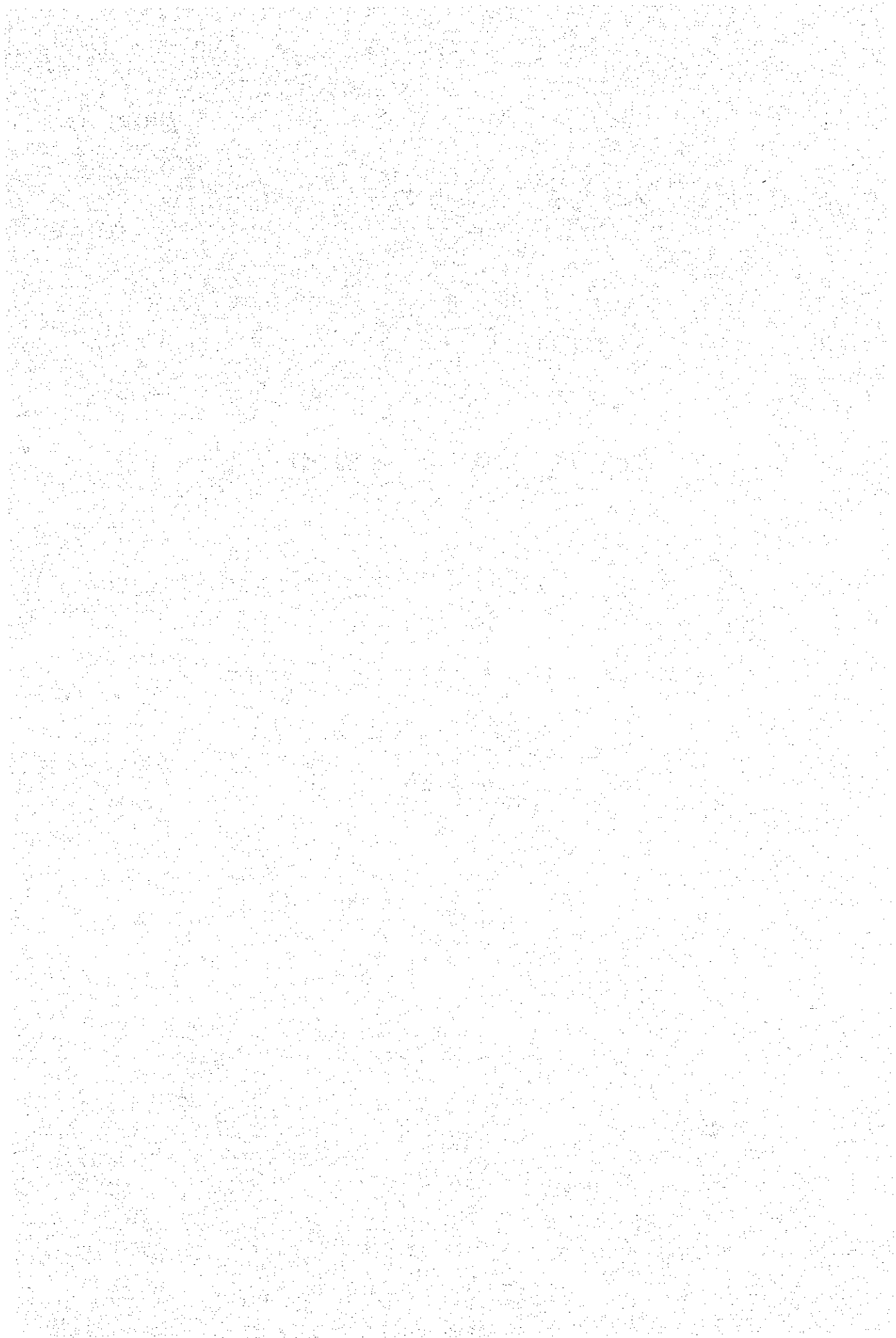


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JAPAN AS AN IDEAL DESTINATION

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INTRODUCTION

These days, thanks to the development of air transportation, international traffic is growing in scale and volume on a global basis.

