

[15th IFNAT in ANTONG,2020]

Int'l Tourism and the COVID-19 Pandemic

- The Impact and Revitalizing-

**「国際観光とCOVID-19(新型コロナウイルス)禍」
—その影響と活性化—**

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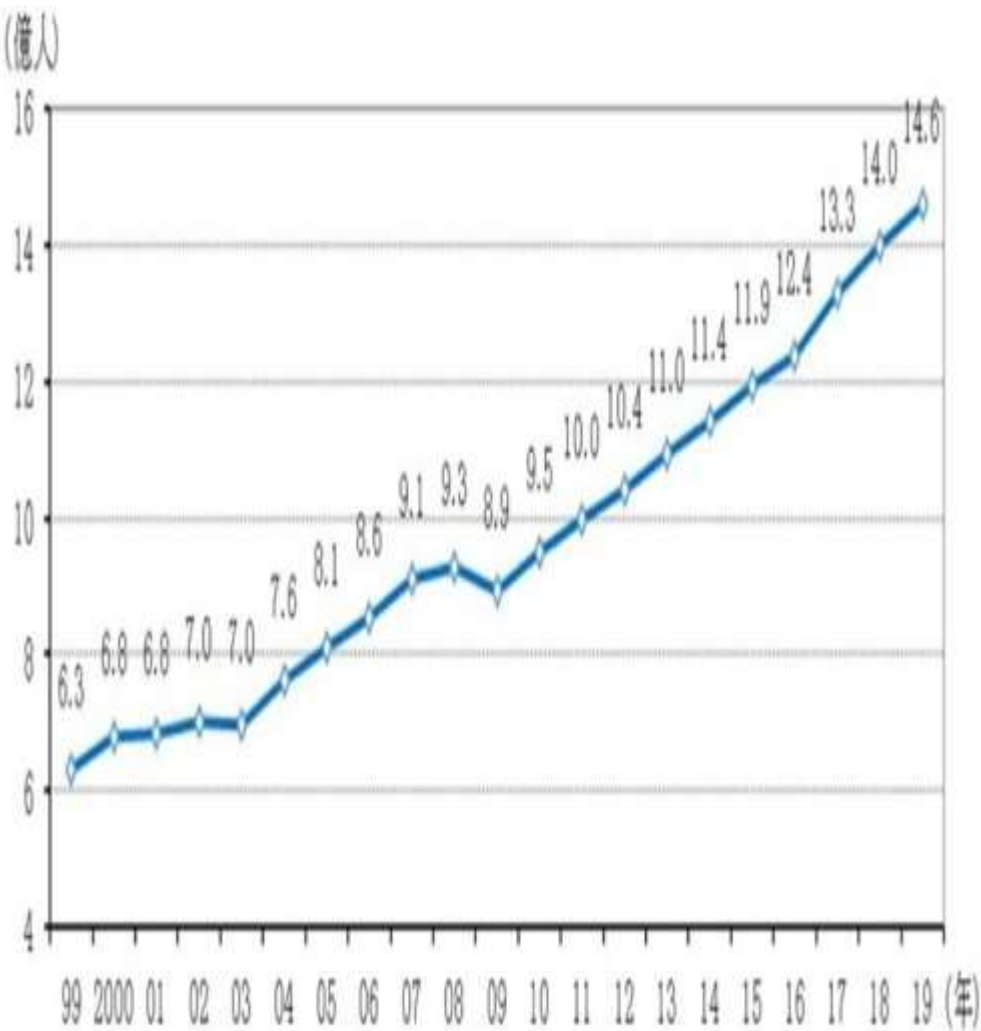
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I . Recent Tourism(World & Japan)

International Tourist Arrivals (国際観光客数の推移)

