

Czech University of Life Sciences Prague

Faculty of Economics and Management

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Bachelor Thesis

Economics of tourism in Japan

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BACHELOR THESIS ASSIGNMENT

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Economics and Management

Thesis title

Economics of Tourism in Japan

Objectives of thesis

The main goal of the work is to study the economy of tourism in Japan. The novelty of the work lies in the fact that not only was the collection and systematization of the facts, but also their analysis, as a result of which the conditions and their influence on tourism were revealed. This study can find practical application to improve the professional level of a travel agent, as well as reference information for a travel agency client.

Methodology

The goal of my thesis was to determine the affect of tourism on the economy in Japan. Research methods used in the work – statistical analysis, induction, deduction, comparison and linear regression analysis. With the help of inductive approach, we can generate meanings from the data set collected in order to identify patterns and relationships to build a theory and reach a conclusion, whereas deductive approach is concerned with developing a hypothesis based on existing theory, and then designing a research strategy to test the hypothesis.

The proposed extent of the thesis

35 – 40 pages

Keywords

tourism, Japan, domestic tourism, international tourism, economics

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AKAMA, Michio, IKEO, Aiko, 2002. Japanese Economics and Economists Since 1945. London: Routledge. 312 p. ISBN 1134620160.
BULATOV, Alexander, 2005. World Economy: Textbook. Moscow: Ekonomist. 734 p. ISBN 5-98118-049-8.
SINCLAIR, Thea, STABLER, Mike, 1997. The Economics of Tourism. London, New York: Routledge. 275p. ISBN 0-415-08523-3.

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Declaration

I declare that I have worked on my bachelor thesis titled “Economics of tourism in Japan” by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break copyrights of any their person.

In Prague on 14 March 2019

Elina Ganeeva

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Ekonomika turistického ruchu Japonska

Souhrn

Turismus zažívá celosvětový vzestup. Stále více a více lidí každoročně cestují do vzdálených zemí, aby tam strávili své dovolené a prázdniny. V posledních několika desetiletích se z turistického ruchu stal mnohamiliardový byznys. S narůstajícím počtem lidí, kteří cestují, roste i poptávka po službách, které souvisejí s cestováním, stejně tak, jako roste i poptávka po vyšším standardu cestování.

V této práci se zaměříme na velmi specifický trh, kterým je Japonské turistické odvětví. Japonsko se stalo velice oblíbenou destinací pro cestovatele z celého světa v posledních letech. Prozkoumáme, jak se poptávka po Japonsku, jakožto destinaci, měnila v průběhu let, jak se změnila skladba lidí, kteří Japonsko navštěvují a jaký dopad to má na tržby z turistického ruchu přitékající do Japonské státní pokladny. Všechny tyto informace jsou nezbytné k tomu, abychom pochopili současnou situaci na trhu a zároveň nám to umožní vytvořit kvalifikovaný odhad pro příštích několik let.

Také se zaměříme na externality spjaté s turistickým ruchem, a to jak ty pozitivní, tak ty negativní, jako například dopady turismu na životní prostředí, změna kvality života u domorodých obyvatel, cena žití atd. Díky všem těmto informacím jsme schopni zanalyzovat Japonský trh a prozkoumat jeho příležitosti.

Klíčová slova: turismus, Japonsko, domácí turismus, mezinárodní turismus, ekonomika turismu

Economics of tourism in Japan

Summary

The tourist industry is on the rise globally. More and more people every year travel into the foreign countries to spend their holiday or vacation. Tourism grew into a multibillion-dollar industry in the past few decades. With more and more people travelling the demand for services are still higher as well as the demand for higher standard of travelling.

In this thesis we will take a look at very specific market which is Japanese tourist market. Japan is very trendy holiday destination in the past few years for people from all over the world. We will examine how the demand for travelling in Japan changed over the years, how the demography of visitors changed and what impact it had on the revenues from the tourism. All the information is essential to understand the current situation of this industry in Japan and it also allow us to make a qualified forecast for the years to come.

We will also examine the positive and the negative externalities of tourism, more specifically of the tourist industry in Japan, its impact on the environment, the quality of life for the locals, the cost of living, etc. Thanks to all this information we are able to properly analyze Japanese tourist market and see all its opportunities for the future.

Keywords: tourism, Japan, domestic tourism, international tourism, economics of tourism

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1 Introduction

The care of the state about the development of tourism business is manifested in the legal support of promising initiatives in this industry. Examples include laws on the development of resort areas, national parks, improving the equipment of international tourist hotels, the work of a guide-interpreter, the development of tourism through traditional festivals and events, hot springs and many others.

Today, the Land of the Rising Sun has first-class, in the language of specialists, “tourist resources”: nature reserves and historical monuments, zoos and botanical gardens, museums and entertainment complexes. And acquaintance with these sights turns into a comfortable occupation thanks to a developed hotel industry, a modern transport system and service that meets world standards.

The organization of tourism in Japan is carried out by specialized travel agencies and companies, of which there are more than five thousand.

The theme of the work is relevant, because at the moment when Japan became open, its richest tourist potential, which interested many tourists, was revealed. And the development of tourism, in turn, had a great influence on the development of the country's economy. During the isolation of the state from other countries, Japan was protected from the intervention of Europeans, and because of this, it has preserved its ancient traditions, which is the main object of tourist interest. Japan's isolation from other countries did not affect its development, and now Japan is a unique country combining high technologies and ancient culture.

Due to the fact that every sector of the Japanese national economy was subordinated to the fascist regime and militarization, the economy revived, however, first of all, it was about the branches of military production and heavy industry. Their development has reduced unemployment. Nevertheless, the national economic imbalances were significantly deepened, and the volume of the domestic market was reduced. Due to the constant increase in military spending, the financial system was shaken. The country was at an impasse due to the fact that the economic militarization policy continued. Such a military economy began to collapse along with the exit from the control of the occupied territories.

Japan is an unusual country with a rich history, amazing traditions and interesting architecture. At the same time, the most ancient cultural sights harmoniously coexist with modern innovative technologies. Many people dream of visiting the Land of the Rising Sun in order to touch the secrets that the Japanese have cherished for centuries, but domestic tourism in the country is also highly developed.

2 Objectives and Methodology

2.1 Objectives

The main goal of the work is to study the economy of tourism in Japan. The novelty of the work lies in the fact that not only was the collection and systematization of the facts, but also their analysis, as a result of which the conditions and their influence on tourism were revealed. Using the identified conditions, the analysis of economic and statistical factors, a complex tourist characteristic of the country was created.

2.2 Methodology

The theoretical part of my thesis will overview the importance of tourism in the economy and how it affects it. Research methods used in the work – statistical analysis, induction, deduction, comparison. This study can find practical application to improve the professional level of a travel agent, as well as reference information for a travel agency client.

2.2.1 Linear Regression Estimation

The main method used in this thesis is a trend analysis, specifically linear regression applied to a time series. Linear regression fits the known data to model represented by equation $y = ax + b$, where a is the rate of change and b represent the intercept with the y -axis. It used to determine the relationship between 2 variables, in this case event over time. The graphical visualization as well as exact value in the future in this thesis is computed using MS Excel, specifically scatter plot graph with added trendline predicting the next 2 periods and a function =LINTREND.

3 Theoretical overview

3.1 Tourism in general

Tourism can be defined as “the activity of persons who travel and stay in places outside their normal environment for a period not exceeding one full year for the purpose of recreation, business, etc.” (Zorin & Kvartalnov, 2003), but also “Tourism is one of the world’s most important activities, involving millions of people, vast sums of money and generating employment in developing and industrialized countries.” (Sinclair & Stabler, 1997).

Tourism plays one of the main roles in the global economy, providing a tenth of the global gross national product (GNP). This sector of the economy, very quickly gaining momentum, has become one of its most important sectors. The annual growth of investment in the tourism industry is about 30%.

