities such as New York and Miami. According to the Ministry of Commerce statistics, the average household income of foreign tourists in the United States is $127,000 in 2017, so it is considered that there are many residents of large cities. Similarly, according to a survey by JATA, the departure rate in various parts of Japan (2018) is 30.2% in Tokyo, which accounts for 20% of the total number of tourists, 21.8% in Kanagawa, 17.8% in Osaka, exceeding 15.3% in Japan. There are a total of 7 prefectures in Chiba, Aichi, Nara, and Hyogo. The lower ranks are Aomori, Iwate, and Akita in the 3% range, Kagoshima and Shimane in the 4% range, and Fukushima, Yamagata, Kochi, and Miyazaki in the 5% range. Income and convenience of transportation affect international travel all over the world.

1-2 Federal Government Tourism Policy

In the United States, the role of the federal government is small because of the origin of the country. Tourism policy is no exception. It can be considered that interstate tourism activities are ahead of what the current EU is aiming for. Nationwide infrastructure development is the role of the federal government. Tourism policies of the provincial government are mainly promotion measures. The effect will be measured by the number of visitors and the amount of expenditure consumed by the visitors.

The US federal tourism policy has two directions. One is the declining period of the US economy and the movement to stimulate the patriotism of the American people for political reasons and to actively promote overseas travel to the United States and domestic travel within the United States. The other is the movement of the federal government to reduce or abolish the specialized departments related to tourism, which are difficult to continue the budget for tourism. These movements are not limited to tourism policies, nor are they limited to the United States. Even in Japan, the abolition of the Japan International Tourism Promotion Organization (Japan Tourism Bureau) was directed in the course of administrative reform in the 1980s.

1-2-1 US's first commercial tourism campaign

In 1905, Salt Lake City hotel owner Fisher Harris put together a group of tourism-related organizations in the western region to help promote tourism in the western United States, which was easily accessible by a newly opened road. See Europe if you will— under the slogan of "But See America First," it is establishing the first commercial tourism campaign in the United States.

In 1915, the slogan See America First was once again picked up to promote the construction of the National Old Trails Road and the Lincoln Highway, the first motorway network in the United States.

2-2-2 the International Travel Act

The European reconstruction policy that utilized American tourists after the two wars had some success. However, as the U.S. economy went downhill in the 1960s, the federal government changed its policy of supporting overseas travel and began to encourage US citizens to travel domestically and return the US dollar to the country. It was in 1961 the Federal Government came into force with The International Travel Act. This was aimed at recognizing the importance of the tourism industry, promoting overseas travel to the United States, and promoting domestic travel for Americans. In particular, we have set up the U.S. Travel Service as an institution to promote tourism overseas.

1-3 Effects of tourism on the economy

In the development of tourism policies in the United States, emphasize how much is consumed and how many jobs are created as a result. According to data from the U.S. Travel Association, a total of 2.3 billion Americans (Trip) spent $972 billion on domestic travel, accounting for 86% of travel consumption, including overseas travel. It's more than $400 per trip, so it's an international standard. Also, in the WTO's tourism balance in 2018, the United States has international tourism revenue of $214.4 billion (first place) and spending of $144 billion (second place), which are in good agreement. It reportedly resulted in 8 million jobs and $150 billion in tax revenue.



Table 3-11 for 2019 shows the effects of travel and tourism on the economy in each US state. First, in the United States, which has the lowest population, Wyoming (where Yellowstone National Park is) and the third-lowest state of Alaska, per capita income exceeds the US average of $50577, and rural areas it should be noted that this is not always the case. One of the characteristics of tourism statistics in the United States is how much work they create, and it creates 8.9 million direct jobs in the United States. In terms of consumption, California, Florida, and New York are large, but Alaska, which has cruise tourism, and Wyoming, which has Yellowstone National Park, have a high employment evaluation, and it is a rich region that greatly exceeds the average in the United States. Larger cities like Japan are in the upper-income areas, and peripheral areas are not low-income areas.

Tourism related projects will be implemented by the state government. The United States is similar to Japan and other countries in that tourism policies may be implemented by organizations with different policy objectives. Through the Scenic Byway Program implemented by the Federal Highway Agency, Arkansas Delta Byway promotes tourism using the Scenic Byway that connects the Mississippi River's natural landscape and agricultural landscape with the surrounding tourist destinations in the area. The Hemingway-related building has been renovated and preserved under the program of Arkansas State University, and the trunk road is rebuilt as Crowley's Ridge Parkway. The National Trust receives a grant from the Kellogg Foundation. We are conducting historic site conservation. In cooperation with tourism associations, universities, etc., local governments are conducting research on how to utilize regional development subsidies under the jurisdiction of the federal and provincial governments, conducting tourism publicity activities, etc. This is similar to the tourism policy developed by Japanese local governments.

2 Chinese tourists and future world tourism policy

2-1 The world travel market that shifts the focus from the United States to the US-China bilateral system

After the collapse of the bubble economy, while the Japanese economy was sluggish, the mainland Chinese economy achieved remarkable development. In 2009, it overtook Japan by its nominal GDP, and in 2018, mainland China's nominal GDP was 2.6 times that of Japan and 65% of that of the United States. Therefore, tourist destinations in each country are beginning to strengthen activities to attract mainland Chinese customers. Although the expenditure is still less than that of the United States, the total number of departures exceeds that of the United States (Table 3-12).



2-2 New Year's holidays that move tourist destinations around the world



Approximately 20 years have passed since the Chinese government promulgated and enacted the Provisional Regulations for China's Private Travel Expeditionary Travel Management in 1997. In 1998, the number of mainland Chinese residents traveling abroad was only 8 million, but in 2018 it reached 150 million. It is the largest supply area for overseas travelers in the world. This may be due to personal income growth, visa relaxation, an increase in the number of international flights to and from the aircraft, and the advantage of the RMB rate.

In Japan, increase/decrease in human logistics such as large holidays was required for the day arrangement. But that era is over. The time has already come when the holiday system in the cultural area of ​​China will have a great impact on tourist destinations around the world including Japan. The time when human logistics for residents of mainland China increases is during the Spring Festival (7 consecutive holidays), Labor Festival (3 consecutive holidays), National Holiday (7 consecutive holidays), etc. Dango Festival becomes more active in human logistics in the southern region of the continent. These surpass Christmas and Halloween. Chinese festivals such as the Qingming Festival have lunar calendar dates that change every year. The travel industry in the world of the solar calendar has to cope with the change.

The Chinese domestic market is even larger. After 9/11, the behavior of American tourists changed to domestic. Judging from that experience, if COVID-19 raises the border barrier of human logistics, Chinese tourists are more likely to turn to the domestic market rather than overseas. The region most affected by this is Asia, and the tourist markets of Thailand and Japan, which have a large number of visitors.

Compared to the Americans, the amount of overseas travel expenditure per person (excluding airfares) for Chinese is gradually narrowing. According to 2018 Hawaii data, Canadian and Japanese spend $14 and $66 a day, respectively, compared to $115 for mainland Chinese visitors. The consumption behavior of mainland Chinese visitors is expressed in the Japanese media as “frantically shopping”. Still, in the 2015 data, it was 160 dollars, which is declining. Thailand is the most popular destination for Chinese, followed by Japan. Including one-day visitors, nearly 80 million Chinese come to Hong Kong, Macau and Taiwan (Tables 3-12 and 3-13).

2-3 China's economic growth and middle-income traps





2-3 China's economic growth and middle-income traps

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Assuming the border concept, the total number of inbound customers and the total number of outbound customers in the world will be the same. Therefore, the number of inbound passengers will not increase unless the number of overseas travelers from major countries in the world increases. Since the First World War, American tourists have dominated Taejong.

Just before the spread of COVID-19, the number of foreign tourists in the United States and China was the largest in all countries, and in particular, the trend of Chinese overseas tourists has become the era of the global tourism market.

At the China Macroeconomic Annual Meeting held in Beijing in January 2020, the China Development and Reform Commission confirmed that China's GDP in 2019 will reach nearly 100 trillion yuan (about 1580 trillion yen), and per capita GDP It said it will exceed $10,000. Russia, Brazil, and Turkey are about the same as China, but the three countries have been stuck in the “middle-income trap” for about a decade, moving back and forth around $10,000.

The “middle-income trap” means that many developing countries cannot change their development patterns and strategies after their GDP per capita reaches a middle level (middle income) due to economic development, and the growth rate declines, or Refers to a slump over the long term. This is a loosely shared concept in development economics, which is believed to have its origins in the World Bank's 2007 report.

In the case of large-scale China, this trap has already been broken through in the urban areas of the Zhuhai Delta region, and the same is true in areas such as Shanghai and Beijing. Aside from the political system theory, the "trap of middle-income countries" theory is no longer valid from the perspective of human logistics.

Each of the 22 provinces in China has a population size that makes sense as one country internationally. However, the regional disparity exceeds 10 times. Therefore, a detailed analysis of mainland China by region will be required (Table 3-15).

2-4 Whereabouts of Chinese tourists and world tourism policy

2-4-1 US and China with huge domestic aviation market

The size of domestic aviation in the United States is an order of magnitude greater than Japan in terms of transportation miles. On the contrary, since Japan's rail transport volume was 44.1 billion passenger kilometers (238.3 billion airline miles) in 2018, only US domestic aviation holds about seven times that size. It is easy to understand that the scale of transportation by car is even higher. Despite the liberalization of the sky and the Open Sky policy, domestic aviation is restricted by the cabotage principle for the transportation of foreign aircraft in the United States. Therefore, US companies can use the huge domestic market as a weapon for international expansion. In fact, US airline companies are expanding their networks all over the world through code sharing (co-operation).

As for the Chinese aviation market, the total domestic and international transportation volume has already increased five times as much as Japan in 2018 and 70% of that in the United States. Collaboration with Chinese airlines has led to the death of Japanese tourism business companies. It will be affected.

2-4-2 Domestic travel demand in China, which is brisk by overseas travel reserve forces

Comparing the domestic travel market by country, the United States is the largest in terms of total expenditure, followed by China, which has the second largest population. Accommodation statistics are not published in UNWTO statistics, but based on the figures in India, it is estimated that about 2 billion people are traveling overnight. Considering the size of the Chinese domestic market as a potential outbound market, it is a huge market, but on the other hand, for the inbound markets such as Japan and South Korea in the Far East, China's domestic tourism resources are also a huge rival destination. .. In the UK, the number of overnight stays (T) is small compared to the population size, and the total number of domestic day trips (V) is as large as China and the United States, but detailed examination is required (Table 3-16).

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2-5 inbound market

Comparing the inbound markets of China, the United States, Spain, and France, which are the top four countries in the world, the US spending per capita is overwhelmingly large. Although it varies from year to year, China is slightly above Spain, and it can be said that it is almost at the global level (Table 3-17). Looking at China as an arrival destination from the departure point of non-residents, Chinese groups such as Hong Kong, Macao, Taiwan, border sharing countries such as Myanmar, Vietnam, Russia, Mongolia, tourist-oriented South Korea, Japan, United States etc. It can be roughly divided into countries. In terms of numbers, the first group is the largest. In the second group, Myanmar and Vietnam are likely to have a stronger connection with economic activities such as commuting and the number of exchanged people is increasing rapidly (Table 3-18).







3 Policy thought on "human logistics & tourism" seen in Europe

3-1 Tourism policy as the European Union

After leaving the UK, the European Union (EU) is a political and economic union with 27 member states. As of 2018, the population is about 450 million (about 6% of the world) and the nominal GDP is about 25% of the world. The EU has ensured the free movement of goods, services and capital and has developed a single market. For travel within the Schengen area, management using passports, etc. was abolished. The Monetary Union was established in 1999 and fully enforced in 2002 and is made up of 19 EU member states using the euro currency (Table 3-19).

Table 3-19 summarizes the status of human logistics in 30 countries, including the EU27, England, Switzerland, and Norway, in order of GDP per capita. The countries of the former Soviet Union are all in the lower ranks, with the exception of Slovenia, Estonia and the Czech Republic above Cyprus and Greece. EU countries are all Schengen countries (including plans) except Ireland, and the currency used is all euro except Sweden, Hungary, Czech Republic, Poland, Romania and Bulgaria. Therefore, in normal times, 19 countries are in a situation where the same level of convenience as domestic travel is secured from the viewpoint of human logistics.

Regarding human logistics & tourism in the EU, the ratio of business operations for travel purposes across national borders is generally low, at most about 20%. Therefore, most are classified as leisure or VFR. In the UK, Germany, and France, VFR is about 30%, and the effect is also showing. For example, Romania and Poland are the 6th and 7th destinations in the UK, and Turkey and Bulgaria are the destinations in Greece (2018 value). However, as a result, the immigration issue sharpened and the United Kingdom left the EU. Negative impact is expected on human logistics & tourism activities in Europe.

The average value of each European country is a weighted average by population, and is almost determined by the levels of Germany, France, Britain and Spain. Poland and Romania, which have large populations but low GDP, have a downward impact. Countries that consume more travel than income are Malta, Cyprus, and Estonia, and their population is small. Conversely, countries with low travel consumption are the United Kingdom, Belgium and the Netherlands. Finland, Norway, and Sweden have high domestic travel unit prices, reflecting prices. Overseas travel is sluggish in Greece, reflecting the economic crisis.





3-2 integrated analysis of outbound and domestic tourism

A complete set of Tourism Satellite Accounts (TSA) for EU countries, the UK, Norway and Switzerland is available from the Eurostat Database. It clearly expresses the idea of ​​tourism policy, which is roughly divided into two categories: on tourism industries and on trips of EU residents. The former classifies the number of arrivals to accommodations, not the borders, into foreign country and reporting country, and the latter classifies Trip numbers (departure) into Domestic and Outbound. This TSA data analyzes domestic and international travel in the same way. This tendency is also reflected in the travel behavior analysis of Taiwan, which regards travel as a consumer policy rather than foreign currency acquisition.

According to a 2019 TSA analysis based on 2017 data, 90% of overnight tourist spending is inbound and half of domestic tourist spending is on day trips. Emphasize that domestic travel spend is 1.8 times inbound. EU outbound spending is €299 billion. 57% in Germany, UK and France. According to a survey of nine countries, it costs 452 € per trip. Tourism as an economic activity has value added of €236.1 billion in Spain, accounting for 27% of the EU. Next in Germany is €105.3 billion, or 12%. The share of domestic supply is Croatia 9.8%, Malta 5.8%, Portugal 5.6%, and Spain 5.1%, and the EU average is 3.4%. In terms of employment, it produces 16.5 million jobs across 15 countries, with 4.2 million in Italy.







If we look at the EU as a region, the number of overnight travelers staying in the EU27 is 1.0156.7 million for destinations in Europe and 80.24 million for destinations outside Europe. Is a person. (Table 3-20-2). The number of overnight travelers arriving at accommodations in the EU was 1.04944 million in the case of adding the United Kingdom (28 countries), of which 411.89 million were those who crossed the border. The number of domestic travelers is 631.35 million (Table 3-20-3). With a population of 340 million, the number of overnight overnight travelers in the United States is 100 million, so the EU figures are fairly reasonable. From the perspective of the tourism industry in the EU, it is efficient to aim at the market of high-income customers without having to focus on those outside the EU. It is rational to show no interest in the number of travelers crossing the border and focus on common economic effects and job creation both inside and outside the EU. However, China has a population of 1.4 billion, and the number of overnight travelers in China is 140 million, which has great potential for the EU.

In the EU, the weight of national analysis is declining. A comparative analysis (Table 3-22) is required for urban units such as London (Table 3-21) and Paris, and regional units such as the Canary Islands.

Paris, which is scheduled for the 2024 Olympics, has a GDP of €700.9 billion and a population of 12.2 million, accounting for 31% of France's GDP and 18.4% of its population. At the same time, Paris accounts for 4.6% of EU GDP and 2.4% of the population. International tourists visiting the Paris area are the United States (4.8%), the United Kingdom (4.0%), Spain (3.1%), Italy (3.0%), Germany (3.0%), and Europeans (including French). The ratio of the total number of stays is 80.6%.

Analyzing the behavior of travelers visiting London, accommodations cost around 400-500 pounds in around 4 days and converge to the same numbers as other EU cities in the same economic zone. Because there is. There is interest in the impact of Britain's departure from the EU in the future, but it will not change much. Travelers from the US, Taiwan, and South Korea have similar travel behaviors. Tourists from China have the highest number of overnight stays and spending, followed by travelers from Japan.

4 Future Japanese international tourism policy

Muneyoshi Saeki, the developer of the Kurobe Alpine route, argued that tourism was "demonstrating the individuality of the region" and opposed the centralized provision of the old Tourism Basic Act. However, even without this provision, in Japan, centered on Tokyo, the regions have become equal by competing by imitating successful cases.

It can be easily imagined that if the income level in the densely populated Asian region rises, the number of tourists visiting Japan will increase dramatically, and that facilities will be required for that purpose. It is important to see what kind of structural change this tourism will bring about in tourism, and it is necessary to verify it by accumulating empirical research. If Chinese tourists increase on a large scale internationally and the Chinese character culture forms an important part of the de facto standard of the tourism world, a qualitative shift in the tourism world can be found there, and the Chinese culture region of Japan It may appear as a tourism issue.

4-1 Japanese travel behavior analysis

In 1990, the number of Japanese overseas travelers exceeded 10 million, and in 2000 it reached 17.8 million. The number of departures is proportional to the size of the population. Japan's population is 11th (2019, United Nations statistics), and considering the fact that Europe and other countries have many land adjacent countries, it was considered to be the international standard departure rate in 1990. However, after that, it was overtaken by 10 countries from Ukraine in sequence (Table 3-23), and as a result, it was overtaken by 14 regions in terms of outbound expenditure, and residents of major countries in the world enjoyed overseas travel (gray part). Compared with the above, Japan is in a state of stepping for a long time (Table 3-24). The amount received in the current inbound boom is at the same level as the amount once consumed by Japanese people overseas.

The departure rate is proportional to the income level, but the low departure rate of Japanese people is also affected by factors other than income (Table 3-26). There is an opinion that the young people are the cause of the low Japanese departure rate. However, looking at Table 3-25 and 2 in Table 3-25, the biggest reason is that the proportion of baby boomers with a large population (the areas marked in red) that have been driving travel has declined due to aging. .. Internationally, the composition ratio of the youth generation in Japan is comparable to other generations, and the ratio of women (gray) exceeds that of men.

Despite some aging, about one in every four people has a passport, and women have outnumbered men since 1999. By prefecture, Tokyo, Kanagawa, Osaka, Aichi, Saitama, Chiba, and Hyogo have the highest occupancy rates. The reason that the difference between the regions with low departure rate and the high departure rate is not so large is because there are many repeaters in Tokyo. According to a 2008 survey conducted by the Japan Travel Agency for those aged 15 to 39, over 70% of the reasons for not going abroad are that the travel price is too high and that the procedure is troublesome. However, in comparison with other countries, the performance of Japanese tourists in overseas and domestic travel was not bad, and the number of departures as a whole remained unchanged for a long period, overtaking many countries, and Japan's presence declined.











4-2 Increase in tourists visiting Japan

The government has revised the target number of foreign visitors to Japan from 20 million to 40 million (2020 target). The principle of the Basic Law for Promoting Tourism Nation is to secure national pride and to secure the number of foreign visitors appropriate for the international community. The target of 40 million people is about 33% of Japan's population, which is reasonable from the international standard.

In the international comparison of travel receipts, the United States consistently ranked number one in the world ($2,147 (2018) (1 billion, the same applies below) in the world), holding 2.5 times more than the number two. The countries with the second place and below are Western European countries such as Spain, France, Italy, the United Kingdom, and Germany, and mainland China, Australia, Canada, Thailand, Hong Kong, and Macau are all within 10 in sequence. Japan, which had been sluggish, has sharply increased from US$3.5 billion to US$8.8 billion in 2003, and has plummeted again to US$8.4 billion in 2006, even though the number of visitors to Japan did not increase in 2003. This volatility is different from that of other countries. Excluding the impact of the Fukushima nuclear power plant in 2010, the amount of receipts increased more than the increase in the number of visitors to Japan, exceeding Japan for the first time in 2018 to US$42.1 billion in 2018. In the same year, it was US$40.4 billion in China, US$404 billion in Macau, and US$35.2 billion in Hong Kong. The good fight in Hong Kong and Macau was influenced by mainland Chinese customers.

The ratio of the number of travelers from mainland China to Japan, Taiwan, and South Korea has been converging to the 30% range, although it has been affected by changes in political conditions and infectious diseases (Table 3-26). The ratio of visiting Chinese to Thailand in 2018 is the same as 27.5%. Considering the percentage of mainland China in the world population and the geographical relationship between Japan, South Korea, and Taiwan, it is generally reasonable. If GDP per capita in mainland China breaks through the so-called $20,000 barrier, it is fully expected that it will converge to more than 40%.



4-3 Japan should consider tourism policy in the Far East

Despite the increase in the number of foreign customers and the amount of receipts, Japan's nominal GDP is decreasing. Conversely, in the year of the 2011 Fukushima nuclear accident, the nominal GDP remained flat (denoted by the IMF statistics in yen) or increased (denoted by the United Nations statistics in dollars), despite the decrease in the number of foreign customers. An elaborate analysis is required for the effect on In terms of income level, the local areas of Japan are sluggish compared to Iceland and Hawaii, and even the urban residents of the Pearl River Delta are overtaken by their income. If the income of the Japanese people can be increased, the departure rate will also increase, and the pride of the country and the pride of the area, which is the objective of the Basic Tourism Law, will be secured.

Until now, tourist destinations around the world have adopted an international tourism policy with the United States in mind. The international aviation policy was originated from the United States, such as the IATA system and the open sky policy, and many payment systems required for travel were also based on the assumption that payment by credit cards and the like was dollar payment. Most of the new business models originated from the United States, such as theme parks, online arrangements, and sharing. However, from now on, it will be inevitable that China's tourism policy and tourism behavior will affect it. Not only WeChat, but also UnionPay card, CTRIP, drip, Baidu, Takuya, Alipay, Tencent are expanding.

Naturally, the increase in visitors to mainland China will have a major impact on Japan's human logistics & tourism business. In addition to the busy seasons such as the Spring Festival, phenomena occurring in mainland China will soon affect Japan. The domestic tourism industry, which cannot accommodate visitors from mainland China, is likely to lose competitiveness. With regard to travel arrangements, tourist destinations in Japan and neighboring countries will exist due to the huge demand for mainland China visitors. Similar to the industries that have been protected by the Japanese barrier so far, the human logistics & tourism industry is entering a world where the effect of the Japanese barrier is weakened. On the other hand, if the mainland China visitor ratio becomes high, responding to the historical recognition problem and the occurrence of Covid-19 in mainland China will become a major issue that shakes Japan's economic society.

Section 8 Regional Tourism Policy and Its Meaning

1 Fundamental dissonance of the concept of local tourism policy

The Basic Act on Promotion of Tourism Nation contrasts with the Basic Act on Disaster Countermeasures and the Act on Special Measures against Countermeasures against New Influenza, etc., and has established regulations that exceed the Basic Act on the Environment. Under the Disaster Countermeasures Basic Act, prefectures are required to prepare plans according to national plans, and municipalities to prepare plans according to prefecture plans. The Basic Environmental Law is based on a basic plan prepared by the government, but there is no obligation for local governments to prepare a basic plan. On the other hand, the Basic Act on Promotion of Tourism Nation states that local governments are responsible for formulating and implementing policies that take advantage of the characteristics of the area, although they adhere to the basic principles of the law.

Tourism, which is the subject of policy debate, is inherently anarchy. Not only in gambling, customs, drugs, violence, etc., but also in medical practice etc., if there are restrictions on the law and consciousness, people will be moved to avoid restrictions, and an international crowd business will occur. However, if tourism is based on demonstrating the individuality of the region based on differences, the concept of tourism has a disagreement with the policy concept. Policies are exercised by exercising power with tax and punishment as collateral, and compensate for those that do not function in the economic market. Power is exercised in regions with poor individuality so that they can exercise their individuality. General trademark registration protection is sufficient for those who can exercise their individuality in the market, and the policy is to exercise power, such as investing financial funds, in order to enhance the product brands in unknown areas.

The Basic Act on Promotion of Nation of Tourism raises the issue of the number of foreign visitors with the principle of securing national pride. However, the law also takes local pride as its philosophy. When the pride of the region is a problem, it logically means that the number of visitors from outside the region is a problem, and there is no policy inevitability to stick to foreign customers represented by Western customers. Furthermore, the idea of ​​attracting foreign customers from local governments aimed at economic effects does not necessarily mean sticking to the border. It is used as the idea of ​​wealth and tourist inflow from outside the region, and the concept of travelers from outside the region, including overseas, is emphasized. Visitor statistics created by the State of Hawaii are classified according to eastern United States, western United States, Canada, Japan, etc.

2 Purpose of local tourism policy

The Basic Act on Promotion of Nation of Tourism believes that an increase in the number of visitors makes the region proud. However, in many areas, measures that expect the economic effects of income and employment are required, and cost effectiveness becomes a problem.

Until now, measures to correct regional disparities have been promoted under the goal of balanced development of the national land, but their awareness has gradually diminished since the beginning of the call for population decline. However, the increasing number of visitors from the Far East has once again made us aware of the regional disparities within Japan.

Table 3-27 is a regional comparison of nominal GDP per capita in the Far East. Macau, Tokyo and Hong Kong are well above the international level in GDP per capita. Cities in Taiwan, Okinawa, and the Pearl River Delta have converged to about the same economic level. Everywhere in western Japan has converged to the same level as South Korea's economic level. As the people of the rich Pearl River Delta have pushed to Hong Kong to save the Hong Kong economy, we can understand the background behind pushing to Japan this time. If the economic level of mainland China rises in the future, the travel situation in the Far East may be closer to the situation in Europe, but the problem is rather the low departure rate in the rural areas of Japan. It may be.

Even if the number of foreign customers actually increases, the income of local residents has not improved. As a solution, local consumption and local production have been advocated. Local sake, local soy sauce, etc. that existed nationwide before the distribution revolution were swept up by national brands. It was a natural flow unless volume discount was prohibited. The activities of the Council for Coordination of Commercial Activities, which were conducted by local chambers of commerce and industry based on the Large Store Law, were abolished due to the strong reaction from local consumers. Partly because of that reaction, local consumption and local production is advocated. The same goes for America First, which Trump is advocating. But then the world economy will stagnate. The fact that many of the consumer goods are produced overseas is also understood from the fact that Covid-19 disrupted the supply chain. If "local XX first" goes too far, the Japanese economy will stagnate.



3-1 A big city competing for the number of visitors

According to CNN, the mayor of London declared the number one in the world in terms of the number of tourists, and the deputy mayor of Paris said, "There may have been people in London before and after the Olympics, but the fact that it is the best in the world is contrary to the fact". Talked about that. Partly because of this effect, the data comparing the number of visitors created by the city of Paris emphasizes that the area of ​​Greater Paris is 48% of Greater London.

Large cities around the world are also in an age of competing in the number of visitors for their attractiveness. Actually, it was Governor Ishihara (at that time) who was aware of this early on. Prior to Prime Minister Koizumi's declaration of tourism, he emphasized the importance of urban tourism policy. In June 1999, the Tokyo Metropolitan Assembly appealed to Tokyo to strengthen its ability to attract customers, recognizing that the number of foreign visitors is lower than that of major cities in the world. The Tokyo Metropolitan Government says that the Marunouchi station building will be restored and that there will be no utility poles on city roads, and that Edo Castle will be realized as a landmark.

Like the Statue of Liberty, the Tower of London, the Eiffel Tower and the Forbidden City, the world's largest cities have World Heritage landmarks. Nijubashi is also a landmark of Tokyo, but it is neither a national treasure nor a World Heritage Site. Like the Buckingham Palace, it does not need UNESCO authority. Therefore, Tokyo Tower, which is repeatedly flown on CNN and BBC, is a landmark for the time being.

As well as the concentration of high-income earners, tourist resources that have the ability to attract customers are also concentrated in Tokyo. Although important cultural properties (including national treasures) tended to concentrate in Tokyo, they have been declining in recent years (Table 3-28). The concentration of box office revenues in large cities has already been recognized since the introduction of the wartime tax system, and the old entrance tax transfer tax law was enacted. It is now distributed as a local consumption tax to the municipality of consumption. The entertainment expenses that appear in the statistics of foreign visitors are consumed in London, Paris, and New York, where museums and musicals are concentrated.



3-2 Japanese and Chinese customers in Europe and America





Beijing, Tokyo, and Seoul in the Asian region have fewer visitor numbers than London and Paris, but are expected to approach the level of large European cities as China's economic growth progresses.

In New York, Tokyo and Beijing, less than 30% of the inhabitants are residents of the area, and for large-city residents, their area is a tourist destination with accommodation (Table 3-30). The difference between everyday life and extraordinary life will be decreasing.

In the world show windows of London, Paris, and New York, the presence of Chinese and Japanese is reversed, and the difference in the number of visitors and spending from China is widening.

Governor Ishihara looked at London and Paris as rivals, but from now on, in addition to Far East cities such as Seoul and Beijing, comparisons with ASEAN cities will be required. Comparing the number of guests by city in the private survey data (Table 3-29), Bangkok in the densely populated ASEAN ranked slightly above London, and Singapore and Kuala Lumpur also ranked within 10th. It is included. Also in terms of expenditure, Singapore, Bangkok and Kuala Lumpur are high in the ASEAN countries.

In terms of the number of non-visiting guests in the sense that they are visited by other countries and show their pride in the area, London and Paris are at about the same level. Visitors from the United States ranked first, followed by mutual visitors, with many from Germany, Spain and neighboring countries. This can be understood by looking at the London data on consumption.

4 Direction of tourism policy for remote islands, cold regions, etc.

4-1 Evaluation of tourism as an income policy



In Hokkaido and Hawaii, Japanese settlers began at the end of the 19th century, and in 1940 there were about 3 million settlers in Hokkaido and about 90,000 (150,000 Japanese) in Hawaii. As of 2020, Hokkaido has a population of about 5.3 million, and Hawaii has the same settled population of about 1.4 million as Okinawa. Around 2018,

The number of visitors from outside the island, including foreigners, is about 80 to 9 million a year, which is not a big difference. Although it depends on the income level and the exchange rate, there was not much difference during the bubble era. However, after the bubble burst, the per capita nominal GDP has widened between Hawaii, Hokkaido, and Okinawa. Although Hokkaido and Okinawa have the same number of visitors as Hawaii, the local economy is sluggish. The reason is that Hawaii has a high weight of visitors from North America, which has a high income level, and Hokkaido and Okinawa have a high percentage of visitors from Japan and the Far East.

4-2 Status of tourist destination Hawaii

The advantage of Hawaii's tourism policy, which became a territory of the United States in 1898, is that it keeps detailed statistics on the policy every year since 1927, except during the war. I know the numbers properly.

4-3 Multi-faceted market development

As of 2018, there were approximately 9.8 million outbound passengers to Hawaii, of which approximately 3 million were international passengers. This figure is almost the same as Okinawa, which has 9.8 million foreign tourists (including 3 million foreign tourists) and Hokkaido, which has approximately 9.2 million foreign tourists (including 3 million foreign tourists). Due to the development of aircraft since the 1960s, the number of tourists to Hawaii has increased rapidly, and the increase from the 1970s is contributed by the increase of Japanese tourists.

Hawaii is roughly divided into the US West (about 40%), US East (about 20%), Canada (about 5%), Japan (about 15%), and other markets, and is divided into domestic and foreign regions. Not. Domestic is classified as domestic passengers, and International is classified as international passengers. In 2009, the number of visitors from Japan decreased to half of the peak number in 1995, while the number of visitors from the western United States increased. Canada has made up for consumption. It can be read from the Hawaii State Tourism Bureau's report that data is being collected with a focus on mainland China as a future market



4-4 Formation of a year-round tourist destination

Hawaii is less concentrated during the busy season only on the islands that are summers, and the season with the most passenger’s shifts from December to June and July. Visitors from Canada and South Korea have a clear purpose of winter protection. Visitors from Japan are concentrated during the spring and summer holidays, which shows the custom of holidays. As the weight of China grows, the Chinese New Year will affect the tourist season in Hawaii. The islands visited are less concentrated on specific islands in the US and Canada, and Asians are more concentrated on Oahu. The Hawaii Tourism Board is enthusiastic about sending customers to each island, and the data collection and analysis show the response. Repeaters have high numbers of visitors on the West Coast, Japan, East Coast, and Canada. However, if the number of Far Eastern countries increases in the future, the repeat rate in that region will also increase. Customers from the United States, Canada, South Korea and China will stay for more than a week, but visitors from Japan will have shorter stays. Visitors from the Asian region have a high percentage of pack tour users. For visitors from the United States and Canada, less than 20% are pack users, and more than 80% of travel forms are fully personalized online travel arrangements.

4-5 All-in-one cruise ship



Some have expectations that the number of cruise passengers will increase. It is geographically possible for Okinawa to become a port of call for cruise ships centering on the East and South China Seas. This is because Japanese people have a low preference for cruises, but mainland Chinese customers are likely to be highly cruise-oriented, mainly inland residents who rarely come into contact with the open ocean.

However, the cruise business model is an all-in-one type, similar to the Japanese inns, and the basic pattern is that accommodation, food and drink are all consumed onboard the cruise ship (Table 3-35). The average port consumption is about $100 per person when landing, whether in Hawaii or the Caribbean. Moreover, in the case of the Caribbean Sea, watch jewelry is the largest expenditure item, so there is a limit to the economic effect on the local area. We must be aware of this as well. In Hawaii consumption (PPPD), the cost is 332.2$ for US flag ships and 82.3$ for foreign national ships.



4-6 Iceland, a successful example of doubling income

Hokkaido has not become internationally competitive, except for primary industries and industrial development represented by eastern Tomakomai. Even so, we were able to maintain the standard of living of developed countries, benefiting from the Japanese economy. However, in recent years, the income gap has begun to stand out compared to other developed countries. The per capita nominal GDP of Iceland and Alaska, which are the same cold regions, is more than double that of Hokkaido. Alaska, in particular, is rich in resources, and is more than twice as rich as Hokkaido (Table 3-32). As a result, there is more than a double-digit difference in departure rates.

Iceland is a successful example of tourism in high latitudes. Iceland, which has its own currency, the Iceland Krona, has enjoyed a steady recovery since the 2008 default, benefiting from the currency crash and increasing exports. In 2007 it was CNY 1/60 Iceland, but after default, it crashed to CNY 1/125 Iceland. In Hokkaido, 110 yen per dollar is equivalent to 240 yen depreciation. The weak currency has helped Iceland's export industries, such as tourism. In fiscal 2011, it attracted 560,000 tourists, and the country as a whole recorded economic growth of over 3% due to the export-led economic recovery. In 2012, it improved the unemployment rate to 4.5%. This number is well below the EU's average unemployment rate. And, although the population size is different, the per capita nominal GDP became a high-income area more than double that of Hokkaido.

The Hokkaido Government has always emphasized the recognition that the number of foreign guests is small. However, the number of visitors from Hokkaido to Hokkaido was 6.49 million in 2007, which was almost the same as the number of foreign visitors to Belgium of 7 million. At present, the number of foreign tourists is 9.19 million, and the number of guests is large, and the number of foreign visitors is more than 3 million, mainly from mainland China, Taiwan and Hong Kong. On the other hand, the resident income has become inferior to the number of visitors.

For Hokkaido, which has many high-income earners and is a leading tourist market, the distance between Tokyo's Haneda and Sapporo is about 870 kilometers, and between Sapporo and Hakata is 1820 kilometers. Vienna, the leading tourist market for European countries, is 500 km from Vienna, 900 km from Berlin to London and 1850 km from Berlin to Madrid. If Hokkaido implements tourism policies as economic policies, measures focusing on attracting international tourists need to be verified, including cost-benefit analysis.

The increase of skiers from Australia is taken up as a bright topic in Hokkaido. However, in Victoria, Australia, skiers have long-term continuous stays beyond the imagination of Japanese people, and it is necessary to be calmly aware that no comparison is possible.

5 Casino and local tourism policy

5-1 Resort method and IR method

The law (Casino Law) on promotion of development of specified complex tourist facility areas has been promulgated and enforced. This special complex tourist facility (IR (Integrated Resorts)) is a facility in which a private enterprise establishes and operates a casino, facility conference facility, and other facilities that are recognized as contributing to the promotion of tourism. Say. The difference between the casino law and the resort law is the existence of the casino, and without the casino, the resort law could be revised.

In Japan, in addition to public competitions, there are pachinko parlors that are positioned in the sex industry, but conversely, measures against gambling addiction were delayed. The Ministry of Health, Labor and Welfare has released an estimate that about 5% of people are suspected of having gambling addiction. German casinos have the oldest history in Europe, but the gaming market is shrinking, with arcades and casinos competing for pies.

5-2 Las Vegas

The Casino Law recognizes that casinos contribute to the promotion of the local economy, but Las Vegas attaches great importance to the use of its own people, and Macau does not allow the use of Macao residents. Nevada ranks first in the U.S. in terms of gaming revenues at $11917 million, well above Pennsylvania at $3251 million, but Las Vegas' GDP per capita is below the national average. (Table 3-33).