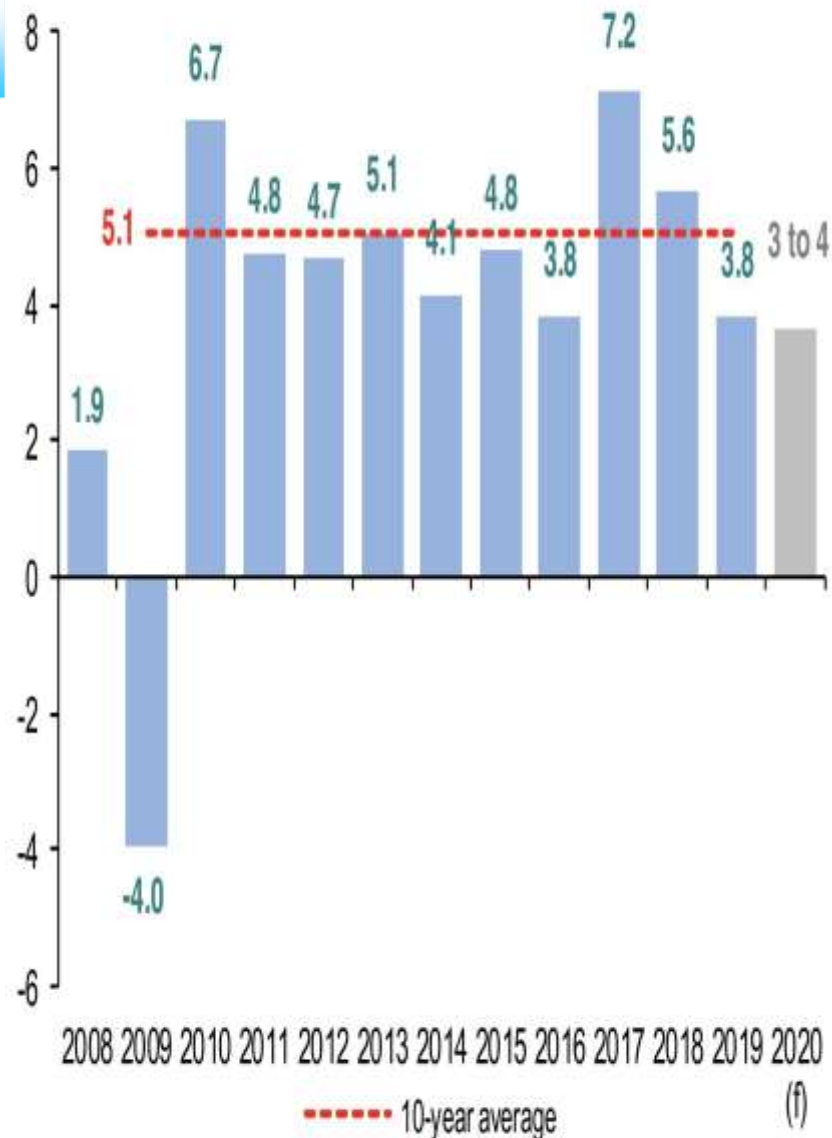
(100 million)



資料：UNWTO (国連世界観光機関) 資料に基づき観光庁作成

International Tourist Arrivals, World

(% change)



Source: World Tourism Organization (UNWTO) ©

(f) Forecast

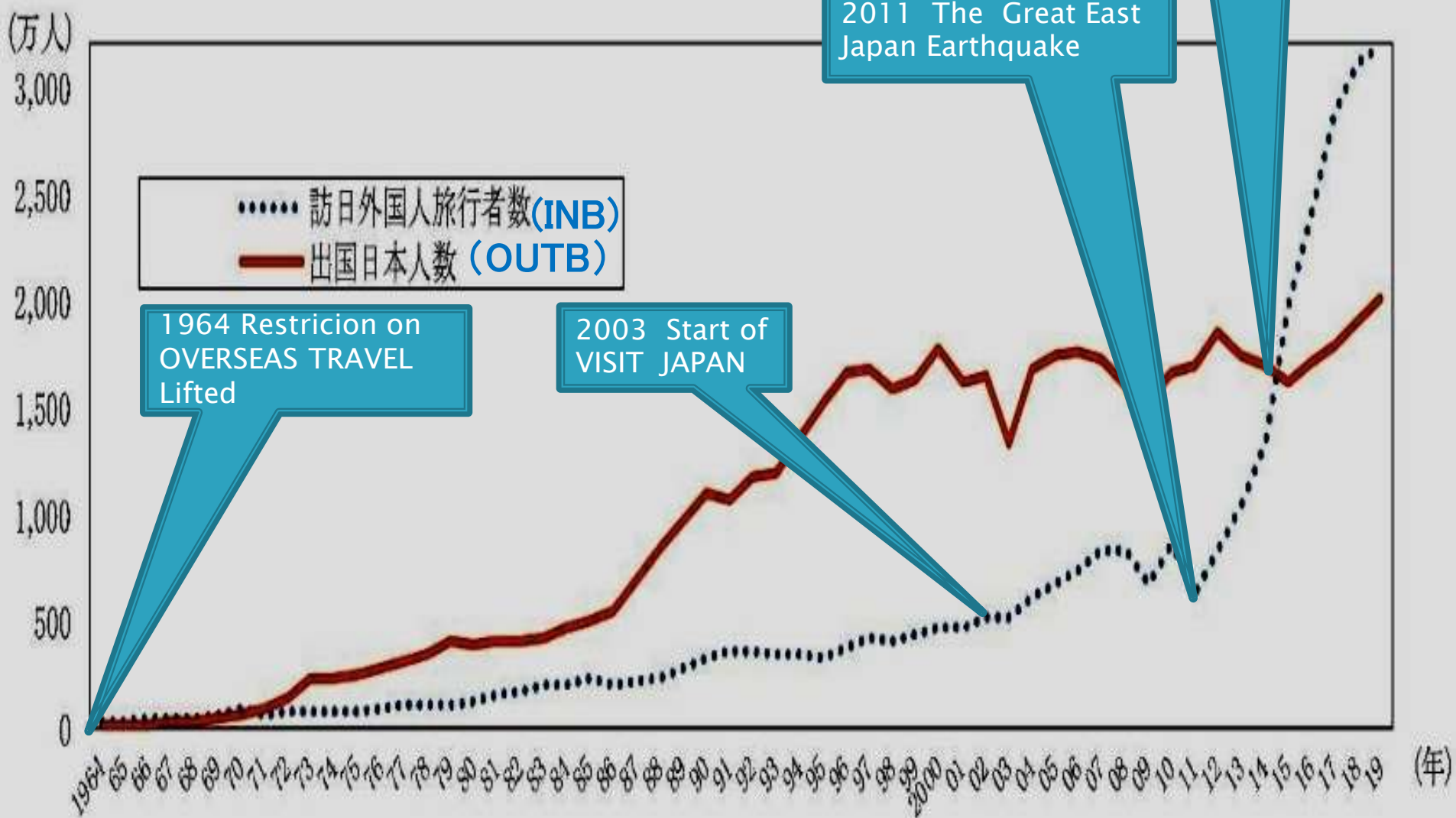
Outlook for International Tourist Arrivals