“Both people’s preferences and their expenditure budgets are key determinants of the demand for tourism. A person who is considering whether to spend a holiday away from home has an amount of money, or budget, which is available for expenditure on tourism and other goods and services.” (Sinclair & Stabler, 1997)

“One of the most dynamic service industries is tourism, especially international. The number of international tourists is constantly growing, million people: in 1950 - 25, 1970 - 160, 1990 - 420; 1995 - 560. Tourism provides work in all countries of the world over 100 million people. Revenues from foreign tourism in total revenues from the export of goods and services account for%: in the USA and the UK - 5; France and Denmark - 7-8; Italy and Switzerland - 11-12; Portugal - over 20; Spain and Austria - 30-35.” (Bulatov, 2005)

In addition, tourism is the most profitable business in the world. It uses approximately 7% of world capital, and the annual income from international tourism in 1996, according to estimates by the World Tourism Organization, amounted to \$ 372.6 billion, with 567.4 million accomplished international travels.

At the beginning of the 90s, the share of tourism already accounted for more than 10% of world trade in goods and services, which allowed it to take third place after the export of oil and cars, and by 2005, tourism should come out first.

International tourism has a powerful effect on employment. According to experts, currently 100 million people work in the industry. The tourism industry is a labor-intensive process; therefore, it is mainly employed by unskilled workers. However, this does not mean that highly skilled labor is not used in tourism. In this area, new workers are geographically more widely distributed than in other developing sectors of the economy.

International tourism is an active source of foreign exchange earnings and influences the country's balance of payments. In addition to the impact on the economies of numerous countries, international tourism affects their social condition and cultural environment and ecology. And, the latter, in turn, affect the tourists. (Goncharova, 2014)

However, the growth of international tourism has some negative effects, such as inflation, destruction of the environment and violation of local population traditions. This is especially evident in developing countries, where tourists from richer industrialized countries impose their inherent lifestyle and level of consumption on their presence.

Consequently, it is necessary to be able to comprehensively and in a timely manner assess the consequences of international tourism, since such an assessment is of paramount importance in drawing up economic and tourist policies that would make it possible to extract the maximum benefit and prevent the negative impact of tourism. (Kabushkin, 1999)

3.2 Historical aspect

Tourism's main function is the to transform primarily closed societies into open universal societies, where contacts between people from different countries become everyday life. Thanks to this function, people meet their meeting needs, exchanges with other cultures.

International tourism's economic analysis is based on accepted accurate and universal definitions describing the characteristics of international tourism, classifying different types of tourism flows.

The UN (Conference on Tourism and International Travel, Rome, 1963) and the United Nations Commission on Statistics (April 1968) formulated the basic definitions of tourism. These definitions were reviewed and adopted at a conference held in June 1991 in Ottawa by the World Tourism Organization.

Tourism's rapid development takes place in the post - war period.

Population growth in the industrialized countries, increased paid holidays and increased incomes have played a special role. In response to the increased demand for tourism and leisure, the offerings developed primarily in the form of a standard mass package tour, which was made possible by the inclusion of 1958 jetliner flights and cheap fuel. Furthermore, international tourism development has contributed to a substantial increase in business travel.

International tourism has proved to be a healthy and reliable type of economy throughout the period under review, despite numerous negative factors such as political and economic instability in many parts of the world, terrorism intensification, etc. As a rule, demand remained unchanged during an economic downturn, or it returned to its previous level soon after the economy "recovered." However, this global process did not spread evenly among all tourist centers. Many of them disappeared due to the fact that they became unfashionable or could not provide sufficient security to tourists. (Kabushkin, 1999)

The beginning of the 80s was marked by a downturn in the global economy, which was the reason for the decline in international travel up to 1984, this and the next — 1985 became record-breaking successes for European tourist centers. However, the 1986 accident at the Chernobyl nuclear power plant in the U.S.S.R., as well as the terrorist acts of Libyan religious extremists, the weakening of the U.S. dollar compared to other countries' currencies, resulted in the world's tourist flows being decreased.

In the second half of the 80s, the situation returned to normal. During this period, some countries in the Pacific Basin (Australia, Hong Kong, Thailand and China), as well as European countries (Portugal and Turkey) experienced rapid growth, while others, on the contrary, experienced a decline, such as Lebanon, once prosperous and famous for its tourism industry.

The 1990s also began unfavorably for tourism. In this the main role was played by the war in Iraq, called "Desert Storm". Shortly after the outbreak of war, travel to the region was stopped, as well as to the eastern Mediterranean and North Africa, thereby slowing down the growth rate of international tourism. The subsequent economic downturn, which swept a lot of industrialized countries, made the situation even worse. (Bulatov, 2005)

Annual revenues from international tourism (not including transportation) began to grow in the 1980s and in 1996 reached \$ 423 billion. Revenues from tourism are growing faster and more regularly than the number of tourists traveling around the world, but this is not so much due to the world's inflationary processes as it increases the industry's efficiency.

3.3 The main directions of international tourism

In the main directions of international tourism there have been significant changes.

Western European countries are conceding compared to US in international tourism in terms of receipts from tourism. Europe attracts more tourists than other regions, but their number is not growing fast. European countries receive 60% of visitors from all over the globe, and only 50% of all tourism revenue in the world comes from their share.

Analysis world tourism development, held by WTO (World Tourism Organization), underlines the significant changes that have taken place in the arrival and receipts of international tourism. If the proportion of arriving tourists in 1985-1996 decreased from 65 to 59%, and the share of revenues from 53% to 51%, then for the same period the countries of East Asia and the Pacific Region significantly increased their share from 9 to 15% and from 11 to 19, 5% respectively according to the number of tourists and receipts from them. In 1950 - 1960, this region's share of global arrivals was only 1 %, in 1970 it reached 3 %, in 1980 - 7, in 1990 - 11, and in 1996 - 15 %. The share of international tourism revenues in this region has also steadily increased: in 1950 - 1.4%, in 1960 - 2.8, in 1970 - 6.2, in 1980 - 7.3, in 1990 - 14.4, in 1998 - 20%. This shows the growth in highly competitive countries such as Australia, Hong Kong, Indonesia, Korea, Singapore, Thailand.

The main tourist flows in the world are concentrated within Europe (from Great Britain to France, from Germany to Spain), USA, East Asia and the Pacific region (from Japan to Thailand).

As for tourist flows between regions, flows between USA and Europe are leading here. This primacy is the result of increasing flights across the Atlantic and decreasing tariffs for a large market section. Other leading destinations are in East Asia and the Pacific, the Middle East and Africa; from East Asia and the Pacific to USA and Europe.

In the world, many countries annually receive more than 1 million foreign tourists (about 50 countries), and 23 countries are visited by 5 million visitors.

The income from tourism is dominated by the USA, Spain, France, Italy and the United Kingdom.

In terms of tourist spending, the United States also ranks first in the world, followed by Germany, the United Kingdom and Japan, which has been pursuing a policy in recent years to encourage its citizens' foreign travel mainly by ensuring a positive balance of payments.

Major countries are international tourist flow receptors are also key markets generators. South - East Asian countries, such as Malaysia may be low in terms of income, but they have big interest from the tourists, hence they are one of first in the number of arriving tourists.

According to the UNWTO, there are no developing countries in the list of the first twenty tourist countries. Nevertheless, both industrial and developing countries have always realized the potential of international tourism, they only need to pay close attention to its development.

3.4 The main economic functions of international tourism.

Economy and tourism interact closely with one another. There would be always impact of tourism on the economy, and the impact of the economy on tourism. Therefore, since we are interested mostly in tourism's economic aspects, we will only look how tourism impacts on the economy. Five tourism economic functions exist.