Located in the desert area, Las Vegas has begun to see the limit of the concept of attracting people to gambling. We have established a facility (IR) for gathering people at conventions with a focus on amusement for people. Singapore also had a Las Vegas system that allowed amusement, accommodation, and gambling in one building, because there was nothing else to do. In the case of Japan, the IR element is in the vicinity, and even if an IR is created, sales may not increase that much. Like major cities in Europe, major cities in Japan are not suitable for artificial IR and are suitable for regions such as Hong Kong, Dubai and Doha.

In Nevada, not only gambling but prostitution and negligent divorce have been legalized, and the difference in the system produces tourism resources. There is. However, it should be recognized that tourism resources that make use of the differences in systems have artificial risks, and that gambling as a social policy is subject to business risk if it is changed by the comprehensive judgment of the country/region.

5-3 Macau

The management of the casino business in Macau (Historic City of Macau) was opened to the public in 2002. Since then, if judged by the GDP growth rate per capita, it was about $35,000, but it has exceeded $80,000 in 2019, so it is successful in terms of regional tourism policy.

90% of Macau visitors are mainland Chinese customers. The average length of stay for guests is 1-2 nights. The influence of the Macau Bridge, which opened in October 2018, is significant, and the number of land passengers from Hong Kong has increased by 10.66 million compared to 2017 and 2019. Considering the decrease in sea passengers of 4.97 million, it is considered that the number of land passengers increased by 5.7 million, which is almost equivalent to the increase of 5.4 million daily passengers. On the other hand, in comparison with the increase in the total number of visitors, the total consumption amount for both gaming and non-gaming relations does not change, so it can be seen that the increase in the number of day visitors from Hong Kong by Macau Bridge does not contribute to the consumption. ..

Macau visitors spend about $40 billion overall, of which about $30 billion is gaming. Looking at each place of residence, aside from the gaming price, the per-consumer spending per capita (2014) from the mainland was $618, which was almost double the amount of residents in Europe and the United States in 2015. Fell sharply to $460. The Macau government has collected a Tourism Tax, which will amount to $11.8 billion in 2019. In 2015, gaming consumption fell sharply by 33% year-on-year, and tax revenues were also declining. It shows the political impact that mainland Chinese visitors had to refrain from consuming in 2015.

5-4 Singapore

Many Singapore visitors come from mainland China, India and Australia in addition to neighboring countries Indonesia and Malaysia. This visitor does not include overland visitors. Nearly 400,000 daily commuters (100 million per year) occur at the border with Malaysia and are not reported in WTO statistics.

The Singapore government has recognized the casino as an IR and has been operating in two locations since 2010. The growth rate of GDP per capita contributes to economic growth. For tourists, IR is a popular destination as a pay facility regardless of nationality. Betting TAX, including casino tax, has been flat or falling over the last few years. A casino magazine reports a decline in mainland China's number of guests, explaining that the Chinese government had restrictions on visa issuance. In the announcement of Singapore government statistics, it is considered that tourism and gambling costs are not included in the amount of customer spending by country.









Section 9 International Human Logistics Policy-Foreign Tourists and Foreign Workers-

The structure that supports the world's major cities is becoming dependent on foreign workers (Table 3-37). Not to say that they are the same as democracy supported by slavery in Greece and Roman times, but high-income urban societies such as Saudi Arabia, UAE, Singapore, and Hong Kong, which have a small population, are foreigners. It is in a state of being supported by workers. Therefore, it is necessary to recognize the structure of foreign tourists and foreign workers from the human logistics & tourism policy. The remittance market in international finance has also grown into a huge market.

1 Comprehensive examination of foreign workers and foreign tourists

Although it is the economic growth potential of the country of departure of tourists in the long run, the biggest factor in the increase in the number of foreign tourists in the medium to short term is the role of the foreign exchange market, and the weak yen is a tailwind. On the other hand, the factor that attracts foreign workers is the wage gap due to economic power, and the depreciation of the yen has a negative effect in the medium to short term, which is the opposite of the factor that attracts tourists. As a result, the increase and decrease in the number of foreign workers is in line with the increase and decrease in VFR.

The relationship between leisure and VFR is a reciprocal relationship among the purposes of travel, but the total number will increase if the economic relationship becomes closer. Lowering airfares due to the development of LCC has a positive effect on both sides.

In terms of immigrant ratio, Japan is ranked 160th in Korea and 169th in Japan, but is the fourth largest in number from 1970 to 1997 after Germany, the United States and Britain. The phenomenon that is increasing with the increase in the number of foreign tourists cannot be attributed to economic disparity and foreign exchange. In the same Asian region, the number of tourists such as China, South Korea, and Taiwan is increasing, and the number of foreign workers is increasing. Yes, it may be divided into regions such as Vietnam and Myanmar.



2 Urban development and population growth measures

The US Department of Commerce analyzes the economic effects of both international students and short-term visitors. This is even more so if tourism policy aims to revitalize the local economy.

At the end of the Edo period, Japan and the United States had similar population sizes. The US metropolitan area is now supporting its activity by increasing the number of “international migrations” while reducing the number of “domestic migrations”, while at the same time contributing to securing the number of visitors.

The number of long-term stayers in Japan has also exceeded 2 million, and it should be recognized that it is not possible to separate foreign long-term stayers from foreign tourists centered on VFR when considering local tourism policies. There is a need. Germany's tourism policy explicitly recognizes the effect of increasing the movement of people between Germany and Turkey, taking Turkey as an example, and explains that the increase in VFR can explain part of this effect.

Table 3-39 shows the proportion of VFR in the travel purposes of European residents, which is the largest after tourism. The high VFR ratio between ASEAN and China and between North America and Europe depends on the history of immigrants. Japan has VFR human logistics with South Korea, but the VFR ratio is low overall.2



3 Response to diminishing border awareness among travelers

A large amount of daytime human logistics that transcends national borders has occurred, and the meaning of national borders has changed significantly. In the advanced travel regions such as Europe where the Schengen Agreement has been concluded, border awareness is weak, and this tendency is increasing in the ASEAN countries and the Far East, while Japan has become exceptionally focused on the number of foreign tourists. There is.

The behavior patterns of travelers have been approximated all over the world. The daily travel consumption called PPPD (Per Person Per Day) has converged to 100 dollars in both developed and developing countries. It reflects the globalized economic structure. The spread of Google, Uber, Airbnb, etc. is accelerating that trend. Although there are differences in religion, language, etc., similar measures are being taken at tourist destinations around the world due to the spread of information and the utilization of technology. It is also desirable in regional tourism policy to share a system that emphasizes the individuality of consumers regardless of nationality.

It is a huge tourism market including ASEAN countries as well as huge China, and Japanese cities and regions must compete in battle royal conditions. Definitely, imitation and self-portrait promotion won't survive. Border- and language-assisted industries are exposed to severe competition. In the EU, the regulation of cabotage has become meaningless, and it is only a matter of time before Chinese-based companies exert influence on the domestic transportation industry such as Japan.

Chapter 4 Reconstruction of Tourism Resources-Tourist Perspective

Section 1 How to discuss "tourist resources" etc.

1 How to discuss "tourism resources" in tourism research

The textbook is necessary for lectures, and the description of tourism resources, objects of tourism, and tourist facilities should be summarized. Both are based on the basic concept of "tourism". English translations of resources, attractions, and facilities are usually given, but the English translation for tourism is for tourist or tourism. This is because the point of view differs depending on the viewpoint of the tourist or the viewpoint of the tourism business. However, unless the basic concept of "tourism" is clear, it is not possible to expect a comment that goes out of the "resource", "target", and "facility", and the synonyms are repeated.

The lexical word representing a new concept not only in the field of tourism but also in the field of social science tends to be adopted by laws and regulations, taken up by the media, popularized, and then used by researchers. This tendency has continued since the prewar days. The Asahi Shimbun used the word "tourism resources" only once before the Basic Tourism Law was enacted. It is useful to first consider how the word "tourism resources" is used in government.

2 The lexical word "tourist resources" as an administrative term

The difference between a policy and a non-policy is the presence or absence of normativeness. The purpose of the tourism policy with its normativeness is to start with foreign currency acquisition and foreign tourist attraction, unless security is maintained or deprivation of extravagance. Therefore, when viewed as a policy theory, the word "tourism resources" was coined for that purpose, and tourism was regarded as a resource in order to obtain foreign currency. In that sense, there is no difference from the point of view of oil as a resource. Therefore, drills and rigs are oil facilities, not oil resources. In the case of petroleum resources, the explanation of petroleum can be made clear by using chemical symbols or the like from the standpoint of discussion, but in the case of tourism resources, the explanation of tourism itself becomes a big problem.

In the case of oil whose concept can be clarified, the word oil target is not even conceived. In the case of abstract tourism, it should be more appropriate to use the phrase tourism target rather than the phrase tourism resource, but the word tourism resource is already well established. Therefore, in this document, the term tourism resources is used to mean tourism.

Section 2 Resources as Target of Tourism Policy

1 "Tourism Resources" stipulated by the Basic Act on Tourism Nation Promotion

The Basic Law for Promotion of Tourism Nation aims to "protect, nurture and develop the country" in a clear statement about "tourism resources". Therefore, as a "tourism resource", in addition to "historical sites, scenic spots, cultural assets such as natural monuments", "excellent natural landscapes" and "hot springs", which are examples from the era of the Basic Tourism Law, "historical climate" "A good landscape" has been added. However, at the same time, the basket clause stipulates that "tourism resources related to other cultures and industries". For this reason, tourism resources are not limited, and the Basic Law for Promotion of Tourism Nation lacks guideline and weak normativeness.

“Tourism resources” was adopted as the legal term for the first time in the old Tourism Basic Law. Until then, it was used in combination with culture as the word "culture and tourism resource" in the Kyoto International Culture and Tourism City Construction Law and Nara International Culture and Tourism City Construction Law, which were proposed by Kakuei Tanaka in 1950. It is necessary to confirm that the word "tourism resources" was used in an internal document of the Ministry of Railways in the "Encyclopedia of Tourism Studies".

The tourism resources illustrated by the Basic Law for Tourism Nation Promotion correspond to individual laws, although not explicitly stated. "Historic sites, scenic spots, natural monuments and other cultural properties" correspond to the Cultural Property Conservation Act, "excellent natural landscape areas" correspond to the Natural Park Act, and "hot springs" correspond to the Hot Spring Act. These laws are not specified in the clear, but the purpose of the proposal in the Diet is to obtain foreign currency. Therefore, it corresponded to the policy purpose of the old Basic Tourism Law, which is to obtain foreign currency. The administrative organization governing the Natural Parks Law is expected to play an important role in foreign currency acquisition administration, and was promoted to the National Park Bureau of the Ministry of Health and Welfare in 1964 (relegated in 1968).

2 Addition of "historical climate" and "good scenery"

The Basic Act on Promotion of Nation of Tourism has been revised from the idea of ​​putting weight on foreign currency acquisition to the idea of ​​"creating attractive tourist destinations by utilizing the characteristics of the region by utilizing tourism resources" Added "historical climate" and "good scenery".

They correspond to the "Special Measures Law Concerning the Preservation of Historical Climate in the Ancient City" (The Ancient City Preservation Law) and the "Landscape Law", respectively. However, even if the Basic Act on Promotion of Tourism Nation regulates tourism resources, the normative power is weak and the situation remains virtually unchanged.

3 Historical climate

In 1965, a campaign against residential land development occurred at Oyatsu, Tsurugaoka Hachimangu in Kamakura. The novelist Osaragi Jiro was the center of attention, and it attracted national attention. The Japanese version of the National Trust, Kamakura Conservation Society, was established and a fund-raising campaign was held. As a result, the land development was stopped. With this movement, the Liberal Democratic Party, the Japanese Socialist Party, and the Democratic Socialist Party jointly proposed a law to preserve the ancient city, and regulations became stricter. In the explanation of the reason why the ancient city preservation method was proposed, it is described as follows. "The creation of undeveloped residential land that is not suitable for the environment, such as bad entertainment, tourist facilities, and factories, and construction plans for buildings are undertaken, and as a result, the unique scenery of the ancient city is markedly compromised."

Two years after the enactment of the old Tourism Basic Law. With this, the "historical climate" could not be added as an example to the Old Tourism Basic Law. On the other hand, about fifty years later, in the explanation of the reason for the proposal of the Landscape Law (2014), it is described as follows. "From the perspective of realizing a tourism-oriented nation, we will promote efforts toward the formation of a good landscape as a method to enhance the individuality of the region and promote one region and one region of tourism." Since it was completely revised to the basic principles for promoting tourism-oriented countries, it was possible to add it to the examples.

4 Good scenery, cultural scenery

It was previously recognized that the regulations for the protection of cultural tourism resources could not be understood by the residents. Article 3 of the International Culture and Tourism City Construction Law relating to Kyoto and Nara was explained as follows. A special provision was inserted that "a cultural tourism preservation area can be designated for the maintenance and preservation of cultural tourism resources or cultural tourism facilities". However, because the Matsue City International Culture and Tourism County City Construction Law does not have such provisions, the Diet said, "If you insert a statement that a cultural property protection area will be established, it will be a very counterpropagation because it will be a very reverse advertisement. That's what happens, so it doesn't matter if you can get the fruits of it by the Building Standards Act, the ordinary City Planning Act, or general regulations.”

Eventually, it has changed to a social situation where consensus on restricting the rights of local residents can be gained by the concept of landscape without relying on the concepts of environment, disaster prevention, and education.

At the same time, a partial revision of the 2004 Cultural Property Protection Act added a cultural landscape to cultural properties. Traditionally, the Cultural Property Protection Law has been categorized as "a garden, a bridge, a canyon, a beach, a mountain, and other scenic spots that are of high artistic or ornamental value to Japan" as a scenic spot.

In addition to this, among the landscapes created in the relationship between people and nature, such as rice terraces and satoyama, "a landscape area formed by people's lives or livelihoods and local climate, The things that are indispensable for understanding the livelihood” were categorized as a cultural landscape and were subject to regulation and protection.

The cultural landscape came close to the concept of tourism resources in that it did not necessarily demand artistic or ornamental value.

As a result, the landscape has become closer to the concept of tourism, and tourism is beginning to be recognized as the key to regional development. By adding this landscape policy, it can be said that the local government is in a situation where it is easy to create a normative tourism plan.

**5 Main natural tourism resources subject to ecotourism**

**The Eco-Tourism Promotion Act was enacted in 2008. "Tourism resources related to habitat or habitat of animals and plants and other natural environments" and "Tourism resources related to customs and customs and other traditional life cultures closely related to the natural environment" are the main targets of ecotourism. It has been newly categorized as a "natural tourism resource". In this Act, "eco-tourism" means that "tourist tourists receive guidance or advice from those who have knowledge of natural tourism resources, and come into contact with the natural tourism resources while considering protection of the natural tourism resources. Activities to deepen knowledge and understanding". If "culture tourism" is defined, "a tourist will be guided or advised by a person who has knowledge about cultural tourism resources, and will come into contact with the cultural tourism resources while considering and protecting them. Activities to deepen knowledge and understanding." All of them set the code of conduct for tourists, and can be expressed by the word "tourism" or the word "tourism activities" without using the word "tourism". Although the aim is to show the political stance of the Ministry of the Environment, the new word "tourism" is used where the word and concept are arranged in the Basic Act on Promotion of Tourism Nation, which is a guideline of the Basic Act on Promotion of Tourism Nation. It is a measure that damages.**

**6 Concept "tourism target"**

**The word "tourism target" is not used as a legal term, but it is used by tourist researchers in distinction from the word "tourism resource". According to Manzo Inoue, "It is not appropriate to call individual tourism objects as tourism resources from the perspective of general "resources"" and "is a metaphorical use and is widely used in the basic tourism law. It is used, "It is a term that is easy to understand and convenient, and because it has established a position, it is appropriate to use this word to call for general attention regarding its protection, development, and development.”...**

**7. Lexical phrase "tourist facility"**

**In the study of tourism, the word "tourist facility" is used in addition to the word "tourism target" and the word "tourism resource". Just as the lexical "educational facility" is used in education and the lexical "agricultural facility" is used in agriculture, it is natural to use the lexical "sightseeing facility" in tourism, and the educational facility is a facility where education is provided. As used in this sense, no further discussion should take place if the facility being visited is perceived as a tourist facility. However, unlike education and agriculture, tourism researchers discuss the relationship between tourism facilities, tourism resources, and tourism objects. The reason for this is that the concept of “tourism” is unclear, and it has been discussed without consensus on how far the nations should take responsibility as a policy.**

**The phrase "tourist facility" is defined in the "Tourist Facility Mortgage Law" as "amusement parks, zoos, ski resorts and other facilities for playing, watching or exercising, which are provided for use by tourists, and are specified by a Cabinet Order. Thing (if the facility is incidental to an accommodation facility used by tourists, the facility and accommodation facility)." This is because it was necessary for the sake of convenience to clarify the concept provisions in order to ensure the stability of tourism transactions in the private sector. The perspective of "what to discuss" is clearly defined here as the scope of foreclosure. It is the same as the legal definition of “agricultural facility land” as a target for reducing property taxes.**

**Section 3 Natural Tourism Resources and Cultural Tourism Resources**

Classification is a communication tool and is constantly being rewritten. The only way we can say that we have to use a classification is when it is shown that everyone must obey.

1 Binary contradictory classification of nature and culture

1-1 The idea of ​​binary opposition

In Western medieval Scholastic philosophy, God believed that the Bible was written in human-spoken language and the nature was written in numerical terms. While Setsugaku, which is the mainstream in the Edo period, thought that social phenomena were not separated from natural phenomena, Hitoshi Ito separated social phenomena from natural phenomena and regarded them as unique phenomena. Furthermore, it is the Ogyu Ward that views social phenomena as artificially modifiable.

Many tourism researchers also divide tourism resources into natural resources and cultural resources. Japan's tourism resource policy has been categorized in a normative manner under different legal systems based on the Natural Parks Act and the Cultural Property Conservation Act due to historical circumstances.

1-2 Historical Monument Natural Monument

The Historic Monuments Natural Monument Preservation Act, which was promulgated in 1919, reflected the Japanese people's view of nature up to that point and treated the Historical Monument Natural Monuments and national parks as one. It was from the time when the Ministry of Railways established the International Tourism Bureau and the Ministry of Commerce and Industry established the Trade Bureau in 1930 that institutionalized the idea of ​​separating tourism resources into nature and culture. Around this time, the National Treasure Conservation Act was enacted in 1929 and the National Parks Act was enacted in 1931. This basic scheme has not changed to this day.

Under the Historical Monuments Preservation Law, the archaeological sites such as shell mounds and burial mounds that have high historical or academic value for Japan are classified as historical observances, and the excavation is carried out according to The official of the local government will receive approval from the Minister of Education through the local director.” The historical standards stipulated by the operational standard "Sacred Monuments Preservation of Natural Monuments" were categorized as "Miyako Castle Ruins, Palace Ruins, Gyōkyu Ruins, and other historic sites closely related to the Imperial Family.

In the era when myths were absolutely considered, there were great restrictions on the excavation of historical sites, and even the invited engineer Goland, who was called the father of Japanese archeology, could not excavate freely. Based on the recognition that the Saitobaru Tumulus was the birthplace of the royal ancestors at that time, the first full-scale academic research was conducted in Japan from 1912 to 1917. Since it is a reference site (royal property) of the Imperial Household Cemetery, it is not included in the designated range of special historical sites.

1-3 Classification of World Heritage Convention

The World Heritage Convention was adopted in 1972, but in Japan, until around 1992, the National Assembly had made a plea that it did not recognize the need for the Convention. The media began to pay attention when the Shirakami Mountains were registered as a World Heritage Site in 1993 and its value as a tourist resource began to be recognized.

In 1992, the UNESCO World Heritage Committee incorporated the concept of Cultural Landscape in its “Working Guidelines for the Implementation of the World Heritage Convention”. Although it is a cultural heritage in terms of classification, it is classified as a complex heritage when there are special points in the natural elements. The first World Heritage site registered for its cultural landscape is Tongariro National Park. This property was registered as a natural heritage site in 1990, but was evaluated as a complex heritage site in 1993 because of its cultural aspects as a target of Maori belief. Naturally, not only Tongariro, but nature, which gives great emotions to humans, is a universal object of worship.

2 Onsen

2-1 Hot springs treated as a special classification

The Basic Act on Promotion of Tourism Nation does not feel the need to subdivide and classify tourism resources. Therefore, although the hot springs are classified into the third classification, which distinguishes them from nature and culture, they do not stipulate the distinction between nature and culture. Although the only criteria for distinguishing hot springs from well water are the physical characteristics such as temperature (25 degrees Celsius), which are defined by the Hot Springs Act, physical characteristics such as temperature (25 degrees) are not selected based on rational judgment. Make choices based on your habits. The hot water that naturally springs in the valley of nature is recognized by the public as a hot spring, regardless of the temperature regulation of the Hot Spring Law. It is not a judgment that it is a composite resource that fuses cultural resources and natural resources. This indivisible judgment reminds us that natural resources are based on human recognition and are essentially the same as cultural resources. The cultural landscape is also an extension of it.

2-2 Hot spring history

It was after the Edo era that Toji, which was a privilege of the upper class, became popular and became an entertainment. This is closely related to the occurrence of the concept "tourism". In the Meiji era, with the progress of distinction between public land and private land due to land revision, the survival of hot springs, which had been treated as a membership right, was in danger. After that, changes continued to occur, such as the evolution of the hot springs centered on the outdoor baths to the hot springs of the indoor baths and the switch from the source of self-injection to the source of pumping power.

At Kagayamashiro Onsen, hot water came out of any well. Therefore, instead of letting residents dig a well, a water supply station called Shimizuguchi was placed to restrict the use as a hot spring. Kaga Yamanaka Onsen was placed under the management of the former Yamanaka-cho, when a local capitalist entered the inn business, colluding it with an existing inn company that could not be financed. Kaga Katayamazu Onsen was a hot spring that could be used after the Meiji era due to technological development of pumping pumps, and the concept of total hot springs, which originated from the membership right, was in an undeveloped state. Oops. In this way, hot springs in each region have their own social characteristics even if they are in the same city.

3 Cultural tourism resources

The concept of the lexical "culture" is changing. Cultural Bunsei Although it was a word for "buyu" during the year, it was used as a Japanese translation of Culture by introducing Western concepts. Nowadays, the Department of Tourism has spread to the categories of "Bunka" and "Science".

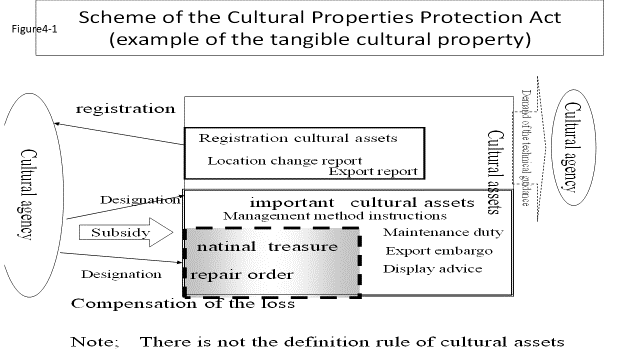
Always ask students about the "cultural" property at the beginning of the class: "There are two computers that are exactly the same. One is the one that Bill Gates used to develop WINDOWS, and the other is the computer used by Professor Teremae." "It corresponds to a cultural property as a tourist resource." Which computer is the one?" The answers focus on the former. Next, I ask him again if Professor Teramae won the Nobel Prize. Then, Professor Teramae's personal computer will also be promoted to tourism resources. As can be understood from this explanation, cultural assets as tourism resources are all terminated by explaining the "power to move people" (that is, become "tourism targets"). In this case, it is assumed that the Bill Gates and the Nobel Prize are believed to be information that does not cause doubt, just as information from guidebooks in tourism, and it is the same as faith in religion.

3-1 Cultural assets stipulated by the Cultural Property Protection Law

The use of the word "cultural property" became common after the misfire of Horyuji. In 1950, the Cultural Property Conservation Act was enacted in 1950, replacing the National Treasure Conservation Act. The word "cultural property" has also become widely used since it was established as an administrative term. Before the war there were few examples. “The word “cultural property” has been increasing abruptly” triggered by the fire extinguishment of Horyu-ji Temple after the war (Tadao Umesao). Here too, there is a phenomenon in which the use of words by the government accelerates the spread of the word.

The Cultural Property Protection Law defines cultural property in Article 2. For example, Item 1, Item 1 "Buildings, paintings, sculptures, crafts, calligraphy, books, ancient documents, and other tangible cultural products that have a high historical or artistic value for Japan (these are However, including land and other properties that form that value) as well as archaeological materials and other historical materials of high academic value (hereinafter referred to as "tangible cultural assets")". Among these cultural properties, important cultural properties are designated by the Commissioner for Cultural Affairs, and registered cultural properties are registered by the owner so that they can be recognized as concrete cultural properties. However, with regard to cultural properties that have not been designated or registered, the same thing happens with Professor Teramae's personal computer.

Article 70 of the Act on the Protection of Cultural Properties states that ``Owners of important cultural properties and tangible cultural properties other than registered tangible cultural properties shall provide the Commissioner for Cultural Affairs with technical guidance regarding the management or repair of tangible cultural properties, as provided by the Ordinance of the Ministry of Education, Culture, Sports, Science and Technology. Therefore, it is said that “cultural property” is the one that “can request technical guidance regarding management or repair” from the Commissioner for Cultural Affairs.



Article 182 of the Cultural Property Protection Act states that "local governments can assist with the expenses required for the management, repair, restoration, disclosure, and other preservation and utilization of cultural properties." Important cultural properties, important intangible cultural properties, important tangible folk cultural properties, important intangible folk cultural properties, and historic sites other than scenic natural monuments designated as important ones existing in the area of ​​the relevant local government, we can take the necessary measures to preserve and utilize it." Therefore, Tokyo Important Cultural Properties and Chiyoda Ward Important Cultural Properties are cultural properties specified by the Cultural Property Conservation Act, but those not designated as important by local governments are immediately cultural properties specified by the Cultural Property Conservation Act. It does not mean that it is not a good. Imperial properties located in Chiyoda-ku, Tokyo are not designated as described below, but many should be recognized as cultural assets. Also, the judgment criteria differ for each local government. Due to the history of establishment of the Sakaami duck, Ishikawa Prefecture has designated the physical Sakaami as a tangible important cultural property, but Kaga City of the same prefecture has designated the hunting technique as a technique as an important intangible cultural property.

Ryotaro Shiba, in comparison with Japan, South Korea, and China, said, “Craftsman. It really resonates. Japan has maintained a culture that respects craftsmen, which is rare in the world. It makes me want to even say that Japan was a "craftsmanship" culture compared to what I've come to," he wrote. When a national writer sings, it is accompanied by a loudspeaker effect, which can be shouted online, but verification is required. At the Japan-British Exposition held in London in 1910, as many as 156 entertainers appeared, which attracted the attention of many British people as expected. In contrast, Hasegawa Nyozen was ashamed of the side show of a Japanese entertainer in an article in the Tokyo Asahi Shimbun. The reporters of the Kokumin Shimbun and Jiji Shimpo were also ashamed.

3-2 Imperial cultural properties, religious objects and cultural tourism resources

Imperial cultural properties managed by the Imperial Household Agency have pre-war administrative practices that are not covered by the Cultural Property Protection Law. This is because if the cultural property is defined as a cultural property under the Law for the Protection of Cultural Properties, the royal property managed by the Imperial Household Agency will be managed by the Cultural Agency. The exception is the Shosoin building. In 1997, one year before the world heritage registration of the "Cultural Property of Ancient Nara", the "Shokurain Shokura Building" was designated as a national treasure. This was designated as an exceptional measure in response to UNESCO's request for protection under the laws of the country in which it resides as the desire to register as a World Heritage Site increased. It was a kind of political judgment, but it was also the beginning of the subsequent political problem of World Heritage sites.

It has been said that "Katsura Imperial Villa", which is a representative of imperial property, has been evaluated for its simple beauty. The simple beauty is said to have been discovered by Bruno Taut, but the Katsura Imperial Villa theory in the Meiji and Taisho era cites complicated technical beauty, and Masaru Naito and Takeshi Nishikawa in the "Made Katsura Imperial Myth”, And it is a decorativeist building. If Toshogu is a real structure, Katsura Imperial Villa is full of splendid fiction that takes three times as much time as usual to measure it, and it is said that it is completely different from the simple interpretation of composition. The Katsura Imperial Villa was a villa of the Ichinomiya family during the Edo period, but became a villa during the Meiji Restoration, and it has been featured in guidebooks and guidebooks since the Heiankyo Centennial Festival (1895). The image of simplicity and beauty came about because of the times. It is said that "simple beauty" came to be praised by Bruno Taut's "discovery" during the rise of modernism in the early Showa era. Therefore, Shoichi Inoue honestly says, "Why did I feel the simple composition? In the end, I could only adapt to the attitude of Katsura Imperial Villa which was rampant at that time."

The judgments of Masa Naito and Takeshi Nishikawa are clearly different from the criteria for determining Katsura Imperial Villa as a special A class in the National Tourist Resources Register published by the Japan Transportation Agency in 1999. This National Tourist Resource Register does not include all the objects of worship by a particular religious group such as Honson. Although the principal deity and others also have the power to move people, whether or not they are regarded as tourism resources is another criterion, and the reason for discussing tourism is.

3-3 counterfeiting and replicas as cultural tourism resources

The change of landscape painting is the change of the painter's eyes and the change of culture in the painter's time. It is commonly accepted that landscape painting as a genre became independent in 17th century Dutch painting.

Fumihiko Nishioka says that in the Renaissance era, painter sculptors like Leonardo da Vinci and Michelangelo were only treated as traders, and the new business of art dealers had to be passed through religious reform. Suppose After the French Revolution, an art museum was born, so a picture dealer was also born.

The ancient painter was, so to speak, a photographer of the power in those days. Modern painting was forced to abandon photorealistic depictions against newly born photographs. However, this increased the artistry of the painter. Impressionists emphasize the traces of "hands", late impressionists emphasize "individuality", and the characteristics of 20th century painting are characterized by artistic assertion. Kandensky and Mondrian thought that making a painting in color and shape was more important than drawing a real thing. The sense of crisis among the painters was beyond imagination, and it was still serious in the days of Picasso.

When a picture dealer was born, a fake was born. He has been featured in the media regarding "Leonardo da Vinci's study". The application of the Italian Cultural Heritage Conservation Law does not appear to be a genuine admission by the government. This "Leonardo da Vinci’s study," which is said to be a fake, was recognized as a tourist resource for a while due to its topicality, but it did not last long. The tourism and placebo effects do not seem to be permanent.

To tourists, the murals of Altamira and Lascaux can only be seen in replicas that are undeniable. It seems that replicas do not have to go to the site, but tourists are pushing.

The opportunity for genuine paintings to become valuable as a tourism resource is a topic. There is an opportunity for Hokusai Katsushika to be treated as an “artist representing Japan”. Rather than naturally, it was in line with "the strategy of the avant-garde critics of France at the time when they found an image that fits their thoughts as a picture of the lives of the people," and said, "So popular in the West. Otherwise, he was just one of the more famous Ukiyo-e masters. It is not a fabrication, but there is speculation there.

3-4 Limitation of universality of cultural assets

President Obama named Stonewall Inn, a bar for LGBT in New York in 2016 as a historic site in the United States and will be managed by the National Park Service. It would not have been considered a historic site by the standards of one era ago. What is recognized as a cultural property continues to change with the times.

Professor Chad Topaz of Williams University in Massachusetts highlights the demographic diversity of museum collections across the United States in a study using data mining and crowdsourcing. It has been shown that the artists whose works are stored in museums in the United States are biased, with 85% being white and 87% being male. Perhaps other countries will have similar results.

3-5 Cultural tourism resources and "tradition"

Noriaki Kitazawa, an art critic, says that the word "tradition" has become a compound word that implies something like pride from the Meiji era, and general dissemination from the early Showa era. The concept of "tradition" came to be emphasized in the sense that it was shown in the "Infantry Operation" (1909) of the former Japanese Army, because it was derived from the ethnocentrisms and was a modern state. Suppose that he was also involved in the request to prepare.

3-5-1 "Tradition" made with intention

The tradition was mass produced in Europe during the period 1870-1914. One of the reasons for this is that the rapid industrialization at that time made the politicians worried about the sense of solidarity and identity of the people.

This period was also the period when Japan was established as a nation state. During this period, various traditions related to the modern Emperor system were created. In fact, the heavier the ceremonial events since the Ritsuryoku were the more Chinese-style. The 13 pre-war ceremonial ceremonies were set up in the Meiji era, and the only Shinto festival is from ancient times. The Shinto Festival is now held inside the shrine, which used to be performed at Ise Shrine. On the contrary, the imperial family was forced to separate itself from various Buddhist customs.

From a foreigner's perspective, the shrine of Ise Jingu is new because of the Shikinen Sengu shrine. Furthermore, the architectural style is simple, only Shinmei-zukuri. This style is valuable only at Ise Jingu, but it is unsatisfactory for foreign tourists who do not know such things. There are many old and large shrines in Tokyo and Kyoto, and Ise Jingu is inferior to Fushimi Inari in terms of photographic fun.

The image of Kyoto, the ancient capital of Japan, was created in connection with the Emperor system of modern Japan. The 4th National Exposition was held in honor of the 1100 Festival of the Heian Transition in 1895. The Heian Jingu Shrine was founded and the historical festival began at this time. Hatsumode and Kamizen Marriage became popular. The same was true of the ancient city as a destination for school excursions.

Small Kyoto theory was born from the idea of ​​a magazine that promotes the travel of tourists to Kyoto by opening Shinkansen and highways. Localization of Kyoto accelerated with the concentration of Tokyo, and Kanazawa was detached from small Kyoto. According to Shoichi Inoue, Kyoto is a city with a strong image of a castle town built after the destruction by Nobunaga, Hideyoshi, and Ieyasu. Therefore, Kanazawa, Tsuwano, etc., which are a group of castle towns, could form a small Kyoto group. The reason why Kanazawa left the small Kyoto as a samurai culture town was false in a double sense, but the local presence was able to be demonstrated.

The era is said to be a "tradition of Japanese culture," but the Issei-ichi system is a "tradition that begins in the Meiji era." In the era, the traditional rule is that the emperor who controls "time" is the authorizing authority, but the decree of the era is stipulated by a Cabinet Order, and the decision-making authority is in the cabinet. The source has also changed from the traditional Chinese book to Manyoshu, but even then, a tourism resource named Rewa will be born.

3-5-2 Cultural resources separated from tradition

Manga and anime are stateless cultures that were formed after the war, disconnected from traditional culture, which is the main culture of Japan. At least it was disconnected from policy and mainstream. Although it inherited some of the non-religious values ​​peculiar to Japan, it was cut off from tradition, so it was accepted by other cultures and internationalized.

The subculture is a concept that contrasts with the main culture. Until the first half of the 1970s, anti-establishment counter culture was the mainstream. After that, it gradually became conservative and commercialized, and became a subculture. The subculture concept used in sociology was imported into Japan only in the 1980s. For young people who were not researchers, the nuance that the word "subculture is different from others" was more important than academic accuracy. Therefore, it became a tourism resource. The reggae of music culture, which attracted attention in the 1970s, was Jamaican music, but was evaluated as a counter-culture against the Western white culture. However, it was accepted as one of the new music genres in Japan.

3-5-3 a tradition born of business

The value of tourism resources does not decline due to its short history. It is important to have a perspective that there is a human being who seeks business and authority behind the custom called tradition.

The switch to the "solar calendar" that took place during the year that Japan's railroads opened was confusing to the annual events that were closely related to the lives of agricultural and fishing villages. At the same time, the railway was used as a means of pilgrimage to shrines and shrines that were a little far away, and established a new custom of mid-leisure, the first pilgrimage to people living in the city. The Tokaido Line was opened in 1872, making it easier to access Kawasaki Daishi. Therefore, we combined the traditional events to create a "Hatsumode" that has no relation to fairs and Ekata.

"Shiju box no osechi" was a stuffed New Year dishes from the end of the Edo period to the Meiji era. The word "Sanuki Udon" was born in the 1960s, and "Echizen Bamboo Doll" was first published in the novel "Echizen Bamboo Doll" published by Tsutomu Mizukami in 1963. There are so many examples, for example.

Folk songs are naturally new because they are a product of the spread of NHK and records. It was because until the radio became popular, a unique song was not transmitted unless the singer moved.

Electric wires were popularized in the mikoshi. Until then, the festival was centered on floats. With the spread of electric wires, floats became an obstacle, and mikoshi became the mainstream. Many of the materials used today for urban development are modern products.

Far from changing the "tradition" that forms the culture, there are many examples made afterwards. The concept of "art" was imported from the West at the beginning of the Meiji era, and was translated by the government in 1872. "Japanese art history" was also made possible for the first time by the modern systems established by the word "art". The word "Nihonga" was coined in the Meiji era and is a concept. Neither Chinese dress nor Edo gesture is a tradition, and it is newly made in recent years. Nevertheless, it is valuable as a tourism resource that has the power to move people.