	Change				average a year	2020 Projection (issued January)
	2016	2017	2018	2019*	2009-2019*	from
World	3.8%	7.2%	5.6%	3.8%	5.1%	+3% to +4%
Europe	2.5%	8.8%	5.8%	3.7%	4.6%	+3% to +4%
Asia and the Pacific	7.7%	5.7%	7.3%	4.6%	7.1%	+5% to +6%
Americas	3.7%	4.7%	2.4%	2.0%	4.6%	+2% to +3%
Africa	7.8%	8.5%	8.5%	4.2%	4.4%	+3% to +5%
Middle East	-4.7%	4.1%	3.0%	7.6%	2.7%	+4% to +6%

Source: World Tourism Organization (UNWTO) ©

* Provisional data

「訪日外国人旅行者数と出国日本人数の推移」 (観光庁「観光白書2020」) (Inbound & Outbound in Japan)



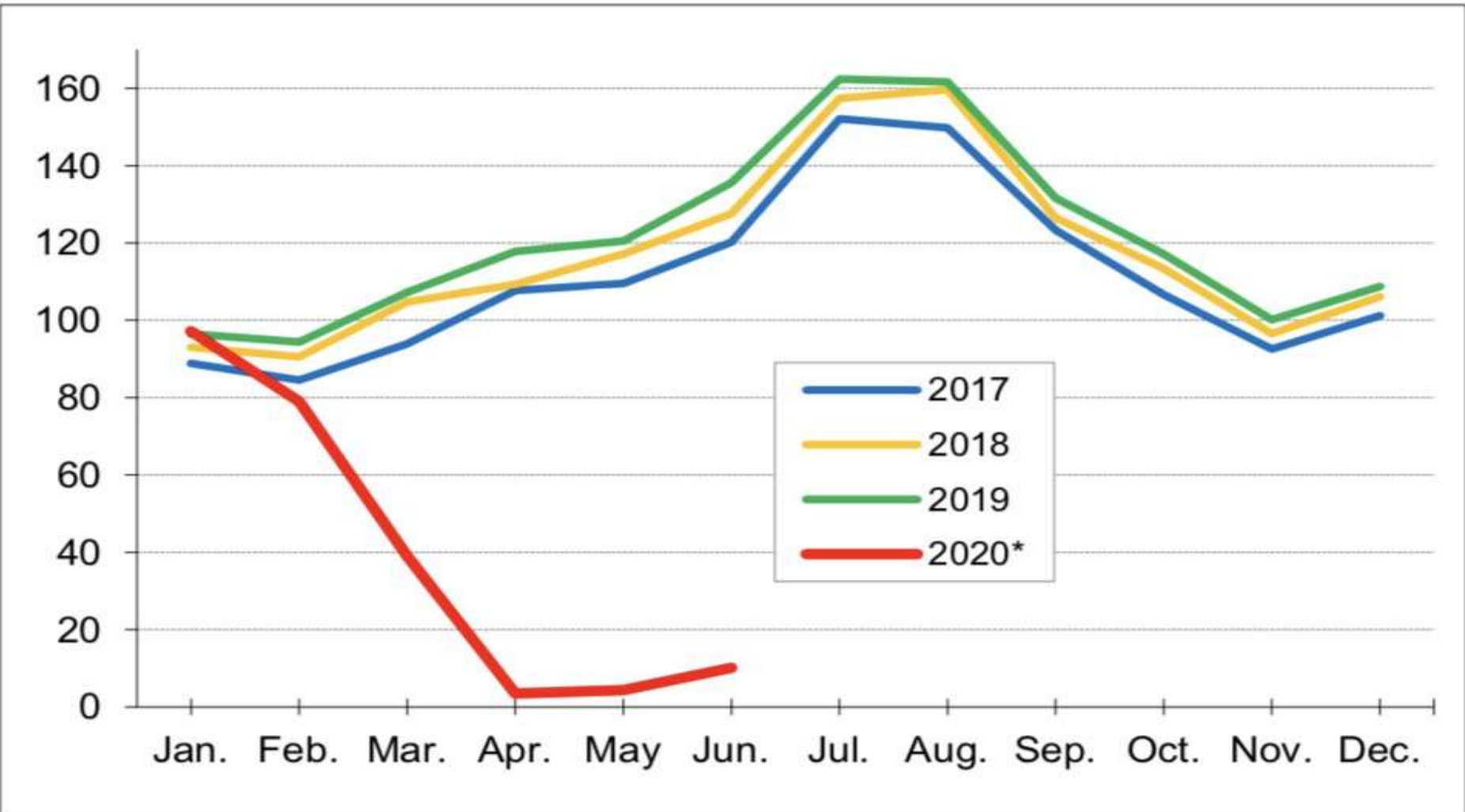
資料：日本政府観光局資料に基づき観光庁作成

II. Impact of COVID-19(World & Japan)

International Tourist Arrivals by month

World

(million)



Source: World Tourism Organization (UNWTO) 5

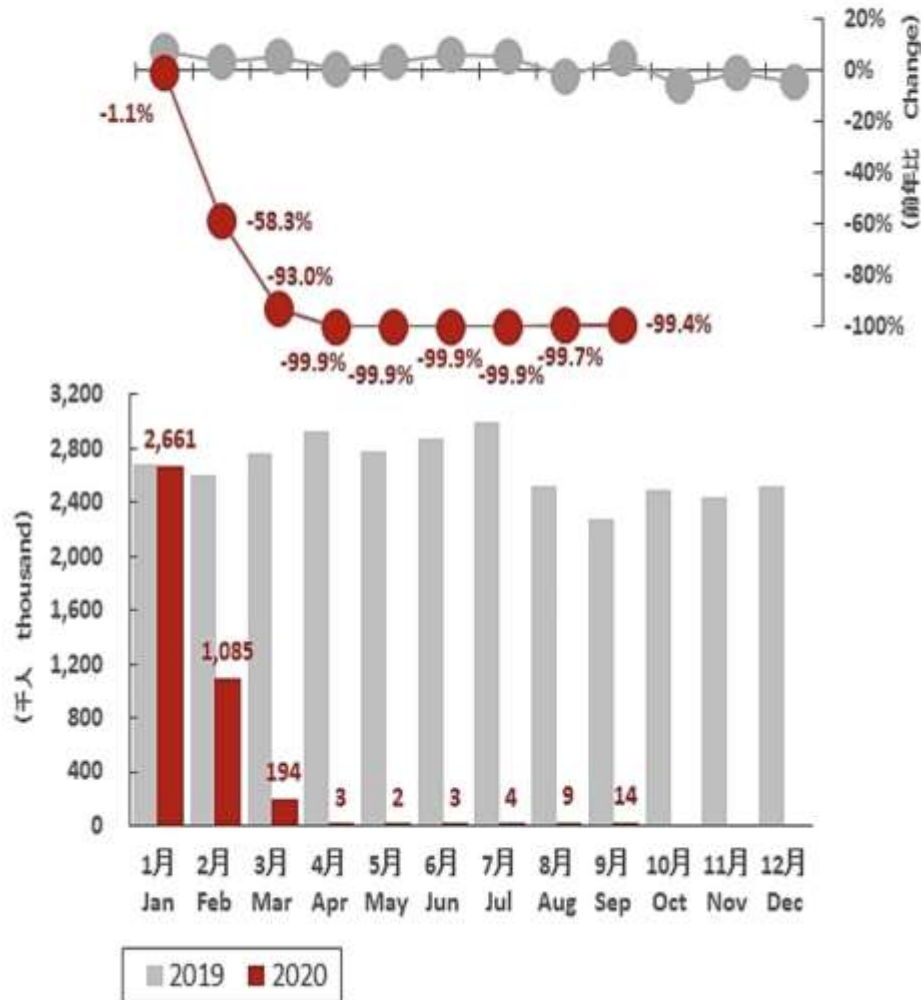
II. Impact of COVID-19(World & Japan)