Production function of tourism is the first function. An enterprise performs a production function if production factors such as labor, land, and capital are used. When combining production factors for the production of a new product, surplus value is created. This process is called the accumulated value. Businesses in the tourism industry produce new products and contribute to the accumulation of values. They perform the function of production. Tourist products often have the appearance of intangible goods, as they represent services. (Sinclair & Stabler, 1997)

Since you need to produce services, you will require employees. The tourism industry is believed to be highly personalized, so the second important function of tourism is the job creation function. Only by providing technical developments in the work place, we

can achieve quantitative growth in the tourism industry. The tools facilitate the activity but cannot replace personal communication with the guest. Tourism directly or indirectly affects the employment. In case of direct effect on employment, we can say that people get jobs directly in tourism businesses - mainly in hotels, transportation companies and travel agencies.

The indirect effect of employment. In other sectors of the economy, tourism also has the effect on employment, in other words its indirect participation in the employment of the population.

Income generation function. People usually receive some income from their job. The employment function of tourism is closely related to the income generation function. It means that economic activity in the tourism sector contributes to the creation of national income. This applies primarily to all people whose workplace is directly dependent on tourism industry.

Additionally, it should be considered that all the money, earned by a tourist enterprise on the first turnover of funds and received in the form of income, leaves the company's account again. Thus, new incomes arise, but by third parties. If these persons act as suppliers of any goods for a tourist enterprise, then in this case one can speak of the function of the indirect effect of creating income in tourism. (Sinclair & Stabler, 1997)

Creating income in tourism contributes to an increase in national income, we can speak about it when it is meant that the approach taken in one industry contributes to the emergence of a new income from another business entity. The effect of increasing national tourism income is of primary regional importance. Revenue increases significantly when the tourism industry's initial revenue turns into regional trade, industry, and agriculture.

The smoothing function plays an important role, because it helps in development of some economically weak regions. Tourists do not always want visit only capital cities, and places that everyone has seen, they also have high interest in unusual places, such as regions with agricultural development. Tourism is an important source of additional income for local residents of such regions, it contributes to their income equalization, as they usually have lower incomes, than people in places with advanced industrial production.

The last economic function of tourism, which we are considering, is the function of leveling the balance of payments. The concept of balance with all its component parts exists in the national economy. The balance of travel within the country and travel overseas is an essential part of the service balance. In this balance, the expenses of local tourists traveling abroad are opposed to income derived from the consumption of goods and services by foreign tourists. Tourism has a different effect on each country's trade balance.

Tourism's economic importance is determined by the following factors: production function, job - promoting function, income - accumulation function, smoothing function, and balance of payments level. (Sinclair & Stabler, 1997)

The impact of inflation on innovation in the tourism industry is not directly demonstrated, but inflation can lead to a reduction in the amount of food consumed by the local population. Due to the inelasticity of supply there and the inability to import quality products due to the low exchange rate of local currency against hard currencies, this inflation risk is particularly high in developing countries. There are the ways to stop the inflation, such as by reducing the demand from foreign and local consumers or by increasing imports with funds received from the same foreign guests. (Kabushkin, 1999)

If we want to have more detailed analysis about the tourism's impact on the economy, we can begin with, tourists spend money in hotels, restaurants, transport, etc. therefore they penetrate into the economy of the host country. This penetration can be investigated using direct and indirect penetration assessment. Direct impact is the volume of tourist spending minus the volume of imports needed to fully provide goods and services to tourists. Businesses that directly receive tourist spending also need to purchase goods and services from other sectors of the local economy. Hotels use builders, utilities, banks, insurance companies, food producers, etc. Thus, the generated economic activity derived from these successive stages of spending and is an indirect effect. However, it does not cover all the expenses of tourists during the direct impact, since part of the income goes through import and taxation. (Bulatov, 2005)

While over the long term both domestic and international tourism can make a significant contribution to a country's economic growth, its potential for generating income and employment within a destination may be constrained by the country's ability to supply the goods and services which tourists wish to consume. (Sinclair & Stabler, 1997)

During direct and indirect spending, local people accumulate income in the form of wages, rent, etc. This additional income can be spent by local residents on the purchase of domestic goods and services, this creates a new round of economic activity.

3.5 Impact on national budget

Expenditures in the tourist infrastructure reflect the enormous responsibility by the state budget. The pressure on the budget is particularly high in developing countries due to the recent decline in natural resources. The main problem of developing countries is that they are not spending their budget on the development of infrastructure or for increasing revenues from the tourism sector, and the solution of this problem is shifted to public or private funding from foreign sources. This is becoming expensive due to the large interest on the loan and the appreciation of the foreign currency.

Developing countries sometimes try to take a short-term measures to increase the supply of international tourism, such as taxing and banning goods and services, imported specifically for the tourism sector; the use of special taxes for international tourists, such as taxes at airports or taxes associated with the duration of stay in the country. These measures may increase foreign exchange reserves for a short period of time, but they are not effective for a long period of time. Such actions have a negative impact on the competitiveness of the country and its tourist image abroad.

Furthermore, through the fiscal system, the country can generate additional revenue from tourists without destroying its own tourism industry. This can be achieved by direct and indirect taxation of income from foreign tourists. Depending on the economics and financial situation of the country, there is the impact of international tourism on the state budget, especially for developing countries. The main difficulty lies in forecasting the necessary expenses for the development of the country's infrastructure and capabilities in obtaining foreign loans.

3.6 Tourism in Japan

3.6.1 Origin and Development

Tourism in Japan - a branch of the economy of the rising sun. In 2017, Japan attracted 28.69 million international tourists. There are 21 World Heritage Sites in Japan, including Himeji Castle, Kyoto and Nara historical sites. In the report on the competitiveness of

tourism and travel in 2017, Japan ranked 4th out of 141 countries, having the best figure from Asia. Japan received relatively high marks in almost all aspects, especially in the areas of health, hygiene, safety and security.

Consider the development of tourism in Japan.

The end of the twentieth century characterized by the emergence of such a phenomenon as globalization, which is expressed in strengthening mutual ties and dependencies in the main areas of economic, political and social life of all countries of the world. The basis of globalization is the process of internationalization of the world economy, which leads to the development of international economic cooperation, its deepening and intensification. The most common indicator of growth in economic life is the growth of international trade. In this sense, trade in services, including tourism, is no exception. The production of services is the most dynamic item in the structure of GDP and in developed countries ranges from 70 to 80%.

Tourism, as one of the forms of international economic relations, is acquiring enormous proportions, and its share in the structure of world exports of services is steadily increasing, which affects the increase in international tourist arrivals, which at the end of 2014 amounted to 1 billion 87 million people.

A special feature of globalization is the regionalization of the global economy, as evidenced by the uneven increase in the number of tourists in different regions of the world. Thus, M. Castells identifies three regions in the field of trade in international tourist services: North America, the European Union and the Asia-Pacific Region, in which the growth rate of tourist arrivals is several times higher than the growth rates in Europe and America. The global economic crisis and other geopolitical processes have suspended the growth rates of the ICC in this region (at the beginning of 2015 - 6% growth), and in Europe and the USA - 5 and 4% respectively.

A special place in the Asia-Pacific region, along with China, Singapore, South Korea and other countries, belongs to Japan. The Japanese tourism industry is one of the most developed in the world. Japan, together with other powers, largely determines new trends in the development of the tourism market, takes part in creating global alliances and strategic alliances in various areas of the tourism industry, in the air travel market, and also in the

online travel product booking system. On the world market, Japan is famous for the colossal predominance of outbound tourism over inbound tourism, and the Japanese traveler is considered the most "wasteful."

The Japanese government from 1987 to 1991 implemented the special program "Ten Million", which aimed to increase the number of tourists traveling abroad twice (from 5 million people to 10 million people) and the cost of foreign travel to 20 billion dollars. This unique direction of the state's tourism policy seemed to cause enormous damage to the economy of the country, but it became possible, thanks to the positive balance of foreign trade. In addition, the Japanese government pursued an important political task - changing the negative image of the country acquired during the Second World War. The tasks were successfully completed: in 1990, the number of foreign trips exceeded 10 million, and the cost of tourism amounted to \$ 22.5 billion.