If a traffic safety amulet is a product of motorization, robot memorial service will be a product of IT. It is explained that the robot's Aibo memorial service has a tradition of needle offerings and doll offerings, and there is a 400-year history of puppet offerings at Chofukuji Temple on the net. It seems that there was a prototype in the Edo period, but the present form of memorial service began in Showa and Heisei.

3-5-4 Festivals, traditions and Japanese food culture

Although agriculture and festivals were closely related, agriculture changed. Therefore, traditional festivals were transformed into tourism festivals, and attracting people became important.

The Awa Odori, which became a financial tumult among the people involved, is a popular name for the Koranbon dance that has been performed in various places in Tokushima Prefecture, and was created in the early Showa era. Yosakoi Soran, which combines Yosakoi and Soran, has succeeded in quantitative expansion, but it has also been criticized for its empty carnival.

Since rice, which is the staple food for the Japanese, is richer in protein and essential amino acids than wheat, soybeans and salt can be ingested together to provide most of the nutrition necessary for survival. Since it is a crop with excellent population-supporting capacity per unit area, it was possible to support a large population even in a small land. Japanese food is registered as a UNESCO Intangible Cultural Heritage as a meal centered on this rice. However, from the Meiji era to the early Showa era, many farmers ate small grains instead of rice. On the contrary, urban residents do not have a distribution market for cereals, and even if they are poor, they are forced to eat rice.

Since 1960, it has significantly increased the rice price and reduced the demand for domestically produced rice, while maintaining the barley price and expanding the demand for barley, which is mainly imported wheat. Adopting such foreign goods favor policy will reduce the self-sufficiency rate. It is now a way of life (culture) that reduces rice production by 5 million tons while importing 8 million tons of wheat.

3-5-5 Cultural anthropology and cultural tourism resources

The Inca folk costume that produced Machu Picchu was a modern product after being invaded by Westerners, not the Incas. The Hawaiian hula was a male dance, but it became a female dance as a Hollywood hula dance. The Ainu souvenir carved bear was inspired by the international exposition in London.

"Culture" Anthropologists are verifying each folk culture that has been converted into tourism resources through fieldwork. Although the gaze theory is explained, tourists confirm the data in the brain input in advance from the guidebook. The things that have strong reaction and strong stimulation are valuable as tourism resources.

Traditions and historical perceptions are formed by a collection of personal memories. Each person's memory is not "an exact memory of what really happened," but "changes according to what is happening right now." It does not display everything exactly like a video camera. It is created afterwards because the brain of each person edits it according to the current situation and beautifies it or bitters it.

3-6 Historical terms as a tourist guidebook

The Cultural Property Protection Law stipulates that historically valuable items are cultural properties. Its history is something that is created (interpreted) in posterity, so universality is not guaranteed. From the events that should have existed for the number of people who survived in the past, they are selected and evaluated in posterity.

The reputation of the monarch has changed, and some call it the Mongolian War. There is a theory that the Kamakura Shogunate has strengthened its power base by exerting control over shrines and temples as well as officials, rather than losing power by means of a priesthood, and there is still no common view as to why the Kamakura Shogunate was destroyed. Historical terms, including the term “Kamakura Shogunate”, were also created with the recognition of posterity, including historical terms such as samurai and commerce, four people's equality, isolation, Taisho democracy, the shogunate system, and the Meiji Restoration. It has been reviewed from the concept itself.

When it comes to the "industrial revolution" taught in textbooks, the theory of absence of the industrial "revolution" is the mainstream in academia. Over time, the "crusade" may have been renamed "Frank's invasion." The "four major civilizations in the world" that Keicho Liang thought of have already disappeared from the textbooks.

4 Natural tourism resources

4-1 Natural tourism resources created by the brain

Sound is also a tourist resource. Soundscape design is born because sound is indispensable for landscapes. The night bell at Eiheiji Temple is also a tourist resource. The sounds of dogs and cats sound different depending on the race. Japanese listen to insect sounds as a language as well as dogs singing, but the way they hear is different depending on the people because they hear it as music. Even the same physical characteristics reflect culture.

Color is also a culture. There are three types of photoreceptor cells (cones) in the human retina, and each has a pigment that is decomposed by light of different wavelengths. This combination of activity states of cones is the basis of color vision. Mammal ancestors evolved from four-color reptiles, but many mammals remain dichroic because of the long duration of nighttime behavior. However, humans, who have become more active during the day, are now able to discriminate colors from green to red. However, the existence of a four-color type group has also been confirmed, and the two-color type has been discriminated as color blind. Pinguelap Island in the Federated States of Micronesia has a high proportion of monochromatic (without cones) inhabitants, who are capable of becoming excellent fishermen who can distinguish subtle light and dark in the dark. Light is physically present, but colors are produced by the brain, so even if you take a single phrase that expresses colors such as yellow, red, red, and red, you have no choice but to reflect the culture.

We classify nature as a cultural resource when we look at it through paintings and travelogues, and as a natural resource when we travel and see it directly. However, when we consider nature as a concept, it is already created by humans.

When I was a kid, no one had a geographical concept, so it was all about familiar landscapes. For every Japanese child, Everest and the Sahara are worlds of picture books and textbooks, and picture books and textbooks are guidebooks.

4-2 Utamakura scenery and constant sights

It is a common sense of modern people to feel that looking at the natural landscape, which is rich in changes, is beautiful. But what about the women in the Heian period? Neither the Tale of Genji nor Soshi Makura has much detail about nature.

The scenery of the song pillow became the motif of painting and waka, and the painting and waka performed the function of a guidebook. The constant number of famous spots refers to the famous spots/sightseeing spots selected by a fixed number (number of people) as three scenic spots, eight scenic spots, twelve scenic spots, and hundred scenic spots, etc., as an excellent scenic spot/sightseeing spot in Japan, and had the function of a guidebook. Of. Therefore, Masanori Nishida concludes that Heian literature was an era of "scenery of meaning."

Minae Mizumura describes the period when the Japanese language was departed from the "local language" and established as the "national language" during the flowering period of the civilization of the Meiji era. What is called Heian literature existed as an entertainment for a handful of people at that time?

4-3 Generation of geographical concept as a guidebook

One-way one-week repeated trips to the aristocrats of the ancient and medieval eras were possible because the national organization was established along the way and a social system was formed. In the 10th century, Kumano-jo was brought in from Kyoto and used for pilgrimage expenses, but gradually a local procurement system was established. In any case, the concept of tourism was not established.

In early modern times, new changes began to emerge in the view of the landscape. A new movement of travelogues has emerged, which focuses on objective observations and records. At the same time, the publication of travel guides began in the middle of the 17th century. Among them, Kaibara Ekken wrote many travel notes at an early stage. This is also why Kunio Yanagita points out that the conversion of this poetry-writing literature to the climate observation in the modern-day travel literature begins with Kaihara Masken's travel literature at the end of the 17th century.

From the 18th century to the 19th century, agricultural production expanded, the commodity economy developed, and society began to have a space. The roads were well maintained, the lodgings were crowded, shrines and shrines were visited, sight-seeing tours, trips to the common people such as mountain climbing, trips to scholars and samurai, and trips to Ezo and Nagasaki. The number of copies of guidebooks, including "Tokido Famous Notes" by Ryosai Asai, increased from the latter half of the 18th century to the first half of the 19th century.

The song pillows that the ordinary people can imagine and imagine have become places to visit. And the visual experience and the difference between the painting styles were recognized. The picture drawn in the guide is "temporary" because a typical viewpoint is selected. On a trip, two conflicting things, new discoveries and confirmation of prejudices, occur intricately. It is assumed that the historic spot became a typical place. This is no different from the present age where you can check the information you can find on the TV travel guide with your own eyes. If the size is smaller than what you see on TV, you may be surprised.

According to Masanori Nishida, the oceanic landscape was discovered in the 17th century in the West, the landscape like forests and rural areas was discovered in the 18th century, and the natural scenery such as mountains was discovered. It is the 19th century. It was only in the 20th century that natural deciduous forests and marsh landscapes were discovered. Therefore, Jesuits and Dutch clerk from the 16th century to the early 19th century did not admire the scenery of the Seto Inland Sea, but Westerners from the end of the Edo period to the Meiji era praised the scenery of the Seto Inland Sea. Westerners freely used modern rich geographical concepts such as “inland sea,” “island sea,” “lake,” “river,” “canal,” and “strait” to capture the landscape of the Seto Inland Sea. It is said that it was in the 20th century that this Western view of landscape began to permeate Japan.

The travel guidebook Travelogue was an extension of the Edo period, with no concrete landscape descriptions until the 20th year of Meiji. "Landscape" is a product of modern times, as pointed out by Yukiya Karatani, ""Landscape" was found in Japan in the 1980s." There was no “scenery” in the modern sense in the middle Ages and early modern times. After 1890, Shigeto Shiga wrote "The Japanese Landscape" and dismissed a certain number of famous places based on modern geography. In the 19th century, when the geographical concept of mountains came to the public's awareness, mountain tours for natural tourism occurred.

The enrichment of geographic concepts and their applicability and the addition of proper nouns are different issues. Mt. Osutaka came to be recognized after the Japanese aircraft crash. A huge number of unnamed mountain rivers still exist throughout the country, and one day they suddenly appear as tourist destinations.

4-4 National Parks and Natural Parks Law

The reason why the national park was born in the United States in 1872 is the necessity of nature conservation through west development and natural resource development, and the emphasis on the existence of tourism resources to promote railway construction plans. In addition, it is possible that nature is the nation that cultivates identity and nationalism for America, which has a short history and is a multi-ethnic nation.

In Japan, the National Park Law was enacted in 1931. In the background, there were expectations for regional promotion and foreign currency acquisition by attracting tourists from inside and outside the country, as well as nationalism and local awareness.

Early protection of national parks was to protect the landscape seen by people. After that, protection of national parks shifted to protection of natural and primitive nature, such as protection of vegetation with high naturalness, regardless of human viewpoint. It can be seen that the main focus of conservation has shifted from landscape conservation to nature conservation. The transition from aesthetic landscape protection, which emphasizes the person's gaze, to landscape protection, which emphasizes the views supported by natural science, and environmental protection, which emphasizes the concepts of ecosystems and biodiversity. The name of the law was also changed from the National Parks Law to the Natural Parks Law, and in 2002, there were restrictions on access to regulated areas.

Section 4 Classification and evaluation of tourism resources

In tourism science, tourism resources are subdivided into categories. This taxonomy is essential for both consumers and suppliers to communicate in a capitalist society that focuses on the differences in products, as well as the need for lectures based on records and memories. It is essential for evaluating tourism resources.

1 Basic recognition of classification and evaluation

Humans see different things as the same. When two things are taken out, they unconsciously regard different things as the same thing, even though they have similar and different points. The similarities get more attention. This is because the value of things and things is valued due to the similarities. A logical proof of this is the "Theorem of the ugly duckling."

For example, consider whether "Kumamon" and "Tosa dog" are different or the same. For the same point, "it is a tourist resource" and "not an Akita dog" are mentioned for the time being. Differences include the figure and whether it is a living thing. In this way, since it can be shown that there are many similarities and differences, it can be seen that it is not possible to classify things based on the large number of similarities.

The "ugly duckling theorem" showed in mathematical theory that it is the human value system that determines the importance of predicates in this way. This theorem is a theorem that is established by treating each feature equally. In other words, when describing a class in terms of features, it means that the features are important in some way. Therefore, it is the essence of pattern selection to load the importance on the feature, and this is done by the value judgment in human and the weighting of the feature in cognitive engineering. A questionnaire survey conducted on tourism resources has also been conducted based on this idea.

2 Classification/evaluation ruler

If the theory of tourism resources is the central theme of tourism studies, the theory of evaluation of tourism resources is the central theme of the theory of tourism, and tourism science is the ultimate theme of the evaluation of tourist resources by tourists. It means that Therefore, although resources are classified and evaluated, it was intuitively known that scientific evaluation of resources could not be done, so there was a feeling of deadlock. This is because the researchers added the work of selecting meaningful groups, as typified by a questionnaire survey of tourist spots.

In 2010, computers learned on their own without being taught by humans what a cat is. Although it is a so-called Google cat, it already exceeds the human visual recognition ability, as represented by the face recognition system. If the evaluation can be done without adding the feature quantity that is the basis of the evaluation with human hands, it means that the method used in the elucidation of natural phenomena could be applied to tourism research.

As for the improvement of social capital, cost-benefit analysis is required, so many papers have been published at the Japan Society of Civil Engineers and the Ministry of Land, Infrastructure, Transport and Tourism has also taken administrative measures. As a result, much debate has been accumulated over the development of social capital.

On the other hand, the evaluation of tourism resources was a topic but not a controversy. After all, the view was that it was a matter of tourist preference, and there was no controversy. There are cases where the evaluation of tourism resources was discussed socially. Regarding the "Attractiveness Survey on Tourist Destinations" by Masahiro Muroya (Transport Policy Research Institute, 1998), criticism was made by regions with low evaluations. The response from the low-ranking regions was strong only because the civil servants of the Ministry of Land, Infrastructure, Transport and Tourism made it to the Organization for Transportation Policy Research. Muroya's thesis was conducted as an academic research using a method of civil engineering. Not surprisingly, the evaluation of the survey did not escape the value-judgement, but similarly the critics did not escape the value-judgement.

2-1 Number of visitors, number of access/search

Tourism has traditionally used the number of visitors as a measure other than a monetary valuation. Typical examples are the number of foreign visitors to Japan announced by the government and the popularity vote held by the media. Since it is a count of the number of people, attributes such as gender, age, and birthplace are important, but basically each person is regarded as an equivalent value. Since it shares common suffrage with politics, it is compatible with politics, but the economic effect is not directly related to the number of people. Although the number of tourists has increased, there are complaints that the amount of garbage is increasing and it is not profitable.

In recent years, the number of Internet accesses and hit searches have also been used as indicators. It is expected to be utilized as a more effective one as future big data research progresses.

2-2 Money

The society in which "a trip for "fun" occurs" is a monetary society. Tourism, which is the most capitalist product, is naturally monetized if it is based on the difference that tourism resources are different.

The monetary evaluation conducted in economics is considered as preference, but in the real world it is a concrete monetary evaluation. If a monetary assessment is made, then all tourism resources are using the same indicators. ‥

Individual freedom of choice, on the other hand, runs the risk of conflicting with the interests of others. Therefore, it becomes necessary to define the scope of each person's choice in the system. In other words, the concept of an institution is extremely important in mainstream economics, and policy proposals that realize a high welfare economy are made as institutional designs.

Neuroeconomics does not consider freedom of choice. Excludes the idea of ​​institutional design and seeks the location of direct problem solving within the psychological and physiological processes of the individual. For this reason, neuroeconomic policy recommendations take the form of persuading the person as a so-called "therapist" to determine the index of pleasure from brain data and make the choice to achieve an appropriate level of pleasure. Neuroeconomics is more suitable for tourism activities that cannot eliminate the anarchy.

3 Evaluation body and responsibility

It is easy to accept evaluations that do not require strict responsibilities and are preferred as evaluations. In the case of tourism in particular, topics such as topicality and popularity are important, and ranking evaluations form a set, forming a kind of product or industry, and there is a fact that rating transparency is not required.

Ratings can have a great deal of power in price formation and can also generate a type of interest. While there are many Michelin and other things that do not clearly indicate the evaluation criteria, Professor Tadanori Matsuda, a professor of tourism at the Sapporo International University, said, "The selection criteria are that you have the pride as a Japanese hot spring inn, and the climate of the area to which you belong." ``I value it, have a passion for the hot spring culture, and have the internationality to accept foreigners.'' "Adding that my internationality is synonymous with excellent regionality and individuality Let's keep it". Accountability is fulfilled regardless of whether the standards are objective.

3-1 Public evaluation system

The public evaluation system is a system in which a public institution makes an evaluation and takes responsibility for the evaluation in order to achieve a certain policy purpose. Since it is carried out by a public institution, it will be carried out by the administrative information disclosure law, the administrative procedure law, and the personal information protection law.

Even if absolute objective evaluation is not possible, public evaluation may be necessary to achieve certain policy objectives. To do so, the power base for executing public evaluation and the society that accepts it Foundation is essential. Educational evaluation of young people is a typical case where the latter foundation is needed. The liquidation of the legal system due to the spread of the Internet has the potential to make this public evaluation system fluid.

3-1-1 Public evaluation system for producers

3-1-1 Public evaluation system for producers

According to the Export Inspection Act (1957), in order to "maintain and improve the voice of exported goods," it was necessary to establish inspection standards for quality of designated cargo. The law was abolished in 1997, although it was said that it was possible to establish grades and criteria for identifying the item and its quality. The liquor tax law also abolished the monument system that sets the tax rate, and the rice grading system that sets the purchase price based on the Food Control Law was also abolished in 1995. Thus, the public evaluation system for the convenience of suppliers tends to be abolished.

3-2 Rating and numbering

3-2-1 Differences in tourism

Ratings are a means of compensating for "information asymmetry" that impairs market efficiency, and are classified as a type of "signaling" (that a person who has information devises and transmits it to a person who does not have information). Capitalism also assumes differences, and tourism information is one of the capitalist products.

The real meaning of distinguishing differences in tourism from those in non-tourism is topic and popularity. However, there is no difference from the mass media only by the topic and popularity, and it is a topic and popularity that only moves people. The economic meaning and significance of the rating is that users can save information costs, and the rated side is an inexpensive means to gain trust.

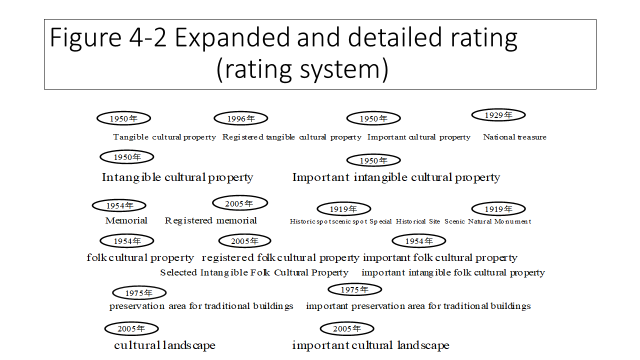
Ratings have not only the aspect of evaluation by a third party but also the aspect of standardization of quality. In order for the rating to be meaningful, it is important that the rating body and process have “credit”, which is the professional ability of the rating body, the value bet on the rating, the rating process (It is affected by the appropriateness of standards, evaluators, etc.). The adequacy of the rating process is ensured through transparency and information disclosure. The time lag between the time of evaluation and the time of use by the user has been allowed until now even if the re-inspection period was relatively long, but the improvement of consumer awareness and the progress of information and communication technology have made it impossible. This is the reason why the hot spring law enforcement regulations were revised following the false hot spring labeling. It is an era in which measures to eliminate falsehoods in food labeling are required, and souvenir (food) contests that omit the taste examination from the viewpoint of operational technology will also be a problem.

3-2-2 Cultural property protection law that follows the path of expansion and refinement

The implications of discussing tourism resources are bound to be evaluated. Categorize tourism resources for implementation of the assessment. The classification is expanded and detailed in the Cultural Property Protection Law. The classification had to be detailed in order to make an evaluation.

Folk cultural properties have been separated from tangible cultural properties, and have been newly categorized as indispensable for understanding the changes in the lives of our people. However, folk cultural assets are not exposed to historical or artistic values.

The traditional buildings were separately categorized as “high-value traditional buildings that form a historic landscape together with the surrounding environment”. Cultural landscapes were categorized as "landscapes formed by people's lives or livelihoods in the region and the climate of the region, which are indispensable for understanding the lives or livelihoods of our people."



The Cultural Property Protection Law stipulates the specialization of important ones out of those classified as cultural properties, and regulates the preservation and disclosure obligations and subsidies.

With regard to tangible cultural properties, the Act categorizes important ones as important cultural properties, and categorizes important cultural properties that are valuable to the people from the viewpoint of world culture as national treasures. Furthermore, with the amendment of the Cultural Property Protection Act in 1996, among the tangible cultural properties other than important cultural properties, considering the value as a cultural property, the law requires special measures for preservation and utilization. Objects are categorized as registered tangible cultural properties, and the categorization is subdivided. The Act categorizes important intangible cultural properties as important intangible cultural properties, and at the same time certifies the holder or holding organization. The law categorizes important monuments as historical monuments Scenic Natural Monuments, and particularly important monuments as special historical places Scenic Natural Monuments. In addition, in 2004, among monuments other than natural monuments of historic sites, those that require special measures for preservation and utilization due to their value as cultural properties were categorized as registered monuments. The law categorizes the most important folk cultural assets as important tangible folk cultural assets and important intangible folk cultural assets. In 2005, the law also categorized registered tangible folk cultural properties and selected intangible folk cultural properties. The law categorizes traditional building conservation areas that are particularly valuable to Japan as important traditional building conservation areas and categorizes cultural landscapes that are particularly important as important cultural landscapes. It has changed.

In the former, institutionally, among the traditional buildings preserving areas that the municipalities have established in accordance with city planning or ordinances, the country selects all or part of them as important traditional buildings preserving areas, it has a system to provide financial assistance to municipalities. However, in reality, all of the traditional building conservation areas are important traditional building conservation areas.

The reason for this is that the inhabitants cannot obtain the understanding in order for the municipalities to establish their own ordinances and city plans for the preservation of traditional buildings where financial support from the national government cannot be expected. The significance of systematically categorizing cultural properties rated as the lowest class among cultural properties is as follows, for example, for important cultural properties and tangible cultural properties other than registered tangible cultural properties. It has a weak norm.

"The owner asks the Commissioner for Cultural Affairs for technical guidance regarding the management or repair of tangible cultural properties." In that respect, it is close to the normative debate on tourism resources.

Furthermore, regarding national treasures and important cultural properties, when considering the legally categorized regulatory and subsidy frameworks, there is a balance debate between subsidies and obligations related to export bans, disclosure, repair, and management. It cannot be denied that designation as a cultural property such as a national treasure may increase the economic value of the tourist market. That is why the tourism market seeks authority from public institutions. Cultural assets as the subject of the tourism resource system theory are not limited to those prescribed by the Cultural Property Protection Law. Cultural assets selected by the ordinance established by each local government are also included. There are many examples of landscapes in the era that were not covered by the Cultural Property Protection Law, which were treated as tourism resources by local regulations.

3-2-3 Rating discussion of accommodation facilities

Public evaluation systems for accommodation facilities are implemented in France and Spain. In Japan, it has been implemented since 1949 under the International Tourist Hotel Improvement Act. The system is legally divided into hotels and inns, and is further divided into registered hotels and unregistered hotels, and registered inns and unregistered inns. There are four categories in total, but the Inn Business Law abolishes the classification of inns and hotels. Registered hotels and registered inns are facilities for foreigners, so they can receive tax incentives. In France and other places, highly rated accommodation facilities have higher taxes.

4 Transforming World Heritage Sites into Tourism Resources

4-1 Hierarchy with world heritage at the top

As for the categorization system for tourism resources, a system covering a wider area generally has authority. The tourism resources selected by the prefectural governor are often more authoritative than the tourism resources selected by the mayor, and ultimately, those that are internationally categorized generally have higher authority.

It is considered that the operation of avoiding duplication of cultural property designation by the national government, prefectures and municipalities had the effect of avoiding duplication of subsidies and regulatory measures. However, the actual act of designation is performed in the form of district qualification, where the designated stairs are sequentially raised, such as municipality designation, prefecture designation, and country designation. It will be to promote the hierarchy. If the local residents are proud of their cultural assets, the regulation of acts under the ordinance is stricter than that of the national government, and the support is generous, the hierarchy will not be inevitable. An example of this difference being exposed is the example of Sakaamiduck mentioned above. Things that do not enter this hierarchy (genre) are royal estates (Kyoto Imperial Palace, Katsura Imperial Villa, etc.) and religious events of various religious groups (Todaiji Shunie, etc.).

As a result of the hierarchization, the number of cultural assets that the country is involved in has increased, and the inflation of cultural assets has been promoted. As a result, the higher hierarchy was sought, and the world heritage registration movement became popular. Its world heritage has also grown beyond the management capabilities of UNESCO.

4-2 Galapagos mythology, promotion of equalization of values

Darwin is said to have been inspired by evolution in the Galapagos Islands and is the first World Heritage site to be registered. However, that is not mentioned in the Beagle Voyage. The Galapagos Islands were recognized as a sacred place of evolutionary origin, because in 1935 the 100th Anniversary Event of Galapagos was held, where the granddaughter said that Darwin conceived during his stay in Galapagos. However, the actual idea was during the voyage. In fact, the familiar creatures in London could have inspired me as much as I wanted.

The World Heritage Convention seeks to preserve World Heritage throughout humanity. A country such as Japan that has the ability to save alone has a relatively low need to utilize the registration system based on the Convention. At the time when the Shirakami Mountains were registered as a World Heritage Site, there was little attention in Japan. Conversely, areas not covered by the Natural Parks Act were included in the World Heritage Sites. As the number of tourists increased due to Shirakawa-go becoming a World Heritage Site, the World Heritage registration movement became active in Japan. Ironically, the number of Shiretoko visitors has declined since it was registered as a World Heritage Site.

In Japan, world heritage has been categorized in a way that almost corresponds to the cultural property prescribed by the Cultural Property Protection Law and the natural park prescribed by the Natural Park Law. Therefore, although it is possible to comply with Japanese domestic laws, the world heritage registration movement is being actively carried out in various parts of the country because it has a higher authority as a tourist resource. In that sense, categorizing tourism resources based on evaluations from foreign countries (especially Europe and the United States) makes it easier for domestic stakeholders to persuade them. In that sense, it can be said that Japan has not escaped from backward development.

However, as recognition has accumulated, the concept of world heritage has certainly contributed to the promotion of the homogenization and formation of human values, and to that extent, it is considered that the establishment of the Convention had the effect.

Section 4 Tourism Targets Created by Recognition and Regulations

1 Tourism resources created by recognition

1-1 "Life and Death" and tourism

All tourism resources are produced by human perception, brain and mind. The brain of a person with computing ability can predict the future and have a heart that can recognize death. The recognition of death has created fear and art and religion that are tourism resources.

Death was an everyday thing for humankind, but it gradually became non-daily. However, everydayness in the sense that it always visits remains the same now and in the past. Until the age of fifty, merchants in the Edo period concentrated on earning and enjoying themselves, and then worried about death. In the present age, where the lifespan has been extended, baby boomers will enter the late aged period. No wonder they are obsessed with the view of life and death, and tourists focus on things related to the view of life and death. There is an insurmountable gap between knowing death as knowledge and the reality of death occurring in oneself. It will always return to "religion" with the aging phenomenon.

1-2 Witch, magic and tourism

In Salem, where Hawthorne's "Scarlet" was set up, the "Salem Witch Museum" welcomes many tourists with the statue of Samantha in the TV drama "Wife is a Witch." For Halloween and the Harry Potter generation, it's hard to imagine millions being killed by witch hunting.

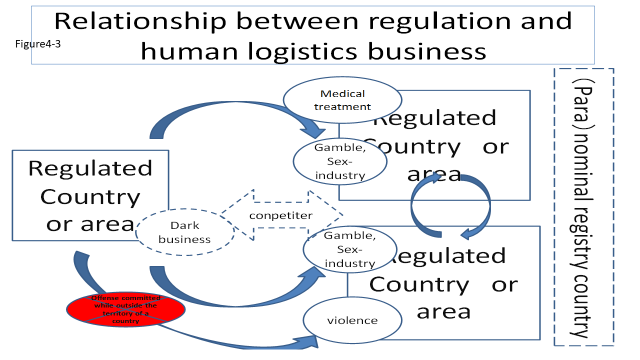
In the 1970s, it was revealed that the main driving force of the persecution of witches in the modern era was on the part of the people, not on the church or secular power. It was the time when the Catholic authority fluctuated, from the Reformation to the gruesome religious war. Between the 15th and 18th centuries an estimated 40,000 to 60,000 were executed in all Europe. The fact that the large-scale territories with established power bases did not intensify, and the witch hunting was as intense as that of small territories, which is consistent with the occurrence of the modern Holocaust.

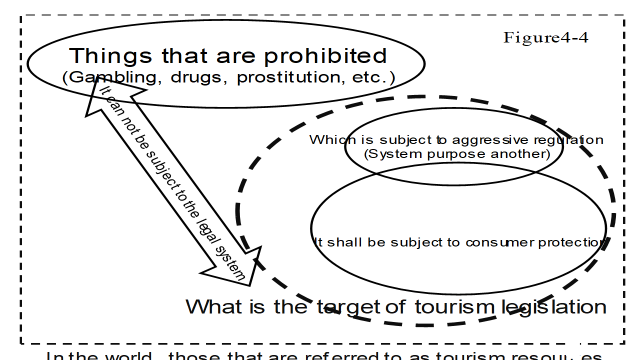
The institutional ban on witchcraft lasted in Britain until it was replaced in 1951 by a fraudulent psychic ban. Israel, which introduced the British legal system, is still in force. In modern Indian society, more than 100 victims have been killed for their use of magic, especially in the eastern rural areas. Believing that humans have supernatural powers such as magic is said to be a blasphemy to Allah, and the death penalty is applied to the blasphemy to Allah.

Even in Japanese medieval society, curses were functioning effectively. Emperor and general guardian monks used enormous fortune and enormous efforts to pray for defense of the curse. This is because the reason why the esoteric Buddhism was accepted was that there was an advanced theory that justified the curse, as well as the use of drugs that could be expected to be effective.

Voodoo and local shaman rituals are becoming tourism resources. Even in Japan, it is said that the Shaman called Itako of Osorezan and the engraving of the ox of Kyoto Kifune Shrine. Curse is a criminal offense today, but it was a crime in the Ritsuryo era.

2 Relationship between regulation and human logistics business





If you understand the tourism object by sorting out the things that generate the power to move people, the idea of ​​tourism resources will be considered accordingly. It matches the trend of hyphen tourism in recent years.

The difference between every day and extraordinary is "whether there is a difference". Differences in lifestyle and nature appear as differences in culture and landscape, but the differences created by regulation cause people to escape regulation and become a force that moves people. It cannot be the target of tourism "policy", but it can be the target of tourism business. It can be the subject of dark tourism in the world. It is necessary to be careful because there are some research papers whose recognition of this point is unclear.

If tourism is an extraordinary experience, extraordinary resources are created by regulating daily life, and tourism resources are generated by the regulatory system. Gaming, customs, narcotics, violence, etc. are prohibited by criminal law, etc., and these are possible under special law.

The same applies to deregulation by the special structural reform zone system. On the other hand, the development of transportation and communication means makes the domestic regulatory system a mere mess. Foreign and online casino experiences are typical. Tourism resources are inextricably linked to the regulatory system.

2-1 Special shopping zone

It is customary to provide institutional special provisions for shopping that accompanies travel across borders, such as the customs clearance system.

During the year of the 1964 Olympic Tokyo Games, tax-exempt measures for consumption tax such as food and drink were taken for accommodation of foreign guests. Similarly, at the 1999 Nagano Olympic Winter Games, special local consumption tax exemption measures were taken. It was hoped that the ability to move people would be achieved by partially removing the tax regulation system.

The same applies to taxation measures under the Okinawa Promotion Special Measures Law. Before returning to the mainland, the troublesome travel procedure and the use of dollars made the mainland tourists feel like traveling abroad. However, due to the liberalization of Japanese overseas travel in 1964, it was expected that this would hurt Okinawa's shopping tourism.

The bereaved families were not only war pilgrimages, but also tourists who purchased inexpensive foreign-made products. Therefore, the law consistently provides for tax exemption for tourism promotion after returning. This is a system where customs duty is exempted to a certain extent by the Provisional Tariff Law. In the case of other countries, the Isle of Man, the Principality of Andorra, etc. are conducting policies, and duty-free shops are a key industry.

2-2 Gambling

The Criminal Code provides for gambling and lottery offenses. Since gambling and lottery sales are banned, gambling becomes an institutional extraordinary day and becomes a tourism resource. What is legalized by a special law because it clearly conflicts with the criminal law is so-called public gambling, which is the Horse Racing Law (1948) Bicycle Racing Law (1948) Small Car Racing Law (1950) Motorboat Racing Law (1951) it is legalized by the Act on the Promotion of Sports Promotion (1999). Sales (FY2017) are 3.3 trillion yen for horse racing and 2.2 trillion yen for agreements. The Motorboat Race Law is clearly stated to promote tourism-related businesses. So-called lottery tickets are legalized according to the Cash Voucher Act (1948). The purpose of these systems is to promote industry and sports, and the purpose of overseas gaming laws is to promote tourism and local areas. In addition, in 2016, the "Act on Promotion of Development of Specified Complex Tourist Facilities Area" (Casino Act) was enacted. Specific implementation measures are issues for the future.

For pachinko (20 trillion yen), the prizes are intended for consumption on the spot, and the prizes are redeemed by a person other than the owner of the pachinko parlor. Because of this (three-store system), pachinko is not a gambling offense under the criminal code.

2-3 customs and obscene

Although sexual activity is an everyday activity for humanity, it has become a tourism resource because it has been rendered non-daily due to regulations such as measures against minors, illness, and gangsters. Hair nudes have been legalized due to the relaxation of regulations due to changes in social common sense, and they are no longer a tourist resource to go abroad. Although there is a prostitution prevention law in Japan and prostitution itself is not a crime, managed prostitution is a crime. Overseas, there are areas where legally managed prostitution is possible, and it is a tourist resource for residents living in Japan, which is an extraordinary activity.

2-4 Drug

Although the use and sale of drugs are prohibited by the criminal law, etc., they are tourist resources because there are people who move in search of drugs. It is not the subject of tourism policy theory that demands normativeness, but it is the subject of tourism behavior and tourism resources. There are differences in the control of cannabis from country to country, and people move in search of the difference.

Opium has already entered Japan before the Opium War and was commonly sold in Edo as a cough and pain reliever, but it was not widely spread as a luxury item. The Shogunate felt a strong sense of crisis in the situation of opium in Qing Dynasty, and it was successful in cracking down on crackdowns and stopping at the water's edge. The policy of the Shogunate has been maintained even after the inequality treaty was signed with the five countries (US, Britain, France, Russia, and Russia) after the opening of the country, and it has succeeded in including the wording of an opium import ban in the article.

The Meiji government promulgated the opium ban in 1868, and in September 1870 made a law condemning the use and sale of opium. Then, under the opium monopoly law of 1879, the Meiji government enacted a law to purchase opium domestically and internationally exclusively for medical purposes and to sell it only at pharmacies with permission (registration system for opium farmers and purchasers). .. Although it banned opium consistently in the inland area, it made huge profits by mass production in the colonies and sales expansion for the colonies, and it was used for the war expenses of the Sino-Japanese War.

According to Toshihiko Matsumoto, international organizations such as WHO should decriminalize personal drug use and target medical and health and welfare services instead of punishment. There is a great deal of scientific evidence supporting this, and it has become an international trend.

2-5 Food and drink

Due to improvements in cold storage technology and the container revolution in logistics, foodstuffs have become globalized, and local specialty products are available anywhere in the world. For that reason, the regulation system of food ingredients is the power to produce tourism resources. Branding also maintains value through a regulatory system that protects it. Although Japanese food brands have been promoted, it has been pointed out that Japanese agricultural products are safe and have strict agricultural standards. In many cases, when we export foodstuffs and notice that the standards of the other country are stricter than Japan, we have reached the level of being denied. A typical example of this is the issue of inorganic arsenic contained in rice (Interview with Chikako Uneyama and Kazunori Matsunaga, “Thinking about food safety and risk”, Koken, June 2016 issue).

The US Prohibition Law, which is a representative food and drink regulation system, came into effect under the 18th Amendment of the Constitution from 1920 to 1933, and the manufacture, sale, and transportation of alcohol for consumption were completely prohibited. Even today, gambling is being carried out on convenience-registered vessels sailing on the high seas because the Prohibition Act began. It should be noted that the surplus law enforcement officials (FBI) due to the abolition of the Prohibition Law will be devoted to subsequent cannabis control measures.

In Japan, each prefecture has its own license and qualifications for a blowfish cooker, so it can be used only within that prefecture unless otherwise specified. For this reason, it may be provided as a "back menu" by the area, and the addiction case may be exposed.

Coca, betel nut, etc., have different types of favorite items that are handled differently depending on the country, and are becoming tourism resources. A typical example is cannabis, and there are countries and regions that use it as a public health problem and are not a crime, as represented by the Netherlands, Canada, and New Zealand, which traditionally consider soft drugs and hard drugs separately. As a result, it has become a tourism resource.

2-6 Animal cruelty, violence, etc.

In the days when there were no smartphones or video games, people in Europe used to play blood sports for fun and to kill time. Known as fox crushing, goose pulling, or rat-baiting, it is now banned in many areas.

It has been understood that animals have acquired consciousness and feelings in the process of evolution. Not only primates and whales, but also fishes are recognizing themselves in the mirror as themselves in animal sociology. Therefore, the handling of animals as a tourism resource is changing.

