

PROMOTING TOURISM IN THE LOCAL COMMUNITIES IN JAPAN

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Abstract

This paper aims to discuss the challenges and opportunities of promoting tourism in local communities in Japan.

The Japan National Tourism Organization promotes an image of Japan as a very appealing tourist destination for the domestic and international markets, with easy access to natural beauty, art, culture, traditions, festivals and food, as well as images of an industrial and manufacturing country.

Increasing ageing population and the decline of the birth rate in Japan create priorities for the Japanese society to diversify economic alternatives to boost its national economy by developing and promoting the tourism industry.

The Japanese tourism industry has had a small contribution to the national economy compared to foreign countries and continues to be behind compared to other Asian countries.

Developing all types of tourism can be incompatible with the environment and local communities' capacity building; finding the ideal tourism products and services for each community will allow the expansion of tourism. Therefore, developing and promoting specialized tourist products and services in the local communities will increase the opportunity of having more tourists visiting Japan with the appropriate promotion of tourism.

Key words: Promoting, Tourism, Development, Local, Economy, Communities.

Biography

I was born and raised in San José, Costa Rica and lived in Vancouver, British Columbia, Canada. I have studied at Anaheim University, University of British Columbia, University of Tsukuba and Latina University of Costa Rica. I have taught English and Intercultural Communication in Japan for the last 11 years. Presently, I am a full-time Junior Associate Professor at Tokai University. My research interests are: Education, Intercultural Communication, International Business, Environmental Sciences and Tourism.