At the beginning of the XXI century there has been a slight slowdown in exit flows from Japan. Japanese tourists, for example, began to travel less frequently to the United States because of the terrorist attack in 2011, as well as to Arab countries and Southeast Asia. From a security point of view, the Japanese began to be attracted more to the Russian Far East: in the period from 2011 to 2013 the flow of tourists from Japan has increased several dozen times.

Considering the global changes in world politics and economics, the Japanese government, starting in 2003, began to implement a new project, which was already aimed at the development of inbound tourism in Japan. The goal is to double the stream of arriving tourists: from 5 million people in 2003 to 10 million people by the next decade.

Japan took into account its marketing strategy the fact, that most of the inbound flows to Japan are formed in Asian countries (about 67%), then the USA and Europe (15.3%), Russia's share is 0.9%, and Australia and Oceania – 4%. Thus, Japanese tour operators offered the market a tourist product that reflected the preferences of precisely these regions and became unavailable to the majority of tourists from Russia, because of the high prices for air tickets, accommodation, meals and transport inside Japan.

The Japanese government, in order to attract tourists to its territory, simplifies visa issuance procedures for foreign citizens. In particular, an agreement was signed with Russia

in 2012, which concerns the simplification of visas for business representatives, media workers and scientists, but, unfortunately, since February 2014 this work has been suspended due to events in Ukraine.

By the beginning of the 2000s, international tourism is one of the branches of Japan that have a negative balance of income and expenses. In terms of income from international tourism, the country ranks 31st place in the world (\$ 3.5 billion). As for the share of income from the trade in tourist services, it is only 5%.

However, at the same time, Japan was in fourth place in the world in terms of spending on international tourism (\$ 26.5 billion) and second place after Germany, in terms of the balance of passive balance of income and expenditure on international tourism (Japan - \$ 23 billion, Germany - \$ 29 billion).

Nevertheless, the Japanese government continues to pay special attention to the tourism industry as a priority in the country's economy. In 2008, with the assistance of the government, the Japan Tourism Agency announced a plan for the further development of tourism and the creation of a tourism-oriented nation. This plan was calculated until 2015 and took into account such socio-economic factors, as a low birth rate in the country, an aging society and a national debt of 170% of GDP. The plan was to intensify the development of technology and involve a large number of people in promoting tourism in the country, which makes it possible to revive the economy of some regions of the country and increase the number of jobs. The government under Prime Minister Hatoyama, who came to power in 2009, still considers tourism as the most promising sector of the country's economy.

Increasing the tourist attractiveness to Japan is one of the main tasks of the government, which expects that by 2030 the number of incoming tourists should increase to 30 million people, for which a number of special measures will be taken. First of all, it concerns the increase in investment in the tourism industry, the provision of measures to improve the quality of service, and a further reduction in the requirements for the visa regime.

The upcoming Summer Olympic Games, which will be held in Japan in 2020, will also help attract a large number of tourists to the country and increase the share of profits from tourism.

The government of the country needs to solve a number of serious tasks aimed at eliminating some of the reasons, that prevent tourists from many countries from coming to Japan, namely:

- a) reducing the price of the tourist product;
- b) providing easily accessible information for the majority of tourists not only in Japanese, but also in English, French and other languages;
- c) cancellation or simplification of the visa regime.

Solving these problems will eliminate the big problem that exists in Japanese international tourism so far: a huge imbalance between outbound and inbound tourism. Till now there are much more tourists from Japan, that leave from country rather than arriving to the country. Japan can be called a unique tourist destination, which has enormous advantages: favorable natural and climatic conditions, unique original culture with a large number of historical and architectural monuments, the country's political situation is quite stable, and economic policy is aimed at developing tourist infrastructure. In addition, Japan is a country safe for tourism, which is especially attractive to people.

3.6.2 Foreign tourism

From 1641 to 1853, there was a policy of self-isolation in Japan pursued by the Tokugawa shogunate ruling the country. During this time, Japan was a closed country for foreigners, so foreign tourism in Japan did not exist.

After the Meiji restoration and the construction of the national railway network, tourism became a more accessible prospect for both Japanese citizens and foreign visitors who could enter Japan legally.

In 2017, 28,690,900 foreign tourists visited Japan. As can be seen from table 1, the main share of inbound tourism in 2017 is made up of tourists from the PRC.

The growth rate of the tourist flow is fantastic: it seems that the level of 20 million people a year, which the country was going to achieve in five years, in the year of the Olympics, will be overcome much earlier. And the Japanese authorities are trying to get part of this multimillion stream flow to the provinces, because the tourist boom spurs the economy. An important role in this is played by transport accessibility, although in Japan it is already almost one hundred percent. But in March 2018, a new railway line was launched, linking Tokyo with Kanazawa, and the flow of their own tourists to the “little Kyoto” increased sharply. Comfortable shinkansen at a speed of 260 km/h will take you here from the capital in 2 hours and 28 minutes. It has become easier and faster to get to the sights, including in Toyama Prefecture, where there are not very many foreign tourists.

Table 1 - Foreign tourism in Japan

Place	Country	Tourists	Growth	Tourists	Growth	Tourists	Growth
		in 2017	2016-2017	in 2016	2015-2016	in 2015	2014-2015
1	People's Republic of China	7,355,800	15.4%	6,373,000	27.6%	4,993,689	107.3%
2	Republic of Korea	7,140,200	40.3%	5,090,300	27.2%	4,002,095	45.3%
3	Republic of China	4,564,100	9.5%	4,167,400	13.3%	3,677,075	29.9%
4	Hong Kong	2,231,500	21.3%	1,839,200	20.7%	1,524,292	64.6%
5	USA	1,375,000	10.6%	1,242,700	20.3%	1,033,258	15.9%
6	Thailand	987,1	9.5%	901,4	13.1%	796,731	21.2%
7	Australia	496,1	11.2%	445,2	18.4%	376,075	24.3%
8	Malaysia	439,5	11.5%	394,2	29.1%	305,447	22.4%
9	Philippines	424,2	21.9%	347,8	29.6%	268,361	45.7%
10	Singapore	404,1	11.7%	361,8	17.2%	308,783	35.5%
	Total	28,690,900	19.3%	24,039,053	21.8%	19,737,409	47.1%

Source: Ceicdata.com

The development of foreign tourism in the country on the eve of the Olympics 2020 comes to the fore. Not only in Tokyo, but also in provincial towns the names of stations, restaurants menus, information in hotels are duplicated in English.

3.6.3 Domestic Tourism

“Japan is one of the leading industrial nations of the world, the result of a remarkable century of determined economic development.” (Lincoln, 1988)

Japan is the third most powerful economic center in the world. It accounts for about 7% of global GDP. This is due not so much to the large population (126 million people in 1997), but to the high level of development. In 1997, Japan’s per capita GDP (at par with the purchasing power of the yen versus the dollar) was \$ 23,400, and Japan was second only to Switzerland, the United States, Luxembourg, Singapore and Norway. (Bulatov, 2005)

“Japanese domestic tourism is a huge industry and one of the primary recreational activities undertaken by Japanese in all walks of life. As of the early 1980s, it was estimated that Japanese each year took nearly 150 million leisure trips within the country but outside of their home regions, just under 1.5 trips for every Japanese citizen of all ages and nearly thirty times the number of overseas trips taken. More than 40 percent of those trips were taken by women and "a large percentage" by people aged 20 to 39 years. Nearly 35 percent of those tourists traveled in large (bus-sized) groups, 35 percent in small groups, less than 30 percent in family groups, and the remainder (less than 5 percent of the total) alone. With a population of only 150,000 people, Nara at that time received an average of 4 million visitors per year; Kyoto, a city of 1 million, received between 50 and 60 million visitors per year.” (Graburn, 1983)

The love of travel is instilled in Japan from childhood, so tourism in Japan is a massive form of entertainment and active recreation. As a rule, it is associated with visits to natural and religious attractions. Numerous temples, arches, stone sculptures were set up in honor of an infinite number of large and small mountains, rivers and creeks, lakes, forests, cliffs, gorges. All of them are visited with respect by the Japanese. The development of domestic tourism in Japan plays an important role the smallest of the main islands - Shikoku.