In 1948, the Tokyo Metropolitan Government enacted the Ordinance for Fighting Dogs, Cockfighting and Bullfighting, stating that dogs, chickens, cows and other animals should not fight each other. The Tokyo Metropolitan Government has stipulated that fines or detention or fines of 50,000 yen or less will be punished if it violates.

On the other hand, the beef corner (bullfighting) of the former Yamakoshi village in Niigata Prefecture has been designated as an important intangible folk cultural property and has become a tourist resource. There are bullfights and dogfights in Japan, but no cockfighting. If regulated in Japan, it will be a tourism resource for an unregulated country. In the Philippines, cockfighting is actually a tourist resource. The "Duel Show between Habu and Mongoose" held in Okinawa Prefecture has not been held since 1999, as its cruelty has caused criticism by many people and there are problems from the viewpoint of animal welfare.

Barcelona, ​​Spain, has proclaimed an "anti-bullying city". The Scottish Parliament allows the "Wild Mammal Conservation (Scotland) Law" (fox hunting bill). However, it is reported that fox hunting is a traditional culture of rural England, and it is unfair to prohibit it in emotional discussions among urban residents.

The use of guns is also a tourist target. In Japan, because it is regulated by the Law on the Control of Possession of Guns and Swords, it became a tourist resource for Japanese opponents on the shooting range on Guam.

Violence has also become a tourism resource due to the legalization of boxing. The matter concerning the duel (1889) is a law that punishes the duel itself, but the duel was sometimes legal in the times and regions. Mixed martial arts were carried out. Although there was a possibility of fatalities depending on how it was operated, the risk was high and it was very stimulating, which increased its value as a tourist attraction.

2-7 Qualifications such as nursing care and driving license

Assuming the nations, institutional differences naturally occur. Mutualism and multilateral treaties are used to eliminate the difference.

If the qualification obtained overseas is valid in Japan, it will help move people. Acquiring an aircraft license is a typical example. If you have a doctor's license in a country included in the European Union (EU), that qualification will be treated effectively in any country in the EU. Therefore, movement for the purpose of obtaining qualification is a great force for human logistics.

2-8 Medical

It is natural for people to move in search of advanced medical care. However, the president of the Japan Medical Association commented that he was worried that foreign patients who would pay high medical expenses at their own expense would be treated preferentially and that the mixed medical treatment would be completely lifted.

In fact, medical visas are rarely used. In this regard, Masahiro Kami and Koichi Kawabuchi stated that in the dialogue (“Koken” March 2017 issue, “How medical care should be implemented in an aging society”), it is the immigrants who make the lowest cost of medical care. If you hire nurses, caregivers and doctors, the labor cost will be overwhelmingly reduced and the shortage will be eased.

The debate about the shortage of doctors in Japan is a debate made by the Japan Medical Association, and there are more than 300 Japanese in the medical schools in Eastern Europe because they can obtain a common EU license. Learn at a low cost and work in Europe.

The two say that if the Japanese get a Chinese doctor's license, they can use it in Japan as it is, but at least give them a chance to do a preliminary examination. They say that a Japanese who has a doctor's license in China will move to Southeast Asia without working in Japan.

In the "CHINA: SUMMARY INBOUND TRAVEL MARKET PROFILE (2015)" of the American Tourism Association, international students who are coming to the United States and travelers for medical purposes are also considering incorporating it in the travel market.

Regional systems related to organ transplantation, childbirth, death, etc. are determined based on the religion, morality, etc. of the region, and naturally there are differences between regions. Medical tourism that uses these differences to move people is beginning to be conceived, but if it expands, global standards will be sought, leading to the elimination of differences.

Section 5 Reconstruction of tourism resources

1 Expansion of tourism resources due to progress in science and technology

1-1 Space travel

The artist's point of view rose from the desire to see a distance when he attempted to represent the landscape as he saw it. The development of ships, railways, and aircraft has changed the sense of scenery, but of course there are spaceships beyond that. Viewing the earth from a spaceship changes the view of landscape and the view of culture that forms it. However, the development of private space rockets is extremely slow compared to the development of air travel. More than half a century has passed since Gagarin went out into space. This is because the popularization strategy essential for tourism has not been established.

Tourism policies have been conceived on a national and regional basis. Therefore, although international space and science policies have been established, tourism policies that transcend national boundaries have not been established.

The purpose of sending astronauts with the prestige of the nation, the purpose of space development from the perspective of defense policy, or the purpose of space development from the perspective of advancing science and technology can be established as a policy, but for "fun" The purpose of the policy to promote the "travel of" has not been established.

GPS, which started with national defense technology, has been released to the private sector and is being used for commercial purposes. Space development technology has finally reached the momentum of being released for commercial use, and the space tourism industry has also come to pay attention as an industrial policy.

The universe is the frontier of human logistics, and if the universe becomes a tourist resource, the idea of ​​crossing the border will disappear from the general public. Space travel policies end up as outbound policies centered on ensuring the safety of travelers. And the "weightless experience" in outer space is an attraction that no other theme park can match.

Space travel has the constraint that it must overcome economic effects as well as the physical effects of weightlessness and radiation exposure, but will eventually become as popular as air transportation.

1-2 Observation of natural phenomena

Even those that are classified as natural resources are not in the same condition for 24 hours a day, 365 days a year, and the evaluation changes depending on the surrounding environment. In that sense, it is also a cultural existence. Lake Mashu was unknown, but was promoted to a famous tourist destination with the hit of the popular song "Mist Lake Mashu". However, if "Mist Lake Mashu" is forgotten, it will revert to an unknown existence again.

Prediction technology for natural phenomena such as solar eclipses and aurora has created tourism resources. Based on the idea of ​​using tourism facilities and tourism resources properly, it can be said that the number of things that can become tourism facilities has increased due to the progress of science and technology.

Solar eclipse tours are on sale because the eclipse and lunar eclipse can be predicted completely. The aurora tour is not perfect, but the tour is on sale because it can be predicted to occur roughly. The occurrence of mirages is still a world of probability, and commercial tours cannot be sold.

In order to improve the accuracy of weather forecasts, earthquake predictions, etc., human society has come to utilize high-speed computers, and the advent of quantum computers will eventually contribute to the development of tourism resources. What has been a concern for some enthusiasts until now, such as Pororocca, lenticular clouds, light columns, light mist, upside down fog, diamond dust, and phantom smoke, will be recognized as a new tourism resource.

Not only natural phenomena but also the ecology of plants and animals will be reviewed as a new tourism resource. If a technology that can predict the behavior of animals such as a large group of migratory birds and the ecology of insects is developed, it will become a tourism resource.

2 History as a tourist resource

2-1 Reconstruction of history education

2-1-1 Herodotus, Sima Qian, Ibn Khardun

When Herodotus wrote "History Eye", he had no consciousness of history and changed the title to "Research." This book title is the etymology of "history" in English. One of the world views that Herodotus showed was that political conflicts and conflicts would change the world. The worldview of Sima Qian's "History" was different from Herodotus's view of history, and it was to prove how the monarch Han Emperor was an orthodox emperor. Islam was a more developed region in the 14th century world. The Islamic historian Ibn Khardun describes history in the "Introduction to World History" from the perspective that each region in which humans live a social life has its own civilization. By recognizing these things, today's historical recognition problem will not be an obstacle to the flow of people.

2-1-2 Japan coined the word "history"

The word "rekishi" was made in Japan during the Meiji period. The term "shi" is coined by adding "reki", which means "to be connected for generations," to "shi" in "Shiki," which means an officer in charge of writing.

The Meiji government intended to create a Chinese dynasty history comparable to imported Western history. Considering that it is necessary to cherish the relationship with Western history, Marco Polo and other East-West exchange history will be written in the textbook. However, the cleverly coined translations of the emperor, feudal system, revolution, etc. caused a great deal of confusion not only in the Oriental history of the time, but also in the present world history. For example, the Emperor of Qin Shi Huang is at the center of the world who received a "destiny" to rule the world, but Roman Emperor Augustus is only the first member of the Senate who needed to dilute the dictatorship.

2-1-3 History education and tourism resources

Japanese history as a specialty is traditionally divided into western history, oriental history, and Japanese history, and is still inherited today. World history education was first introduced to new high schools in 1949. However, Asia and Europe are in separate chapters and remain Western and Eastern history. It does not include Japanese history, which was renamed from national history. Therefore, it is not considered how the world of that era works, why the people and things of that country came to Japan, and what the Japanese thought and responded to. There is a problem of history recognition in the extension.

Regarding the time division, the times are divided by the change of the dynasty in Europe and China. Michihisa Hotate (Professor Emeritus of the University of Tokyo Historical Archives) has proposed to divide Japan's pre-Meiji period into "Old burial mound → Yamato → Yamashiro → Hojo → Ashikaga → Shokuho → Tokugawa". Since Kamakura and Nara, which are named after the tourist resources, will disappear, the tourism business will be greatly affected.

The country name of Japan and the monarch name of Emperor of Japan were created by the Japanese people who were expelled from the Korean Peninsula due to the defeat of the Hakusonko in 663, along with the visitors from the continent, to counter the Tang Empire. It is a thing. Therefore, "Japanese calligraphy” argued that the Japanese civilization had developed independently from the beginning, regardless of "China", even though it followed the framework of Sima's "History". If this understanding is understood, historical resources can be utilized for tourism resources and tourism business common to the Far East, beyond historical recognition.

2-2 History of Japan as a tourist resource

2-2-1 Old burial mound as a tourism resource free from myths

The Imperial Tomb of Emperor Nintoku was renamed the Daisen-ryo Tumulus in accordance with the academic nomenclature, and the "Mozu-Furuichi Tumulus Group" including the Daisen-ryo Tumulus was registered as a World Cultural Heritage. In 2018, the Imperial Household Agency announced that it would excavate the Daisenryo Burial Mound in collaboration with Sakai City. This is the first time that the Imperial Household Agency has excavated the tombs of successive Emperors and royalty in collaboration with external organizations. We are finally able to escape from the prewar influences that myths were viewed as absolute. This is because the influence as a tourism resource that the general public is interested in has increased.

In Japan, the period before the Jomon period was called the Pre-Pottery Age or the Earthenware Age, and it was thought that humans did not live in the Japanese archipelago. However, in 1949, Tadahiro Aizawa discovered Paleolithic tools at Iwajuku, and more than 4,000 ruins have been confirmed so far. Most are from the late Paleolithic period, approximately 30,000 to 12,000 years ago.

Excavations of the ruins are mostly due to the construction of public works, apart from the Toro Ruins found during the construction of a military factory during the war. The Cultural Property Protection Law requires prior notification for development projects in buried cultural property enveloping areas. As a result, the Yoshinogari Ruins and Sannai Maruyama Ruins have been developed and are being utilized as cultural tourism resources. The local government is also promoting the development as a tourism resource through the Fudoki hill maintenance plan of the Agency for Cultural Affairs and a special project for utilizing historic sites (oldness and history plaza project).

In the archeological field, there were cases in which stone tools and ruins of the Paleolithic period were fabricated. In this case, the national expenses were invested, involving the Ministry of Education, Culture, Sports, Science and Technology, archaeologists, and the local government's intention to promote local tourism. The forged stone tools and ruins were touted by the media and administration, and even posted in textbooks. In the early 20th century, the Piltdown mankind incident occurred in Britain. Archaeologically proven fabrication, the monument is still set up and continues to hold value as a tourist resource providing topics such as Conan Doyle criminal theory.2-

2-2-2 Historical terms of Japanese history as a tourist resource

The JTB Foundation has created a tourism resource ledger to show super-A-class tourism resources as “a resource that represents Japan and that can be shown to the world. It strongly shows the pride of the Japanese people and their identity. I want to visit once." However, the idea of ​​this ledger has limitations that presuppose border consciousness, which is an artificial space concept. Especially for Japanese identity, it is essential to verify universality over time.

➀ Genpei Battle Heike Story

The ancient battlefields and historical sites of Genpei are used as tourism resources nationwide. The Genpei battle is only a part of the "Djishō juei Civil War" and the phenomenon in which Genji and Heike fight each other has been seen throughout Japan. Genji is a paternal line, but Taira is a maternal line and vice versa. Many people, including Heike and Genji, were mobilized, and the wartime regime became Kamakura “Bakufu”. The Kamakura Shogunate was also an unexpected ending. The word "Kamakura Shogunate" is a coined word of the Meiji era. The Kamakura Shogunate began to be hated by the Meiji government as the beginning of the samurai government under the view of imperial history. The Buddhist superior who created the founding of the Kamakura Shogunate was no longer told after the 1921 novel by Akutagawa Ryunosuke. Since the story of the Heike story is completed by the battle between Kamakura and the Seto Inland Sea, there are few historical tourism resources in the Kanto and Tohoku regions.

➁ Edo period

When measuring the economic development of modern Japan based on the 1990 dollar purchasing power standard, the GDP per capita was $21935 in 2010, while the change was 667 dollars in 1600 and 905 dollars in 1846, but the share of non-primary sector was small. , And the demand for money was rising. The money market was stable, and it was a plus for human logistics tourism.

This evaluation of the Edo period was generally negative even after the war. Due to this influence, Himeji Castle is only highly evaluated as a World Heritage Site. The negative reason is the view of Marx's history, but there are also people who think of Satsucho's view of history. Yukichi Fukuzawa called the "monarchy system a parent's illness".

When high economic growth ended and various contradictions such as environmental problems were exposed, some people re-evaluated as a model of a sustainable economy during the Edo period.

On the other hand, a rich rice field landscape was born, rice became the center of the monetary economy, and as a result, the famine of Tenmei, which seems to be a human disaster, occurred again in the Edo era, and several years after the Meiji Restoration. It has been evaluated that the new ordinance of monetary unification could be promulgated without placing the money market in the Edo period when the country was gradually integrated.

➂ Meiji Restoration and Russo-Japanese War

➂-1 Meiji Restoration as a tourist resource and Takamori Saigo are popular

The word "Ishin" begins with the word "isshin", which has been frequently used since the end of the Edo period, replaced with the word of Chinese classical poetry. The meaning of Restoration in the poetry is synonymous with dynasty change, which contradicts the restoration of the royal regime. Choshu and Satsuma have never set down the Tokugawa Shogunate in their clan's policy because the collapse of the clan system would lead to the destruction of the clan. As the government was repatriated, the minority leader Saigo was in trouble because the flag was gone. Therefore, the great decree of the royal revival was who took the initiative of the new government (Hiroshi Mitani, "Considering the Meiji Restoration"). Perhaps it was difficult to understand this in "The Thomas Cook Story". There is no distinction between the alien expulsion terrorists in the late Tokugawa period and the Choshu clan.

In the early modern times, the terms "Bakufu," "Clan," and “Imperial Court" were rarely used (Watanabe Hiroshi, "East Asian Kingship and Thought"). These were the words that were established in the early Meiji era, and the image was that the shogunate had less legitimacy than the Imperial Court and the clan had less legitimacy to protect the central government.

Yuichiro Ando says that it was not the locals who made Saigo Takamori popular, but the citizens of Tokyo, and that it was the inside out of the opposition to the Meiji government ("The Erasure of the Edo Period"). There are many tourist resources related to Takamori Saigo in Tokyo, so it is convincing as it is, but it is unacceptable in Kagoshima.

➂-2 Ryotaro Shiba's view of history and its evaluation

During the reform and opening movement, the Chinese government actively used Lüshun, the stage of the novel "Cloud of Sakanoue", to exclude Japanese tourists from the exclusion zone. However, the two hundred and three highlands, as Chinese tourism researcher Kaoyien says, the host is China, and both Japan and Russia are only guests.

Kyoji Watanabe is tough on Ryotaro Shiba. He gives an example that the Japanese masses at the end of the Edo period did not at all think that it was the selling nation's business, cooperating with the foreign army's ammunition carrier in the war between Britain and Choshu. The farmers of Aizu, when the Aizu clan was attacked by the government forces in the Boshin War, were hired by the government forces and had no problem. The same behavior appears in the Chinese people. The same applies whether the politician is British or the ruling class of the land. In other words, the modern state concept was created later.

Until the start of the Russo-Japanese War, Japan did not want a public or private war. Gonbei Yamamoto said he could abandon Korea and others. That changed the people who were carrying bullets in the war between Britain and the Choshu clan into people who bet their lives for their homeland. A female student, worried about the situation in Qing Dynasty, where there is no "nation", was executed after planning an uprising in Shaoxing in 1907. However, her statue on the shore of West Lake is a resource for both Japanese and Chinese tourists.

Mr. Shiba also wanted to say that he "wins Russia" because he has surpassed Russia in achieving modernization, but the view of victory and defeat in the modern Russo-Japanese War has changed significantly, and it is no longer a simple evaluation. ..

The evaluation of battles in the Manchuria area will continue to change, and tourism behavior will change with that change. If the recognition of the history of the Nomonhan incident and the Haruha River war changes in the world history, the region could become a major tourist resource over the Midway and Guadalcanal.

3-2-4 World cultural heritage that history education is unevenly distributed

World cultural heritage sites registered with UNESCO are unevenly distributed in regions (Table 4-1). There is a limit to the history education in a limited time, and it is considered that the history of other countries tends to be biased toward Western countries and Christianity, which influences the number of world cultural heritage sites.



The Renaissance's three major inventions are all improvements to Song's invention that came through the Silk Road. Gunpowder and guns caused the downfall of knights, compass enabled the Age of Voyage, and typography enabled religious reform, a legacy of humanity across Europe and Asia.

Regarding history education as well, by understanding the history common to humankind or the history of different races in addition to ethnic education, the understanding of world heritage will progress.

The Red Cross, which carries out relief activities without war against the enemy during the war, is called the Red Crescent in Islamic countries, so it is necessary to reconsider the view of the Crusades. The Occupation Army and the Liberation Army will be reversed if the views are different. If the Islamic world, history of India, and history education on Central Asia change, so does the world heritage.

➀ Revival of literary arts (Renaissance)

The historical term Renaissance was established in the late nineteenth century. It is a cultural movement to revive the culture of classical antiquity, which started in Italy in the 14th century and eventually spread to Western European countries. There is.

Greek and Roman classical culture was translated into Arabic from the 8th to 9th centuries and contributed to the development of early Islamic culture. This classical literature and annotations of Islamic scholars have been translated into Latin. The translation work was done in Spain under Islamic control, and many translators such as Muslims, Christians, and Jews participated.

➁ Dissemination of the Bible to the people made possible by paper and printing

Gutenberg's improved letterpress printing technology quickly spread to Europe, utilizing printing technology and paper from China. Unlike kanji, the alphabet was small in number and was suitable for commercialization of letterpress. With this print, Martin Luther spread the German Bible and destroyed the Latin Bible-based church monopoly.

Until the 16th century, church taxes from each region were Vatican's income. With the birth of the modern nation, each country did not allow its wealth to flow to the Vatican, welcomed to keep it in its own country, and the churches of each region actively supported the isolation from Rome. ..

The Seventh Crusade's expedition to Egypt and Tunisia failed, and the reliability of the Pope declined. In 1521, Martin Luther criticized the sale of exemption money to fund St. Peter's Basilica and was excommunicated from the Roman Church and exiled to the Holy Roman Emperor. Therefore Luther received the patronage of the Elector of Saxony and completed the German translation of the New Testament.

➂ Liberation from the guilt of saving money that enables the concept of modern tourism

In 1524, Luther's teaching that “everyone is equal before God” was influenced by the German Peasant War, which argued that farmers should end their slavery and reduce taxes. But in the end, the Lutheran became lords, and the farmers became anti-Luther. Even now, there are many Catholics in Southern Germany. The Lutheran reported that their denomination was a legitimate church with a legal basis, and in the asylum-bearing lands, they were conservatives, contrary to the image of the Reformation.

The movements of the people who demanded more radical reform were carried over to Calvin. Calvin convinced the rescue by accepting the vocation and recognized the savings. It was easy to understand if the title of "Ethics of Protestantism and the spirit of capitalism", which Max Weber theorized, was used as the ethics of Calvinism. The modern tourism concept is also formed by this spirit.

The Calvinists spread as Puritan (UK), Huguenot (France), Goines (Orchid), and the Baptist came out of this trend. Until then, the idea of ​​the right to freely build a church was considered a terrible idea of ​​destroying the status of the church.

What contributed to and contributed to the formation of various modern free thoughts and democracy was Protestantism, which advocated "reformation of reform," which was persecuted by Catholicism, Lutheranism, and Calvinism. .. This is the political tradition that gave birth to Rev. King and President Obama.

3 War and tourism resources

3-1 War, media and tourism

Media prefers combat because media is stimulus-based. The memories and records of war are stimulating and have the power to move people to see them. The Falkland Islands, off the coast of Argentina, were first discovered by many Japanese by war reports that fueled the British people's war. As a result, it has become a source of people and tourism resources.

Just as the American media expanded sales in the US-West War, newspapers made many news reports to the people during the Sino-Japanese War. The Osaka Asahi Shimbun and Chuo Shimbun, which were strong in war reports such as sending military correspondents, increased the circulation. War reports have established the habit of recognizing the world in newspapers and magazines, and prompted the development of the media, but at the risk of unifying people's values. This is because he repeatedly communicated the message that the Qing Dynasty was culturally behind Japan. Even during the Manchurian Incident, the common people read the newspapers reporting the incident and listened to the radio.

Even today, international public opinion is formed and actual international politics are moving, depending on how English-speaking mega media such as CNN and BBC report on the situation of the Balkans and the Middle East. During the Falkland War, much of British public opinion and media supported the Thatcher regime, so it's not much different from what it was during World War I.

3-2 Reconstruction of the concept of "dark tourism"

3-2-1 Degree of "interest" and "dislike"

The concept of "dark tourism" began to be advocated in the 1990s. Explaining it using the method of EEG signal analysis by visualizing the reaction in the brain, those with a high "dislike" among those with a high "interest" are classified as human logistics & tourism resources. This "dislike" sensitivity is more complicated than "like" sensitivity, and cannot be simply classified as "dark". If the "dislike degree" is too strong and the "interest degree" is far exceeded, the tourism resource value will disappear. The so-called enemy houses in Korea are recognized as the remains of the Japanese Emperor and traces of the Japanese Emperor, and the Governor-General of Korea and the former Seoul City Hall have disappeared. The station building Chhatrapati Shivaji Terminus in Mumbai, which was a symbol of British colonial rule, was registered as a World Heritage site and is used as a tourist resource. The important thing about human logistics & tourism policy is to take measures so that the "interest level" exceeds the "dislike degree", and the utilization of the media is also required there.

The value of darkness is the first step in weathering in the medium term. If memory fades, it becomes value-neutral. For politics, that is the solution. It's like a historic tragedy of the Genpei battle, and the place itself is vague. In that case, it will be less stimulating, and will be less valuable as a flow of people and tourism resources, leaving only academic and artistic value.

3-2-2 Display of memories and records of slaughter

War was one of the national policies, and at the time when it was considered as an extension of diplomacy, peace was set at an appropriate place. However, during the First and Second World Wars, the media changed into a nationwide total war, and non-combat personnel were involved in the slaughter. As a result, the memories and records of the war have become the largest in terms of stimulus.

Some of the memories and records of this slaughter do not fall under the category of classic international acts of war. Typical examples are the Auschwitz-Birkenau concentration camp and the Atomic Bomb Dome, which are registered as World Heritage Sites. However, at the Smithsonian Institution, the display of the atomic bomber Enola Gay is held quietly. Even when the value judgment is shared by a relatively large number of people, it is extremely political considering the timing when it gets attention. Whether or not it was intentional immediately after the war, the Holocaust and the damage caused by the atomic bomb, which did not receive much attention, were actions to be remembered later, so there is a possibility that "fiction" will enter. Even so, if the stimulus is strong, it means that people and tourist resources have power.

The Cambodian Tuol Sleng Genocide Crime Museum is "Killingfield" (1984), the Taipei 228 Memorial Hall in Taiwan is the "Civil City" (1989), and the Massacre Memorial Hall in Kigali, Rwanda is "Hotel Rwanda". With the movie (2004), the topic has continued and many visitors have been obtained. On the other hand, the non-movie genocide's first genocide, the genocide of the 20th century, the murder of the herebian native Herrero Namaqua is known only to the people in the country concerned.

3-3 Memory of detention

Germany, the defeated country of the First World War, created a global trade imbalance as it raised foreign currencies to pay post-war compensation. To avoid this problem, it was agreed at the Yalta meeting that compensation would be paid in service or in kind, not in foreign currency or specie payment. This idea of ​​service compensation justified the forced labor of prisoners of war. The number of German prisoners of war captured by the Soviet Union after the invasion of Poland amounted to 4 million, and by the end of 1948, 57,000 had died and 50,000 had been detained without returning.

In February 1945, the United States, the United Kingdom and the Soviet Union signed a secret Yarta agreement over Japan's defeat treatment, and the Soviet Union was decided to be 90 days after the German defeat day (May 7). The Japanese government did not accept the acceptance of the Potsdam Declaration issued on July 27, 90 days later, even on August 7, and as a result, the Soviet Union participated in the war on August 8. The US military dropped the Hiroshima atomic bomb on August 6, the Potsdam Declaration was accepted on August 14, and a truce on September 2 was signed.

As a result, like in Germany, Japanese POWs were also transferred by the Soviet Union to Siberia and other countries as a labor force. The number was about 575,000, and about 58,000 died. Works with the theme of Siberian detention include "barren zone" and "pray to dawn", but if they disappear from memory, they will not become tourism resources.

The Manchurian Settling Immigration Policy was created with the intention of helping poor rural communities in Japan. However, the landlords feared that the productivity of the land would decrease due to the decrease in the number of tenants and the amount of tenants would decrease, and there were few applicants from the tenants. Due to the defeat, many of the pioneer immigrants were detained or mass-determined and left as orphans. This tragedy is also described in "Children of the Earth," etc., but the Manchurian Mongolian Pioneer Peace Memorial Hall, which conveys the history of hardship, is struggling because it lacks record sharing.

3-4 Memory and documentary heritage of the war and the end of the war

The historical facts that determine the start of the war between Japan and the United States are not shared with a drama-like record compared to the memory heritage of responsibility for the end of war. In the United States, the memory of the attack on Pearl Harbor is strong, and the Arizona Memorial is a tourist and tourist resource, but the attack on the British Malay Peninsula is not currently a tourist resource.

Nuremberg-Fürth District Court No. 6○○ Jury Court is a court where the Nuremberg Trial was held, and the materials and exhibits are tourism resources. The Far East International Military Trial (Tokyo Trial) was held in the former Military Academy Auditorium. At the opportunity to redevelop the site of the Self-Defense Forces in Ichigaya with the relocation of the Defense Agency, the auditorium, which is preserved as a recording resource as part of the "Ichigaya Memorial Hall" managed by the Ministry of Defense, was used in the Tokyo trial It is only displayed and there is no exhibition of materials etc. The sword wound of Yukio Mishima left in the former Army Minister's Office is rather a human flow and tourism resource.

The name recognition of Yasukuni Shrine has improved internationally since the A-class war criminals whose death penalty was executed as a result of the Tokyo trial were enshrined. According to Masayasu Hosaka, "militarism is justified", but the value of people and tourism resources has increased.

Since it does not matter even if it is a highly entertaining one with mixed fiction, sharing the results of the war as people and tourism resources so that the general public in the countries concerned can also recognize it will move more people. It will help you to go to. Over time, the sensibilities measured by likability and rejection will become relative, and people will be attracted depending on the degree of interest. If that happens, the international human logistics & tourism policy will be a success.

3-5 Battleship Yamato and Zero Fighter, products of the postwar period

After the defeat, the battleship Yamato and Zero Battle began to be recognized as a source of heart. The existence of Yamato was first widely introduced to the public in 1952 by the novel written by Mitsuo Yoshida"Battleship Yamato no Saigo", which had been banned by GHQ for a long time. The Zero Fighter was unknown to the people during the war (Grandfathers Zero Fighter). The newspaper was first published in November 1939, four years after its adoption. In 1953, "Sakai Saburo Air Battle Record" became a bestseller, and the 1959 comic magazine caused a zero-game boom.

4 Awareness of the history of Japan, China, and South Korea and its utilization as a tourism resource

Even in the Far East region, it is expected that a huge human logistics area will be formed in the same manner as in Europe, and in order to do so, the issue of historical recognition must be transformed into tourism resources.

4-1 Vulnerabilities of history and tradition and necessity of mutual exchange

It was only during the socialist era that the Mongolian people recognized the existence of Genghis Khan. This is because Russia advertised negatively to the Mongolian people. However, since the existence was forgotten by the people of Mongolia, the awareness of its existence was strengthened. On the other hand, Russia's advance to Siberia was made possible by the vacuum of power after the withdrawal of the Mongolian empire, and it started from the north side while being wary of China.

Although the concept of the Chinese ethnicity has been used as a concept since Liang Qichao, it has no substance, and it was the war with Japan that instantly realized it. Even though the Japanese Prime Minister's visit to Yasukuni criticizes the revival of Japanese militarism, it does not develop into a large-scale popular movement in China. It is sometimes a problem that there is a young man in Japanese military uniform wearing a smiling face and taking a souvenir photo at a place called the Patriotic Education Base. In fact, so-called red travel departs from its original purpose and has become the name of infrastructure development such as local economic development and transportation. The Yasukuni Shrine, the Nanjing Massacre Memorial Hall, and the An Jung-geun Memorial Museum are also politically conflicting because the conflict is sharpened by public opinion, but they do not conflict if evaluated as a tourist resource of interest.

4-2 Sightseeing spots with multi-layered memory

Having analyzed Manchu in Japan, Takahiro analyzed the sights of Japanese tourists who are "representative hosts" and "guests" from the perspective of the Chinese. In general, "surrogate" is a word for "the person", but there are various political and historical views regarding the "person" nature. Japan and Russia are guests, but since the historical "person" is changing, it can only be seen from the present age.

The sentiment toward the Battle of Guam and other battles fought between Japan and the United States has been clarified confrontingly, and there is a clear difference between former US soldiers and former Japanese soldiers. However, the Guam host is the Chamorro tribe, who is seeking tourism resources. Battlefields in Okinawa have created not only differences between Okinawa and mainland residents over time, but also differences in awareness of tourism resources among Okinawa residents.

4-3 Guernica Incident and Nanjing Massacre Evaluation (Death Rate Evaluation)

The Guernica airstrikes are urban indiscriminate bombings carried out by the German Air Force during the Spanish Civil War and became a tourism resource with Picasso's paintings. At the 60th anniversary ceremony in 1997, the German ambassador read the German Federal President's apology, and the following year, the German Parliament unanimously resolved the apology for the bombing of Guernica. The Basque Autonomous Government estimates the death toll to be 1,654, with Franco scholars ranging from 12 to 250 deaths.

The Nanjing Massacre was first announced to the Japanese by the Tokyo trial. The issue of historical recognition over the number of victims has been screamed and has become a resource in many memories of the modern Japanese. According to the Ministry of Foreign Affairs website, it is undeniable that the non-combat personnel were killed or looted after entering Nanjing, and there are various opinions about the number of victims, making it difficult for the government to determine which the correct number is. As in the case of the Guernica case, it is wise to utilize it as a tourism business resource for both Japan and China.

4-4 National Shame Day, tourism utilization of enemy heritage

In modern China, the “100 Years of National Shame” is the 100 years since the Opium War against the British, and was accepted on May 9, 1921, when the Manchurian Incident broke out on September 18, 1931. July 7th, the outbreak of the Sino-Japanese War (1937), became a national shame day and is a memory heritage of the Chinese people. The Chinese people's anti-Japanese war memorial hall was set up in the case of the Marco Polo Bridge Incident, which was a small skirmish, and Prime Minister Koizumi visited in 2001. If it is made into a tourism resource, the number of Japanese tours will increase and history recognition may be affected.

4-5 Development of evaluation methods for memory and documentary heritage

Historical recognition is equivalent to prior explanation from guides for tourists in terms of human logistics and tourism. It is strongly influenced by the explanation. In a demonstration experiment using a sensitivity analyzer, the degree of interest increases when there is a guide explanation. It is expected to increase. The higher the degree of interest, the more promising people and tourism resources.

The reaction to historical recognition is probably due to official stance. A more significant data may be obtained by comparing the data obtained by the questionnaire showing official stance with the data obtained by the sensibility analyzer, which reveals the real intention, but the current EEG measurement is limited. One of the topics that has become a topic in history recognition is the "dislike" and "stress" sensibilities. The opposite of "dislike" is not simply "likeness", but the dislike of "dislike" is complicated. Analyzing "dislikes" through the issue of historical recognition may be another way of research, although it is a different dimension from tourism studies.

Chapter 5 Tourism Activities-Supplier's Perspective-

Section 1 Movement of people and movement of money

1 Exchange population and GDP

UNWTO announced that the number of international passenger arrivals in 2018 increased by 1.4 billion (up 5% from the previous year), and international tourism revenue increased to 1.7 trillion dollars (up 4%). In recent years, the rate of increase in income in dollars has not increased as much as the rate of increase in arrivals.

Table 5-1 shows the ratio of tourism activities to GDP (direct effect) prepared by the OECD. It is estimated to be around 5%, but the uncertainty of the concept of tourism will be an issue when creating figures.



In Japan, where the population is declining, people are trying to find a way to increase the exchange population, and tourism activities are being promoted from that perspective. According to the Travel and Tourism Consumption Trend Survey, travel consumption in 2019 was 27.9 trillion yen (of which 4.8 trillion yen was consumed by foreign visitors to Japan). It is estimated that the direct economic effect that will be brought to the Japanese economy will be 26.4 trillion yen and the employment induction effect will be 2.43 million. Furthermore, the production ripple effect including the indirect effect brought by this travel consumption is 53.8 trillion yen, the value added inducement effect is 26.7 trillion yen, and the employment inducement effect is estimated to be 4.59 million.

The amount of travel consumption is estimated by the government's general statistics "Traveling/Tourism Consumption Trend Survey", and the economic effect of travel consumption is estimated according to the world standard statistical method TSA (Tourism Satellite Account). Kazuyuki Matsumoto raises a question about how to express the economic ripple effect of tourism. The tourism industry has a market share of 2-3% in Japan and around 4% in the world. However, there is a custom in this field to put the word "including the economic ripple effect" and inflate it to about 2-3 times the size. Matsumoto fears that it is causing a big misunderstanding. According to some reports published by UNWTO, the expression that GDP of the tourism industry accounts for about 8-9% of the whole industry is used in the world. This is also an inflated number that includes the ripple effect, which is why many people misunderstand it.

Tourism policy is recognized as a regional policy in the United States, and state-by-state comparison tables have been published. There is no difference in income between large cities and rural areas. On the other hand, in Japan, the per capita GDP of Tokyo is driving Japan, and the GDP of regions such as Tohoku and Kyushu is inferior to the population of large cities in the Far East. The rapid increase in the number of tourists visiting Japan has not contributed to the improvement of the lives of local residents, and it is necessary to reconsider the state of regional tourism policies.

2 Movement of people and movement of money (Robin)

The appearance of banknotes, which Marco Polo was surprised and reportedly acclaimed by Ibn Battuta, required the enormous political power of the Mongolian Empire. Even today, the suspension of international currency (US$) due to economic sanctions has had a major impact on tourism activities in the target countries.

2-1 Gold standard

Starting with the United Kingdom in 1816, major nations moved to the gold standard. As a result, transaction costs for trade and movement of capital have been significantly reduced. Even in international tourism activities, the gold standard facilitated the movement of people.

At the end of the 18th century, the London Credit Exchange Company issued the first Travelers Check in major European cities. Almost at the same time as the occurrence of the lexical tourist. At the end of the 19th century, Thomas Cook Inc. issued the same one as it does today, and succeeded in dispelling the anxiety of travelers whose security environment varies depending on the destination country even in Europe. Then American Express entered. Since the company already had locations around the world for travel business at the time, it decided to launch a credit card service and develop the financial sector.

2-2 Japanese currency system

Japan was produced enough to meet the demand for money in Japan. In both the Genpei era and the Warring States era, there were almost no exceptions where there was a famous battle, and since it coincides with where there are many mineral resources such as iron, gold and silver, it is said that you can imagine what you were aiming for. In those times, it was natural for the Japanese to want the mining techniques brought by the Jesuit missionaries.

During the Edo period, silver and copper leaked through the Dutch trade. The production volume also decreased, and recasting was carried out aiming at a profit. Although Arai Hakuseki returned to good money, deflation occurred due to the phenomenon of gold clogging. In 1736, the good coin principle was abolished and the bad casting principle was replaced. The Shogunate learned that it was important to supply the quantity that society and people needed. In 1636, kan-ei-tsu-ho was published. The amount of copper started to be insufficient, and the amount was needed rather than the quality, and iron and brass were used.

The use of banknotes began little by little from the beginning of the Edo period. Private bills issued by the private sector were used in the first half of the 17th century. Banknotes issued by the feudal lord came out in the latter half of the 17th century and were nationwide distributed in the 19th century. My bill almost disappeared in the latter half of the 17th century. By the nineteenth century, banknotes were used nationwide in areas where small amounts of money were scarce.