In 1985, about five million Japanese went abroad. This figure stands for about five percent of Japanese population. On the other hand, we welcomed over two million foreign tourists to our country. Both Japanese overseas travelers and foreign visitor arrivals are on an increasing trend.

WELL-DEVELOPED TRANSPORTATION NETWORK

A well-developed transportation network links major cities and tourist centers. An airline network covers major cities throughout the country. Service is frequent and excellent.

Japan's railways are also well developed. The principal feature is the Shinkansen or bullet train. Three bullet train lines are now in operation --- the Tokaido-Sanyo, Tohoku and Joetsu lines. The speedy Shinkansen connects Tokyo and Kyoto in less than three hours, a distance of some 320 miles or 510 kilometers.

When it comes to city transportation, railways and subways are speedy, safe and economical. Especially, in Tokyo, the JNR loop line and subway lines crisscross the city, covering major points. A plenty of taxis are also available.

Every tourist center has its own features and attractions, and you can easily move around in our country.

UNIQUE ATTRACTIONS

Japan has a long history and a unique culture that has absorbed many foreign influences. Today's Japan is a highly developed industrial nation, but the Japanese people continue to value their old tradition.

Foreign visitors appreciate this tradition too, and our unique culture attracts more and more people to our country each year.

[1] Cultural Attraction

Japan boasts many traditional attractions. A few examples are: cultural attractions like the tea ceremony and flower arranging, stage entertainment such as the Kabuki drama, Noh drama and Bunraku puppet show, and traditional sports like Judo, Karate, Sumo and Kendo or Japanese fencing.

[2] Dining and Shopping

Japan's cuisine, like its culture, is cosmopolitan. Western, Chinese and Japanese dishes can be enjoyed. Japanese dishes are tasty and eye-pleasing. Well worth a try.

Shopping is another delight. Many exquisite articles may be purchased tax-free. Traditional items like ceramics, silks, dolls, pearls, etc. are good and memorable souvenirs. Window shopping on the busy streets is also fun.

[3] Gala Festivals

Do not forget that Japan is a land of festivals. Almost everyday, a gala festival is held somewhere in our country. Traditional festivals draw a large crowd of spectators. They are photogenic, and foreign visitors have great fun mixing with the local people.

[4] Natural Wonders and Seasons

In addition to its cultural and historical heritage, Japan is proud of its natural wonders. The country stretches a long distance from north to south. Scenic attractions are scattered throughout the country, and each has its own flavor. Rugged mountains, cone-shaped volcanoes, of which Mt. Fuji is the best example, crystal clear lakes nestled in the woods, vast rice fields, small fishing villages, and spectacular bays are just a few examples.

Japan also has four distinct seasons, and each has its own delight. In spring, the mountains and fields are covered by green verdure, and in summer, bathing and mountaineering are popular. In autumn, the mountains are adorned with colorful tints, and in winter, skiing and skating can be enjoyed in the northern part of the country.

[5] Home Visit System

Despite the pervasive Western influence, the Japanese people preserve traditions in their daily lives. You can visit a Japanese home and experience life-style as part of the Home Visit System.

RECEPTION FACILITIES AND SERVICES FOR OVERSEAS VISITORS

The Japanese people are very friendly and hospitable. But because the Japanese are shy, there might be a language barrier. To unravel this problem, Japan National Tourist Organization has developed several special programs.

The toll-free 'JAPAN TRAVEL PHONE' is one example. You can use this service toll-free when you are outside central Tokyo or Kyoto. When you are in central Tokyo or Kyoto, a regular public phone can be used for a mere 10 yen per three minutes.

In order for you to communicate with local Japanese people, JAPAN NATIONAL TOURIST ORGANIZATION has published a handy English-Japanese phrase book called 'THE TOURIST HANDBOOK'.

A 'GOOD-WILL GUIDE PROGRAM' is also in operation. Anyone wearing a 'GG' badge is willing and able to answer questions and give directions. Japan National Tourist Organization is now systematizing this program on a nation-wide basis.

In addition, informationa offices at major tourist centers are arranged according to the so-called "I" SYSTEM. English speaking staff members are stationed in these offices and information in English is available.