訪日外国人数 2020年版



www.TravelVoice.jp

Visitor Arrivals to Japan in 2020



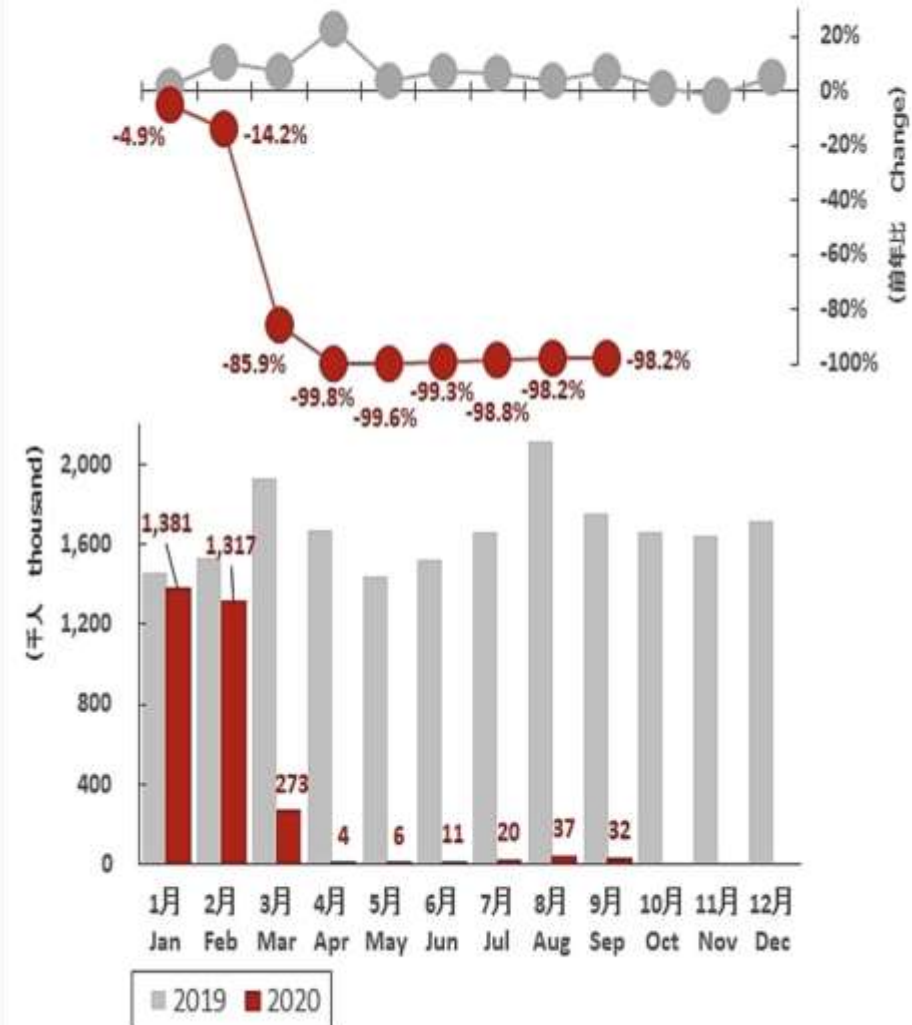
出典: 日本政府観光局 Source: Japan National Tourism Organization

日本人出国者数 2020年版



www.TravelVoice.jp

Japanese Overseas Travelers in 2020



出典: 日本政府観光局 Source: Japan National Tourism Organization

III. Tourism- The New Normal

Avoid the "Three Cs"!

1. **Closed spaces** with poor ventilation.

2. **Crowded places** with many people nearby.

3. **Close-contact settings** such as close-range conversations.



3つの密を避けましょう!