There were travel exchanges in Japan as well. They made exchanges before the trip and exchanged them for cash at the money changer at the destination. Although research papers on tourism behavior in the early modern times have been published, including those on Ise Ko (fraternal religious group formed by Ise Shrine worshippers), there are few economic analysis of tourism behavior. China issued banknotes in the Song Dynasty. A device was devised considering the convenience on the way. As a result, a large amount of unnecessary copper coins were brought into Japan, and Japan's monetary economy developed. If the monetary economy does not develop, travel will not develop. In response to the increasing number of Chinese tourists who are becoming cashless, WeChat (WeChat), Alipay (Treasure treasure), Tencent (Tenshi), etc., will be a history reproduction if they spread to Japan.

2-3 Money Community

The money community has a simpler structure than the language community. What was "humans move, information moves, money is different", but with the advent of electronic path silver, "humans, information, money" will move at the same time. The formality of money is purified. Therefore, not only mobile tools but also information about the currency to be loaded is required.

There is the word "buy dollars in an emergency". The dollar-denominated world should continue for some time.

Banknotes issued by the feudal lord were widespread in modern Japan, while private bills were widespread in mainland China. This is because the intervention of state power was weak. Nowadays, huge global companies such as Amazon and Google are considering issuing cryptocurrency. For travelers, it is attractive as currency risk is reduced.

3 Travel satisfaction

The biggest drawback of GDP is that it is an accounting concept and only those who have paid consideration are counted. This is all right from the perspective of the supplier, but it is not the optimum evaluation from the perspective of policy.

Satisfaction obtained from tourism and travel cannot be expressed only by monetary evaluation of added value. Climbing and jogging do not use transportation and move on their own feet. If you put up a tent and sleep, the accommodation fee will not be included. Although it does not contribute to GDP statistics to the extent, it is very satisfying.

On the one hand, economic freedom of individual choice runs the risk of colliding with the interests of others. Therefore, it becomes necessary to define the scope of each person's choice in the system. In other words, the concept of an institution is extremely important in economics, and policy recommendations for realizing a high welfare economy are made as institutional design. On the other hand, since the new genre of neuroeconomics does not consider freedom of choice, it excludes the idea of ​​institutional design and seeks the location of direct problem solving in the psychological and physiological processes of the individual. For this reason, neuroeconomic policy recommendations take the form of persuading the person as a so-called "therapist" to determine the index of pleasure from brain data and make the choice to achieve an appropriate level of pleasure. Compared with economics, tourism science (excluding tourism policy theory) is free from institutional design, so there is no conflict. Tourism (except for tourism policy theory) is a therapist, but tourism policy theory is a system designer.

Section 2 Passenger Transport Business

When travelers travel, they utilize some form of transportation. Businesses that provide transportation services to travelers are classified as passenger transportation. The Travel Business Act uses the phrase "transportation agency" but the concept is not clear.

1 Functional differentiation of the passenger transportation industry

The transportation business is a business that carries others and others' goods. Historically, the carrier of carrying one's own luggage gradually separated from others and the business of carrying others' luggage.

The transportation business is divided into freight transportation business and passenger transportation business according to the object to be transported. Since they may be transported at the same time, they are not simply classified systematically.

The transportation means is a ship for water transportation, an aircraft for air transportation, a railroad or an automobile for land transportation, each of which has a business law. In the case of Japan, air transportation has been regulated by the Civil Aviation Law as transportation equipment (aircraft), staff (airmen), and transportation business. Water transportation has been regulated by the Ship Law, etc. for transportation equipment, the Ship Staff Law, the Seamen Law, etc. for staff, and the Maritime Transportation Law, etc. for transportation. Land transportation is regulated by the Railway Business Law, Railway Business Law, and Track Law, and the automobile is regulated by the Road Transportation Vehicle Law, Road Traffic Law, Road Law, Road Transportation Law, etc.

The management of the transportation industry consists of management of customers, management of facilities (vehicles), and management of staff (drivers), and traditional transportation administration regulates the total quantity. These three functions have been differentiated by the progress of information technology and deregulation. This is why it is now possible to calculate the cost per seat and per container. The sailors were dispatched from the manning company, the vessels were leased from the owner company, the cargo was collected by the forwarders and co-collectors, and the shipping company was specialized in the function of controlling the entire system. Cost management became extremely easy, costs were repelled, and investment decisions became quicker. The same thing happened with aviation, and low cost carriers (LCC) appeared. In ship transportation, the functional differentiation between owners and operators has been established for a long time, and joint operations and wet leases are also used in air transportation (when leasing an aircraft, not only the aircraft but also the flight crew, flight attendants, aircraft maintenance, etc. Leasing) and code sharing (where multiple airlines operate a single flight/route jointly) are increasing the functional differentiation of transportation activities. This functional differentiation of the transportation act promoted the relaxation of the business entry regulation system. The function of collecting and attracting customers had already been differentiated into the form of a travel agency and a transportation handling company. Like the seafarer dispatching business, the driving agency business is a division of labor provision.

Both LCC and private lodging were made possible as a result of functional differentiation. Logistics is also chasing after this point.

2 Transport function differentiation and ride sharing

Taxis are mainly street-hailing, and under the rate-based wage system, it has been difficult to differentiate the transport functions. However, the smartphone-equipped vehicle equipped with a position-finding function and a payment function has enabled the differentiation of the function of attracting passengers in the passenger car transportation field, and the ride share of Uber and others has grown rapidly. It became easier to attract customers without having to drive on the road, and business models other than commercial transportation that depended on taximeters grew.

With the revision of the Worker Dispatching Act in 2012, it is now possible to dispatch drivers, making it easier to use rental cars and dispatch drivers. Especially for foreign car rental users, dispatching a driver who is also a tourist guide in his native language is extremely useful. In a sense, the higher business is functionally differentiated, but it is also a threat to existing businesses that cannot keep up with this tendency. Therefore, the transport authorities have imposed restrictions on this functional differentiation by enacting the principle of institutional non-integration of vehicle and driver dispatch. However, at the airport facility, several car rental companies are currently operating by paying tenant fees and installing counters. It is natural to install a tourist guide/driver dispatch service counter next to it for the convenience of airport users. Functionalization will be further promoted as the service can be easily arranged in apps.

3 Progress of becoming borderless

3-1 Code share and cabotage

In the world of aviation, airlines from multiple countries jointly provide transportation services (code sharing). This is a big change, as Japanese aviation authorities were unwilling to co-operate in the early 1990s. When the era of foreign national aircraft carrying in Japan arrives, the meaning of aircraft registration will be diminished. The cabotage system, which restricts domestic transportation to domestic vessels, was initiated by the British nautical ordinance. The UK dominated the huge interests of colonial trade by monopolizing domestic shipping, including colonies, with British vessels. The same is true for American national aircraft that can monopolize the huge domestic aviation market, including Alaska and Hawaii. As China's domestic aviation market grows huge, the air transportation industry in neighboring countries will be exposed to severe competition.

In the Japanese transportation market, inequality began with shipping. The rowing between open ports had to be admitted due to the inequality treaty and the power of Japan Shipping. Later, along with railway development, the coastal transportation problem was resolved, and under the provisions of the Ship Law of 1899, foreign ships became a system that disappeared from Japan's coastal transportation. Since then, Japan's cabotage has been protected.

For several years after World War II, the United States promoted a thorough demilitarization policy for Japan in order to prevent Japan from attacking the Allies again. All ships and aircraft were assumed to be the forces that the Japanese constitution abandoned. The operation of Japanese aircraft was banned and the aviation-related industries were almost wiped out. Before the conclusion of the San Francisco Peace Treaty, there was a movement to establish an operating company by seven Allied airlines in an attempt to control the right to operate air in Japan. However, the Japanese government refused with cabotage as a shield. This claim was recognized by GHQ, and Japan Airlines Co., Ltd. was established in 1951, but at this time Japan could not operate yet, and it was entrusted to Northwest Airlines. When the peace treaty was signed and the independence was restored in 1952, the aircraft could be operated in Japan, but the equipment was borrowed from a Philippine airline.

The Paris Treaty, signed in 1919, granted the signatory states sovereignty over the air. Recognizing the importance of sky over national defense after World War I, the governments of the Paris Convention established the principle of sovereign air sovereignty as well as the territory and territorial waters. Thus, although the principle of airspace sovereignty was born out of the need for national defense, he was also aware of the economic importance of air transportation. This led to the idea of ​​cabotage that companies in other countries would not allow air transportation within their territory. The ban on cabotage has not taken place entirely. Many countries allow foreign companies to make a domestic point-to-point stopover of international passenger transportation.

3-2 Open sky policy and birth of LCC

Traditionally, bilateral treaties have been concluded through air negotiations, and airlines and specific numbers of flights have been set for each route. However, as it is, Japan's human logistics is delayed. The time has come for airlines to adopt the open sky policy, which allows them to judge the market and operate freely based on their own judgment. However, Haneda and Narita, which have physical restrictions, were excluded. As a result, many foreign aviation companies can easily reach local airports in Japan.

In the United States, in 1978, the domestic aviation business was launched under the Aviation Deregulation Act. The open sky policy has also been applied to the international aviation field. In 1978, the United States signed aviation liberalization agreements with the Netherlands, West Germany and Belgium. This was to put pressure on the UK, Europe's largest destination. If the Netherlands accepted an agreement with the United States that allowed free pricing, a large influx of low-fare users into the Netherlands would threaten Britain's air transport status. Today's bargain air tickets are the result of this open sky policy.

The background of the United States pressing other countries to open the international aviation market is the popularization of air transportation and the high weight of the United States in the world human logistics market. At the same time, it should be borne in mind that US airlines will be cabotaged to deny entry to the enormous United States from other countries.

Since passengers use their own feet to reach their final destinations, international transportation is not the only way to complete a flight. Inevitably, in order to meet the sophistication of needs in the fierce competition, it is necessary to combine domestic transportation, so code sharing has begun.

In the first place, the inequality in air transportation between Japan and the United States began under the occupation of the US military, and continues to the allocation of slots at Narita Airport today. Japan, the defeated country, is under a monopoly of the US military, and aviation was significantly restricted under the demilitarization policy of the Japanese military, so there was a large difference in air transportation system after the peace. Perhaps because of the lack of knowledge of international treaties in addition to the difference in the size of the land and economic power, the Japan-US Aviation Treaty, which is disadvantageous to Japan, started. In the US-Japan air negotiations that lasted for about half a century, the number of flights along with routes was a major issue. As a phenomenon not found in Germany and Italy, it gives US airlines a large portion of the slots for domestic and international airports. There was also inequality between the starter companies, which had been preferentially treated since the beginning of the Japan-US Aviation Agreement, and the later companies that entered the international flights between the US and Japan. Dissatisfaction in this respect was the same for the latecomers in the United States, so in 1998, the landmark Japan-US Aviation Agreement was finally concluded. However, the delay in the completion of Narita Airport as a complete airport benefited the Japanese and American starter airlines in a moderate amount, and the local regional economy moderately increased, but it was an obstacle to the development of Japan's tourism and humanitarian activities. That is also the main reason why Haneda's internationalization has come to an end. If the social importance of human flow increases, it will create an environment in which the Japanese society's response to the Narita Airport construction opposition movement, including the sharing of Yokota, will be historically evaluated.

Again, it can be seen that aviation is chasing after shipping. A strong shipping alliance has linked freight cartels and dominated the shipping world, but the freight cartel collapsed when containers were introduced to improve the services of non-participating vessels not participating in the alliance. The same thing happened in the world of aviation. It is only natural that the airfield will be improved, the number of aircraft will be increased, and the income of users will increase. As a result of price competition between IATA member companies and non-member companies, the cartel fare system collapsed in the mid-1980s. A cheap airline (LCC) was born.

4 Linear Shinkansen and Yokota Air Base

The restoration of diplomatic relations with North Korea is of vital importance to Japan's human logistics & tourism industry, which many stakeholders are unaware of. Yokota Air Base, which is located at the center of the Kanto Plain, has the potential not only for the airspace but also for the railway network. Similar to Misawa and Komatsu, if the common aviation service will be provided by the US military and the Defense Agency, many aircraft will come in from airports in various locations. The air transport system in the metropolitan area is unevenly distributed in the south and east, and it takes time for residents in the inland Kanto area to access. Sharing the Yokota Air Base should be implemented with the highest priority. On the other hand, however, Yokota Air Base has a position as a base for the United Nations forces (substantial US military) of the Korean War that has not yet been resolved (Yoji Gomi, "Why does the Korean War not end?"). Yokota is also the most important base for the UN forces, and it is extremely difficult to share it with civil aviation companies. It is necessary to recognize that the Yokota problem cannot be solved without solving the North Korean problem.

The Linear Shinkansen will have a great impact on Japanese tourism. The Tokaido Shinkansen will require large-scale maintenance in the future. The Linear Shinkansen can double the aorta of Japan, and it can be expected that secondary measures will be taken against the Tokai earthquake.

The potential demand for the Linear Shinkansen can be estimated from the current air transport volume between the Tokyo and Kansai areas. Furthermore, the demand for aviation from Okayama, Hiroshima, etc., where the airport is far from the city center, will come into view. The completion of the Linear Shinkansen will affect not only the railway network in the Tokyo area, but also the utilization of the conventional Shinkansen between Tokyo and Nagoya and the route planning of the conventional Shinkansen such as the Hokuriku Shinkansen. There is a lot of room for Haneda slots, and Japan's sky may be able to operate based on economic principles. If this happens, the situation of Japanese people will be improved, and the tourism industry will be affected. In addition, he will also focus on how to utilize the traditional Tokaido and Sanyo Shinkansen. New tourism products may be born one after another.

Due to post-war land and housing measures, the population increase stuck in the peripheral area of ​​the big city became a problem of aircraft noise, but fortunately, Haneda, Itami, Komaki, Itazuke etc. are still located in the central area of ​​the city even now. .. Even if the linear shinkansen brings a decrease in domestic aviation demand, it is expected that an LCC route will be created by taking advantage of the plenty of airport slots, given the economic growth of neighboring countries. Furthermore, if Yokota Air Base (including airspace) becomes the center of the one-day transportation zone in the northern Kanto region, Kofu and Matsumoto are connected to the Chuo Line, Takasaki is connected to the Hachiko Line, and Niigata beyond that is also a human logistics-related business. Opportunity increases.

Section 3 Accommodation

1 The difference between "living" and "staying"-The essence of discussion on private lodging-

1-1 European countries utilizing Private Accommodation

The sharing economy represented by Airbnb has become a hot topic as a private lodging. It is new to the use of smartphone apps, but private homes, boarding houses that utilize rooms, and guest houses have been around since ancient times.

There is no international classification of accommodations. There are differences that reflect the culture of each country. According to OECD statistics, a category called “Private accommodation” is provided to distinguish this from HOTEL. Looking at the number (%) obtained by dividing this “Private accommodation” by the total number of nights as a private night utilization rate, in many areas, including major tourist destinations, when people make domestic trips, rather than using hotels, etc. It can be seen that people are using private lodging (Table 5-2). Even when foreign guests use private lodging, the usage rate is high in Spain, Denmark and Croatia. In the European region, when residents travel, their awareness of borders is weak and there is no difference in their awareness of using private lodging.

“Bed and Breakfast” (B&B) refers to a relatively low-priced, small-scale accommodation with accommodation and breakfast. B&B is also categorized as “Private accommodation”, and it is also popular in the UK and other places because it is the origin of the name of Airbnb.



1-2 History of housing facilities and accommodations and their relationship

When travelers travel, use the facility for rest, sleep, etc., if necessary. The business that provides the facility is the accommodation industry, and the travel industry law uses the term "accommodation institution", but the concept is not clear.

1-2-1 Residence (daily) and lodging (non-daily)

The address, the place of residence for the tax payment system, etc., and the accommodation facility for the place of residence, and the accommodation facility for travelers are regulated under different systems in the legal system. The former is sometimes provided by a real estate lease contract, and has been protected by the Land and Lease Act, etc. The inn business is to "accommodate people", and the "Annotation Civil Code" is based on "accommodation contracts are based on leasing (paid use of guest rooms, etc.) It is a combined mixed contract such as "provided by") ("Commentary Code, Vol. 17, Yuhikaku 1975, p5-23"), but accommodation provided by the Ryokan Business Law does not necessarily presuppose the provision of meals. In the case of placing the headquarters of life, for example, an apartment or a rented room is a building leasing business (rental business/rental business) and is not considered to be included in the inn business. In other words, it is generally recognized that accommodation is an extraordinary thing and should be distinguished from ordinary things such as renting.

1-2-2 Institutional history of living and lodging

The Meiji government had to prepare Westerners for their daily lives, whether they lived in or stayed at Western-style houses. In order to understand the relationship between housing and accommodation, it is necessary to first make a historical analysis of how daily life, centering on living life up to the present day, has been mutated, selected and retained. Living facilities such as homes and lodging facilities such as inns have the same essence in the sense that they play the "living" part of human food and clothing. However, unlike the housing used by specific people, we recognize that it is meaningful to systematically distinguish accommodations that are provided for "paid" to "unspecified majority" in a relatively short period of time. It has been. In this respect, real estate rentals such as apartments and condominiums also target an unspecified large number of people, and there is no difference. What made me notice that was the problem of private lodging by travelers visiting Japan from Chinese-speaking countries.

If a limited number of people, such as homes and villas, use it as a "living room," if it is rented to an unspecified number of people as an "inn" for a fee, the facility maintenance conditions will be added to the cost. There should be no difference in the standards of buildings in which humans live, such as earthquake resistance, but the difference in recognition of how much the lower limit of the standards can be accepted as self-responsibility, and how much the responsibility for lending for a fee becomes a problem. .

1-2-3 Occurrence of housing policy

Those who experienced a period of high growth think that Japan has a leading housing policy and accommodation policies in recent years, but as a policy, accommodation policies preceded it. When there were many people who did not have a settlement, wooden rent lodging regulations, etc. were established for each area to maintain public safety. It is a remnant that short-term boarding houses and simple lodgings where strangers stay in the same room are regulated by the Ryokan Business Law.

Since the enactment of the Civil Code in 1868, Japan has entrusted the parties with the lease term and rent of the rented house. The prewar housing policy started from a state where residence and accommodation were not separated.

Housing assistance is the assistance provided when a poor person needs to pay rent, etc., under the provisions of the welfare law. It is a remnant that this level is virtually linked to the simple lodging fee of the Inn Business Law. By the way, the housing policy started with securing housing facilities for the soldiers of the convoy. Strengthened the rights of landlords. As a result, landowners began to hesitate to lend land, which had a major impact on post-war land and transportation policies.

The Ministry of Health and Welfare established the Housing Division in 1939 and developed a wartime housing policy. In 1941, in addition to the national price control policy for housing, a housing corporation with a strong color as a direct supply policy for housing such as measures to allocate labor during the war was formed. It was also when the theory of separation of sleeping and eating by Nishiyama Uzou came out. In the same year, as a part of the national mobilization system, the so-called legitimate grounds system that strengthened the rights of renters, etc. was introduced in the Land Lease Law.

He argued that growing Japanese soldiers in poor housing was the basis of victory in the Pacific War. He argued that in order to seriously build the Greater East Asia Co-Prosperity Zone, the lives of the rest of the family should be taken care of. It was positioned as an emergency evacuation legislation based on the absolute need for housing during the war.

It is from the postwar period of public housing that the "separation of sleeping and sleeping" concept will be realized socially beyond the norm. This "sleeping theory" developed into the concept of public room (food) and private room (sleeping) during the high economic growth period. Separation of food and sleep at accommodation facilities is also a reflection of daily life.

Next to securing food was securing housing. Due to the Land Lease Law, the land lease becomes a property, the leased land supply almost disappears, and due to the legitimate reason system, the principle of continuous rent restraint (rules in the precedent case), and the large amount of eviction fees, new leased houses for families are provided. There wasn't. Under democratization, urban reform was planned for residential land in response to agricultural land reform. In 1951, the Public Housing Act was enacted in which local governments construct rental housing using state subsidies. After that, the central idea of ​​housing policy continued for a long time as the theory of housing supply and demand.

1-2-4 Establishment of inn business law

The Ryokan Business Law was established in the form of virtually succeeding the prewar inn control system. Due to the historical reasons, the law was also applied to boarding business that targets everyday items, and as a result, it played a part in housing policy. When enacted in 1948, a boarding house is defined as "a facility that allows people to stay for a period of one week or more, or a room charge, and that meets the standards for boarding houses set by the prefectural governor." However, it was revised in 1957 as "boarding business" to "establish a facility and receive accommodation for a period of one month or more to let people stay".

When the inn business law was enacted, it was necessary to have a system in which an unspecified number of people could stay with peace of mind. The inn was a time when women didn't like to travel alone, but they imposed an underwriting obligation on the inn. If the room is vacant, the inn can't refuse without reason. If the inn refuses because it is a foreigner, the inn may be suspended. The reasons for refusal are limited to plague, drunkenness, etc. The only legal matter is that the underwriting obligation is abolished, and if the underwriting obligation is abolished, the Hotel Business Law will be unnecessary and the regulation will be the same as restaurants.

The provision of food is outside the scope of the Japanese inn law. The International Tourist Hotel Development Law, which aims to attract foreign guests, requires that government-registered hotels and registered inns provide breakfast, but these are relatively high-class accommodations, which is the opposite of the United Kingdom and other countries. ..

1-2-5 Appearance of rural residents

There have been cases in which rental condominiums have been remodeled and provided as accommodation facilities for a fee, and they have been exposed for violating the inn business law because they did not meet the facility standards. Reflecting the shortage of accommodation facilities, the number of cases has increased, mainly for facilities for foreign visitors to Japan. However, explaining the difference between this real estate leasing business and the accommodation business is not easy. Weekly condominiums are short-term real estate rentals, but they are furnished with furniture so that you can live immediately. Membership resort facilities are classified as real estate leasing or facility management. On the other hand, some people use the hotel as a residence under a long-term contract. This is because the essence is the same in the sense that it takes on the living part of food, clothing and shelter, which is a human activity.

Oita Prefecture Ajimu's farmhouses have become famous as a model for green tourism. At the start, it was a membership system. This is because, in order to accommodate an unspecified number of people according to the operation of the national ryokan business law, it was necessary to install a guest room with a certain size or more, a kitchen exclusively for guests, and the like, which was costly and not feasible. The membership system was adopted as a method of avoiding the application of the inn business law. In 2000, the authority of the inn business law and the food hygiene law was entrusted to the prefectural governor. Oita Prefecture's policy of operation eliminates the requirement for the area of ​​guest rooms and eliminates the need for a special kitchen when cooking with guests, so there is no need for a membership system. Unlike the minpaku( [private residence](https://ejje.weblio.jp/content/private+residence) [temporarily](https://ejje.weblio.jp/content/temporarily) [taking](https://ejje.weblio.jp/content/taking) [lodgers](https://ejje.weblio.jp/content/lodgers)), which was evoked by travelers from the Chinese-speaking area, the attitude of the media towards rural minpaku was often positive, and the inn industry did not show the overreaction as it does today.

1-2-6 Establishment of fixed-term leasehold that opened the way to private lodging

During the bubble era, the country with the poorest residential environment in the developed countries was Japan, and there was discussion about the rabbit hut theory that the Japanese live in rabbit huts. Actually, it wasn't the living environment of a homeowner, but a wooden rental house in a big city. The aged wooden rental housing in the center of the metropolitan area is under the strong rights of the lessee, which hinders the owner's renewal investment and the advanced use of the city. In 1998, the "Special Measures Law Concerning the Promotion of Supply of High-quality Rental Houses" was enacted, which established the fixed-term renting system. With the advent of Roppongi Hills, etc., so-called weekly condominiums, etc. were made possible, and as a way to utilize real estate, it was possible to make housing and accommodation relatively. However, there was a limit because it was applied only to newly built houses after the law was enacted, partly due to the influence of political forces that claimed protection of the rights of renters in large cities.

In recent years, domestic and foreign capital activities that utilize this system have been observed by combining new technologies such as smartphones with the functional differentiation of "inn" activities. This is the appearance of private lodging. As shown in the table below, this private lodging itself is a service that has been provided in some countries, but by utilizing IT, it becomes easier to secure customers and it is rapidly spreading.

1-3 responding to the relative phenomenon of living and lodging

1-3-1 Enactment of Housing Accommodation Business Law

Due to concerns about shortages of accommodation facilities during the 2020 Tokyo Olympics and Paralympics, the 2017 Housing and Accommodation Business Act (private lodging law) was enacted. Article 1 of the Act stipulates that the purpose is to appropriately meet the demand for accommodation for tourists from home and abroad. It is required to ensure the interlocking of measures based on the concept of accommodation and measures that can respond appropriately to arriving international tourists.

Due to the spread of smartphone apps such as Airbnb and homes, as well as the phenomenon of transport function differentiation, facility provision business (housing accommodation business), facility management business (housing accommodation management business), customer attraction business (housing accommodation agency business) And the phenomenon of accommodation function differentiation are accelerating. This law was established for the purpose of accurately responding to this phenomenon. With respect to functional differentiation, the system has evolved from the inn business law. Residential worker dispatching business is not categorized.

The part that has become a political issue over the Housing Accommodation Business Act is that the number of days a private lodging company will stay a person "at the accommodation fee" will be 180 days in one year calculated by the Ordinance of the Ministry of Land, Infrastructure, Transport and Tourism and the Ordinance of the Ministry of Health, Labor and Welfare. It was the part that should not be exceeded and the part that was subject to additional regulations at the discretion of the local government. This is because it limits the number of business days of private lodging companies, and requires reasonable explanation in limiting property rights.

In the case of the Pharmaceutical Affairs Law, for example, the regulations of Hiroshima Prefecture stipulate that new stores should not be opened within 100 meters of existing stores. However, the court applied the standard idea of ​​strict rationality and concluded that it was a violation of the Constitution.

1-3-2 Obligation to underwrite lodging in the inn business and business decisions of intermediaries

The only legal matter of the inn business law is the underwriting obligation. However, according to the Travel Business Law, inn operators are not obliged to undertake contracts, and even in the standard contracts, travel agents can refuse contracts when it is convenient for their work. When applying directly to an inn, you can stay if the room is vacant, but when you go through a travel agency, you may be refused at the discretion of the travel agency. Of course, even in the case of private lodging agency, it can be refused by the management decision of the travel agency. On the other hand, the private lodging law does not stipulate accommodation underwriting obligations for private lodging companies and private lodging agencies. According to the interpretation of the standard contract clause of the private lodging agency business, it seems that the underwriting obligation is a prerequisite, and clarification is desired. Under the Building Lots and Buildings Transaction Business Act, there is no obligation to undertake a contract. You are free to lend your real estate to anyone, and you are also free to contract with anyone to mediate it.

In Otaru city, there is a case where a public bath that executed the "foreigner refusal" was defeated in a court and paid a solitude. Since it is a public bath, there is no obligation to underwrite it, so the business was not suspended, but it fell into defamation. The inn business, which is obliged to underwrite under the inn business law, will be suspended if it refuses to stay for a reasonable reason. Therefore, the New Economic Federation appealed for the abolition of the accommodation underwriting obligation for private nights in consideration of the complaint handling of residents in the surrounding area. As can be seen in the appearance of this lodging, the residence and the accommodation are relative, and the existence of the underwriting obligation rule is anachronistic. If the underwriting obligation becomes unnecessary, the inn business law itself becomes unnecessary. In addition, it is appropriate to systematically organize the relationship between lodging and living. This is because the inn business law presupposes payment, but the inn business law, which does not have a quantity regulation regarding entry, does not aim to regulate the accommodation fee itself. Therefore, the payability of the inn business law should be interpreted in a limited way.

Unlike the lodging agency of the actual service provider, the underwriting obligation is not stipulated in the Travel Business Law, and the travel agency refuses due to management judgment.

Even non-facility accommodation business can be rejected. As a matter of course, since the housing accommodation agent is not obliged to underwrite, and it is possible to have no complaints about the customer and the offer right, there is a possibility that Airbnb etc. have more power than the local government.

1-3-3 Accommodation institutions and real estate rental institutions

Although the control of illegal lodging is a problem, it is difficult to judge the illegality if the concept of accommodation is vague. This is because no precise explanation of the essential difference between accommodation contracts and real estate rental contracts has been made so far.

"Housing" specified in the Housing and Accommodation Business Act is "necessary for using a house as a home for living" and "recognized to be used for living". "Accommodation" defined in the Inn Business Act is "use the facility by using bedding." In fact, these two rules imply a fundamental institutional contradiction.

These two laws recognize that a dwelling facility is used as the home of life, and that the lodging function uses the facility with bedding.

However, the safety of housing facilities is guaranteed by the Fire Defense Law, the Building Standards Law, etc., and the significance here is to show social recognition. Also, regarding the recognition of lodging, the government's original plan at the time of enacting the inn business law was "to provide bedding," but since the law also applies to lodgings that bring in bedding, the House of Councilors amended it. There is a history.

This is because we could not find an essential difference between the sleep of the outpatient and the sleep of the resident. Therefore, only "payment" shows the social difference, but the difference cannot be explained without discussing the essential difference between the real estate rental contract and the accommodation contract.

After all, the difference between the two is that we have to ask for the existence of the underwriting obligation, and the synonym is that the underwriting obligation is the accommodation institution and the absence is the real estate renting institution.

In the case of a building leasing business, the management of the building is transferred to the lessee, but in the case of the accommodation business, the management right of the accommodation facility lies with the accommodation business operator. The brokerage of building leasing services is subject to the Building Lots and Buildings Transaction Business Act, and the brokerage of accommodation services is subject to the Travel Business Act and the Private Lodging Act. However, their division is ambiguous.

Rental villas and weekly condominiums are building leasing businesses and do not need to meet the facility standards of the Ryokan Business Law. It is possible to obtain the same effect as the accommodation service by arranging additional services (bed make, cleaning, etc.) as a separate contract under the lease contract for the furnished building through the Internet contract. The possibility of having to consider restructuring the legal system still remains.

The private lodging act has established a registration system for the Minister of Land, Infrastructure, Transport and Tourism concerning the housing accommodation management business (business that entrusts management of housing related to housing accommodation business where there is no landlord).

Under the jurisdiction of the Real Estate Business Division, Land and Construction Industry Bureau, Ministry of Land, Infrastructure, Transport and Tourism, measures for proper execution of the housing accommodation management business (explanation of contract contents to housing accommodation business operators) and appropriate housing accommodation business Measures for execution (measures to ensure hygiene of guests, etc.) were required.

Therefore, we tried to deal with the situation more realistically by treating it as an administration of housing rather than an accommodation, but the concept of accommodation and housing has not been completely arranged.

When medical facilities provide hospitalization services as part of treatment, educational facilities provide dormitory services as part of education, and companies provide employee dormitory services as benefits, they are not always covered by the Ryokan Business Law. Not considered an accommodation service.

However, due to the sophistication of life, medical treatment and education are being integrated into daily life, and inns and hotels are also providing new services such as "a purpose service that is worth living."

In the aging era and lifelong learning era, the facilities that have been regarded as lodging facilities until now are mixed with those that mainly provide accommodation services for travelers and those that mainly provide education, medical care, and nursing care services for consumers. Is expected to progress. It is expected that the accommodation business law system will need to be restructured.

1-3-4 Noisy host-guest theory and 180-day rule

Property owners and real estate investors are beginning to recognize that private lodging represented by Airbnb is an attractive investment. On the other hand, there are some residents who don't like the environment where many noisy guests gather. Citizens who dislike noise may even dislike the noise of the nursery school, so it may be even worse if they become foreigners. This issue is not a question of which is right and which is wrong compared to the opinion of the residents that human logistics business is necessary for the local economy. Therefore, it is natural that the conclusions differ depending on the region. Ultimately, the decision may be made by the head of the local government, which is the representative of the residents, and the local assembly. Japan's city planning law has a long history after the war, so it should be possible for adults to settle, including judicial decisions.

Private lodging act requires notification to the prefectural governor when attempting to run a housing accommodation business, and the maximum number of days provided per year is 180 days. As a mechanism to reflect the actual conditions of the region, we have introduced restrictions on the implementation of housing accommodation business by ordinance, require measures for the proper execution of the housing accommodation business (such as measures to ensure the hygiene of the guest), and have no landlord. It is obligatory for housing accommodation companies to outsource housing management to housing accommodation management companies. Due to the limit of this so-called additional regulation, the Japan Tourism Agency guidelines stipulate that it should not impose excessive restrictions that limit the implementation of the project itself, but there is a possibility that management policies such as Airbnb will function even further. This is because it has the power to stop referrals to areas with much trouble.

To date, there have been many areas in Japan where regulations regarding urbanization control areas, agricultural land, etc. have been flexibly operated by local governments. However, the debate about private lodging has made it possible to understand why European city planning regulations are strict. This is because European rules have been created in the coexistence of many ethnic groups.

With regard to private lodging, there are complaints from residents in various places because there are many foreign guests. Small and medium-sized inn operators are also taking advantage of complaints for business reasons and conducting campaigns against them. Complaints come from lending and borrowing through internet intermediary sites. In many cases, one room in a condominium without a landlord becomes a room for private lodging.

Many municipalities have jurisdiction over the lodging business. For this reason, various regulations will be implemented mainly in residential areas in addition to the law.

1-3-5 Albergo Diffuso

"Albergo Difuso" is an accommodation style that started by activating unoccupied houses and stores to attract tourists and revitalize the area. In Italian, Albergo means hotel and Difuso means dispersion and diffusion. A direct translation would be a "distributed hotel." Albergo Diffuso occupies multiple buildings in the village, whereas a typical hotel offers one facility. A reception desk will be set up in the center of the village, and vacant houses, vacant rooms, and vacant shops within a certain range will be used as accommodation rooms and hotel facilities. There are 84 sites in Italy that are certified by the Albergo Diffuso Association. In Japan as well, if we develop private lodging discussions for individual properties and work on private lodging in the region, the direction of discussions will change.

2 Western style "hotel" and Japanese style "ryokan"

The need to legally separate the hotel from the ryokan arose from the post-war foreign currency acquisition policy. The strict foreign currency control policy continued until the 1964 Tokyo Olympics triggered the liberalization of Japanese overseas travel. It was an era when it was thought that dozens of American tourists would be hired if one American tourist came to Japan, so there was an urgent need to develop a hotel. Since Imperial Hotels were already requisitioned by the US military, the International Tourist Hotel Improvement Law was enacted and a system was established to allow Americans to stay with peace of mind. There was a message that it was necessary to have a bathtub in the room so that it was not necessary to enter a savage mixed bath. There was also a provision of meals, and there was a requirement to have toast for breakfast. Due to the lack of hotels, it was decided to treat local luxury inns as international tourist inns similar to hotels.

Yoshinobu Ashihara argues that the difference between Western architecture and Japanese houses is the difference between wearing and not wearing shoes. According to the judgment, the difference between the hotel and the inn is whether or not the shoes are taken off. Then, how long did Japanese people start wearing shoes? According to Minoru Inagawa, we must go back to 1861 to talk about the encounter between Japanese and shoes. According to him, it was around 1877 when the shogunate's ban allowed the shoes to come free. From such a historical background, the image that the hotel is high-class and the inn is for the general public was accepted without any resistance.

According to Goro Kimura's work, accommodation facilities are divided into inns, hotels, and boarding houses, and inns have two meals per night. The hotel is described as having no meals. So why didn't the hotel have meals? It seems inconvenient for foreigners to have breakfast. The idea is opposite to the International Tourist Hotel Development Law. It seems that the ryokan didn't serve meals in the old days, but when did you get a half-board? Why was it not in the post-war inn business law? This is a research subject.

So what is the difference between a hotel and an inn? In the early Meiji era, Western houses could be clearly distinguished from Western-style houses. Since the hotel is also a Western-style building, it can be distinguished from the inn. The Meiji government rushed to revise the treaty and tried to create a European model Tokyo in Edo.

The government decree stipulated that government buildings were limited to Western architecture. When the fire was said to be in the Edo era, a simple lifestyle was adopted that was easy to restore. Unlike that period, our living environment today is mainly Western style.

Few people would sit down to the set and have a meal, then tidy up and sleep in the same tatami room with a futon. The only difference is if you take off your shoes. Therefore, there is no need for social classification, and the classification under the Hotel Business Law was abolished. On the contrary, even in the United States, the number of homes that provide mudrooms is increasing and the habit of taking off shoes is also increasing.

It is often the case here that there is a misunderstanding about the rating of accommodation facilities, including researchers. What is the purpose of rating is, but when it comes to attracting foreign customers, it has already been classified into four categories in Japan.

There are four types: internationally registered hotels, internationally registered inns, unregistered hotels, and unregistered inns.

The rating is different from that of foreign countries in that the higher the rating is, the more tax benefits are received.

In Europe, the higher the national rating, the higher the tax. There are even cases where they dislike it and lower their ratings. There was a time when high-rated sake had high taxes.

Even more weird things are happening in Japan. Under the International Tourist Hotel Improvement Act, tax can be reduced at the discretion of the local government, but under the Tokyo Metropolitan Accommodation Ordinance, hotel tax will be levied at hotel inns and above.