JAPAN IS SAFE AND CLEAN

It should be stressed that Japan enjoys one of the lowest crime rates in the world. It is completely safe to ride on any train or subway, or to walk around the streets any time of the day or nights.

Also, Japan is clean. It enjoys a high standard of sanitation. It is safe to drink water from the tap.

CONCLUSION

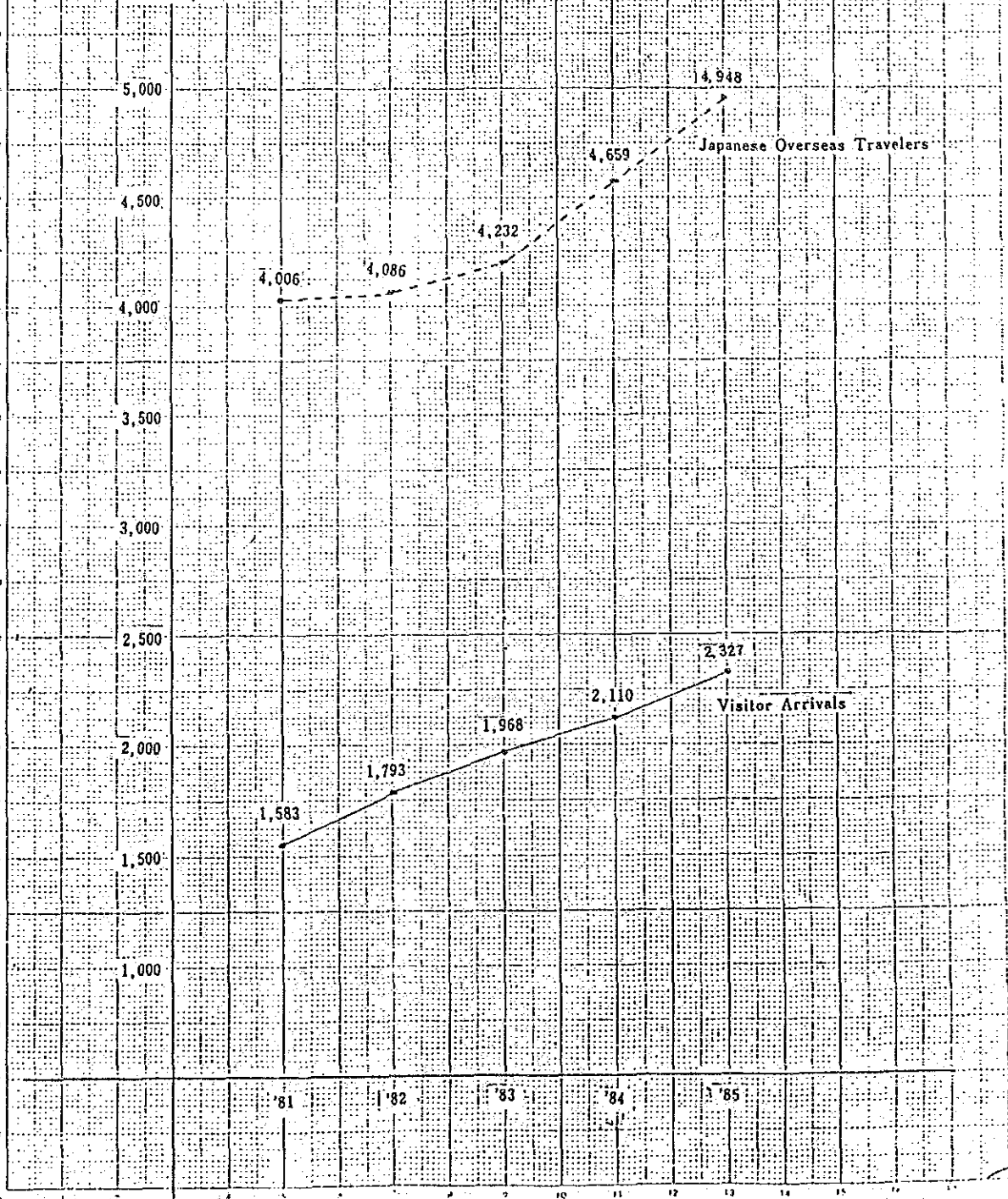
Japan, with its long history and unique culture, is filled with memorable attractions. Hotels are well-appointed, and land operators are experienced. Transportation is highly developed, and fine restaurants and entertainments are boundless. Moreover, Japan is safe, and its people are friendly and kind.