The Japanese can go on a multi-day trip around the country, especially on long Japanese holidays, or on short weekend trips with one overnight stay, as well as day trips. Such areas as visiting onsens, sights, restaurants, which are distinguished by some kind of dish, especially regional cuisine, as well as amusement parks, are very developed.

The popularity of foreign tourism is also high. For example, according to 2002, the number of Japanese who traveled abroad was 16.6 million. The most favored countries are the USA, mainly Las Vegas, Los Angeles, Hawaii and Guam, as well as China, South Korea, and Thailand.

Every day, both scheduled and charter flights depart from different airports to different countries. And the average cost of a trip abroad per person is 170–180 thousand yen.

The peak of travelling in Japan falls on the main long holidays: The Golden Week in May, the O-Bon holiday in August and the New Year holidays. Some Japanese traditionally go to relatives or parents, if they live far from them.

Moreover, visits to the famous hot springs of onsens and sights in Japan are very common, including among foreign tourists. In summer, the Japanese often travel to the mountains, to the sea, especially to the resorts of the southern island of Okinawa. In winter, they like to relax actively at ski resorts, for example, in Nagano, where the Olympic Games were held in 1998.

3.6.4 Japan Tourism Support

Japanese authorities have adopted a slogan - turn the country into a tourist superpower. The Prime Minister also said that the designated goals should be built into the new tourism strategy, along with special measures that will cope with the huge influx of tourists.

There are grounds for such ambitious plans in Japan: for several years now, the inbound tourist flow has been growing at a rate greatly exceeding the world average and regional average. In 2018, 19.73 million foreign tourists visited Japan, an increase of 47% compared to 2017. At the same time, the Japanese authorities hoped to overcome the 20 million tourists mark only by 2020, when the Summer Olympics will be held in Tokyo. Moreover, according to the Ministry of Finance of Japan, from January to October 2018, foreign tourists spent 905.8 billion yen (\$ 7.9 billion) more in the country than Japanese

tourists who went abroad. The balance became active for the first time in many years, and with a very significant surplus.

Last year, the Prime Minister set a new national task - to bring the number of foreign visitors to the country to 30 million a year. For this purpose, it was planned to adopt a new program, which provides for the simplification of the visa procedure, the development of budget airlines, flying to potentially attractive cities in the province. The government intends to remove some restrictions on the use of private apartments as hotels, to solve the problems of training guide-interpreters, as well as the lack of tourist buses.

New targets for receiving foreign tourists look like this: by 2020 - 40 million people annually, that is, almost four years later, the current flow should be doubled. By 2030, it is planned to take 60 million annually. It is expected that by 2020, foreign tourists will spend 8 trillion yen in Japan, and by 2030 - 15 trillion. To understand the scale: in 2015, tourists spent in the country 3,500 billion yen (€ 27.8 billion).

In order to achieve new goals, the Japanese authorities are launching truly revolutionary reforms that will change the face of not only incoming, but also domestic tourism in the country. Tourism resources are recognized as the cornerstone of regional development. Some sites that have been restricted to visit, are planned to be made publicly available. For example, the state house of receptions Akasaka and the state house in Kyoto. Much attention will be paid to the development of national parks - a recognized tourist brand in Japan. Cities will make it more convenient and attractive to tourists.

The government is also ready to renew the tourism industry and increase its competitiveness in the international market. To achieve this, outdated industry restrictions are revised or abolished. It is expected to more actively attract new and developing entry markets, ease the visa regime, ensure flights of private jets, radically change the financing scheme and attract MICE events, and restore the old resort cities of the country, filling them with a new life.

At the same time, the government is also thinking about creating the most comfortable conditions for traveling in Japan. This is a solution to the problem of queues at the visa control, high-speed communications, a trip without cash, the implementation of a through trip to anywhere in the country, thanks to the purchase of Japan Rail Pass. It is planned to

stimulate the development of domestic tourism, reforming the very concepts of “work” and “rest” in Japanese society. For example, by 2020, principles should be developed for the use of paid holidays and opportunities for family holidays.

4 Practical part

4.1 Tourism in Japan

4.1.1 Demographic of visitors in Japan

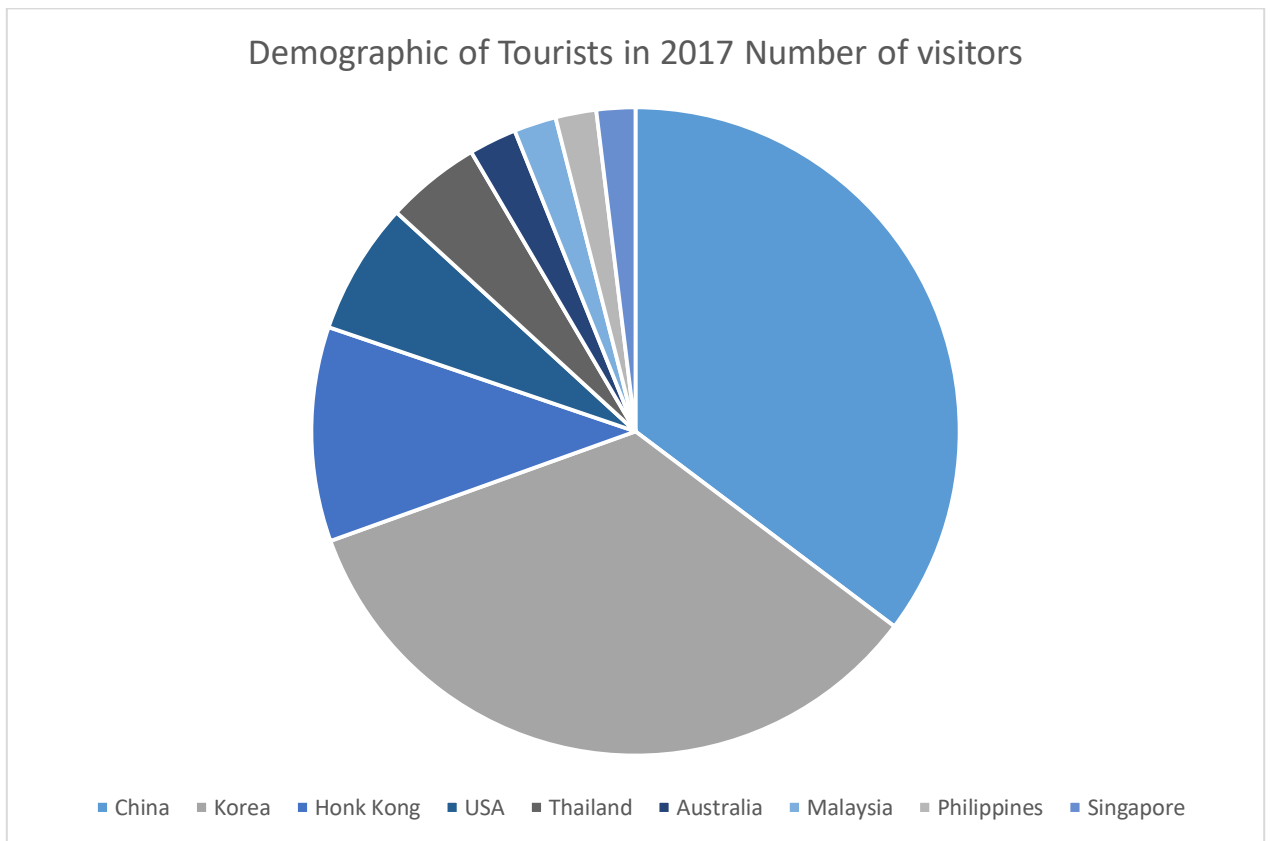
Table 2 - Demographic of tourist

Demographic of Tourists in 2017	
Country	Number of visitors
China	7355800
Korea	7140200
Honk Kong	2231500
USA	1375000
Thailand	987100
Australia	496100
Malaysia	439500
Philippines	424200
Singapore	404100

Source: Ceicdata.com

In the table above, we can see the demographic of visitors with highest number of visits. We can see that Japan is by far most popular with Chinese and Korean people which is natural considering their convenient location. Interestingly enough, on the 4th place among the countries with highest visits is USA and that is despite the fact of the violent and bloody history that these two nations share. The rest of the countries are no surprise, again considering their location and generally higher level of living compared to others from the region. We can see the demographics on the pie chart below as well.