Accommodation taxes are often collected in major overseas cities as well, but these are used as tourism promotion resources for the cities. In this way, there is a policy dissonance over the accommodation tax in the country and the capital. It can be said that the time has come to completely review the International Tourist Hotel Improvement Law.

3 Functional differentiation and debate on "night" and "food" separation

When staying at a hotel/inn, write down your name and address on the accommodation card. Using a pseudonym is against the law. On the other hand, since the hotel/inn has an underwriting obligation, there is a possibility that the business will be suspended if the room is vacant, but is refused for no reasonable reason. In this way, the accommodation business represented by the inn business has been recognized as a legal system, with the original purpose of being aware that it is literally an auxiliary agency of transportation for lodging travelers. In that regard, restaurants and other food and drink businesses can operate freely as long as they adhere to the standards of public health centers, as there are no economic restrictions. Even if you refuse an unpleasant customer, it does not stop business (there is a fear of defamation).

The Ryokan Business Law was established from the standpoint of public health because of the urgent need to establish an environmental hygiene concept from the reflection that the living environment and hygiene were extremely deteriorated in the turmoil after World War II. With the enactment of the Anti-Prostitution Act, regulations were added from the viewpoint of maintaining good manners and customs (such as restrictions on the distance from school educational facilities).

Since the inn business law only stipulates that the accommodation fee is charged and does not regulate how much it is, it is up to the management to decide what to include in the accommodation price. Bed charges, bath charges, and tea charges are not separately charged, but alcohol and souvenir charges are generally charged separately. Breakfast may be included or charged separately. If it is included, it is the same as the bathing fee, so it would be a loss unless you use it. In that case, dinner may not be taken as dinner fee, but as accommodation fee. If an inn as a lodging business compels a meal by tying it up, there is a high possibility that it will be against the law because it is obliged to underwrite the accommodation. Therefore, this area is the limit. Free shuttle buses to stations and airports are increasing. It can be said that when it comes to this point, the accommodation business itself has transformed into a packaged product focusing on accommodation, which even handles picking up guests.

The International Tourist Hotel Development Law, which aims to attract foreign guests, requires that the accommodation fee and meal price be posted and reported separately, so the operation must lack elasticity. When a registered hotel sells a vacant room at a bargain price, it must be sold as an accommodation pack, which is a product of a travel agency.

In recent years, in hot spring resorts and the like, there has been a growing demand for overnight meal separation that separates accommodation and meals from the perspective of urban development. The large inn holds all the guests, and as a result, the guests are no longer able to leave the town, and as a result, they are aware that the bustle of the town has been lost. On the other hand, some lodging facilities have abolished dinner according to the management policy.

4 Hospitality in 1936 and 2019

U Ruff's "Burmese Merchant's Visit to Japan" describes a Japanese department store in 1936 as an "Arigato" attack before it left the store. Hideya Teiho also introduced the following examples of Imperial Hotels in Osaka.

"The customer was looking at the person in charge looking back into the scope after the door was closed, and she gave a deep bow to the door and went home."

It seems that Imperial Hotel has since practiced this as a model. It is interesting to see that Japan's customer service attitude does not change much when the economy is in good condition after the Pacific War. It is a researcher's task to determine when this happened.

On the other hand, Sato Sampei is working on "Fuji Santaro Journey" as a cartoon of overseas manners. There were acts such as taking out pickled vegetables brought in at the hotel breakfast and starting to eat crisply, making miso soup in the hotel pot, and taking away towels and amenities for commemoration. It is a common phenomenon during the economic growth period, and it seems that through this process, people gradually gained their manners and became more sophisticated.

The family gathering was an event only during the period of high growth. Until modern times, conversation during meals was prohibited. The conversation was born in the 20th year of the Meiji era, and educator Zenji Iwamoto wrote articles in Christianity magazines, etc., and after that, the idea that the whole family should eat together with nationalist Confucian education spread. It was It became commonplace in the 1970s, and solitary food appeared in the 1980s.

“Omotenashi” became a hot topic when the Olympics were attracted. However, it was a domestic topic because it was translated into hospitality and treatment in overseas media and reported. The relationship between hospitality and omotenashi is the same as the relationship between kanko and tourism, and it is a matter of definition of words. You have to be clear about what you are discussing and choose a lexical phrase. When it comes to how to provide the satisfaction of tourists' minds, it is necessary to clarify the difference from how to provide the satisfactions of tourists to those other than tourists. Therefore, we end up with the problem of defining tourism.

Customer service skills overlap with the discussion of chips, but chips also overlap with labor compensation and tax issues.

In the hot springs of Hokuriku, at the peak of the hot springs, many of the inns didn't make enough money to tip and the employees didn't join the pension. The employment side also had some merits. As a result, when the number of bathing guests drastically decreased and the inn went bankrupt, employees became unemployed due to aging and had to rely on public assistance. It is necessary to devise ways to balance rewards for customer service skills and modern employment relationships.

Before the war, Japan's International Tourism Bureau advocated the abolition of tea because it was difficult for foreigners to understand. However, the word post-war chips was imported, so it may not have been necessary to call for abolition. This time, conversely, the fact that the tip system is unfamiliar in Japan created a service fee that users would be charged uniformly. The daily wage system, which is a service fee to fund employee personnel expenses, also remains in some areas. Even if you go to a famous restaurant in Tokyo, the service charge is casually stated on the invoice in addition to the consumption tax, and the card will be withdrawn. How to allocate under the modern employment relationship is also a research subject.

Immediately after privatization, Scandinavian Airlines President Jan Karsen gave a lecture at JR East. The "moment of truth" that preached his hospitality was a bestseller, but then SAS went bankrupt. Not only Yang Karsen, but also famous tourist companies in recent years give a speech on their success stories at various tourism lectures. It is strange to teach know-how easily, but it secures the authority that "our president is great in the media" to young company employees. In that sense, the activity in the media is effective. Therefore, the "heart of hospitality" is easily spoken.

Although the Japanese people are praised for their good manners in transportation, in the Edo era, the townspeople and peasants did not discipline their families. There was only discipline for group and work. Meiji elementary schools only taught reading and writing abacus, but did not discipline them. The sight of the Taisho era is said to be at a trade show of uninhabited people. There is no habit of giving up seats to the elderly, etc., and it seems that the person who sat first would win. There was also a case of throwing trash such as lunch boxes and beer bottles out of the window and injuring a track guard.

There is a movie called Toilet Manager, which is based on the essay of Shigeru Fujishima, a senior executive of the National Railways. The restroom at the station was never rated as it is today, and it was rather low in the red.

Hospitality courses are also open at universities, so they are the subject of research, but they should be distinguished from employee education in business. Researchers should start by collecting and analyzing visualized brain reaction data, and consider education based on the results of that research.

Section 4 from travel industry to human logistics business

1 Division of Travel Industry-Difference between Travel Industry and Travel Agency Business-

The travel industry is classified into a type I travel agency, a type II travel agency, a type III travel agency, and an agency for travel agency according to the scope of business. The business scopes of the former three parties are based on the categories of travel destinations: overseas/domestic whole area (one kind), whole country (two kinds), and domestic neighboring areas (three kinds). A travel agency is literally an agency for travel agency. This is because there are people who carry out the agency of major travel agencies such as JTB in rural areas.

The agency business includes a user agency business and an agency business such as a transportation agency and an accommodation agency. The agency business of the user is the arrangement business described later. The agency business of transportation agencies is not regulated by the current travel business law.

In addition to the travel business category, there is a business category of the travel industry. This is a category of travel products that are sold on their own (usually package tours are applicable) or travels that are arranged as an agent of the customer. The former is similar to the manufacturing industry in that it sells the finished product at its own price (package tour price), regardless of the parts that make up the product. Although the law has been frequently amended in the past regarding its responsibility, the issue is that the amendments are inconsistent. If there is a major reform of the passenger transportation business system in the future, it will be necessary to change the travel industry scheme.

Regarding travel arrangements for arranging accommodations, transportation, etc. as an agent for users, the classification by travel destination is meaningless in the present age of information technology, and basically, the first type, the second type, The three types are the same. Also for package tours, the meaning of dividing the areas within the country is diminishing.

So why is it that the regulations have been broken down into small chunks and their amendments have been implemented? This is because the people, politicians and the press have demanded too much policy. The government squeezes out ideas every year and submits a bill on new policies to the Diet. Since "legal matters" are required as long as the law is issued, first combine tax reforms (tax law determinism). In the city planning law system, special cases such as permits may be used to issue legal matters. As a result, the system became complicated and it became difficult for even experts to understand. The special zone system is also used as a legal matter, but the problem is that there are too many policies. The purpose of regulating the travel industry is consumer protection, and the complexity of the system is also a problem.

It is required to “meet the landing type” for the third-class travel industry targeting neighboring areas. This is all the more so as the expectations for tourism policies from the region are high. However, since consumers are at the departure point, there is a problem with the concept of landing-type tourism itself. It is efficient to perform marketing at the place where the consumer is located, and further, with the spread of the Internet, it is becoming obsolete to use the binary opposition concept of the place of origin and the place of landing.

The travel industry has appointed a “Travel Business Handling Administrator” to ensure the clarity of transactions, certainty of providing services related to travel, fairness of other transactions, travel safety and necessary matters for ensuring the convenience of travelers. It is obligatory to have office work related to management and supervision. The travel business manager has different required tests depending on the type of travel business handled. When dealing with overseas travel, a person who has passed the Comprehensive Travel Business Handling Administrator Examination is required, and when handling only domestic travel, a person who has passed the Comprehensive Travel Business Handling Administrator Examination or the Domestic Travel Business Handling Administrator Examination is required. ..

The travel business handling manager system began with a request to provide explanations to consumers, including relief measures for Japanese overseas travelers who had an accident overseas. Today, with the development of smartphones and PCs, simple memorization items can be deleted from the above tests. Consumer complaint handling will eventually evolve into AI-enabled. What is needed above all is an accurate understanding of the relationship between the Travel Business Act and various actual transportation laws.

2 Travel agency and fee business

With the development of transportation, the business of selling passenger transportation products of national railways and airlines has begun. Therefore, the custom of calling a travel agency as a travel agency still remains.

The travel industry is a business that receives a reward from a traveler, a transportation agency, an accommodation agency, etc., but this fee also includes a fee from the transportation agency, a kickback (KB).

In 1949 under the occupation, the general ticket fee for the JNR Japan Transportation Corporation (now JTB) was suspended by a strong GHQ order based on the Dodge Line. The government stopped the payment of fees until the finances of JNR, which became a public corporation, were restored, and passengers recommended that the fees be paid during this period. The Japan Transportation Agency has recognized that taking an issuance fee from a passenger will have a negative effect until the fee is restored, and it has been recognized that it cannot be practically collected from the passenger. It was JTB's biggest crisis, along with the measures JR took directly into the travel industry following the privatization of the national railway.

With the introduction of large aircraft, represented by jumbo aircraft in 1970, sales of a rapidly increasing number of seats became a challenge for airlines. For this reason, airlines sell bulk fare to travel agents, which sells a certain number of seats to an established group (Affinity Group) or IT (comprehensive travel) organization regardless of the number of passengers. For travel agents, it was their responsibility to carry out group trips on the seats of the bulk-purchased aircraft. Unlike the conventional comprehensive travel fares, no fees are paid and it was unpopular with travel agents. Moreover, it was difficult for the travel agency that the fare was clearly indicated to the final user and the cost was known.

As seen in the reaction to the abolition of national railway fees and the introduction of bulk fares, it was difficult for travel agents with high fee dependence to develop into a travel business that sells their own travel products. .. Fares are regulated, passengers can know the fare amount at timetables and stops, and they are reluctant to pay a fee to the travel agent in addition to the set fare amount. In any case, it was necessary from the beginning of the system to make an adjustment in the interpretation of the Travel Business Law and the fare rebate prohibition provision of the Passenger Transportation Business Control Law. At the Budget Committee of the House of Representatives in 1990, a government member said, "There is a sales commission in the securities report of Japan Airlines, a sales commission of 63 billion yen in 63 years," especially in relation to the authorized fare. It doesn't matter." According to Kawaguchi Mitsuru's "New 21st Century Aviation Policy Theory," KB (kickback) does not mean that the full amount of profit is for the travel agency. The reality is that the travel agency has a strong or weak market. The total amount of KB in Japan's aviation industry will be at least 600 billion yen or more. Some companies will process KB accounting as sales expenses. For example, some companies treat the selling price as a decline or treat it as a bad debt." If there was a kickback mechanism that didn't show the cost to the consumer, it was only a matter of time before LCC appeared.

Due to the US Carter administration's air liberalization policy, price competition between airlines that are members of the IATA (International Air Transport Association), which is a fare cartel organization of airlines, and companies that are not. Advanced. As a result, the cartel fare system collapsed even in the existing major airlines that are members of IATA in the mid-1980s, and LCC was born.

In the wake of the rise of LCC, major airlines have adopted LCC's business model of "direct sales via the Internet" and even cheaper regular discount rates in order to further reduce costs. As a result, the number of cheap airline tickets sold through travel agencies continued to decline, and spread throughout the world in the 1980s after the collapse of the IATA cartel, "a major airline offers cheap airline tickets for group tours to travel agencies. The business model of "Distributing to the personal market through" has come to an end.

3 The wonder of the package tour price

If you order a set meal menu at the cafeteria, it is generally cheaper than ordering a combination of the same items as a single item. The package tour price is also the same, and it has spread with the support of users. However, unlike the charges for restaurants, which can be freely priced, Shinkansen, airlines, etc. are regulated by the Transport Business Act regarding terms and conditions, fares and charges. Accommodation fees for government-registered hotels and Japanese inns must be reported in advance. Therefore, if the package tour price is subject to the regulation system, the price should not be decided freely. However, in reality, various products are sold. Moreover, it is almost impossible to explain the overseas travel pack if it is interpreted as being subject to various overseas price restrictions. I am interested in the institutional explanation of this.

Selling a product raises the responsibility of selling it. If you sell a service product as your own brand, you will be responsible for realizing that service. Package tours are sold by a travel agency with its own brand price. It is straightforward to think that it is sold at the comprehensive price (packed product price) by self-calculation, as it is different from the regulated charge for movement and accommodation. As long as you sell your own product, contract liability also arises for consumers. The company responsible for this is the travel agency. Then, the contract liability began to be recognized as a problem if it was lower than that of the transportation and accommodation agencies.

The Transport Business Law and the International Tourist Hotel Development Law are laws that regulate the relationship of B2C (Business to Consumer) for the purpose of protecting users. B2B (Business to business) relationship is not assumed directly.

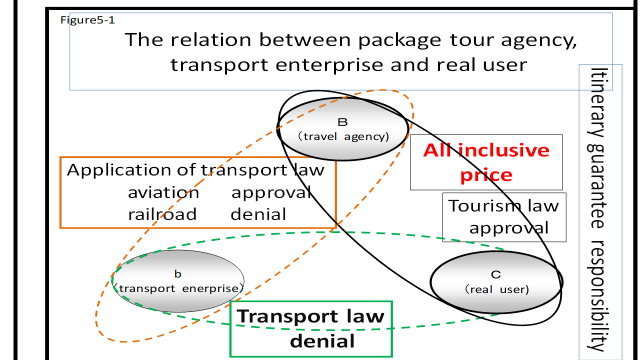
In a packaged tour, there are three relationships between real users and carriers, travel agents and carriers, and real users and travel agents. It is difficult to give a rational explanation as a whole when it is considered that business relations are regulated by the three relationships at the same time.

Moreover, the Travel Business Law also regulates the types of transportation and accommodations that are used by travel agents as subcontractors. Therefore, institutional understanding is even more difficult.

For this reason, the railway administration has been operating in such a way that transportation restrictions do not apply to B2B.On the other hand, the aviation administration has been operating on the premise of application, as symbolized by the existence of a comprehensive fare discount system. Regarding the Road Transport Law, it is more appropriate to consider that it does not apply because there is no comprehensive fare discount system like aviation and it is affected by the railway legislation. However, it is required for a state of law to include a legislative measure to reasonably explain the whole including not only rate regulation but also safety regulation.

There are historical reasons for each transportation business law, and the principle is to treat users equally as a rule. There is no institutional collateral provision that can offer advantageous conditions only to planned tour operators who sell package tours, and it is not in harmony with the Travel Business Law.

The reason for the dissonance is that the concept of package tours (currently known as planned tours) has been incorporated into the system while it is still legally immature. However, it is socially appreciated that the price of packed products promoted deregulation in Japan. Various innovations are expected in the future. Institutionally, it is necessary to comprehensively examine the relationship between the transportation industry, accommodations, etc. and the travel industry, both inside and outside.



4 Sale of pack products promoted by jumbo jets and bullet trains

From April 1, 1964, it was approved only once a year for US$500 (¥20,000 for export in Japanese yen). Within this range, it has come to be recognized even for tourism purposes. US$500 is a foreign currency to cover foreign accommodation expenses such as accommodation expenses. Since it does not include the round-trip airfare that can be paid in yen in Japan, it is possible to sell overseas sponsored travel products.

An economically comfortable person went abroad. However, since the amount of information was small and it was dark in the local situation, an airline with know-how introduced a series of travel products sponsored by JAL Pack and others. On the other hand, the travel industry, which had no know-how, was commercialized in the form of following the airline companies. The organizers of package tours gradually shifted from being led by airlines to being led by travel agencies, and the background was the rapid expansion of overseas tourism.

The railway fare of JNR was specified by law. This is because the railway was a national monopoly. Like taxes, JNR fares were considered by law to be a monopoly fare. With JNR becoming a private-sector JR, fare no longer needs to be set by law.

The Japanese National Railways decided not to sell tourists directly, but to sell it using Japan Transport Corporation. In February 1955, a round-trip ticket was born. The round trip ticket is an ordinary round trip ticket (a so-called ordered product that is set by combining travelers' desired courses under certain conditions) and a uniform round trip ticket (with a uniform fare, and how many times like a commuter pass in a specific area). But there was a so-called ready-made product that you could ride on freely. The flat tour ticket is a package travel product carried by the carrier, which spurred its use and affected the fare system of JNR.

The Shinkansen, which opened in 1964, has three times as many seats as conventional lines. In 1965, Nippon Kotsu Co., Ltd. sold the "Shinkansen high set", and at this time, the concept that pack travel (organized travel) was one of the products was established. In 1967, JNR planned a completely ready-made product aimed at the desired destination of passengers by packing everything necessary for traveling from the origin to the destination, such as trains, buses, and inns, and incorporating bold discounts. And JNR has released Eck (abbreviation of economy coupon), which is a handy product for one day trip. At that time, the travel agency's sales force was weak, and it was difficult to set up products for individual mass sales. Under this circumstance, the JNR took the lead in selling ECK mainly in Tokyo and Osaka, gradually expanding it nationwide and increasing its performance.

With the increase in the number of tourist trips triggered by the World Exposition held in Osaka in 1970, the power of the travel agency gradually became stronger, and the travel agency also developed its own products and sold them. A competition between the JNR and travel agencies has begun.

Since 1975, jointly planned products by JNR and travel agencies have been released as "JNR special travel" in order to coordinate both parties. The JNR special products were obliged to put the JNR special mark on the brand name of the travel agent (at the same time, discounts such as fares were given).

5 Liability for accidents during travel

With the increasing number of Japanese people traveling abroad, the problem of compensation for damages of Japanese people involved in accidents abroad has become a social problem. This is because the damage compensation capabilities of transportation operators in developing countries that have caused an accident could not handle the amount of compensation for the expensive Japanese people. Although it was not a package tour (a "sponsored trip" at the time), the Shanghai train collision fatal accident that was involved in a school excursion by high school students in Kochi Prefecture in 1988 attracted public attention. There was a drama that filled the gap between the Japanese market where the price was at least 50 million yen and the market price on the Chinese side where the price was at most 50 million yen.

In Japanese courts, there were many cases in which travelers' claims for package tour travel agencies were dismissed. However, the theory has reinforced that package tour operators should take primary responsibility. As a result, a special compensation system for package tours was established by the revision of the standard travel agreement in 1982.

Regardless of legal liability, the travel agent shall pay a predetermined amount of compensation and sympathy money for damage incurred on the life, body and personal belongings of the traveler while participating in the sponsored trip. This was decided in the contract.

When the travel agent is liable, the compensation is regarded as damage compensation within the limit of the amount of damage compensation to be paid based on the liability.

The Travel Business Law Enforcement Regulations stipulate that matters concerning liability and exemption as well as matters concerning compensation for damages during travel must be described in the contract. Based on this, the above contents were stipulated in the standard contract.

In response to the increased risk of public relations lawsuits due to the increase in overseas travel, in West Germany (at that time), which was precedent, the contracting nature of sponsored travel agencies was specified in the civil code. In the 1970s, the federal courts in West Germany allegedly interpreted tours as contracts because they thought it was too hard to force travelers to take a foreign lawsuit for an accident during an overseas trip. On May 4, 1979, the Civil Code Amendment Act was enacted as the so-called Travel Contract Act. The West German Travel Contract Law, which was made a compromise by limiting liability, brought out the primary responsibility of the travel organizer to travelers by making the pack travel contract a similar contract.

In response to this, in Japan, a special compensation system was set up as a private contract, in a form that was separate from the problem of liability, and the government supported it by the authority to authorize the agreement. In Japan, where the social system based on precedents is difficult to develop, it is thought that the Japanese-style system, in which measures are taken by administrative guidance, works effectively because user protection is not thorough after all.

At the time of 1982, travel arrangements were requested to be arranged at their own risk, and there was an opportunity to be involved in the travel contents in advance, so it was said that special compensation for travel agents was not required. However, among the arranged trips, the planned arrangement trips are fixed, without clearly indicating the selection of each travel service institution of the traveler, and at the responsibility of the travel agency, and without clearly showing the breakdown of the travel price. Therefore, since there is no room for tourists to intervene, the special travel insurance system has been amended from 1996 by the amendment of the standard travel industry agreement in 1995.

The special compensation system was not a statutory system, but according to the provisions of the Travel Business Act, the Minister of Land, Infrastructure, Transport and Tourism can issue a business improvement order to conclude an insurance contract that can guarantee the necessary amount of damages for travelers. It is said that it was established on the basis of. Due to the provision of the special compensation system under the terms of the contract, the travel agency's debt in the planned travel contract is in addition to the arrangement debt (contractual nature) and the itinerary management debt (delegation nature), and the travel agency's package tour It has come to be said that there is a security guarantee as an ancillary obligation of travel contracts (confirmed by judicial precedent).

6 Corporate responsibility of consumer society

Conventionally, consumer organizations and the like have commented that travel contracts should be structured in the same way as transport contracts.

As a result, the itinerary guarantee system became closer to the so-called contract liability by adding and expanding damages to the actual traveler while maintaining the structure as a delegation contract.

The itinerary guarantee system can be stopped even in a sophisticated consumer society. In that sense, in comparison with the "special compensation system" that was designed with the aim of helping victims due to illegal acts in mind, it seems inevitable that a more advanced system would be constructed.

The itinerary guarantee system itself was newly established in the 1996 standard travel agency agreement. A certain amount of change deposit will be paid even for those that are not responsible for the travel agency, such as those caused by the negligence of the transportation agency, accommodation facility, etc.

The itinerary guarantee system pays a change compensation money when there is a significant change in the itinerary even if the travel agent is infallible. When the contract content is changed, it may not be obvious whether the travel agency is responsible for the change. If the responsibility is not clear, the travel agent will pay the change compensation for the time being. Traditionally, package tour operators have been aware that the debt is complete as long as the arrangement debt is exhausted. However, it changed this perception.

If the solar eclipse tour is hosted, it will be necessary to pay change compensation if it is not a torus eclipse. The increasing awareness of travelers has given up on both the sellers and buyers of travel products.

From the tourist's point of view, the party exchanging the contract is the package tour operator. It is expected that package tour operators will fulfill their responsibilities as parties. On the other hand, real travel agencies do not have complete control and control over real service providers such as hotels and airlines, and their responsibilities as parties have certain limits.

The itinerary guarantee system is a concept that harmonizes these conflicting facts. Introducing the itinerary guarantee system was a step forward in that sense.

In the actual transportation contract, the transportation time is not the content of the contract even if it is said to be regular transportation. Therefore, delay damage does not occur.

However, transit time is important to travelers as it affects their next journey. According to the itinerary guarantee system, sponsored tourists will be more liable for contract dates than actual carriers.

7 Birth of planned tours and customized tours

Under the revised Act on Travel Industry Law 2004, planned trips have been legally categorized based on the idea that travel contracts under the itinerary guarantee system will be regulated separately from other travel contracts.

However, the statutory categorization standard is the comprehensive price and it is based on self-calculation, and the itinerary guarantee system is not yet statutory standard.

Therefore, there is room in the legal system that it is possible to use the comprehensive price for trips other than planned trips (for example, use transportation).

The itinerary guarantee undertaken by this travel agency is ensured by the approval of the travel industry agreement or the administration of the standard agreement, and the system itself is not legal.

If it is assumed that the planned trip is subject to the regulations of the travel industry and not subject to the regulations of the Passenger Transportation Business Act, it is premised on the legal category of the planned trip, and the criteria to be categorized are the passenger transportation business. A rational explanation is required to exempt the application of laws and regulations.

If the itinerary guarantee is the basis of a planned trip, it should be a legal category standard. According to the Travel Business Act, a travel agency can sell planned travel products that do not comply with the standard contracts if approved. It is common knowledge that when the comprehensive fee is set by self-calculation, the handling of regulations such as the Passenger Transport Business Law should be handled in the same way as the standard contract, but it is unclear and systematically weak.

Logically, the travel industry system should be restructured to divide it into travel products calculated by itself and other products. The former should consider restructuring as a system in which the special compensation system functions, based on the statutory standard of the itinerary guarantee system.

Due to the differentiation phenomenon of the transportation function, the division of the travel industry and the transportation industry has become relative in the function of selling transportation products, and damage to consumers is covered by disaster insurance separated from liability for damages. It may be desirable to take relief measures. This is even more the case when the use transportation and the use accommodation are incorporated in the planned travel product.

8 Fundamental problems and future of the relationship between the travel industry and the passenger transportation industry

Some even think that the law deliberately takes measures that prevent it from becoming too perfect, and that incomplete control has important democratic value.

This measure will be the source of evolution. There are gaps in the regulatory system and seeds of evolution.

There are gaps in the business category classifications of companies that provide transportation services, such as boarding, chaptering, boarding, business use, and private use, because they are due to the limitations of administrative work, rather than being essential.

Fare regulation became practically flexible due to the gap between the travel business law and various transportation laws, which caused further deregulation of the system. The representative is the pack product price, and the planned travel product price.

If fares are highly flexible or liberalized, the comprehensive fee system for planned trips becomes a matter of mere business policy.

The concept of inclusive charges has become ambiguous. The reason is that the concept of order-based planned travel is incorporated into planned travel. If the solicitation-type planned trip was a planned trip, there was no concept of fees, and the idea of ​​comprehensive price was clear. However, since the law was revised in 2004 to incorporate the concept of order-based planned travel, the concept of fees has entered.

If the consciousness that the comprehensive charge equal flat rate system is lost, it will no longer be the criteria for categorizing planned trips that are not subject to fare restrictions.

As a result, as in the case of manufacturing, it is a matter of course that planning services include purchasing services by self-calculation and creating products by self-calculation.

The criteria for categorizing planned trips from those other than planned trips are only those that are not clearly stipulated in the travel business law called itinerary guarantee. This is the biggest problem in the Travel Business Law under the Passenger Transportation Business Law. Moreover, this issue goes beyond travel business law. This would lead to the conclusion that a drastic review of the overall legal and regulatory system through the passenger transportation business (separation of rate regulation and safety regulation, etc.) is necessary.

9 Single Item Package Tour-Mysterious Products Unique to Japan-

As the name implies, a package tour has the feeling of being a combination of several things.

But in reality, there are three things:

(1) Hollow-out die for which only a round-trip transportation mechanism is decided

② Free choice type that you can freely select from multiple courses locally

③ A single item type that adds ancillary services (lunch etc.) to the single item of accommodation and transportation

The emergence of these products, including individual products, has promoted price competition and had a major impact on the structural reform of the passenger transportation business.

In Europe, before the directive of the EC Ministerial Council, the Brussels Convention and the Civil Code of West Germany (at that time) also stipulate that package tours (comprehensive travel) include at least two of transportation, accommodation, etc. The single item type was excluded.

The EC ministerial council directive stipulates a “combination of two or more” as a requirement for “comprehensive travel”, and does not refer to so-called single-item type comprehensive travel. In the UK pack travel rules, a package travel is at least two of (1) transportation, (2) accommodation, and (3) other travel services that do not accompany transportation or accommodation and that form an important part of the travel package. It is defined as pre-combined, sold at an inclusive price or subscribed for sale, and the service extends over 24 hours or more of the institution or includes overnight accommodation. Therefore, the single item type is excluded.

In Japan, the single item type is not excluded, and the percentage of the single item type in the sales of accommodation services is particularly high. Initially, travel agents sold hotels and inns stocked for package tours in combination with transportation services. However, since the rooms of hotels and inns remained unsold, travel agencies began selling hotels and other items as single items. This is the reason for the single-pack travel.

It is a natural business practice for a travel agent to order and hold passengers' seats and seats in the air first, and sell them during the busy season, according to its own calculation. This is exactly the economic significance of a package tour. The point is that whether it is a single item or not is the same, but in terms of consistency with individual regulatory systems, it is a decision on the system operation of the country. In the judgment of single item, it is said that "accommodation" prescribed by the Travel Business Law does not include meals, and half board accommodation service is not a single item type. The single item type has not been a serious problem to be discussed in Japan's practical practice as a package tour, but it is subject to discussion in the EC Council Directive that requires multiple combinations.

In addition, the comprehensive travel discount fares that are delivered under the provisions of the Civil Aeronautics Act are subject to the "Combination of 2 or more" and "24 hours, 1 night" rules of the EC Ministerial Council Directive. This is because airfares are created in accordance with international rules, but they are not prohibited under the Travel Business Law, and are due to the management policy of airline companies. Therefore, for travel products other than air travel, there is virtually no need to impose such conditions.

Japan's pack travel system has established practical practices that allow single-package packages and tour products, and the legal system has not denied sponsoring single products. The problem with single-package packages and tour products is that, from the viewpoint of travelers, there is almost no difference from the arranged trip. There is a kind of dispute between the sponsored (planned) product and the arranged product, such as different transaction conditions and different responsibilities.

If we consider package tours as a way to put weight on itinerary management, it is true that there are many tours that do not include itinerary management, especially single-package tour products.

On the other hand, the significance of the package tour products, which are mainly single products, has been recognized as promoting competition in the world of actual transportation and promoting structural reform. As a result, the boundary between actual transportation and use transportation is thinned, and conversely, package tour travel agencies must also strengthen their contract liability. Considering this, the creation of the itinerary guarantee system in the standard contract was a natural result.

The single item product represented by "Platt Kodama" is a single item package tour product. There is canned beer etc., but there is no essential difference because tea and squeezing can be made even with the transportation service provided directly by the carrier. It is treated as something other than use transportation (non carrier tranport), but its social function also plays the same role as non carrier tranport. Although the travel fee is clearly stated to the actual user by the travel agent, the fare amount is not explicitly stated to the actual user from the passenger transport business, and the Railway Business Law is not applied. If it is a non-carrier tranport, the Railway Business Law will be applied to pack travelers, but the law does not presume a non-carrier tranport. When accepting what has been considered as a single item in a package tour, the difference between the itinerary guarantee liability and the transportation contract liability appears as the difference between the travel price and the fare. Other than this, it is difficult to give an institutional explanation.

A reasonable explanation is possible under a travel contract, but if it is not done under the legal provisions of a clear statement, there are limits and a legislative solution is required.

10 non-carrier transportation and non-facility accommodation

Trip.com's vacant reservation riots caught the press. Television was featured under the title "Sell accommodation sites and rooms that are not booked", and it was a little burning in related industries.

Expressing this gossip as an article of gossip, forgive this for businesses that use the Internet to contract for a luxury inn for 100,000 yen, silently refund if they do not get it, and earn a fee if they get it. It's a fuss about whether it's okay.

The media is reporting calmly because overbooking of real carriers has penetrated as a system in aviation. Travel agencies also systematically assume overbooking of aircraft and passenger cabins, for which the itinerary guarantee liability is stipulated in the standard contract.

The Japanese Travel Business Law provides for non-carrier transportation and non-facility accommodation, but since there is no person implementing it, there is no standard contract.

In the world of aviation, the use air transportation business has developed the industry. The travel industry is also a non-carrier transportation and non-facility accommodation in Germany, which is responsible for contracting, and is a lodging facility. Since Japan has no strength in the travel industry, we cannot accept any contract liability, and the current travel agreement covers the liability for special compensation and itinerary guarantee.

In fact, the Travel Business Law also provides for non-carrier transportation and non-facility accommodation. However, there is no standard contract because the industry does not sell and the government cannot handle it. The lack of understanding of this manifested itself in terms of fictitious inventory, the same as overbooking.

In addition to purchasing accommodation plans from actual “accommodation facilities”, Trip.Com also employs a business model called “request reservation”. This is not a contract of use, but an arrangement of arrangements.

The sales flow for request reservation is

1) Apply for a hotel reservation of your choice on this site

2) Communicate the actual user's wishes to the distributor via Trip.com

3) Notify Trip.Com of the reservation confirmation message from the distributor

4) Make sure contact to actual users

Trip.Com applied the cancellation policy of the accommodation plan provided by the seller as a platform as it was, but revised it to require the seller to provide an accurate cancellation policy.

Section 5: Providing tourism resources and the future of human logistics & tourism

1 Facilities for providing tourist resources

The name "Museum and Entertainment Park and Amusement Park," which was used in 1882 in the regulations of the Convention and Exhibition Park, has changed its name to theme parks, IR, etc., but it is a place and facility that provides tourist resources. It makes no difference. The Basic Law for the Promotion of Culture and Arts (2001) refers to Go, Shogi and other national entertainment as "national entertainment", and it has no difference in its essence.

The admission tax law enacted under the War Legislation stipulates movie, drama, performing arts, performances, performances, baseball events, racetracks and bicycle racetracks as a first-class location, and an exhibition hall as a second-class location. By defining an exhibition hall, an amusement park, etc. as a third-class facility such as a ballpark, a pool ground, a golf course, a skating rink, a fishing boat, and a boat rental site, all entertainment facilities were covered. Currently, with the creation of the consumption tax, the entrance tax has disappeared except for the golf course use tax.

Facilities that provide tourism resources include libraries, museums, and entertainment venues. It is a facility that is likely to attract many people because it is open to the public. Therefore, an institutional norm for gathering people is required. The library regulated by the Library Law (1950) is a library established by local governments or public interest corporations regulated by the Civil Code. It is a facility whose purpose is to contribute to education, research and recreation, etc. A museum stipulated by the Museum Act means "collecting, storing (including nurturing) materials related to history, art, folk folklore, industry, natural science, etc., and displaying them for general public use under educational consideration. Of the institutions that are engaged in the business necessary to contribute to their education, research, recreation, etc. and also conduct research and research related to these materials, those registered by local governments, etc. have been registered. Thing”. Zoos, botanical gardens and aquariums are also legal museums. As a legal system regarding places where intangible tourist resources are provided to tourists, there are the entertainment center law and the public hall law. The "entertainment hall" specified in the Entertainment Center Act means "a facility that shows or hears movies, plays, music, sports, performances, or entertainments to the public," and the "entertainment center" that manages the entertainment hall as a business. “Site sales” must be approved by the administrative agency. This applies to theme parks such as USJ. The public hall is subject to the regulation and subsidy of the Social Education Act for the purpose of holding exhibitions, books, records, models, materials, etc., and holding meetings on physical education, recreation, etc. However, it also functions to help maintain intangible tourism resources that are not established as entertainment. In Japan, museums and exhibitions (entertainment halls) have developed together as a place to receive Western civilization, and for historical reasons, they are enthusiastic about attracting exhibitions. Pachinko, etc. are subject to the regulation of "business that provides equipment to play games that may inspire customers" according to laws such as regulation of sex business and suitability of work, but it violates criminal gambling charges Not ("when you just bet something for a one-time entertainment" (Criminal Code Article 185) is not illegal). Under the legal system, pachinko is a “temporary entertainment”, and public gambling is entertainment other than temporary entertainment. In any case, gambling is a recreational resource, and we recognize that gambling is a recreational resource.

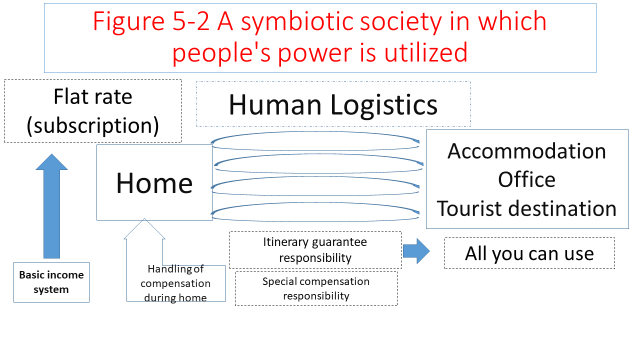
The act of buying up admission tickets for resale purposes and reselling them in public places is prohibited by the Price Control Ordinance, the Antique Business Act and many local government nuisance prevention ordinances. Online auctions also correspond to public acts.

