

## Tourism Management Group Seminars Series

### **Tourism in Japan: changes and trends in the 21st Century**

The domestic Japanese tourism market has long been considered rather closed, with few investment and visitors from outside and homogenous travel behaviour concentrating on group tours and recognized cultural and natural attractions. However, social and demographic changes, an increased emphasis on tourism as an economic sector and an aggressive inbound promotion policy have changed the touristic landscape of the country.

This presentation will look into three trends. In heritage tourism, a shift to vernacular and local heritage has occurred, helped by interpretation through local guides. Tourism at natural attractions has developed into ecotourism, pioneered in some famous locations but gradually spreading to “satoyama” and “satoumi”, the natural environments of human settlements. Finally, inbound tourism, drawing mainly from the growing economies of China, Korea and Taiwan, has brought new tourists and new money in a country suffering from an ageing and shrinking population. These trends combined with the restructuring of the travel market through the internet have caused a qualitative change of the Japanese domestic tourism market.

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