Figure 1 - Pie Chart Demographic



Source: Elina Ganeeva (Data from ceicdata.com)

4.1.2 Number of tourists in Japan

Table 3 - Number of visitors

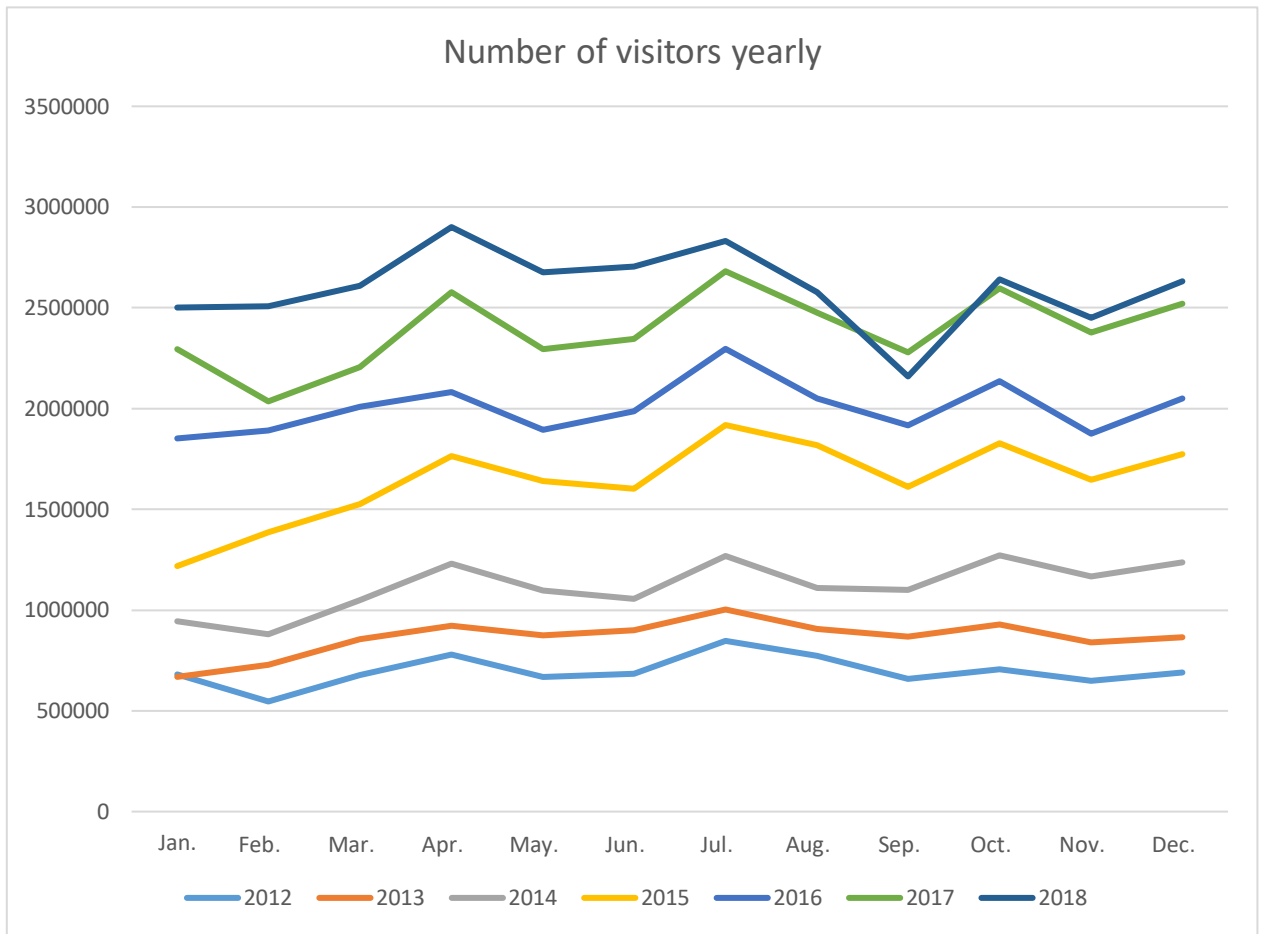
Number of visitors in Japan							
Month/Year	2012	2013	2014	2015	2016	2017	2018
Jan.	68178	668610	944009	1218393	1851895	2295668	2501409
	6						
Feb.	54645	729460	880020	1386982	1891375	2035771	2509297
	1						
Mar.	67666	857024	1050559	1525879	2009550	2205664	2607956
	2						

Apr.	77948 1	923017	1231471	1764691	2081697	2578970	2900718
May.	66704 6	875408	1097211	1641734	1893574	2294717	2675052
Jun.	68293 2	901066	1055273	1602198	1985722	2346442	2704631
Jul.	84719 4	1003032	1270048	1918356	2296451	2681518	2832040
Aug.	77423 9	906379	1109569	1817023	2049234	2477428	2578021
Sep.	65823 9	866966	1099102	1612208	1918246	2280406	2159595
Oct.	70584 8	928560	1271705	1829265	2135904	2595148	2640610
Nov.	64854 8	839891	1168427	1647550	1875404	2378079	2450800
Dec.	68967 9	864491	1236073	1773130	2050648	2521262	2631800

Source: Ceicdata.com

From the table above, we can see the total number of tourists visiting Japan each month over the past years. As we can see the tendency is rising, meaning more and more people are coming to Japan every year, which is good for the economy and expand of the tourism industry as a whole. We can see that the most favorite months are from March to June. This is probably because of the appropriate weather conditions during these months as well as general trend of tourists choosing more traditionally uncommon times for their vacation in order to skip the crowds of holiday tourists. As we can see in the 2016 and prior the most popular months were traditional vacation time during July and August.

Figure 2 - Number of visitors



Source: Elina Ganeeva (Data from ceicdata.com)

4.1.3 Estimation of number of tourists in the next years using Linear Regression

From the data above we can compute the total amount of visitors from foreign countries coming into Japan over the past years. We can see that the tendency is definitely rising and therefore it would be reasonable to expect the growth of these numbers in years to come as well.