2 The idea of ​​a multi-package tour

Monthly unlimited use of Internet and mobile phones is becoming common. Although unlimited fare for railroads is becoming popular, the commuter pass is, in fact, an unlimited ride for a certain period within a certain section, which is a historical business model. In recent years, this is called a subscription. All-you-can-ride fares for taxis and air transportation are sometimes tried, but they are not in full swing. This is because it is difficult to build a business model, and there is a “factual barrier” to the operation of the standard contract system for the travel industry. In the first place, tourism is an exercise of individuality, and it is strange that all pack products have the same standard. However, Japanese administrative practice has practically not allowed to go beyond the standard contract. Therefore, basically, I can only think of the time until I leave my home and return to my home as one trip, and the idea of ​​unlimited trips to the trip was not born.

JTB provides a Jerong taxi service for the elderly. It is a product that allows you to use a taxi between your home, a hospital, a convenience store, etc. any number of times for a fixed monthly fee. This is possible because we have adopted the idea of ​​a multi-package tour. In the conventional idea of ​​a package tour, which is divided into each time from departure to returning home, the issue of handling special compensation responsibility while at home becomes a problem. Therefore, it was difficult to realize an unlimited ride system, but it was made possible by adopting a new travel agreement. By using this Jeron taxi in combination with subsidies from local governments, it is thought that it will be even more likely to be used in depopulated areas.

If the taxi company adopts this monthly flat-rate flat rate as its own fare system, it will be even easier to operate. Just as the television broadcasting business model based on the program schedule was not inevitable, the shared bus business model based on stops and timetables is not inevitable. If you use the smartphone app and package tour system, you can get rid of the binary contradictory idea of chapter and boarding. There is also a monthly fixed-price product that can be used for buses and taxis, as well as railroads and airplanes, for hotels and other human logistics services. Creating a human logistics concept that goes beyond the itinerary concept will greatly open up the future of the human logistics industry.



**Chapter 6 Evolution of Information Theory on Human logistics & Tourism and Direction of Tourism Studies-For Youth Who Aim to Be Entrepreneurs-**

Tourism informatics started from informatics related to tourism resources, but due to the quantitative constraints of information, it was mainly information provided by public entities. It is expected that tourism information science in the future should evolve into a prediction theory of tourism behavior that utilizes the vast amount of information collected. To that end, overcoming the limitations of the immature tourism concept, the theory of integration into brain science is being evoked as human logistics.

Section 1 Tourism information and its provision

1 Tourism information concept

Information is a social concept that is meaningful to human groups. Social science terms are often influenced by administrative terms. However, Japanese law does not use lexical tourism information.

Tourism information was first recognized as Information for tourist, and a system for providing information on tourism resources was considered. Due to technological advances such as smartphones, tourism information is shifting its focus to discussing the motives for moving people, and tourism informatics is being recognized as Information for tourism. The debate about Tourist's own brain reaction has just begun. With the Covid-19 epidemic, human logistics such as the use of social distancing and the use of face recognition system are beginning to be discussed.

2 Evolution of tourism information provision system

2-1 The idea of tourism information system

The idea of ​​the official tourism information system begins with the Ministry of Transport compiling the "Basic Concept of Tourism Information System" in 1973. As a basic survey for the development of a tourism information system, which consists mainly of a tourism information collection and provision system and a public accommodation facility reservation system, we conducted a survey of the distribution status of tourism resource facilities and a survey of information collection routes. In response to this, the Japan Tourism Association opened the Central Tourism Information Center in 1976 on the JNR Shinjuku Station yard and in 1977 created a total of 10 national tourism information files. In 1985, computerization of information files was started, and a national tourism information database was created. It was an era where a centralized system using a large computer was a prerequisite. With the spread of the Internet, tourist information changed to be handled side by side with weather forecasts and fortune telling on portal sites, etc., but at this stage it was still a kind of assortment information.

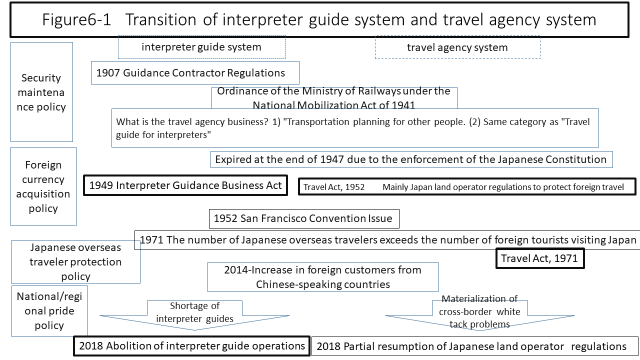
2-2 Social system for human logistics & tourism information provision

The legal system relating to the provision of information to tourists is supported by individual systems such as accommodation, interpreter guidance, overseas tourism advertisement, and travel business. Regarding the passenger transportation business, an information provision system has been established within the system of the Individual Transportation Law. The advent of smartphones that provide location information using GPS, etc., requires the rebuilding of human logistics and tourism provision systems. The passenger transportation information provision system is required to be reconstructed from the station/timetable system to a provision system centered on location information. Tourism information provision systems are changing as discussed in the general public information provision system. Various as a System has become a buzzword, and mobility is being touted as MaaS. However, the development of institutional theory beyond the regulatory system cannot be seen.

2-3 Deregulation of interpreter guidance system

The interpreter guide system in Japan, established in 1949, was established for the purpose of obtaining foreign currency, and was intended mainly for American travelers.

In addition, there were almost no foreigners living in Japan at the time of enactment, and it was assumed that Japanese would acquire foreign languages. Therefore, the common sense tests on geography, history, industry, economy, politics, and culture have been conducted in Japanese, but it is more appropriate to conduct them in each foreign language in view of the need to explain to outside customers. According to the explanation found on the website of the professional school for training tour operators, if the question asked by the traveler is asked in a foreign language (Chinese, Vietnamese, etc.), it will be answered in that foreign language. According to the same explanation, the interpreter guidance act is to explain in foreign languages, "The one on the right is XX." It was intentionally written that the boarding action does not violate the Interpreter Guide Act.



3 Progress of language research and human logistics & tourism information system discussion

The artificial translation function has improved, and it is at the stage of practical application, at least for tourism. The linguistic information and the moving picture information are easily provided from the smartphone, and the input/output function by voice (auditory information) also has the translation function, and is provided for general use.

3-1 Formation of language theory

Language is an evolution of adaptive selection from another function that does not need to be directly related. It is believed that a new function, language, emerged like a phase transition when the eyes, ears, mouth, hands, etc. met by chance and were integrated.

In the 1950s, Chomsky's "Generative Grammar Theory" tries to understand the essential mechanism of human language from the perspective of "why humans can master various languages ​​and realize various mental activities". Was launched.

It consisted of a vocabulary catalog and a computing system, each of which was thought to have a foundation in the brain.

He thought that languages ​​had rules, not because humans made them regularly, but because they follow natural laws. He proposed that natural language has an inevitable grammatical rule, which is a universal and innate principle (language birth theory).

On the other hand, he thought that the learning of meanings and concepts was acquired, that the connection between words and meanings was based on association, and that the association was accidental.

The points of contact between the flow of linguistics and neuroscience are gradually becoming clear. The vocabulary involves a wide range from the medial inferior lobe to the medial aspect of the left temporal lobe.

It is presumed that the operation of selecting a vocabulary from the vocabulary and inserting it into the calculation system involves the region from the posterior part of the left upper temporal gyrus to the lower part of the parietal lobe.

It is presumed that Broca's field plays a major role in operations such as grammatical structure in computing systems. It is believed that the whole of this cranial nerve tissue is the neurological basis of the language acquisition device proposed by the generative grammar theory.

3-2 Acquisition of language

Humans acquired a hand by bipedal walking, but the pelvis developed and became difficult. Since humans can use their hands, they have become able to use stone tools and can cooperate in childbirth. And above all, humanity acquired words by using stone tools. Humans have used stone tools and have subsequently degenerated their jaws, acquired a round tongue, and changed their throat. Humankind is now able to emit a variety of voices, increasing the probability of survival.

The mouth and throat are respiratory and nutrition intake organs, and are not born as language organs. In other words, words were not created by natural selection, but as a by-product. It uses part of the muscles that have been developed to prevent accidental swallowing when swallowing.

Human life has reduced the risk of foreign enemies due to group life, and infants have started to cry because they control their parents. The ability to control breathing has developed and it has become possible to learn words.

Humans used to have absolute pitch like animals, but in the process of evolution, it shifted to relative pitch. This is because the language is symbolized not by the absolute pitch of sounds, but by the relative relationship between sounds.

Kazuo Okanoya does not say that words were created first, but that the sound flow like a song was created first, and that words were created by cutting them.

There are about fifty types of sounds that humans can produce. Words are created by combining a few sounds. The Japanese cannot hear the high frequency sounds in English. The Japanese didn't make the cells to process it when they were children, so they can't hear it. In order for an adult to hear, it is necessary to artificially send a sound with a frequency higher than that of Japanese into the language area and generate a network of neurons that recognize this.

Elucidation of the relationship between the auditory mechanism and culture is progressing. Analysis of pleasant sounds, music or offensive sounds is evolving. Sounds that attract children's attention are used in TV commercials. Sound enriches our lives, but it is also annoying because some people are faint when they listen to music.

3-3 Language and gene

Humans have acquired genes related to language. This gene exists in mice and chimpanzees, and chimpanzees and gorillas can understand sign language. Only human genes have altered amino acid sequences in certain specific regions, and humans suffer from language impairment when this gene is defective.

It is about 100,000 years ago when humans replaced this amino acid and acquired language. About 100,000 years ago, Kazuo Okanoya says that language began as a thinking tool rather than communication. On the other hand, Robin Dunbar says that the language has evolved to make us living in a flock talk and relieve stress, and the flock size is about 150 people.

3-4 Language and awareness

Consciousness and mind are the abstractions created by language. It takes about 0.2 to 0.5 seconds for the brain to hear and understand the words. It takes 1/1000th of a second for a synapse to pass information. This means that in order to complete processing in units of 0.1 seconds, the information processing of the brain can be completely completed by going through synapses about 100 times.

The only weapon of verbal creatures is to predict and calculate, but at the same time it has created the perception of death. So some sort of social device was needed. In addition, even if the creature that can be predicted and calculated is a natural phenomenon, it must be someone's purpose. As a result, languages ​​produced God and myths through their hundreds of thousands of years of life. Language, law, and money arise from where humans are mortal beings. Money then commercialized prostitution and made revenge illegal by adding fines and consolation. The social phenomenon called tourism is established on top of that.

3-5 Automatic translation and deep learning

3-5-1 Brain science and artificial intelligence

In the human brain, hundreds of billions of nerve cells of different types have different shapes and functions, forming a six-layer structure. If all the neurons are connected, it will be one million kilometers. Researchers have begun to understand that electrical signals circulate through this complex network to create advanced functions.

The main constituents of the brain are nerve cells, which are special cells that exchange electrical information by emitting electrical signals. The entire brain has hundreds of billions, forming complex neural circuits. An organized neural circuit is constructed by the nerve cells gathering in layers to form layers, and information transmission becomes more efficient. As a result, advanced information processing such as cognition, exercise, emotion, memory, and learning can be realized.

Deep learning became famous in an experiment in which Google could recognize a "cat face" from about 10 million YouTube videos. We were able to win the reputation that the performance of Google Translate was further improved. It is epoch-making that the machine can automatically extract the feature amount that humans had given until then. Rather than being a logical breakthrough, the technical achievements of overcoming various limitations such as computing power and putting them into practical use are evaluated.

This deep learning is raising the topic of artificial intelligence (AI) because it is similar to the mechanism of cranial nerve operation. However, unlike machines that require large amounts of data, human babies learn words with little experience. Therefore, this is far from autonomous artificial intelligence, much less "human intelligence".

3-5-2 Cognitive mechanism

In unicellular animals, "sensory" and "movement" occur as a series of reactions in one cell. As the body evolved, the body was made up of multiple cells, and the part that senses the outside world and the part that moves were separated, and the structure that connects them was needed, and the nervous system began. The central nervous system was born, and the upper central brain was born. The basic brain areas are considered common to all vertebrates. The lower the animal, the more accurate the memory. In other words, it is also inflexible. What's more, the memories that people once remembered do not disappear. Memory is ambiguous in the human brain like no other, but it is also the source of human adaptability. The brain learns slowly to ensure this ambiguity. Features are extracted by slowing learning. It is necessary to hold a memory to connect multiple things.

"Recognition" required a huge amount of calculation, but now it is possible, and since it has already exceeded the human recognition ability, a face recognition system has been put to practical use.

Practical application goes from cognition to movement and language. When it comes to "understanding" the meaning of words, "imagining" images, and "replacing" with words, it is complete. Deep learning is the processing of patterns. Therefore, Google collects a huge amount of image information.

When the brain and computer go down to the microscopic world such as nerve cells and electronic devices, "understanding" and "meaning" will disappear. How do people understand and feel meaning in such a situation? Researchers want to solve the mystery. If tourism research does not go there, it will become a delayed science.

3-5-3 Signals to the brain and semantics

The cochlear implant of a hearing-impaired person converts the sound picked up by a microphone into an electric signal, and the electric signal stimulates the cochlea. The sound heard from the cochlear implant is the same as the electronic sound emitted by the robot. When he puts it up and puts it on, it creates a sense of unity with the sound, turning it into a natural voice and being able to talk in a month.

This applies not only to hearing but also to sight and the like. It is also the reason why sign language is a language. The signals to the brain and the signals as vision are synchronized, creating an illusion that it is your own. It is the unconscious part. It is upstream of motor nerves, but disappears as it traces its origin. In the process, the concept of time was created.

3-5-4 the birth of will

Then what is the will? There is a hole for protein passage on the nerve fiber, and it is normally closed. When it opens for a moment, an electrical signal passes. Some have altered the shape of the protein first, and then undergo a chain reaction. The one that changed first is the will. However, most of the will is determined by the unconscious part.

It's unclear what changed the unconscious, protein, and it's like moving by force. Elucidation of the mechanism by which electrical signals change into meaningful ones is a task of brain science, and it is also a branch point between monism and dualism.

3-6 Appearance of characters as a means of recording language information

Humans invented the characters to record linguistic information. The textual information replaces auditory information with visual information, and humans have no special sense organs for text. Therefore, the character information is converted into a language (usually sound) and stored. It is possible to store and record without letters. There are people with terrifying memory such as Hiedanoare. Not only ancient Japanese culture, but even Ainu culture and other ethnic groups that do not have letters formed a higher level of social culture than expected. If the characters and languages can be evolved into universal ones by artificial intelligence, it is essential to develop artificial intelligence whose meaning can be understood.

Section 2 Understanding location information and creating human logistics & tourism business

1 Progress of location information system

Statistically, tourist statistics are mainly static statistics based on traffic statistics. The statistics on the number of visitors to major tourist destinations are also the number of visitors to each tourist facility and the number of users of accommodation facilities, and it was difficult to establish a scientific tourism policy due to the lack of dynamic grasp of tourists. .

In 2007, the National Police Agency announced a mobile phone location information system. The concept of communication was originally a concept that included both traffic and communication, but then the concept of transportation separated. However, the movement of people and the movement of information have come to be synchronized again by utilizing GPS. This is the development of mobile culture. Japan's mobile culture was at the forefront of the world until DoCoMo's i-mode, and digital cameras were selected as the next tools. It was not a mistake as a sales strategy because the word "voyeur" appeared, but the standard equipment for location information on smartphones came next. Due to the location information, the world has gone beyond car navigation to enter the era of man navigation. An app that pops in nearby information has become popular along with free Wi-Fi in towns. It is an era where human logistics & tourism information jumps in through smartphones, regardless of whether it is a developed country or a developing country. The arrival of Uber and Airbnb was a matter of time. The concept of car sharing and room sharing was in line with the social demands for energy saving and low pollution. It is no wonder that the end of the sharing debate is autonomous vehicles.

2 From car navigation to man navigation, and ahead of understanding needs

The main means of transportation for traveling is a car. The dramatic increase in the need for tourism information provision is due to the development of car navigation systems, which were relatively inexpensive compared to the price of a car. However, the need for tourism information was not limited to travel information, and the advent of Man-navi was expected.

The practical application of Man-navi is in the spread of smartphones. With GPS and Wifi in place, it was possible to grasp the user's position in real time. In addition, it becomes possible to convert information in foreign languages ​​in real time, and the provision of tourist information has undergone a major transformation centering on smartphones. Tourist apps are also flooded with information explosion. From now on, those that can proactively meet the needs of users will survive. Therefore, a business model that focuses on the collection of big data such as Google has occurred.

The Metropolitan Attractions Map is a guidebook that was a great success in the Edo period. It was also enjoyed as a book for a simulated travel. This basis had not changed until the appearance of smartphones. The emergence of smartphones and apps equipped with location information and map information has replaced conventional tourist guidebooks. If accuracy improves by 1%, Google and Facebook have adopted a business model in which sales increase by several hundred billion yen. They will collect big data information by providing free apps to improve accuracy. The existing tourist guidebook will be absorbed into the free business model represented by Google.

Proactive ideas will greatly change the way tourism information systems should be. Data gathering and data utilization systems will be changed to information provision systems, and the weight will be shifted to predicting human behavior, not limited to tourists. Brain science knowledge is required there.

3 Changes in human logistics & tourism related business models

3-1 Passenger Market Sharing Economy Theory

Until the mid-1970s, logistics were recognized as B2B (Business to Business). After that, with the advent of courier services, the field of small-sized goods transportation has come into the spotlight as consumer logistics in the B2C (Business to Consumer) and P2P (Peer to Peer) markets. Amazon is growing this B2C and P2P market into a global market by utilizing the Internet and smartphone apps.

On the other hand, travel has been recognized as B2C from the beginning. B2C and P2P business models by platform companies that utilize smartphones and apps have appeared here. This B2C and P2P business model is recognized as a sharing economy in the sense that individuals share goods and services.

The ride sharing service that matches the driver who wants to ride with the driver registered on this platform started in the United States, has spread to the United Kingdom, China, etc., and has grown to a scale that surpasses taxis operated by street-hailing.

In the 1970s, when the courier service based on the unit fare system appeared, there was a backlash from the existing truck operators who presuppose the officially approved conventional fare based on the meter-based fare. Currently, there is a backlash from existing operators to ride share and room share in the human logistics market.

3-2 Background to the acceptance of ride sharing, etc.

Traffic demand varies and fluctuates depending on the region, season, time of day, etc. If it rains, taxis are difficult to catch. For elderly people, even in urban residential areas, taxis cannot be picked up unless they face the main road. It is difficult with current technology to predict all demands and ensure supply capacity. Especially, if the ratio of tourist demand from overseas increases.

One reason behind the acceptance of the ride-share theory is that the supply-demand balance in the passenger market in large cities has collapsed. Especially in the cities of London, New York and large cities in China, the lack of supply of taxi to carry out the sinking behavior has made users very frustrated. This can be easily understood by recalling how difficult it was for the Japanese economy at the end of the twentieth century to catch a taxi in the heart of Tokyo after the evening in the bubble era. Smartphones have emerged as devices that can easily handle these dissatisfactions, and various applications that allow users to make immediate reservations in response to user requests have become popular. The information processing capabilities of smartphones and clouds have dramatically improved, and costs have sharply reduced. The user downloads the app, opens the app, specifies the desired location on the map on the screen, and the car comes (on-demand dispatch). Convenience has dramatically improved, as payment can be made using information registered in advance.

Moreover, large cities such as London and New York had a political/administrative system that could quickly respond to new services using their smartphones. It is an era when London, New York, etc. compete for the evaluation of cities by the number of visitors. The local transport administration is the authority of the local government, and unless it takes prompt action, it came to be involved in the mayor's evaluation.

The expansion of the sharing economy theory was also driven by the entry of vehicle allocation app companies that prefer global strategies. By understanding huge human logistics data, vehicle dispatching app companies are trying to improve the performance of algorithms for matching human logistics supply and demand. We are meticulously allocating vehicles according to the region, season, time of day, etc., and intend to respond to user needs in advance. Investors are well aware of their value and are making huge investments in these companies.

3-3 Block chain concept

A demonstration experiment was conducted to share the capacity of storage batteries through the owners of the batteries. It is common to the idea of ​​sharing usage conditions through car owners and room owners. Beyond that, virtual currency (crypto currency) is conceived.

Block chain is considered to be a "distributed system that can guarantee the difficulty of tampering with a single transaction without having to decide who can be trusted."

Originally, block chain technology was born in Eastern Europe where political conditions were uncertain, and it was thought that such technology would be more reliable than the government of its own country. One thing to keep in mind here is the credibility of transactions, not the credibility of individuals or companies. This is the feature of the block chain that allows you to exchange the value of currency for virtual currency and the value of electricity for electricity with people who have never been there before. When it comes to automatic driving, it is efficient to run to the people who need it because it is a wasteful state. We think that the number of units required will be reduced as it will be more efficient.

3-4 Concept of seamless human logistics & tourism industry

3-4-1 Relativization of paid and free judgment

Under the Inn Business Law, which does not impose economic restrictions, the determination of accommodation expenses changes with the times. Pay TV is said to be free, and free breakfast is increasing regardless of whether or not an order is placed. As for transportation, there are free shuttles to and from nearby stations and airports as well as tours of nearby tourist destinations. Expenses should have been recovered from accommodation expenses. Eventually, a free transportation service to your home may be considered, which will be a weapon for competition with other tourist destinations. If this happens, the demand for free highway tolls may increase.

There is a possibility that free shuttle cars and free rides will become commonplace not only for accommodation facilities but also for moving spaces. Up until now, there have been provided by public gambling fields, accommodation facilities, medical facilities, etc., but there are some that are not limited to specific facilities. It's like the generalization of free papers in the advertising world.

Freemium is a business model in which basic services and products are provided free of charge, and fees are charged for more advanced functions and special functions. The cost of providing free services and products is negligible or negligible, making them very compatible with intangible digital offerings such as web services, software and content. In the case of human logistics, it is a business model in which economic value is found in human flow information itself and transportation is provided free of charge. The larger the scale, the more valuable it becomes, so a global strategy is needed.

3-3-2 SCM concept, DCM concept and human　logistics

The logistics concept is based on SCM (Supply Chain Management). Production of goods is not wasteful if the production is started after receiving an order, but it cannot meet the needs of users, and therefore, the prospective production is performed. Therefore, although the concept of SCM that minimizes inventory costs has occurred, DCM (demand chain management) is ideal, but it will be necessary to wait until the realization of 3D printers.

Although DCM is ideal for human logistics, the reality is that public transportation is based on regular fixed-time routes. However, that is not enough for users, so private cars are preferred. DCM will be possible depending on the progress of autonomous driving technology in the future.

Both SCM and DCM are on an international scale, and the influence of COVID-19 etc. is also on an international scale at the same time, but the web network was not affected. The school was closed and online learning was recommended. Since both SCM and DCM are premised on the web, it is possible to respond depending on the situation.

3-3-3 Platform appearance

Claims that the app dispatcher is a platform business, not a transportation business. Historically, whether or not a person is a carrier is born from a social background. The business of these on-demand companies, also known as the sharing economy, relies on a model of contracts with individuals, that is, the individual decides when he or she works for himself, at least on the surface as a business owner. In the world of logistics, the person who is in a position to control the entire logistics has to bear the actual responsibility to the shipper, so whether or not it is ultimately considered as a transportation contract is not essential. However, in the world of human logistics, users are mostly individuals, and it is easy to discuss user protection within the framework of transportation contracts. Therefore, the platform company denies the transportation contract. Therefore, the actual user poses a direct problem to the actual driver, which becomes a social problem. With the advent of self-driving cars, this concept of a real driver disappears.

Article 13 of the Travel Business Act stipulates that the act of prohibiting a travel agency is "the act of intentionally not giving facts or false facts to a person who has made a transaction regarding travel business regarding important matters concerning the transaction" and "Acts that unduly delay the performance of debts incurred by transactions." It is envisioned that a huge travel agency will exercise its power to carry out transactions with transportation agencies, lodging agencies, etc. In the platform business as well, if the sharing economy becomes widespread, ideas that fall under Article 13 of the Travel Business Act will be required.

**4 Public transportation, tourism and vehicle allocation application**

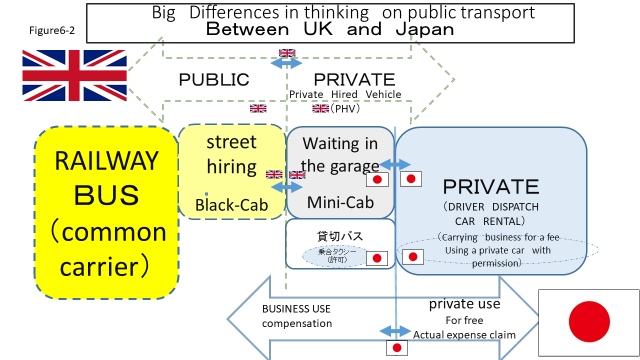
**4-1 Approach to public transportation**

**There are two major differences in the concept of regional public transport between Britain and the United States and Japan. One is that in the United Kingdom and the United States, administrative authority is exercised by local governments, not by the state. The other is the difference in public transportation concept (Figure). According to US and British views, chaptered taxis and chaptered buses were not recognized as common carriers. The "street hiring, street hailing" that barely allows passengers to ride on the road, which is a public space, was treated according to public transportation. On the contrary, the garage waiting form that does not carry out the act is classified as private transportation (PHV (Private Hired Vehicle) in London), and was not subject to taxi regulation. Therefore, with the advent of a vehicle dispatching application, the difference between the functions of street hailing sales and garage waiting sales disappeared, and it became a social problem.**

**In Japan, on the other hand, chaptered transportation and shared transportation are classified as commercial transportation if they are paid transportation, and all other categories are classified as private transportation. The idea of ​​giving priority to the common carrier should play an important role in the road use used by the general public also in the development of algorithms for autonomous vehicles to be developed in the future. An algorithm that allows a hire who has an exclusive contract with the company to give priority to a private car that has a large number of passengers cannot receive the support of society.**

**Under the Road Transport Law, a shared bus is obliged to undertake transportation, which causes the problem of boarding rejection. Chaptered buses have no obligation to undertake transportation, but taxis do. The taxis are also chaptered, but because they operate street hailing. Then, it is argued that taxi that does not operate street hailing (business waiting for garage) may not be obliged to undertake transportation. The chaptered bus (shared taxi) is more balanced if you are obliged to undertake transportation. There are a few hints about institutional design.**

**In foreign countries such as the United States and the United Kingdom, the garage waiting business has a clear identity of the driver from the fact that it is dispatched by telephone or wireless, and there is a lot of room for transactions regarding tolls, etc. It is recognized that the need is low.**



**4-2 Reason why the vehicle dispatching application is not popular in Japan**

**The features of the vehicle dispatch app include cashless, fixed fare, and ride share, but none of these items have made progress in Japan. In particular, the concept of ride sharing is unclear, and in Japan where street hailing sales and garage waiting sales are mixed, there is a misunderstanding that ride sharing is illegal sales of private cars, and it is distributed in cities such as the United States and China. The app is not popular.**

**However, vehicle dispatching applications from overseas are advancing in line with the demand of foreign tourists visiting Japan, and along with this, trials of vehicle dispatching applications in Japan have begun.**

**5 Impact of self-driving cars on human　logistics**

**5-1 History of railway transportation development**

The history of railway development can be helpful in introducing autonomous vehicles. Today, railways are generally regarded as an integrated system both in terms of management and technology, but when we examine the development process, we start by treating the vehicles and aisles as separate items. The car/road system is premised on the separation of vehicles and aisles, but the facilities used by trams and trolleybuses are included in the road concept. Today's advanced communication technology makes it possible to secure the guideability of vehicles without using overhead lines and rails, so it is possible to discuss autonomous driving vehicles/road systems and railway systems under the common idea. Is becoming.

5-2 Promotion of human logistics concept and 3PHL

5-2-1 Seamless with self-driving cars

The widespread use of self-driving cars that provide door-to-door seamless transportation services to destinations is not limited to solving traffic accident problems. The automobile space will become a living space and a working space. It has a great impact on the way people live. It reduces the need for business hotels, etc., by making movements smooth while sleeping at night. Since the concept of commuting to work and school will change, the location of social facilities will also be affected. Far from making the accommodation and accommodation relatively different, the difference will disappear.

5-2-2 Symbiotic society enabled by 3PHL/subscription and basic income

The integrated living and moving industry was conceived because it is possible to predict the movement of people by acquiring and analyzing big data. In terms of logistics, it is “third party logistics (3PL)”. The concept of human logistics has been advocated as an equivalent to this logistics, and the integrated living and moving industry is positioned as "third-party human logistics (3PHL)".

In the United States, where the land is wide and air transportation is well developed, flat-rate unlimited air services are provided. In New York, where demand is high, a flat-rate monthly accommodation service is provided. In Helsinki, a system that allows users to use multiple transportation means such as trains, buses, and taxis on a fixed monthly basis has been started.

If it becomes a society where services necessary for daily life such as accommodation, living, eating and drinking, clothing, etc. are provided by subscription (flat-rate service) as well as transportation, by combining with a basic income (note) that guarantees a fixed amount of income, an economically guaranteed symbiotic society utilizing private vitality will be realized.

Note (a type of minimum income security, a policy in which the government regularly provides all citizens with the amount of cash required to live a minimum of living)

Section 3 Visualization of brain reaction and human logistics & tourism

1 Evolution of wearable devices

With the progress of wearable devices, the time has come to provide a large amount of scientific data for tourism research and tourism. The wearable device, which is equipped with position information and visualizes brain reactions, etc., enables not only the attributes of tourists but also the details of tourist activities to be grasped in real time and stored in a database. It is evolving so that you can understand which part of the Sensoji Temple the sight line of the tourist is facing, rather than the vague Sensoji Temple. Moreover, it becomes possible to grasp the reaction data (likeness etc.) in the brain of tourists in a linked manner. These big data will be evolved so as to enable clinical correspondence to tourist objects that individuals are interested in.

At the same time, wearable devices will be able to explain what is currently being seen by tourists. The role of tourist guides will also change significantly. Tourists who are interested in birds will be explained about the birds they are seeing. Feedback of brain reaction data from tourists is also technically possible, and tourist behavior can be predicted by analyzing big data. The theory of tourism resources itself, which was the center of tourism research, came to an end, and the brain reaction that provokes the behavior of tourists becomes the center of research. There, there will be no classification of tourism resources, tourism behavior, or hospitality, and new recombination of tourism research as a whole will be necessary.

2 Visualization and objectiveization of brain reaction

In the era of population decline, measures to prevent suicide, which is several times the number of fatalities in traffic accidents, are urgently needed. There is growing concern about the fact that data on depression and others are not clarified in pieces, and the need for big data analysis of brain mechanisms using AI is being emphasized. The same applies to tourism studies.

Individuals will be evaluated based on their past experience. It is natural that the evaluations are different, but this is called subjective evaluation. It is becoming possible to analyze the neural map in the brain and objectively visualize what causes this subjective willingness to travel and emotion. With the evolution of wearable devices, data analysis utilizing the knowledge of brain science will be required.

3 Wearable devices and contents

3-1 Impact of progress in printing technology on business model

The advent of mass printing meant the end of the monopoly of letters by the king, and the emergence of the nation-state concept was also the result of advances in printing. The pre-Renaissance books were classic. It was after the middle of the nineteenth century that the characteristic of mass printing, which was unique to printing, was exhibited.

In the United Kingdom, a book writer and a decorative craftsman were combined with bookbinding and over-the-counter sales to form a professional group as a book manufacturing and sales company. Printing technology was introduced from the continent, and printers were incorporated into the book trade union, strengthening the vertical integration business form. In particular, a supervisory agency for information distribution was set because of the need for censorship. An exclusive monopoly on the book printing industry was also granted by the Royal Chapter. This later became copyright. Subsequent newspapers, music publishing, and music record businesses also followed the publishing business model. It was against this historical background that bookstores, newspaper stores, music stores, and record stores were formed as independent specialty stores.

3-2 Changes in the relationship between media and intangible property rights

TV and newspapers are no longer used. If you use a smartphone, you can capture information on demand as you like. The business model of television and radio is to provide programs as predicted. However, the current business model was not inevitable. The conversion from wireless communication to broadcasting began by accident. In the early days of radio broadcasting, if music companies and newspaper companies stopped broadcasting with copyright as a shield, the start of the broadcasting business was delayed.

Image transmission has a longer history than telephones. In the television development competition in the United States, the form of utilizing radio infrastructure was prepared. Image transmission via telephone was also possible, but an antitrust policy was adopted to prevent the telephone company from entering the broadcasting business. The "program concept" of organizing channels on a time axis was inherited from the radio to TV as it was.

A monthly unlimited flat-rate business model has been launched. It is a revolution that destroys the consumer society that the world's commercial broadcasters and manufacturers have created over a hundred years. Therefore, it naturally affects the way copyrights are. It will be incorporated into the sharing economy and become a component of a shared society.

3-3 Thoughts in the wearable era

It was talked about that the movie theater refused to admit people wearing wearable devices. The reading of bookstores will also be rejected. Wearing a wearable device may make you hard to walk. But wearable devices are definitely evolving. On the contrary, the wearing of artificial sensory organs will become a normal society. At that time, if the removal of the device is requested, it becomes a human rights problem. Human rights are more important than copyright.

In some cases, neither copyrights nor patents are targeted by policy. Medical technology in legal documents and patents. The copyright itself is not recognized in the language itself, and as a public institution of society, a wearable device assists the five senses of human beings, and the idea that its use is a basic human right is fully established. The time will come when we will have no choice but to consider protection of intellectual property rights and protection of personal information on the assumption of wearing artificial sensory organs.

Visualization of brain reactions must cause personal information problems. It will also be a society where lies cannot be told. Especially, if it becomes a database, footage information of surveillance cameras, face recognition data, etc. are both social information and personal information, so it is necessary to review the system as a whole.

4 Experiments on analysis of tourism behavior using wearable devices

4-1 Understanding the sensitivity by measuring EEG

Information transmission in nerve cells is performed based on changes in the concentration of potassium and sodium ions inside and outside the nerve cells. The potential difference occurs due to the combination of ions inside and outside the cell and the concentration difference, and the potential change propagates through the axon of the cell. Thus, it can be said that the brain is, so to speak, an electronic circuit and processes information.

As a result of the analysis of the electroencephalogram signal, the frequency of the human electroencephalogram falls within the range of approximately 0 to 30 hertz, and it is becoming possible to more accurately grasp the feelings and psychology at that time by combining the frequencies. Although people have different taste sensations and favorite foods, it has become clear that the brain waves produced when they feel delicious are the same, and as a result, it has become clear whether they feel delicious when eating. Many subject data have revealed combinations of frequencies for 16 emotions such as "like," "dislike," "interest," "comfort," "stress," "relax."

Humans have different personalities. Therefore, the concept held should be slightly different depending on the individuality. We share it in the form of language. Or, there is only something that can be shared as a concept by language. “Like” and “dislike” in tourism evaluation are also languages, and it is objective if the EEG can be classified nonverbally, but whether the senses are different from electrical signals and brain conditions. There is a limit to the solution of the qualia problem because it is unclear. Nevertheless, there would be no problem at the stage of using it for the analysis of tourism studies.

4-2 Sensibility visualization experiment

On October 31, 2015, a total of three subjects, Nigerian and Chinese students studying in Japan and Japanese working people, visited Skytree, Asakusa, and Akihabara, and received their sensitivity data. Collected.

In the experiment, a simple electroencephalograph (sensitivity analyzer) provided by Dentsu Science Jam was used. This is a simple analysis of five sensitivities (like, interest, concentration, stress, drowsiness) from EEG using an analysis algorithm which is a research result of Keio University Yasue Mitsukura laboratory. According to the explanation of this Kansei analyzer, “likeness” and “likeness” are likes, interest is “wants lurking in more!”, concentration is “change that consciousness is poured into the mind”, and stress is “ Instantaneous "mental load" drowsiness is "drowsiness" that appears from monotonous behavior.

The purpose was to extract the possibilities and tasks of the acquired data (five emotional values ​​from EEG, subjective images, subjective evaluations, photographs). We asked them to take a walk for about an hour while wearing an electroencephalograph, and took a photo of what they were interested in while taking a walk. Questionnaire was conducted after walking around each area, and after the whole process was completed, the whole questionnaire was conducted again.

The key points of the experiment were "Is it possible to measure brain waves and obtain each sensitivity index?" "Is it possible to capture changes for each tourist spot and area?" "Tourist's explicit interest and potential interest Is it possible to capture the relationship?"