①換気の悪い
密閉空間

②多数が集まる
密集場所

③間近で会話や
発声をする
密接場面



[3 essentials of prevention]

☆REMOTE-WORK

☆WORKATION

<Change of Tour Type>

(short-term&short-distance travels)

▪ GROUP ➡ FIT

▪ Excursion ➡ Long Stay/Local
/Driving car /Riding bicycle

☆Online travel boom in Japan.

▪ Online Drinking with GEISHA(Hakone)

▪ Japanese Food Experiences(Sake Master)

👉「Ministry of Health, Labour and Welfare」(厚労省etc)

IV. Tourism Revitalizing 2) International

(Travel Bubble, Business Track & Residence Track)

- ☆ Starting of 'Travel Bubble' 'Business Track' discussions with four countries.(Vietnam, Thailand, Australia and New Zealand with lower COVID-19 infection status) (Jun 2020)
- ☆ 440 Japanese business travelers fly to Vietnam as the first step of reopening borders (End of June 2020)
- ☆ Talk with 12 designated countries and regions for restart of bilateral travel in East Asia and Southeast Asia (Jul 27, 2020).
- ☆ 'Residence Track' : Starting in September08, such as Taiwan, Malaysia, Laos, Cambodia, Myanmar after Vietnam & Thailand.
- ☆ 'Business Track' & 'Residence Track' : Starting in October 08, with ROK

IV. Tourism Revitalizing (DOMESTIC TOURISM)

☆[GO TO TRAVEL CAMPAIGN] domestic travel recovery campaign to boost the domestic travel market
(excludes travels from/to Tokyo due to an increase in COVID-19 in Tokyo)

(The government has budgeted 1,680 billion JPY for 'GO TO Campaign' to boost tourism in Japan, in which 'GO TO TRAVEL' benefits a traveler with a coupon equivalent to a half of a product price or up to 20,000 JPY per night through travel agents.[Travel Voice Jun 01, 2020])

IV. Tourism Revitalizing (Inbound Tourism)

JNTO's a three-steps roadmap to revive the inbound travel market. .
(Travel Voice: July10,2020)

STEP 1 (travel restrictions are still effective both in Japan and the rest of the world)

1. Consecutive delivery of information to Japan fans on SNS
2. Delivery of information for B to B on webinars

STEP 2 (reopening of domestic travel both in Japan and the rest of the world, and entry restrictions into Japan are lifted step by step)

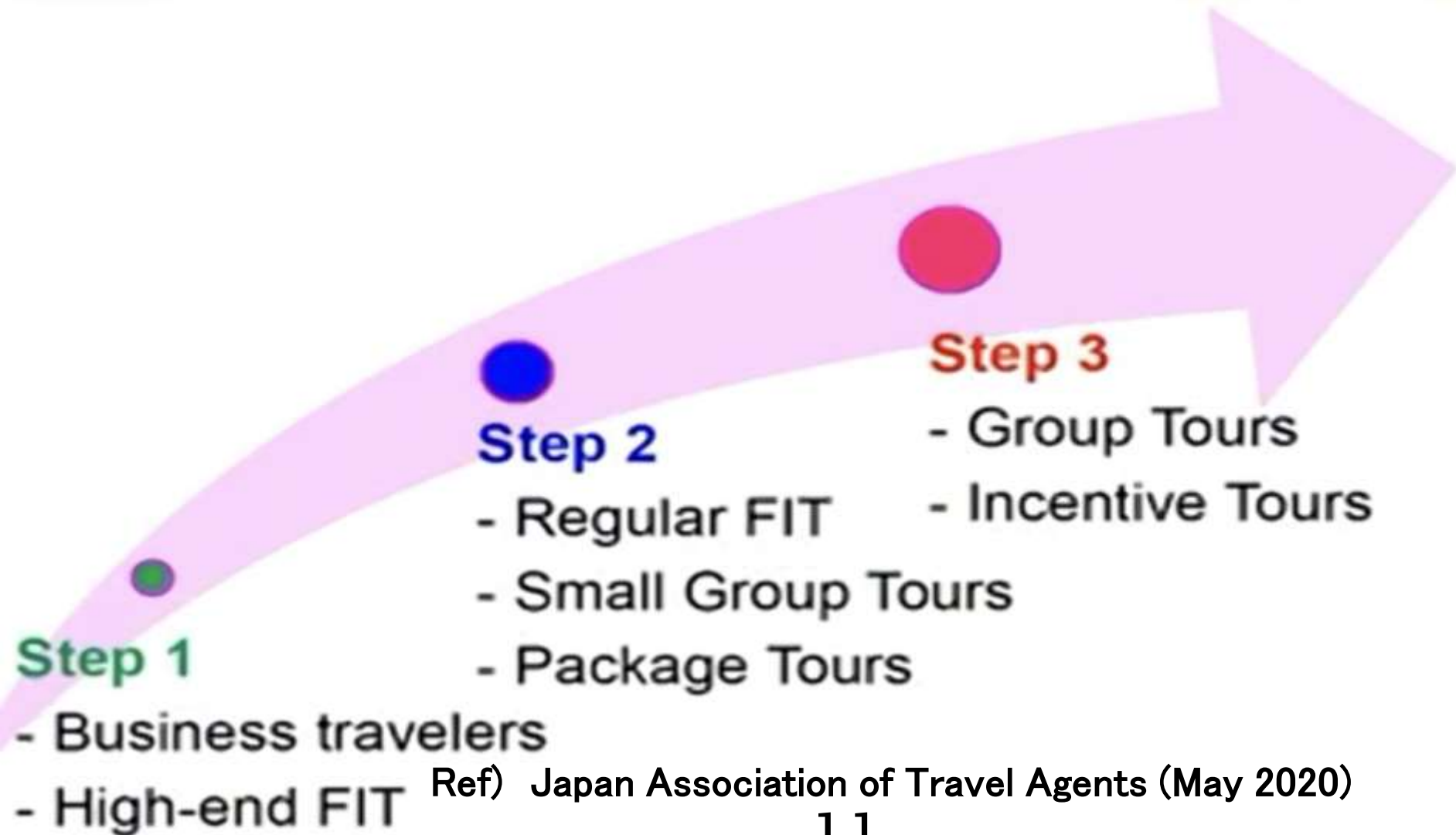
3. Delivery of safety and security information
4. Support local DMOs in creating products designed for new trends
5. Appealing public images of travel in Japan in accordance with new trends