In Japan, you can enjoy a wide variety of travel opportunities. Japan is an ideal tourist destination.

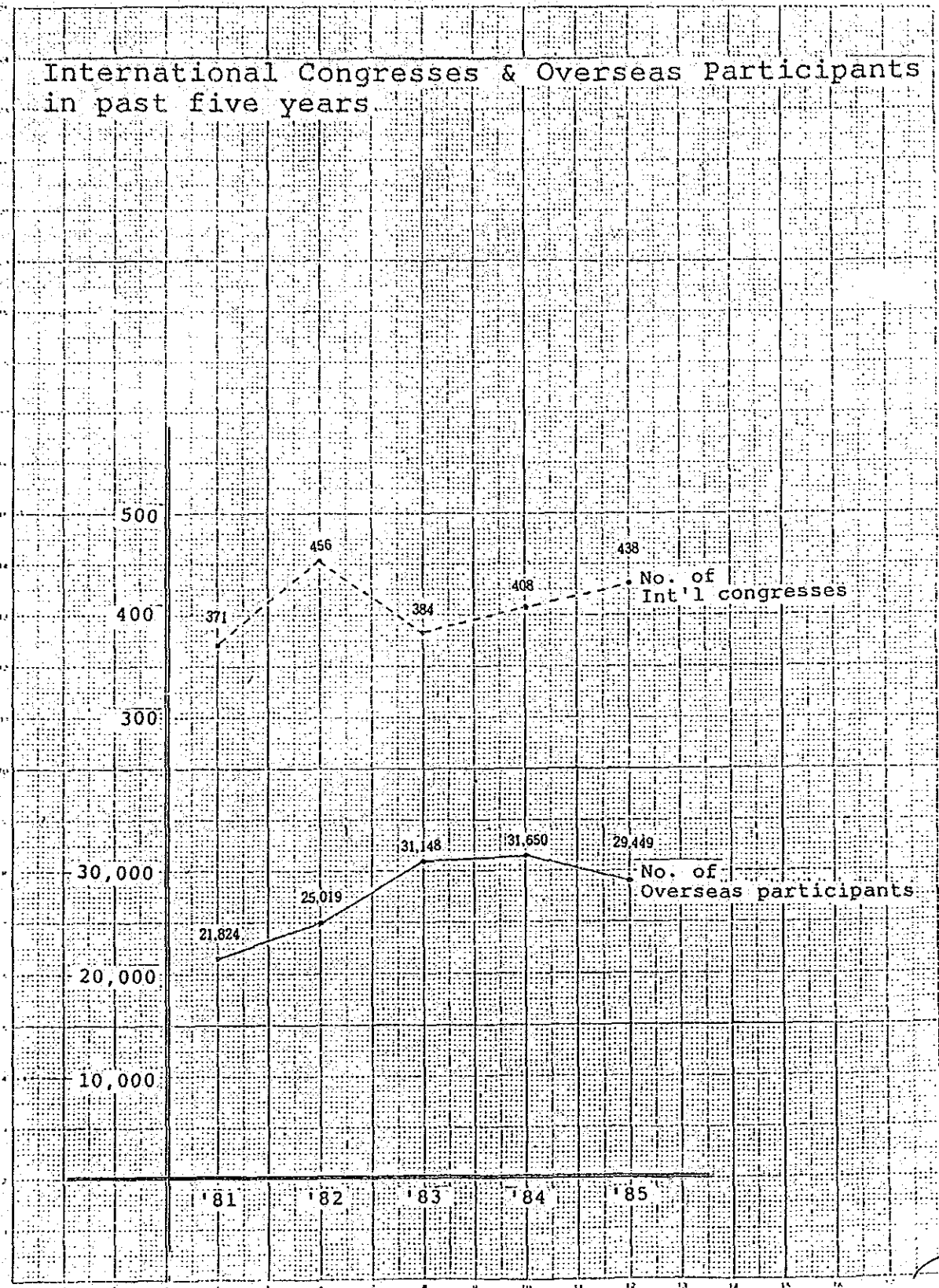
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Visitor Arrivals & Japanese Overseas Travelers in past five years

Unit : 1,000 persons



International Congresses & Overseas Participants in past five years.