The individual difference in EEG sensing in tourism behavior was not so large on average. Drowsiness was relatively low and there was little fluctuation. "Concentration" and "stress" were generally lower than when the passenger was calm before departure. The relationship between the sensitivity values ​​was slightly different depending on the subjects. There was a contradictory tendency between "interest" and "concentration." When they felt that their guides had changed their impression, they tended to become more interested.

4-3 Discovering unconscious interests with wearable devices

Patients in the Blindsight state actually see, but have no sense of sight. From this, Nicholas Humphrey found that "perception" and "sense" could occur separately, and thought that "sense" creates the subject. Video memory changes moment by moment, and it is only seen with innocent eyes. So in this case the concept of time is not born. The concept of past, present and future is born only after the use of language, that is, the concept memory. People have become conscious by "senses". In order for "consciousness" to be established, the linguistic concept of self-reference, that is, memory and time, is required. "Self-consciousness" is an illusion and has no substance. "Awareness" is a mechanism that creates a fictitious entity in a language. And since it is necessary to conceal what is an illusion, it becomes difficult to understand "consciousness."

According to the survey by the wearable device, the degree of interest tends to increase when the impression of the guide changes. We looked at the effect of each resource on the proposition, "Can you capture the part you were interested in?" Focusing on “interest” and “like” for 10 seconds from the time immediately before shooting to the time of shooting, the subject was instructed to “take a picture when interested”. As a result of matching the EEG and the photograph, the recall rate of the image taken by the subject and the location detected by the EEG was about 50%. It can be said that the shooting at the point where you felt "interest" was taken by sensibility, and the commemorative shooting taken as a memo was taken by consciousness. After the experiment, as a result of hearing about the places where "interest" was detected by sensibility, 85% of the missing points were actually "interest".

As a measure to utilize for human logisitcs & tourism in the future, wearable sensors have opened up the possibility of directly grasping the target of "interest", places that have a positive impression, and places that are not liked as much as expected. Can be mentioned. Since it is possible to capture not only the "interest" that appears in explicit acts such as SNS and photographs, but also the unspecified "interest", it may be useful for discovering new tourist resources such as hidden attractions.

Section 4 Future of science of human logistics & tourisms & tourism research led by advances in brain science

1 Target human behavior of science of human logistics & tourism

Behavioral science is a discipline that studies human behavior scientifically and tries to clarify its laws. We aimed to comprehensively elucidate human behavior across boundaries of various sciences. If there is a tourism behavior science apart from this human behavior science, the concept of tourism must be established. At the beginning of the 4th volume of Tourism Studies, "Tourism Behavior Theory," it states that "behavior research in tourism scenes covers many fields" and "is not yet integrated as knowledge of tourism behavior research." The reason is that the basic concept of "tourism" has not been established. By converging the concept of tourism to the concept of human logistics, it can be researched on the same playing field as human behavior science. The study of the power to move people is the study of the function of the brain, and if it is converged to brain science, the concept is also converged to the concept of human logistics.

As a result, when we consider the concept of human logistics & tourism, we come to the proposition that human behavior has laws. In other words, is the use of time freely at will? With regard to human big data obtained by wearable devices, based on these, it will be possible to attempt to inductively clarify the laws commonly found in humans and society.

2 Sense as non-verbal information

The evolution of the senses of living things was the history of the evolution of proximity senses (tactile, taste) to remote senses (odour, hearing, vision), and the expansion of senses. Taste, smell, hearing, and vision have evolved to enable more efficient information processing by gathering specific sensory cells. On the other hand, it is a tactile sense that sensory cells remain scattered on the body surface, which is a primitive sensation. Human senses of touch are sensitive. It is efficient when the eyes and hands work together. It also has the function of arousing emotions. Human beings have utilized this function to form culture and create tourism resources.

2-1 Digitization, recording and playback of sensory information

When recommending wine, sommeliers are required to have the ability to express a non-verbal taste in language. That ability is that of a literary man. However, since it is originally non-verbal information, there are limits to what can be conveyed in language.

The taste sensor was invented in 1989. We have succeeded in digitizing the basic taste felt by humans. It has a preference for taste rather than chemicals. This taste recognition device is applied to many foods, and is utilized for quantifying the taste and developing new foods.

Visual and auditory information can be recorded and played back by media such as smartphones, and as a result, communication is possible. Hearing can be played back in the "musical score" before the birth of records, but the taste is also possible in the "food score". Taste cells are differentiated corresponding to each taste quality. Therefore, large signal processing is not performed when taste information can be transmitted from taste cells to the taste nerves and the brain. The fact is that the taste derived from chemicals is already determined at the tongue level. From this, it is also noticed that "taste felt by the brain" and "taste felt by the tongue" are different. This is because the taste sensor digitizes this "feeling with the tongue".

Of the 2 million low molecular weight organic compounds, one in four or five odor information is odor information. Even humans can distinguish about 10,000 types. It is also possible to record. There were many technical restrictions on the reproduction, but it has started to be sold with 9 kinds of odor cartridges. It should be noted that the sensation of pain, which is thought to vary from person to person, is beginning to be quantified, and measuring devices are being developed.

2-2 Tactile

There is an unexpected relationship between the skin and the mind. People feel tickling just by being tickled. When you are touched by a stranger, you are appalled, but when you are touched by your lover, you are enchanted. The Rubber Hand Illusion, in which you feel the feeling of being touched by your fake hand when you stroke or touch your own hand and fake hand at the same time, is also known as the "illusion of tactile position." It has also been found that when the movements of the android and the operator are synchronized, "translocation of body sensation" occurs even without giving a tactile stimulus. The Sakaami hunter who captures duck also occurs in the real world because when the duck jumps into the net thrown up into the sky, he feels that he is swaying in his own hands.

There are various types of tactile sensation, from the spinal reflexes that are handled by the old brain at an early stage of evolution to the judgments of “smoothness” and “roughness” that are being handled by the newly developed cerebral cortex, and these are distributed simultaneously and in parallel. Is being processed.

In the visual sense, it is already defined numerically like lightness and saturation, and it is easy to distinguish them by words like red and blue. However, the sense of touch is ambiguous, and the words used to express it are vague, such as “smooth” or “rough”. If you want the machine to judge these feelings that are not defined by numerical values ​​or words, you have no choice but to take out in a pattern centered on “smoothness” and “roughness” rather than symbols. If you think about this, it leads to qualia that can not be expressed by the symbol of words.

2-3 hearing

2-3-1 Hearing and words

The researchers say that the sound flow like a song comes first, and by separating it, words can be created and languages ​​can be created. The Japanese cannot hear the high frequency sounds in English. In order to be heard as an adult, it is necessary to artificially send high-frequency sounds into the language area and generate a network of neurons that recognize them.

There are about fifty different sounds that humans can make, and words are created by combining a few sounds. Initially, it had an absolute pitch like an animal, but in the process of evolution it shifted to relative pitch. Words are symbolized by the relative relationship between sounds.

The spatial resolution is strong in vision, and the temporal resolution is strong in hearing. The human brain makes the final decision by placing more weight on those who are more trustworthy. Hearing directly affects emotions because it affects the amygdala as well as the cerebral cortex.

2-3-2 Optical illusion created by the sound processing mechanism

Auditory illusion is generally less known than illusion. Sound presentation methods that cleverly utilize perceptual characteristics have been developed and used in various fields, even if they are not called audition illusion. In baroque music, the technique of making an illusion that multiple melodies are being played at the same time (splitting of the flow of sound) was used.

Audio can be said to be an illusion of how to create the sensation of playing on the spot by presenting sound in a limited two channels.

The world of sound that we perceive is not the sound that comes into our ears. In the everyday environment, the auditory sense is given various clever mechanisms for stable and efficient listening. If you turn the inside out, you can't hear the sound only with the "ears". The ears are supported by a vast amount of information processing in the auditory system's entrance and the subsequent brain. A detailed analysis of illusions can provide clues about how sound is processed in the brain.

2-4 Visual

2-4-1 "Seeing" acts that cannot be managed consciously

In the days when the earth was a dark world with thick clouds and no light, there was no need for vision. For the first time, a living organism has an organ called an eye, and in the process of evolution human eyes are also able to receive photons flying in outer space with eyes, analyze and recognize the information, and interpret it. The world was born. There is a world, and it was thought that the world had meaning for the first time as a world because the eyes were created, rather than developing eyes to see it. The outside world is photographed through the eyes into the first visual cortex, and then signals are sent to the fourth visual cortex, which responds to color, and the fifth visual cortex, which sees movement. When the fifth visual cortex breaks, moving objects disappear. You can see the ball that stopped, but disappear when the ball moves.

The optic nerve branches just before the thalamus, and the visual information is carried not only to the first visual cortex but also to the superior colliculus. What you see in the upper hill does not appear in consciousness. The superior colliculus is primitive and may have been looking at things when the animal had few cerebral cortex. Superior colliculus is fast and accurate because its processing is primitive and simple. "Seeing" means that the brain reinterprets what is reflected in the retina in two dimensions in three dimensions. Therefore, the act of "seeing" cannot be controlled by human consciousness. We cannot escape the interpretation of the brain. "Seeing" is a passive act. The visual information is flawed and the brain unknowingly supplements it. Since many capillaries run on the retina, the blood vessels should not be visible in that area. The reason why it is still visible is because the surrounding information is embedded in the shaded area that is not visible in the blood vessels. Color-sensing cells are biased near the center of the retina. In reality, colors are visible only in a very narrow area in the center of the field of view. The act of "seeing" is an almost unconscious act, and the way of interpreting the light entering the eyes is unintentionally performed by the brain.

2-4-2 Illusion and tourism resources

There is something called an "impossible figure" in the trick picture. "It can be drawn in a picture, but it cannot be made as a three-dimensional object in the real world." This impossible figure was thought to be a fictional figure that exists only in the head. However, when Kokichi Sugihara wrote it in a computer program, he found that some impossible figures could be made as solid figures. He calculated the development, copied it to cardboard, assembled it, and confirmed it. So, when he saw it, his brain decided that he couldn't make this solid. However, he used mathematics to search for possibilities and actually created the solid. From this illusion of the brain and the truth gap that can be derived by mathematics, it is possible to explain "why humans cause an illusion" and at the same time predict that "if you make such a solid, such an illusion will occur". A three-dimensional illusion work is a form of that prediction.

This illusion occurs in the process of evolution. In this respect, hearing illusion is the same, but most of the information obtained by humans comes from the visual sense, and it may occur as a perceptual complement.

It doesn't mean that everything looks and sounds right for survival. This is because even if the accuracy is sacrificed, even a property sufficient for survival is not mistaken, and it can survive if rough structural property information is obtained. The fact that the image that appears in the two-dimensional retinal image looks three-dimensional itself occurs during the evolution process. Animal psychologists believe that animals also create the illusion. Although photographs, paintings, and television are physically flat, the illusion is that a three-dimensional perception is established. On the contrary, the era of intentionally utilizing the products of that evolution as human logistics resources will come. It is easy to understand that it is possible to create tourism resources and towns that make effective use of sight, etc., if one understands that tourism objects are created by human perception. At present, the "ghost looking slope", which was accidentally formed all over the country such as Kumejima Island, is being used as a tourism resource. However, in the future, there is a possibility that an “urban illusion” that incorporates the illusion mechanism will be artificially created even in a cityscape with tall buildings.

2-5 Warm sense

Sensing environmental temperature is an important function for survival. In 1997, TRPV1 was discovered from rat sensory nerves as the first sensor molecule activated by temperature in mammals. Although the structure of the temperature-sensitive TRP channel has been elucidated at the atomic level, it is still unclear how temperature causes channel opening, suggesting the involvement of cell membrane lipids. TRPV1 is activated not only by the physical stimulus of heat that causes pain to our body at 43 degrees, but also by the pungent substance (chemical stimulant) containing capsaicin, and these stimuli have a synergistic effect. People feel hot and spicy foods hotter. The temperature change does not occur and the sensory nerves are deceived to bring about a temperature sensation. It is involved in the phenomenon that sweetness increases when warm, and the immune function is maintained when body temperature is high. The basic repertoire of current temperature-sensitive TRP channels in vertebrates was already present early in vertebrates. The idea of ​​treating temperature as a “temperature signal”, which is different from a chemical signal, has been proposed, and “temperature biology” is one of the major directions in biological research.

2-6 Sense, consciousness and language

Video memory changes moment by moment, and it is only seen with innocent eyes. Therefore, in this case, the concept of time is not born. The past, present, and future tenses (concepts) are born only after the use of language, that is, the concept memory.

People have "consciousness" by "sense". In order for "consciousness" to be established, self-reference, that is, the language concept of memory and time is required. "Self-consciousness" is an illusion and has no substance. "Awareness" is a mechanism that creates false substance by language. And since it is necessary to conceal that it is an illusion, it becomes difficult to understand "consciousness."

What is "will"? The electrical signal is normally closed, with holes for proteins to pass over the nerve fibers. When it opens for a moment, the electricity goes up. The first thing that changes the shape of the protein causes a chain reaction, but the first thing that changes is the intention. However, most of the will is decided by the unconscious part. It's unclear what changed the unconscious protein, and it's like moving by force. Elucidation of the mechanism by which electrical signals change into meaningful ones is a topic of brain science, and it is also a branch point between monism and dualism.

The illusion occurs because time also comes from a human sense. In Newtonian mechanics, we consider absolute time that flows uniformly from the past to the future. On the other hand, the reversal of the time sequence occurred at the cost of being visible. The flow of time was reversed at the cost of integrating the signals from the skin receptors and photoreceptors of the retina into the "visual space" taking into account the movements of the hands and eyes.

It is said that humans do not have the sensory organs that perceive time. On the contrary, if you focus on quantum mechanics, time will not exist.

3 mysterious wonders of the brain

3-1 Acquired brain map

What part of the brain plays what role is acquired, and the brain map is determined by the body, not the brain. Therefore, the brain is rich in individuality, and the brain map shows who the brain is. The brain evolves dynamically and flexibly in response to incoming information. When you lose your hand in an accident, the brain part corresponding to the lost hand will gradually degenerate. Humans happen to have only ten fingers, but the brain has more potential. If you have six fingers, you can have a brain map for six in your brain. It can be said that a high-performance brain is riding on a vehicle with poor performance, which is the human body. The structure of the body on which the brain rides and the environment around it are more important than the brain itself.

In humans, the part of the cerebral cortex corresponding to the throat occupies a large surface area and has developed to be able to operate words efficiently. Dolphins and whales also have great brains, but neither hands nor fingers. In other words, since the body of dolphins is not as good as that of humans, the brains of dolphins have not been fully used. With this understanding, the idea of ​​animal welfare must change.

Some people feel the color in the numbers. Unusual and strange interactions occur because areas of the brain with different functions that are not normally connected are connected. Among these synesthesia, the perception of feeling color by listening to music or sound is called color hearing. There is a high percentage of people with color perception who have absolute pitch. The sense of hearing the shape and sound of a color is called acoustic vision. The artificial creation of synesthesia will lead to the development of new tourism resources.

3-2 Synesthesia and Savan

It is known that the structure of the brains of people called Sabang is different from that of ordinary people, but the reason for this is not yet clear. The mystery has not been elucidated due to the fact that Saban people who do not seem to understand the four arithmetic operations and the calculation of the square root quickly identify prime numbers and decompose them into factors.

With regard to numbers, which are symbols of the abstract concept of number, it is called synesthesia that accompanies a sense of another dimension such as emotional impression, which is presumed to be one of the important factors of Savan's unique ability. There is.

One Savan has all the numbers up to 10,000, which are unique, and have colors, shapes, textures, movements, scents, emotional pitches, etc., and the calculations that combine these numbers are the colors and shapes in my head. He explained that it was the answer, as the textures and textures gathered and merged into a new shape and color in the head. The numbers have a wide variety of meanings to them, and they are irresistible to the numbers and situations that do not match their aesthetic sense, such as the price tag written as 99 penny.

Understanding words with colors is common with numbers, and when they didn't quite understand the meaning of words in early childhood, they tried to replace them with numbers so that they could understand it better. The fact that words are recognized by their colors, regardless of their native language, may be related to his ability to learn a foreign language in a short time and speak ten languages. It can be understood that the autistic twins had a conversation by exchanging prime numbers.

4 Feelings-Evaluating tourism resources-

4-1 Universality of emotion

The feeling of being beautiful seems to be based on a kind of biological reaction in the brain. The brain saves thought costs by applying and organizing complex phenomena in the environment in a certain order.

Emotions are not superfluous, they occur in the process of evolution. Neural circuits centered on the amygdala, which is involved in unpleasant emotions, and neural circuits centered on the nucleus accumbens, which are involved in pleasant emotions, play the main roles. The classification of emotions has not been confirmed yet, but it is considered to be universal across cultures, and there is no regional difference. Brain scientists believe that emotions exist in animals other than humans, so they are universal across species.

The brain regulates the myriad body functions that life depends on. Therefore, it has a map that shows the state of various body systems every second. The success of the coordinating action depends on this large amount of mapping. Emotions are thought to have occurred as a byproduct of the involvement of the brain in managing life.

Surprise is a phenomenon found in conscious animals. Surprise suppresses pain. During the period of cessation of exercise due to surprise, grasp the situation of oneself and judge whether or not there is a danger of approaching the body. Since only the sensory information necessary for situation judgment is extracted, unnecessary sensory signals are suppressed. The hypothesis holds that the sensory information related to the survival of the individual is prioritized and the nociceptive signal is suppressed.

It is the amygdala that produces the feeling of fear. However, the amygdala itself has no emotion. When the amygdala is activated and the information is transmitted to the cerebral cortex, the feeling of "frightening" is born there. The general rule is that animals do not “run away from dread” but rather run away from the activity of the amygdala, regardless of whether they are “dreaded”.

However, in recent years, scientific research on animal thoughts and emotions has advanced, so no conclusion can be reached. When the amygdala disappears and the feeling of "scary" disappears, the instinct becomes exposed. This means that "reason" was formed by the amygdala. An animal has a desire to "instinct" first, and it is thought that "reason" is a state in which it is caught by "fear".

Emotions play an important role in surviving childhood before language acquisition. Intuitive skin sensations such as "getting goose bumps" and "feeling stiff hair" also serve as an antenna for interpersonal relationships.

4-2 affect and emotion

Evolution assembles the brain device by dividing it into affect and emotion. The first device, "affect," responds to life's good and bad situations efficiently rather than creatively. The second device, "emotion", extends the influence of affect by acting on attention and memory for a long time.

Recent studies have shown that affect and emotions usually have a time lag of 2 to 20 seconds. affect is first, emotion is later. Libido and affection have been found to be different in hormonal studies, so if you like because you like it, you'll come to like it after you come by. It's not what you think with consciousness.

Emotions cause tourists to move. In other words, it is a stimulus, and since it exists beyond the norm, violence and customs may take precedence. Since emotions are born to save lives, it may be unavoidable in extreme conditions. There is a limit in limiting by consciousness.

For researchers of tourism behavior, the research trends in the brain cannot be overlooked.

5 Consciousness and unconsciousness

5-1 Generation of Consciousness-Theory of Other Origins of Mind

The theory of the origin of other people's mind explains evolution of human consciousness from the viewpoint of evolution. (1) At first, assuming that others have a heart, it became adaptive to predict the behavior of others well. (2) Next, the system for predicting another person's mind may be used to predict one's own mind by diverting it with mirror neurons. ③ My mind was a by-product of the ability to assume the mind of others.

Mirror neurons are nerve cells that respond to a "mirror" by seeing the behavior of another individual in the brain of higher animals such as primates, as if they were taking the same behavior. It was named after that. Discovered in 1996. It is involved in the act of reproducing the actions of others as if they were reflected in a mirror in the brain. It is not only active when you reach for the cup yourself, but also when you see someone else reaching for the cup. The phenomenon of empathy, which is also present in monkeys, is also due to this mirror neuron. In other words, it is the "other origin theory of the mind" that one's own mind was created as a byproduct of the ability to assume that another person has a mind.

5-2 Relationship between consciousness and unconsciousness

5-2-1 Passive consciousness hypothesis

Tactile sense is a primitive sensation. If you attach an amoeba, the amoeba will react. Although self-consciousness is considered a profound entity, it eventually processes information in the same way as the sense of touch. Tactile sense and visual sense feedback external information, but thinking also feeds back information read from memory in the mind. It can be regarded as a similar circuit only with the difference between the outside and the inside. That was the beginning of the passive consciousness hypothesis.

The ball thrown by a professional pitcher will not be in time if the batter hits it after being aware that the ball is flying. However, professional batters remember clearly how the ball changed and how they responded. However, in reality it is impossible to make a decision in such a short time. The problem is the process of consciousness formation.

People feel the illusion that they make a rational decision during such a short period of time as to what happened in such a short period of time that they could not respond.

This means that consciousness does not actually make decisions, and all decisions are made unconsciously before consciousness, and consciousness is a completely passive and rational decision made in the past. It seems that it is only an illusion that the consciousness makes a decision, perhaps because it only has a role to summarize. This is the passive consciousness hypothesis.

The passive consciousness hypothesis was also verified by experiments.

When a person tries to move his/her finger, we measured the timing at which the part of the brain that performs the intended function and the motor nerve that commands the movement of muscles act.

The experimental results were surprising. The motor commands to move the muscles preceded the brain activity that the heart intended to move. From a common sense point of view, it was expected that the consciousness of the person's mind would move first, and the body would move accordingly, but the result was the opposite.

The temporal order that we see is that we impose because we perceive the perceptual content in relation to the uniform, positive temporal progression of external physical reality.

It is believed that this reversal of the time sequence occurred at the cost of being visible. Time was sacrificed at the cost of integrating signals from the skin receptors and photoreceptors of the retina into the "visual space," taking into account the movements of the hands and eyes. When thinking about consciousness, applying the usual physical laws to time is, in fact, making a big mistake. Consciousness is one of the phenomena that we know that time just needs to flow accordingly.

5-2-2 Unconsciousness upstream of consciousness

Qualia is not a determinant of brain activity, but a byproduct of brain activity. It is denied that "qualia that pushes button is born and body moves next time". First of all, the nerves work unconsciously.

When you lift it by hand, the motor nerve reacts and it becomes an electric signal to run, and the muscle contracts and goes up. It is the unconscious part that moved the beginning of the motor nerve. It is upstream of motor nerves, but disappears as it traces its origin.

There is a hole for protein passage on the nerve fiber, and it is normally closed. When it opens for a moment, the electricity goes up. Some proteins change the shape of the protein first, which causes a chain reaction, but it is said that the one that changed first was the intention. Most of the will is decided by the unconscious part. It is unknown to us what the unconscious, altered protein is.

Therefore, Mikito Ishida thinks as follows. “The conscious part of the mind is the consciousness, and we tend to think that we are living as conscious humans. However, it is not the consciousness that actually supports the mind, but the unconscious mainly. The unconscious is equipped with a valuable mechanism that creates the wisdom of life, and the unconscious spreads to the world and senses a large amount of information.

This controversy goes back to Descartes' dualism of mind and body. In terms of tourism behavior theory, it is impossible to know if the data obtained from the electroencephalogram of a tourist is related to the tourism behavior without collecting and analyzing the data. At the same time, it may be possible to clarify the relationship by analyzing the mind based on the self-reported results. At the very least, it is beneficial for improving marketing technology. Of course, it is also useful for tourism resource development.

Intuition can only be acquired by training. A cup cannot be grasped unless a large amount of calculation is performed accurately and dozens of arm and finger muscles are interlocked, but a person can grasp a cup well without any thought. Intuition is the same as that, and it is the result of the person's "accumulation of unconscious experiences." In both tourism and legal theory, "consciousness" and "mind" are treated too specially. Rather, consciousness and heart are merely decorations. Each of us has a much wider "unconscious world", and it is able to do a lot of things wisely and accurately.

In the mouse, the subcortical part that controls the instinct is working quite strongly, probably controlling the cerebral cortex. The mouse can be radio-controlled by inserting electrodes into the mouse brain. Not only tourists but also human behavior can be predicted. The law of the world presupposes free will. If this assumption is broken, the legal system will have to undergo a fundamental review.

6 Monism and Dualism

6-1 Integrated Information Theory and Consciousness Monism

The integrated information theory is a theory that "attempts to explain the occurrence of consciousness by the abundance and integrity of information processed by the system such as the brain." The amount of subjective consciousness can be expressed mathematically. It is assumed that consciousness does not exist in a specific area of ​​the brain, but is created by a network that connects the information of the brain and information.

Artificial brains (AI) have the same idea as this integrated information theory with the hope of deep learning. The nerve cells that make up the brain exchange electrical information by emitting electrical signals. Approximately 860 billion nerve cells in the entire brain are connected by synapses to form a complicated neural circuit. It is impossible to simulate the exchange of electrical signals of these nerve cells on the scale of the entire human brain even with the current highest performance supercomputer. However, it is expected that the new algorithm for reducing unnecessary transmission and reception will realize the power saving of the memory.

The integrated information theory presupposes the monism of matter, which thinks that a substance called "thalamus-cortex system" produces consciousness. However, it is also possible to have a monothesis of consciousness that thinks that the consciousness gave rise to a substance called the thalamus-cortex system.

From the standpoint of material monism, they think that consciousness was born by chance, so there is no inevitable design guideline for consciousness. However, from the standpoint of monism, it is possible to obtain inevitable design guidelines for giving consciousness to living organisms. Religion is born there, assuming that the design guidelines are given by God.

6-2 The emergence of conscious robots and the theory of hospitality

There is a hotel where robots will meet at the front desk. To give a heart to this robot, if we assume that the mind is determined by the brain, we need to fully understand the mechanism of the human brain.

Using the abilities of Pavlov's experiments such as associative learning, animals can learn the connection between one symbol and one object. Memories are more accurate than lower animals, that is, they are less flexible and memories that you remember once don't disappear easily.

The surrounding environment gives animals that meaning. Affordance is called from the meaning of giving, but canonical neurons, which are nerve cells that act on affordance, have also been discovered. Affordances do not necessarily require symbolic manipulation. It has a system that recognizes each of the objects that interact with the body of another person.

A good robot needs canonical neurons. We usually have a vocabulary of 60,000. This vast number of words, including their relationships with each other, creates an in-person dictionary without being taught by anyone else. It's a miraculous event to understand that "I hate and hate, but I like it," so robots won't take everything away for the time being, forever or not. Even if it is impossible to create an autonomous robot with consciousness, a robot approaching human intelligence will continue to evolve, and so will hospitality theory.

7 Future of research on science of human logistics & tourism

Behavioral research in tourism scenes also covers many fields, and has not been integrated as knowledge of tourism behavior research. This is described at the beginning of the 4th volume of Tourism Studies, "Tourism of Behavior". The reason is that the concept of tourism cannot be established. The study of the power to move a person is the study of the function of the brain. If it can be converged to brain science, the concept will also be converged to the human logistics concept. It will be determined whether the person is moving or not. There, it is necessary to verify the concept of movement. The person who acts by the "power" that moves the person as a whole is a so-called tourist, and the same term synonymous with tourism behavior occurs again here. In fact, even today, sensible readers will find that there is no essential difference between discussing tourism resources and tourism behavior.

7-1 Maslow's five-step desire theory and movement of people

If we classify human migration desires into five stages of Maslow's desires, the first stage of migration is the movement for physiological needs, “harvesting, hunting, commuting”, and the second stage is for ensuring safety. “Evacuation, hot spring treatment”, the third stage is “pilgrimage, homecoming” for social needs, the fourth stage is “convention, leisure” for self-esteem, and the fifth stage is “self-actualization”.

It was concluded that there is no scientific basis for Maslow's five-step theory of desire, and further criticisms of empirical as well as criticism of the theoretical framework are introduced.

Nevertheless, it is said that the reason why this theory continued to have a great influence in marketing is that it has affinity with Maslow theory and a marketing concept that emphasizes customer orientation. Tourism is a self-determining act with individual differences, and "Do you know why people work?" is closer to "Do you know why people move?" Work and play approaches synonym.

7-2 Idea of ​​behavior theory on human logistics & tourism

Visionary global investors invest huge amounts of money in the brain and neuroscience, and brain visualization is undoubtedly advancing. Even if the arguments such as the psychosomatic dualism, the material monotheism, and the consciousness monotheism cannot be settled, tourism research is also forced to undergo structural reform. Research on the ability to move people is on the work of the brain, and science of human logistics & tourism will be converged on brain science.

Intelligence and life are different. Intelligence must be given purpose. It is difficult to judge the right and wrong of the purpose, but it is something that humans give. Life has a purpose. It survived in the process of evolution. If tourism is a product of intelligence, tourism policy is a product of life and something humans must decide.

Genes were originally considered to be the only means by which living organisms could accurately convey complex information to the next generation. (Although recent studies have also come to the contrary.) However, as another means of information transmission between generations, humans have a highly developed social learning ability. Social learning means learning from others by imitation and is one of the abilities to support culture.

7 Future of science of human logistics and tourism studies

It is stated that behavior research in the tourist scene covers many fields and has not been integrated as knowledge of tourism behavior research. The reason is that the basic concept of tourism cannot be established. The study of the power to move a person is the study of the function of the brain. If it can converge to brain science, the concept will also converge to human logistics. It will be determined whether the person is moving or not. There, it is also necessary to verify the concept of movement. People who act by the power to move people as a whole are so-called tourists. This action also repeats a synonym of tourism action here. In fact, wise readers will still find that there is essentially no difference between discussing tourism resources and tourism behavior. And, moreover, wise readers will also find that resources for tourists and resources for tourism are the same.

7-1 Maslow's five-step desire theory and movement

If we classify human needs for movement into five stages of Maslow's desire, the first stage of the need for movement is harvesting, hunting, commuting for physiological needs, and the second stage is for ensuring safety. Evacuation, outpatient treatment, hot spring treatment, the third stage is pilgrimage/return to home for social needs, the fourth stage is convention/sightseeing for self-esteem, and the fifth stage is for self-fulfillment. It means to see the light of the country.

Takahashi Nobuo concludes that Maslow's five-step theory of desire has no scientific basis（Takahashi Nobuo,2004）. He also presents criticisms of empirical as well as criticisms of theoretical frameworks in his book, which title is the principle of seeking results that are delusions. Still, the reason that it continued to have a great influence on marketing was that Matsui said it had an affinity for Maslow theory and a marketing concept that emphasizes customer orientation. (Matsui Takeshi, 2001)

In the point that tourism is a self-determining act with individual differences, "Do you know the reason why people work?" is closer to "Do you know the reason why people travel?" Work and play will become synonymous.

7-2 Development of evaluation method for memory and documentary heritage

In terms of tourism, historical recognition is equivalent to a prior explanation from a guide to tourists. It is strongly influenced by the explanation. In a verification experiment using a sensitivity analyzer (note1), which is a visualization device for brain reactions, interest is high when there is an explanation from the guide. Tourists' interest in Battleship Island, the Nanjing Massacre, etc. will increase regardless of nationality, as the discussions among the related countries in UNESCO will serve as a guidebook. The higher the degree of interest, the more promising tourist/tourism resources.

The reaction to historical recognition is probably due to Japanese concept “official stance”, which is the behavior and opinions one display in public. A more significant data may be obtained by cross-comparing the data obtained by the questionnaire in which “official stance” appears and the data obtained by the sensitivity analyzer, which shows real intentions. However, current EEG (electroencephalogram) measurement has its limits. It is the degree of dislike and the sensitivity of stress that are talked about in history recognition. The opposite of dislike is not simply like, but dislike is complicated. Analyzing dislikes through the historical cognition issue is another dimension of tourism, although it is a different dimension from tourism.

7-3 Ideas required for science of human logistics

Visionary global investors will invest huge amounts of money in brain and neuroscience, and brain visualization will definitely progress. Even if the arguments such as the psychosomatic dualism, the material monotheism, and the consciousness monotheism cannot be settled, tourism research is also forced to undergo structural reform. Research on the power to move a person is research on the function of the brain, and human logistics and tourism will be converged on the brain science.

Intelligence and life are different. Intelligence must be given purpose. It is difficult for human beings to judge whether the purpose is right or wrong. Life has a purpose to a certain extent. It survived in the process of evolution. If tourism is a product of intelligence, tourism policy is a product of life and something humans must decide.

Genes were originally considered to be the only means by which living organisms could accurately convey complex information to the next generation. However, as another means of transmitting information between generations, the ability of social learning is highly developed in humans. Social learning means learning from others by imitation and is one of the abilities that support culture.

**7.4 Reaction score for tourism/tourist resources**

**Richard Dawkins proposed a selfish gene. This means that by considering the evolutionary process of social phenomena from the perspective of genes, evolution becomes easier to understand. We call selfish genes because evolution does not seem to be for human well-being, but rather to how genes increase self-renewal.**

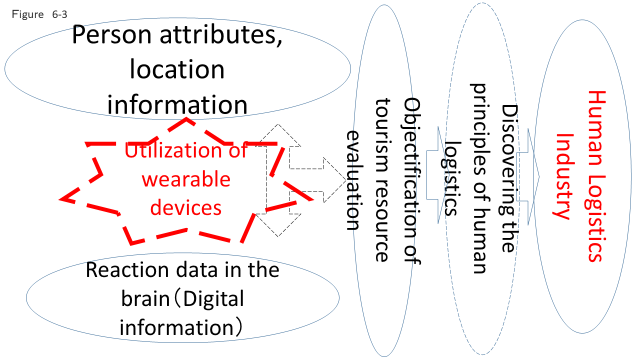
**Kaneko Kunihiko, a professor at Tokyo University and Nakamura Eita, a special researcher at Kyoto University are conducting empirical research on music. Their team hypothesized that a new song would have to be novel and tied to an existing musical tradition in order to be popular. A tri-tone produces two notes at the same time, which are three full-tones apart. This is considered an unpleasant pitch with poor resonance. Based on the 9996 reproducible notes by 76 composers, his team explored the mathematical laws of evolution of how often these units occurred and how widespread they were over the centuries. It was discovered that the average and standard deviation of the frequency (probability) of three whole tones continued to increase between 1500 and 1900. It rarely appears in songs written in the 16th century, but becomes more common over time. His team created a mathematical model of evolution that could distinguish whether the spread of rare musical events was due to a general mechanism of propagation or to the unique behavior of individual composers. As a result, we found that the usage frequency of tritones exactly follows the statistical law called "beta distribution", which is the principle of propagation. He discovered that trends in music culture could be formulated as statistical evolutionary rules.**

**This technique can be further generalized and used for scientific elucidation of the relationship between the auditory mechanism and culture. Already, the analysis of pleasant sounds, music or harsh sounds is progressing. Since the sounds that attract children's attention are only used in television commercials, a more universal analysis of auditory information and brain reactions can be expected.**

**This method has potential for research showing that cultural evolution occurs through a general mechanism of cultural mode transmission and selection. At this stage, it is not applicable to the analysis of intracerebral reaction using multiple sensory information.**

**As a matter of course, it can also be applied to tourist satisfaction analysis. In the field of tourism studies, it is necessary to first develop a method to understand the brain reaction to tourism/tourist information resources as non-verbal information. It is necessary to have an equivalent to the musical notation. Next, it is necessary to collect significant data by using wearable devices based on the reaction score for tourism resources. If the analysis research of the big data collected on that basis progresses, the future will open.**

**A movie has already been released that assumes the audience's brain waves in real time and reflects the results and changes the synopsis. The movie has advanced to this point. There is still more work for tourist & tourism researchers.**

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**Note 1** [**https://www.youtube.com/watch?v=H6TvjwCKZxs**](https://www.youtube.com/watch?v=H6TvjwCKZxs)

In conclusion

While describing the outline of human logistics & tourism as well as the administrative work of the establishment of the Faculty of International Tourism, Kaishi Professional University, a global pandemic of Covid-19 occurred during that time. Naturally, it also influenced the policy of university education, and had a great influence on the preparation of textbooks. In Western Europe and Japan, travel entertainers, who are strangers to medieval society, came to the area and farmers enjoyed it. Local and home entertainment. In the early modern period, people began to leave the area of ​​everyday life, but in 2020, local/home entertainment utilizing IT technology was recommended. Instead of the simple target of 40 million visitors, accountability for the policy implications of society as a whole has changed.

All research fields are conducted based on knowledge from various fields, and the fields will expand as the specialized fields become more detailed. Of course, tourism is not unrelated, and currently requires cutting-edge knowledge of brain science, informatics, environmental studies, history, etc. Students will also be required to acquire this knowledge, but teachers may not be able to give lectures on the podium unless they understand it because it is okay for them to do so. This book is not perfect, but it is a book made by reading the explanations of the streets and doing net surfing so that I can be conscientious.

Since it is a textbook, it must be able to explain the current state of tourism as much as possible and explain it as a universal one. But the numbers change over the years, making them difficult to handle. With this in mind, I have taken up what is necessary. Wherever possible, references have been included in the text for readability.

Considering my age, this book is probably the last one I will publish in a single book. I would like to thank the many people who have taught me so far.

Author bio

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Book

Economic Structural Reform and Logistics, New Century Transportation Issues, Mobile Transportation Revolution, Introduction to Tourism Policy System, Tourism Policy Studies, Travel Policy Reports in Japan, Human Logistics in the Ubiquitous Age, Mayor's Practical Note of Tourism Science, tourism & human logistics Overview