STEP 3 (travel restrictions on tourists are lifted worldwide)

6. Restart of promotional campaigns with travel companies or airlines
7. Inviting media, foreign travel agents or SNS influencers to Japan

IV. Tourism Revitalizing (Outbound Tourism)

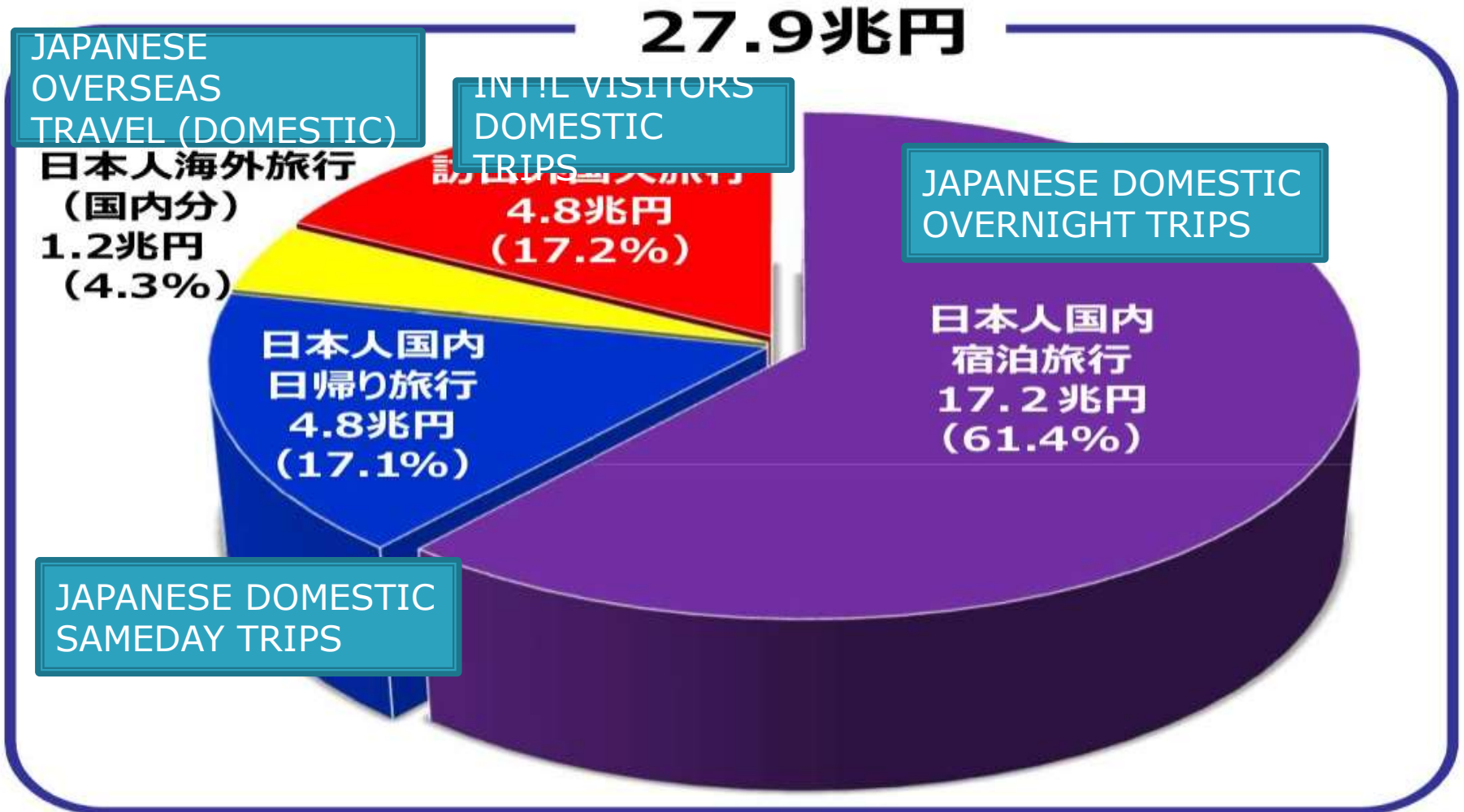
Time Line – Recovery Steps (Travel Products)