CURRENT TOURISM POLICY IN JAPAN

1. Changes in Economic and Social Situation surrounding Tourism in Japan

- a. High appreciation of Yen to Dollar
- b. Increase in external friction
- c. Request of the promotion of home consumption

2. Tourism Policy with a New Point of View

- a. Expansion of international tourist exchanges to promote international mutual understanding between Japan and foreign countries
- b. Promotion of domestic tourism to enrich national living and stimulate regional economy

3. Concrete Measures

(1) Expansion of International Tourist Exchanges

In 1986 the number of Japanese who traveled abroad increased by 11.2 % over the previous years reaching 5.504 million, while the number of foreign visitors to Japan symmetrically decreased 11.5 % down to 2.06 million due to the drastic appreciation of yen.

1) Measures for the Promotion of In-bound Tourism

- a. Promotional activities to increase foreign traffic to Japan and improvement of reception services for foreign visitors are run by JNTO.
- b. MOT designated 15 areas as New Sites of Discovery (Newly Designated Tourist Areas) in Japan in March 1986, so as to enable foreign visitors to freely get around there by themselves.
- c. Promotion of International Convention City Plan

JNTO shall research and develop the model system for international convention city in FY 1987.

JNTO shall strengthen their activities to attract international convention to Japan more than ever.

MOT promotes the improvement of international conference facilities assisting by the loans from government financial organizations and by tax incentives.

MOT helps to establish legal entities of city-sized International Convention Bureaus which will be to promote international convention in major cities.

d. Measures for the Reduction of Foreign Visitors Travel Expense

JNTO published promotional aids of the lists of "International Tourist Pension" and "International Tourist Minshuku" which provide foreign guests not only with inexpensive accommodation but also with an opportunity to experience the Japanese life style.

JNTO shall also make a list of inexpensive and comfortable restaurants for foreign tourists.

2) Measures for the Promotion of Out-bound Tourism

MOT dispatched "Overseas Travel Promotion Missions" to Australia in February 1986 and to the People's Republic of China in January 1987.

JICA is carrying out technical cooperation in the field of tourism development projects in foreign countries, such as the Regional Development Project in the Western Part of Java in Indonesia, the Comprehensive Tourism Development Project in Malaysia and the Tourism Development Project for the Southern Region in Thailand.

One of the main aims of these projects are to attract Japanese tourists and improvement their tourist facilities.

MOT promotes a facilitation of employees recreation trips to abroad by the way to the tax incentive.

(2) Promotion of Domestic Tourism

1) Improvement of Tourist Resort Areas

MOT is planning to develop large scale resort areas with complex function for long stay by preparing a Bill for Improvement of Resort Areas (tentative) in conjunction with related Ministries.

2) Improvement of Tourism and Recreation Areas

MOT has authorized 12 projects of tourism and recreation areas improvement in FY 1987.

3) Promotion of Advanced Tourist Information System

The Tourism Policy Council has studied the application of the advanced tourism information system with a view to revitalizing tourism.

Missions for Japanese Overseas Travel Promotion

In 1986 the number of Japanese who traveled abroad increased by 11.2 % over the previous year reaching 5.504 million, while the number of foreign visitors to Japan symmetrically decreased by 11.5 % down to 2.06 million due to the drastic appreciation of yen.

Considering Japan's socio-cultural and economic backgrounds, the numbers of foreign visitors and the Japanese travelers abroad are still relatively small thus limiting the opportunities for foreigners' getting an insight into our culture, and vice versa.

It is noteworthy that the Government of Japan has been requested by a number of countries to cooperate with them in promotion of Japanese travel to those countries. The Japanese Government has responded by making practical out-bound tourism policies with a view to contributing toward an increase of their foreign exchange earnings and at the same time the redress of the imbalance of Japanese international payments.

