



Keys for Attracting Foreign Tourists to Japan Studying from the French Strategy

Motive

When we consider how to improve sightseeing in Japan, we always base our case studies on certain areas of Japan.



We should focus on foreign instances and find new improvement. →France is the No.1 in the tourism sector.

We can compare Japan with France and would like to study from the advantage of French strategy!

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Existing States

We compared a variety of number between Japan and France.

Japan		France
19,737,000	The number of foreign tourists per annum	84,452,000
\$188,530,000	Tourism revenue per annum	\$459,200,000
16	The number of World Cultural Heritage sites	38
4	The number of World Natural Heritage sites	3
0	The number of Mixed Cultural and Natural Heritage sites	1

③

Hypothesis

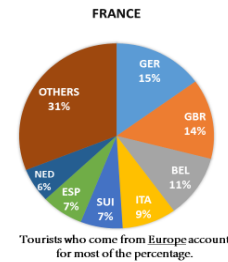
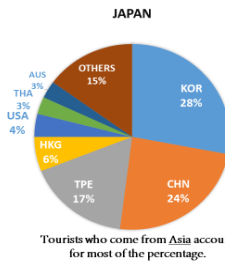
IF...

- we investigate efficiency of French strategy to invite a lot of tourists,
- we apply the advantage of French tourism to the Japanese one,

Japanese tourism will develop much more!!!

②

The rate of tourists compared by countries



④

Verification

[1] Big Differences Between Japan and France

(1) Access from Neighboring Countries

Japan = Island country

→The mode of transport to Japan is on an airplane.

France = landlocked country

→All sorts of mode of transports are available.

(2) The Number of World Heritage

Japan : 20

France : 42

→ France has twice as many heritages compared to Japan.



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[2] France has Efficient Strategy

(1) Sightseeing Spots Concentrate in Several Places.

In Paris : Louvre Museum, The cathedral of Notre Dame, Versailles

Palace, Triumphal Arch, Mon sun Michelle

In southern France : There are many famous cities

→Provence, Nice, Cote Dazur

→So tourists can visit many spots within a shorter period.

(2) French Traffic is Developed

Various ways of transportation → metros, buses, trams, etc

ex) Velib... This is rental bicycles service started in 2007.

→ There are about 1800 stations and more than 20000

bicycles on road.

People can rent and return them everywhere.



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Proposal

● We suggest two tours.

(1) Popular Spot Tours : Tourists visit popular spots in Japan.

→For tourists who visit Japan for the first time.

(2) Unfamiliar Spots Tours : Tourists visit unfamiliar spots in Japan.

→For tourists who visit Japan many times.

◎Tourists stay in Japan for 4days and 3 nights.

◎Everyone can add more spots they would like to visit on adhoc (Options of the Tour).

→People from the ordinary to the rich can visit Japan broadly.

⑦

Popular Spots Tour

NRT

①Tokyo : Asakusa, Meiji Shrine

(stay at Tokyo)

②Nagoya : Nagoya Castle

Mie : Ise Shrine

(stay at Ise)

③Kyoto : Kiyomizu Temple,

Fushimi Inari Shrine

(stay at Arashiyama)

④Nara : Todaiji Temple, Nara Park

↓ Osaka : Umeda, Namba

KIX

⑧



Unfamiliar Spots Tour

NRT

①Tokyo : National Noh Theater,

Samurai Museum

↓ Yamanashi : Oshino-Hakkai, Mt. Fuji

②Kyoto : Ryoanji Temple,

Antique Fair, Seimei shrine

③Nara : Manyoh Cultural Hall, Imai town

④Osaka : Osaka Museum of Housing

and Living, Kasuga Game Center

↓ KIX

⑨



Options of the Tour

If you change your arrival or departure airports to Fukuoka Airport or New Chitose Airport, you can increase the number of spots you can visit.

If you change your arrival airport from KIX, to FUK... →You can visit Beppu Hot Spring, Itukushima Shrine, Izumo Taisha Shrine, and so on.

If you change your departure airport from HND to NCT... →You can visit Nikko-Toshogu, Chusonji Temple, Farm Tomita, and so on. In addition, if you come to Japan in winter, you can also go to Sapporo Snow Festival in Hokkaido.

⑩

In Addition

Tokyo Olympics will held in 2020.

↳ We think this must be a chance to increase tourists visiting Japan!!

ex1) We can do many kinds of volunteer activities and jobs.

→ as interpreters, guides, hall staffs, cleaning staffs, and so on.

ex2) We can connect Tokyo Olympics and the tours we suggest.

→ People who take part in our tours can get special tickets.

Users are able to receive these services.

- grandstands
 - get free food
 - get goods of Tokyo Olympics
- and so on!!!!

⑪

Challenge for the future

○By planning those tours that allows tourists to visit a lot of areas...

→More and more foreigner will become interested in Japan

and the number of tourists coming to Japan will increase !!!!!

BUT...

English skill of Japanese people is poor.

When they perform something, they don't have positiveness

Traffic network in Japan should be enhanced.

⇒We think these problems should be solved gradually.

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