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다국어 인터넷 매거진

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Tourism is ace in the hole for Japan to be international and vitalized locally.

Let’s travel with foreigners for the purpose of rediscovering the fascination of Japan.

Q: What do you think impresses you most about Japan?
A: There are a wide variety of characters according to regions ranging from Hakusa to Okinawa in this small country. The nature and customs of all seasons and local specialties are great, and we have many kinds of characteristic hot springs. Hospitality peculiar to Japanese, if understood foreigners more and are proud of their own region, will become a big tourist resource.

Q: What do you think is most necessary for Japan to be a tourism nation?
A: We need to try to find a lot to be proud of in Japan, such as tourism. Things that are commonplace for us can be very attractive for foreigners.

Q: Would you give messages for students who are interested in the tourism industry?
A: I want you to strive to be professionals of tourism. In my laboratory, a student from China, who decided to qualify as a professional of tourism and joined a major travel agency.

In his third year with the agency, he made an important role in the Beijing Olympics by, because the Japanese need help for many things that cannot be done by Japanese.

I want you to gain enough experience and to aim at a manager in a Japanese company. In the future, opportunities to demonstrate your abilities will increase without doubt, and you should strive to be a leader then.

Q: What’s your motto?
A: Seeing is believing. I think it’s important for us to experience anything with our own body as well as with our mind.

When you want to do something, say it in first.

Let’s travel with foreigners for the purpose of rediscovering the fascination of Japan.

Q: What do you think impresses you most about Japan?
A: People in Japan are very polite and kind. It is a country where people respect each other.

Q: What do you think is most necessary for Japan to be a tourism nation?
A: It is very important to have a good understanding of the culture and customs of Japan.

Q: Would you give messages for students who are interested in the tourism industry?
A: I want you to strive to be professionals of tourism. In my laboratory, a student from China, who decided to qualify as a professional of tourism and joined a major travel agency.

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Q: What do you think impresses us most about Japan?
A: There are a wide variety of characters according to regions ranging from Hokkaido to Okinawa in this small country. The nature and contrasts of all four seasons and local specialties are great, and we have many kinds of characteristic hot springs. Hospitality peculiar to Japanese, if Japanese understand foreigners more and are proud of our own region, will become a big tourist resource.

Q: What do you think is most necessary for Japan to be a tourism nation?
A: We need to try to find a lot to be proud of in Japan with foreigners. Things that are commonplace for us can be very attractive for foreigners.

Q: What's the importance of tourism?
A: To vitalize Japan, especially stimulate local industry. Tourism is very important key, I think. Until recently, there had been big outbound tourism (Japanese people going abroad) and small inbound tourism (accepting foreign tourists in Japan) in Japan. Accepting foreign tourists in Japan is effective for Japan to be international. Tourists from various countries vitalize local areas and causes us to be proud of our own hometown again.

Tourism provides a spark for industries to vitalize. Shops and accommodations for tourists will be established and new souvenirs will be invented.

Q: What would you give messages for students who are interested in the tourism industry?
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In his third year with the agency, he made an important role in the Beijing Olympics on the ground, because foreigners can care for many things that can not be done by Japanese.

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Q: What's your motto?
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外国人の人たちといっしょに日本の郷土のよさを再発見する、旅に出てみよう。

よいよ、10月1日に観光庁がスタートします。今回は、『観光立国』を目指し、大手旅行会社の経験を生かして観光業に様々な提案を投げかけている鈴木教授に中国人留学生の呉英姫さんがお話をお聞きしました。

Q：観光の重要性についてお聞かせ下さい。
A：日本の一番いいところは何だと思いますか？
Q：日本の一番いいところは何だと思いますか？
A：日本の一番いいところは何だと思いますか？
A：観光客を迎えるお店や宿泊施設、観光施設も需要が増えていきますね。

Q：観光立国になるためには何が一番必要だと思いますか？
A：観光客を迎えるお店や宿泊施設、観光施設も需要が増えていきますね。

Q：観光立国になるためには何が一番必要だと思いますか？
A：外国人の人たちといっしょに日本のすばらしいところを見つけ出す努力をすることだと思います。自分たちが普段、当たり前に見ていているものでも外国人の人たちにとっては、とても魅力のあるものかもしれませんね。

観光分野に関して、政府や自治体などの公共の組織や大手の私企業など、外国人の人たちがマネージャーとして活躍する場をもっと作っていくことが必要ではないかと思います。また日本に長期間滞在している留学生や外国人の人たちに住み心地のいい国だと思ってもらうことも大切ですね。彼らが日本を好きになって帰国してくれれば、それが１番のPRになります。