In 1985 for example, the Japanese international tourism payments registered a biggest deficit of 3.68 billion dollars offsetting roughly 10 % of the surplus in the international ordinary payments. The per head expenditure of Japanese overseas travelers averaged roughly 1,000 dollars in 1985 meaning that 1 million additional Japanese overseas travelers would cut the surplus by 1 billion dollars.

From these viewpoints the Japanese Government decided to carry out the following policies as part of overall payment balancing measures under the "Action Program for Improved Market Access" of 1985:

- 1) To wage a campaign to promote Japanese overseas travel,
- 2) To study and implement the measures to facilitate overseas travel including the extended vacations,
- 3) To cooperate with foreign countries for promotion of overseas travel by Japanese and for improvement of their

reception facilities for Japanese visitors through, for example, dispatching special tourism promotion missions from Japan.

In this context, the Ministry of Transport has so far dispatched Tourism Promotion Missions to Australia in February 1986 and to the People's Republic of China in January 1987 to promote Japanese tourists to these countries, composed of the Vice-Minister for Transport, Senior Officials of Transport Ministry and Executives of the tourism related industries.

We believe that the overseas travel has a great significance in deepening mutual understanding among the peoples. Through traveling abroad, we can learn foreign culture, history and nature by ourselves. And at the same time, the overseas travel enable us to take a new objective look at our own country. In this respect, we can say that the overseas travel provides us with an opportunity to acquire the international sensitivity, which is very much needed today because Japan has now come to assume a very important role internationally.

We firmly believe, however, that we should recognize anew the significance of traveling abroad is promoting mutual understanding among the people.

The Advanced Tourism Information System

1. Development of Transport System

The transportation offers an important role to promote tourism demand by connecting between tourist resorts or tourist facilities and tourist market. In recent year, there seems remarkable phenomenon surrounding tourism such as the great increase of tourist resources, the rapid development of transportation system and the expansion of communication system.

The development of high speed and mass transportation systems and the expansion of communication networks resulted a good access to tourist market for tourist resorts, and it means new destinations were created for consumer. For example, the opening of Tokyo-Nigata expressway created new tourist destinations for the people of Tokyo metropolitan area. Therefore, the information of marine sports activities in Nigata area became a very important information for these people in addition to that of nearby bathing beach.

2. Changes of Travel Pattern

Tourism and recreation information required by tourists has been changing due to the diversification of tourists demands and their life style caused by the increase of their earnings and leisure hours in recent years.

According to the 1984 survey of Changing of Travel Pattern compare with 1974 survey conducted by the Japan Tourist Association, travel with a purpose of sports activities increase three times over the 1974 and hot spring tourism is getting very popular among the nations. Regarding to the survey, increased items of the main activities were shopping of local special products, eating, driving, visiting zoos or botanical gardens and visiting temples or shrines, same as by means of transportations were private passenger cars and plane, as of types of

accommodation facilities, hotels, minshuku and pensions were more utilized compare with the 1974.

Conspicuous is that tourists request more details information concerning tourism, sports and recreation information, such as, tennis courts, golf courses, gateball facilities, open-air bathes, morning markets, local foods and road information in addition to usual information.

Regarding the diversification of travelers today, travel agents are selling quite new type of tour products of experience-oriented tours, such as the "Rice Planting Tour", the "Remove the Snow Tour" and the "Participation Tour in Agriculture or in Dairy Farm".

3. Increase of the Communication Media

With a relation to expanding and specializing information of the tourism concerned, a great number of tourist information has been offering to peoples through the media, such as travel literature, newspapers, magazines and TV & radio program.

The local tourist authorities are now improving their tourists promotion activities with a view to attract more tourists with offering detail informations and making efforts to develop tourist information data bases by themselves.

However, there are luck of cooperation and consolidation of tourism information systems because of no national classification of tourist information for process of data bases, national standards had been respected.

4. Revitalization of Tourism Through the Introduction of the Advanced Tourist Information System

The Sub-Committee of the Tourism Council has studied the possible application of new media information system with a view

to revitalizing tourism in Japan.

The new information network system should be to make a major contribution to the popularization of resorts and tourist attractions, who need a means of conveying information to the travel trade and travel consumers. Information networks should fulfill technical requirements of the compatibility with other information networks, where possible, and be to combine existing information networks operated by major transport, accommodation and tour operating companies.