Table 4 - Total numbers of visitors

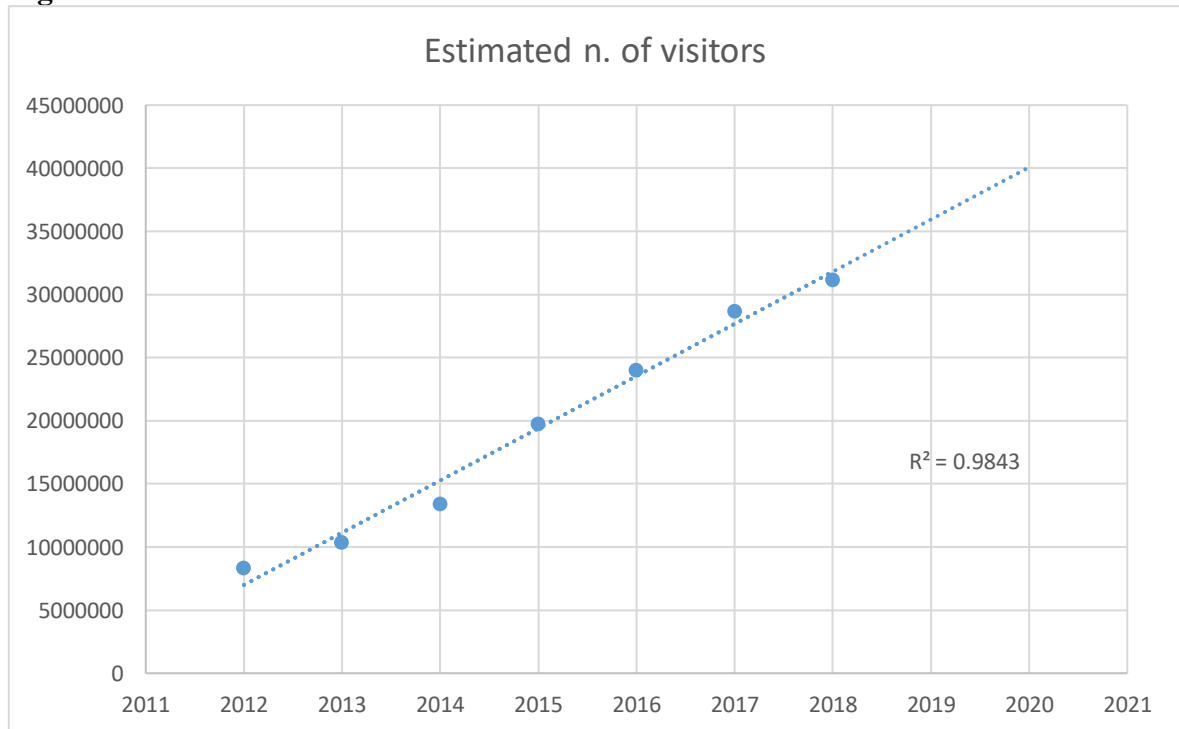
Year	2012	2013	2014	2015	2016	2017	2018
Total number	8360117	10365917	13415481	19739424	24041716	28693090	31193947

Source: Ceicdata.com

From these numbers we can derive the most probable estimate of numbers of visitors over the next few years using linear regression model. This will allow us to calculate the approximate income from the tourism over the next few years.

The linear regression is as follows.

Figure 3 - Estimated n. of visitors



Source: Elina Ganeeva

From this graph we can conclude that the trend of Japan tourism is definitely going up in the past few years. We can also say that it is very linear upward tendency with very little residuals. If we make an estimation of the following trend, we can say with 98.43% accuracy that by the year 2021 there will be approximately 4,000,000 visitors a year visiting the islands of Japan. This is a huge increase, because if we look at the year 2012 it was only about 835,000 visitors a year. This means that in just about 10 years the number of tourists in Japan raised approx. 4.79 times.

This represents a huge impact on the economy and that is with its positives as well as negatives such as increase of a price of housing, increase in prices of food and services, higher pollution, worse quality of life for the natives and other negative externalities that are generally associated with the tourism industry. However, the economic and financial part are so significant that there is no reason in expecting some regulations from the Japanese government and therefore we can expect this trend to stay in this shape for the following years as well.

4.1.4 Revenues from Tourism in Japan

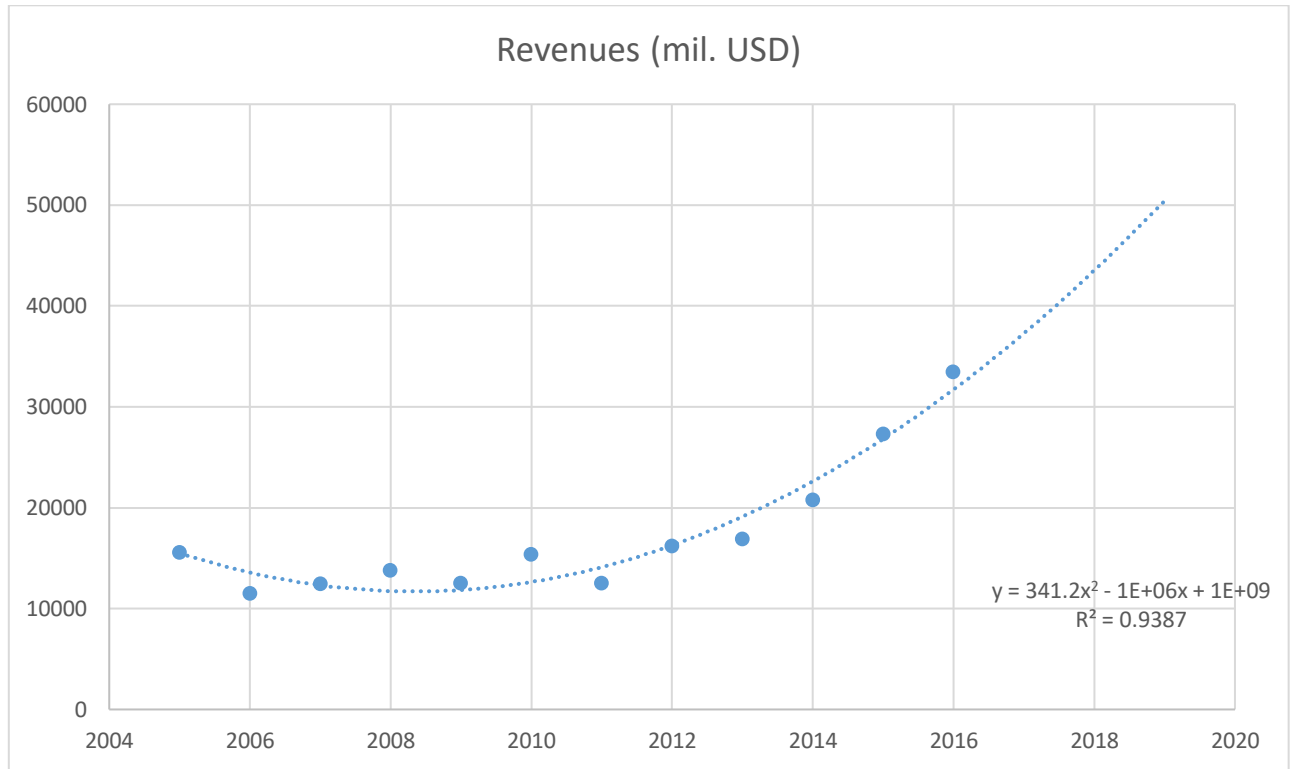
Table 5 - Revenues from Tourism

Revenues from Tourism in Japan	
Year	Revenues (mil. USD)
2005	15554
2006	11490
2007	12422
2008	13781
2009	12537
2010	15356
2011	12533
2012	16197
2013	16865
2014	20790
2015	27285
2016	33427

Source: Ceicdata.com

In the table above, we can see the total revenues from tourism in Japan for each individual year. As we can see in the table from year 2005 to year 2016 the revenues more than doubled in size.

Figure 4 - Revenues from Tourism



Source: Elina Ganeeva (Data from ceicdata.com)

From the graph above we can see that there was a little bit of downfall in years 2010 to 2012. This was most likely caused by the Fukushima accident, a terrible incident that had a huge impact on the environment, economy and even whole ecosystems. Undoubtedly this had something to do with the decrease of tourists visiting Japan. From then on, we can see a steady growth in numbers and if current trend is going to continue, and there is no indication that it should be otherwise, we can expect the revenues of 2019 to be as high as 50,000 mil. USD which is an astonishing number. It is unbelievable that in just a little under 15 years, the revenues from tourism grew almost 5 times the original value. It looks like there are promising days for tourist industry in Japan.

