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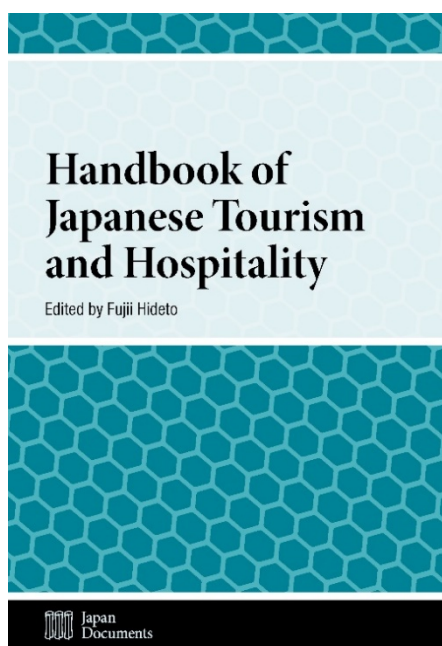
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藤井秀登編 日本のツーリズムと ホスピタリティ・ハンドブック Handbook of Japanese Tourism and Hospitality

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日本のツーリズム及びホスピタリティ研究を理解するための1冊



本書は、日本の自然、社会、文化が、ツーリズム、ホスピタリティ及びツーリズム資源のような要素といかに関連しているのかを考察するハンドブックです。日本では、自然と文化との関係を調和した、新しいツーリズムの形態が創出されています。こうした認識に依拠することで、本書は場所に基づくツーリズムの発展が生み出されてきた自然と文化との統一したツーリズムの形態を明らかにしています。

本書は第一部「ツーリズムへの基本的視点」、第二部「ツーリズム産業を理解する」、第三部「応用的及び現代的テーマ」の全三部で構成されています。ツーリズムの歴史、ツーリズムの理論と政策、ツーリズムのマーケティング及びマネジメントに焦点を当てた全16章は、文化・農村・巡礼・美食・メガイイベント・メディア化されたツーリズムの各形態を分析する基礎を提供しています。

本書を経営学、ツーリズム、ホスピタリティ研究に関心を持つ研究者・研究室にお勧めいたします



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Handbook of Japanese Tourism and Hospitality

The travel industry plays a vital role in several aspects of the tourist experience, including transportation, lodging, and meals. In Chapter 8, Suzuki Masaru explores this broad picture of the Japanese travel industry from a management perspective. He indicates that the Japanese travel industry differs significantly from foreign travel agencies on the distribution points, products, planning processes, profit systems, and travel laws. Recently, the situation in the travel industry has drastically changed due to the use of the Internet, which now connects consumers with suppliers, such as airlines, hotels, and restaurants. Therefore, travel agencies must reconstruct their business and operation strategies to handle these changing circumstances. According to Suzuki Masaru, the Japanese travel industry must enter new business fields, such as global businesses, to defend its position in the worldwide travel industry.

Finally, Chapter 16 by Suzuki Masaru indicates the direction of a tourism-oriented country with a stable and robust foundation in the post-COVID-19 era. This chapter is based on a tourism-oriented nation policy outline, which former Prime Minister Koizumi Jun'ichirō launched in 2003 to promote Japan to inbound travelers. Until the COVID-19 pandemic, foreign tourist arrivals increased nearly six times from 2003 to 2019 to 31.88 million, reaching target levels. The chapter suggests that promotion efforts by tourism-related public and private sectors lead to success. At the same time, it acknowledges the necessity of improving package tour content to overcome the aftermath of the pandemic. This final chapter invites us to reconsider the unbalanced share of the source market, product quality, overtourism, tourism leakage, and human resources in a tourism-oriented nation.

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Chapter 8 The Travel Industry: Management Perspectives

Suzuki Masaru

Abstract

The chapter aims to provide a clear understanding of the entire picture of the Japanese travel industry, which is very different from the travel industry in other countries, in regards to the point of distribution, product, planning process, profit system, and travel laws. Recently, the situation in the travel industry has drastically changed due to the utilization of the Internet. Its management and trends must be examined from the travel agent's perspective to understand the characteristics of the travel business.

Keywords: travel industry, “bypassing phenomenon” (of a travel agency), online agents, package tours, suppliers and consumers, low-profit management

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Chapter 16

Challenges: Toward a Tourism-Oriented Country

Suzuki Masaru

Abstract

This chapter aims to enhance the understanding of the outline of a “tourism-oriented nation,” launched by former Prime Minister Koizumi in 2003, to promote the “Visit Japan Campaign.” Japan had been advancing successfully until the COVID-19 pandemic. Foreign tourist arrivals have increased nearly six times across more than 15 years (from 2003 to 2019) to 31.88 million. The reason is that the public and private sectors and relevant individuals in the field of tourism promotion exerted their best effort to achieve the target related to the visa relaxation policy of the government. Alternatively, although this drastic increase in tourists was achieved compared with other advanced tourist nations, improving tourism content remains necessary for Japan regarding the unbalanced share of the source market, product quality, over-tourism, tourism leakage, and tourism human resources. This chapter provides an overview of building a stable and robust foundation for Japan to be a real tourism nation in the post-COVID-19 era.

Keywords: tourism nation (tourism-oriented country), Visit Japan Campaign (VJC), visa relaxation, over-tourism, regional revitalization, upgrading tourism

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