Regarding to the data base and input or output of information, domestic travel information shall be handled by Japan Tourist Association, while information for foreign tourists shall be handled by JNTO and information for Japanese overseas travelers shall be gathered chiefly by JATA with the cooperation of Foreign Embassies and Foreign Government Tourist Organizations in Japan, Tour Conductors, Airline Crews and Land Operators.

The Tourism Policy Council recommends that the cost of the new information systems should be paid for principally by those who directly benefit from them.

Changes of Travel Pattern

Items	1974	1984	Variations
1. Purposes	(%)	(%)	
(1) Recreation trip	42.5	28.4	Fall
(2) Sports	7.5	20.3	Rise
(3) Scenic and historic interest	29.4	20.6	Fall
(4) Visit temples or shrine	3.3	3.5	-
(5) Interest or study	4.0	4.6	-
(6) Hot springs	-	10.6	Rise
(7) Summer or Winter resorts	-	2.2	Rise
(8) Recuperation or relaxation	7.6	4.1	Fall
(9) Others	4.9	4.8	-
2. Main Activities			
(1) To enjoy natural beauty	54.5	51.4	-
(2) To enjoy scenic and historic places	36.9	36.4	-
(3) Hot springs	32.4	39.0	Rise
(4) Shopping or Eating	-	24.9	Rise
(5) Driving	6.3	24.5	Rise
(6) To visit temples or shrine	9.7	14.2	Rise
(7) To visit zoos or botanical gardens	2.9	12.9	Rise
(8) Swimming	6.5	7.5	-
(9) Skiing	4.9	7.3	Rise
(10) To enjoy at amusement parks	3.2	5.1	Rise
3. By Means of Transportations			
(1) Railways	60.4	42.0	Fall
(2) Passenger buses	40.2	41.0	-
(3) Private passenger cars	28.7	37.2	Rise
(4) Taxis or rented cars	11.3	14.0	Rise
(5) Planes	3.7	6.9	Rise
(6) Passenger boats	10.8	6.8	Fall
4. Accommodations			
(1) Hotels	23.8	26.7	Rise
(2) Ryokan	46.7	42.4	Fall
(3) Minshuku	7.4	10.0	Rise
(4) Pensions	-	2.6	Rise
(5) Lodging houses	5.0	4.7	-
(6) Boarding lodges	5.4	5.6	-
(7) Friends' or relative's houses	10.1	5.6	Fall
(8) Others	15.9	13.9	Fall

Source : "A Survey of Actual Condition and Intentions of Tourists" by the Japan Tourist Association

Advanced Tourism Information System (model)

Data Collection (Large scale, wide range and detail information)

(Basic Information)

(Up-to date Information)

- Scenic and historic places
- Annual events
- Local products
- Foods
- Recreation facility
- Abroad tourist information





- Events
- Seasonal information
(flowering time, snow information)
- Transport information
- Reservation information
- Abroad tourist information

(Data Collection)

- Local Governments
- Local Tourist Associations
- Travel Agents
- Hotels

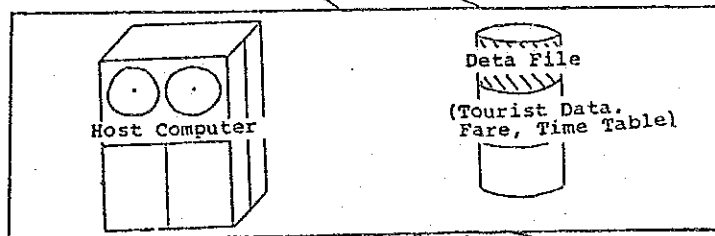
- Foreign Embassy in Japan
- Foreign Government
- Tourist Organization
- Land Operators
- Airlines

- Tour Conductors
- Crews

-  Personal Computer
-  Facsimile
-  Telephone
-  Mail

- JNTO (Foreign tourist information)
- JATA (Japanese overseas travel information)
- JTA (Domestic Tourist information)

Data Processing (mass, high speed and systematic process)



Offering (comprehensive, simultaneous and simply offering)