Ref) Japan Association of Travel Agents (May 2020)

IV. Tourism Revitalizing

1) DOMESTIC TOURISM CONSUMPTION (2019 : 27.9 Trillion Yen)



IV. Tourism Revitalizing [My Strategy]

②2nd stage) Int'l tourism promotion ...[Slow & Steady]

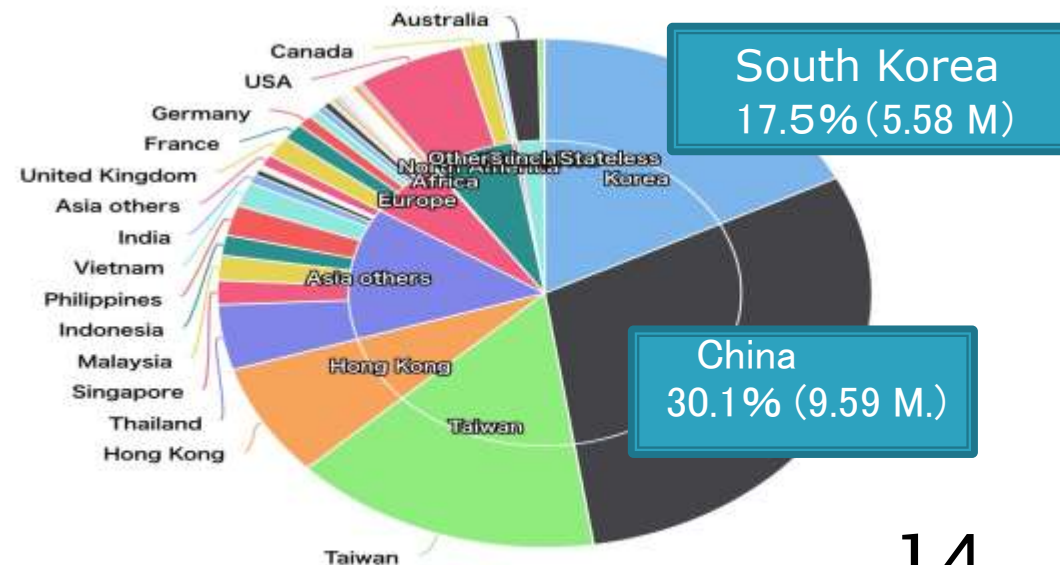
☆ Starting

- Business Track/Resident Track/Travel Bubble
- Business essential ➡ Foreign student/Trainee ➡ Tourist

☆ Building : A stable & strong foundation of
“Tourism Nation” in Japan

- Inbound Share
- Tourism Leakage
- Others

Overseas Residents' Visits to Japan 2019



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Source : Japan National Tourism Organization (JNTO)

*Provisional

(JTB
SOKEN)

[Finally :最後に・・・]

1. Promoting Two-way Tourism
2. Exchanging Tourist information
including the status of Covid-19
3. Boosting development of
tourism professional human
resources

[Thank you very much for your attention]
ご清聴をありがとうございました。

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