4.2 Externalities of tourism in Japan

As any other thing, the tourist industry has also effect on the environment and on Japan in general. These effects are called externalities and they come with the industry regardless if it is desirable or not. We can distribute these externalities into 2 categories: positive externalities and negative ones.

4.2.1 Positive Externalities

Positive externalities are such that comes with the tourist industry and they have positive effect on the economy and environment. Among those we can select such things as lower unemployment rate, rise of GDP, development of infrastructure, etc.

4.2.1.1 Unemployment rate

As one of the positive externalities of increasing tourist industry in Japan, we can definitely put lower unemployment rate at the first place. As the number of visitors increases each year, the demand for workforce to facilitate the tourist industry increases and the unemployment rate goes down. This is good for the people, for the economy and for the country itself.

Figure 5 - Unemployment Rate



Source: Tradingeconomics.com

4.2.1.2 Development of infrastructure

Among other positive externalities of booming tourist industry is development of infrastructure. In recent years, Japan is building new ways of transport in the cities and in between as well in order to facilitate the rising number of users and tourists. This is mainly true for the city trains and public transportation system within the cities. From this not only the tourists can benefit but also the locals who now can enjoy using modern, cleaner and faster ways of transport than before.

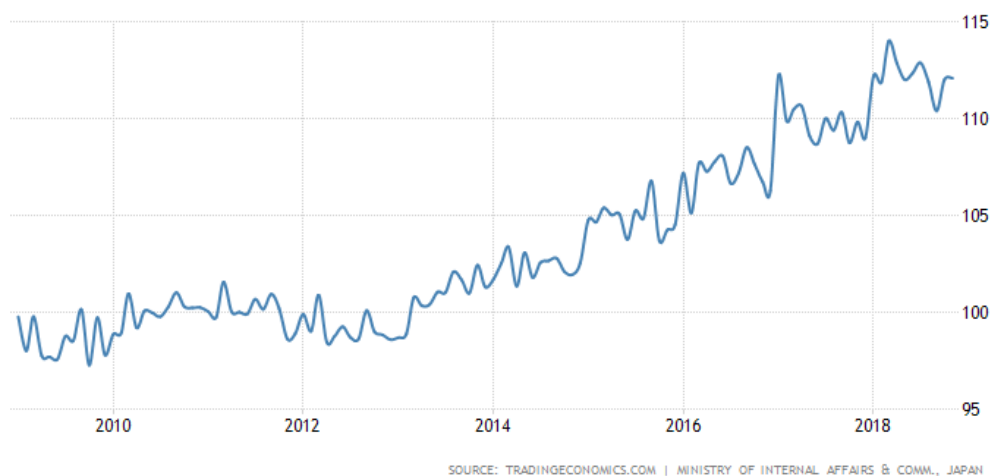
4.2.2 Negative Externalities

Negative externalities are such, that come necessarily with increased numbers of visitors but have a negative effect on the environment. The most visible are of course environmental issues with increasing numbers of tourists, but there are others as well, such as decrease in comfort for people living in the touristy areas.

4.2.2.1 Increase in housing pricing

As seen on the graph below, one of the biggest issues with increased demand for Japan's accommodation is increase in housing prices. More and more buildings are serving as short-term accommodation for visitors and for normal people it is more and more difficult to be able to afford a reasonable living inside the cities. As Airbnb and other shared economy models continue to rise the prices the government intervention will soon become a necessity.

Figure 6 - Japan housing index



Source: Tradingeconomics.com

4.2.2.2 Environmental issues

With increased number of visitors each year, the amount of waste also increases. Japan has been very thorough in dealing with this problem and handles it very well but if the numbers will continue to rise, this might represent a big issue in the next 10 years. Also, the more people there is, the bigger the carbon footprint will be, and Japan already fighting with bad and polluted air in the cities due to increase in traffic and emissions in general. This problem is not exclusive to Japan, but it is something the whole world is facing and something that requires big effort to solve.

4.2.2.3 Rising prices

This is a typical negative externality associated with tourist industry. The more tourists will come the higher the prices will be, especially in the high profile touristy places. It is a problem that can be seen all over the world and it is a big problem for locals. For example, the price of an average lunch in Tokyo in the city center doubled in the last 5 years. And we can find examples of that all over the country. Again, this is not a problem exclusive to Japan, but it is a negative externality commonly associated with tourist industry all over the world.

When trying to assess whether the tourism is good for the economy or bad, we have to take into account all of those factors above and put them into equation. For now, the benefits of tourists and tourism for Japan are much bigger than the costs and so it is still highly profitable part of the economy, however in the future it might change and therefore it is important to keep track of these externalities as well to prevent an economic collapse.

5 Results and Discussion

Using the methods mentioned in Chapter 2.2, Methodology we were able to analyze current situation on Japanese tourist market and explain some of the reasons causing the phenomenon mentioned above. After carefully analyzing the current situation using statistical methods, we were then able to form charts and graph and tables to illustrate the current situation in the industry.

Once we projected the current state to the graphs and charts, we were able to see the current trends in Japanese economy and tourist industry itself. The reasons behind these trends are explained in chapter 6, conclusion. As soon as we knew the current trend, we were able to predict the direction of the trend in the upcoming years with very good coefficient of determination (in all cases above 90 %). This gave us a very good idea about the numbers for the upcoming years.

Thanks to these projections we were then able to calculate the revenues from the tourist industry that will go into the Japanese economy in the years to come. This is an essential information for any business owner or upcoming business who are in the field of tourist industry in Japan.

6 Conclusion

To conclude this thesis, we will focus on 2 main factors of tourism in Japan. The number of foreign visitors coming into the country and the revenues from tourism.

As for the first factor, the data from the previous years clearly suggests that the popularity of Japan as a holiday destination is on the rise and has been on the rise since early 2000s. This phenomenon could be thanks to the Japan becoming one of the leading economies in early 21st century which naturally effects the country GDP, therefore the life standards start to increase as well, and this leads to higher demand from tourists from all over the world to visit the country. Not to mention other factors that the tourists like about the Japan, such as beautiful nature, high quality of public and customer service and the culture of Japan which is a very unique not only for people from the western world, but also for people from the Asian continent such as China, Russia, Thailand etc.

As most of the visitors are still tourists from East Asian part of the world, such as Vietnam, China, Korea, Russia and so on, there is definitely a rise in western visitors' number. More and more Americans, Brits, European and even South Americans are coming to Japan to see its wonders and experience Japanese culture. This is most likely caused by increasing life standards in the West as well as the progress of technology. With the internet everyone can nowadays save thousands of dollars by planning the trip themselves, including finding cheap tickets, accommodating themselves in a shared economy style housing and literally save thousands on travel agents, plane tickets, expensive hotels, etc. This means that exotic countries are becoming more and more available to more and more people from the other side of the world and we expect this trend to keep on going and as calculated before, we can expect the number of foreign visitors to go up to 40 million a year by the year 2020 which is approx. 8 times more than it was in 2010.

As the other factor goes, the revenues are of course correlated with the number of visitors. But as the trend in number of visitors is very linear, the total revenues are going up exponentially. So, it means, that by the year 2020 the expected revenues from tourism in Japan are over 50 billion US dollars generated by an estimate of 40 million visitors. These numbers represent a huge increase from the early 2000s when the revenues were almost 4 times lower.

The revenues from tourism represents a big portion on Japan's GDP however it is not the most important part. Japan most economic success lies within automotive industry and technology. However, Japanese government realizing how important the tourism for the country is and encourages it, with for example no need for Visa for short term stay if you are possessing a certain country passport, etc.

With so many tourists coming into the country, there is also a lot of externalities that goes with them. Some of them are positive, such as increased standard of public services, and some are negative, such as excessive waste and noise, higher prices, etc. Despite all that the touristic business is on the rise and there are no indications whatsoever that in the future years it will be otherwise.

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