



# City Tourism Performance Research Report for Case Study “Tokyo”



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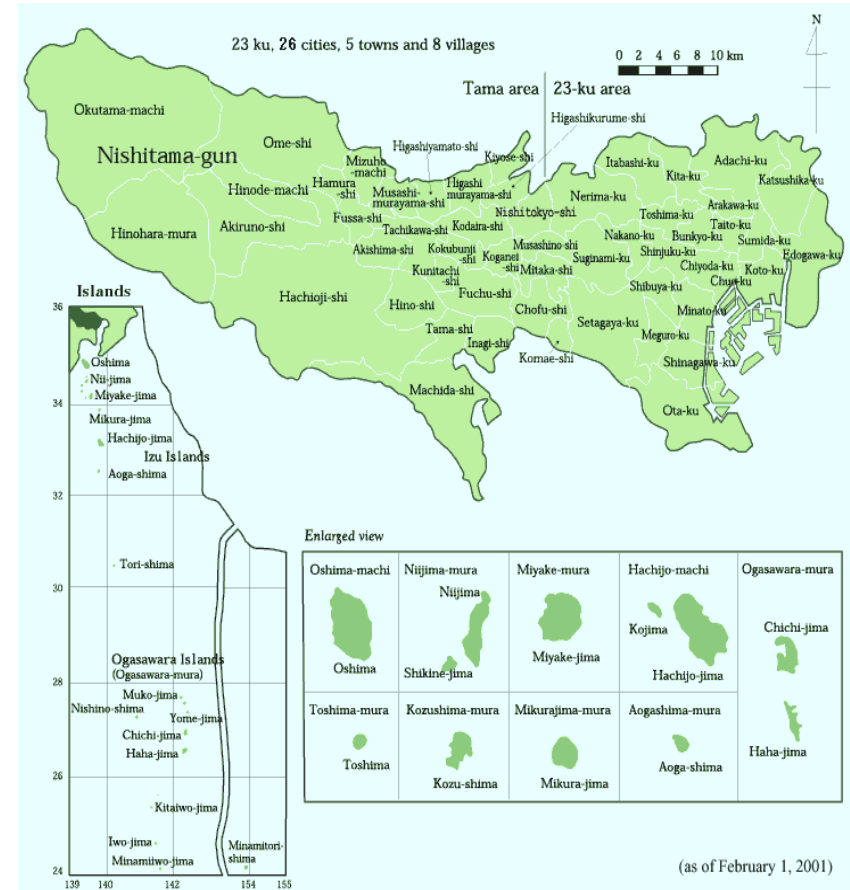
September 2<sup>nd</sup>, 2017

# Overview

- Tokyo is the world's largest city with more than 13 million inhabitants.

## Key Facts

- **Region & island:** Located in Kanto region & Honshu island
- **Division:** 23 special wards, 26 cities, and 4 sub-prefectures
- **Population**
  - Metropolis: 13.5 million
  - 23 Wards: 8.9 million
  - Metropolitan: 37.8 million
- **Area:** 2,190 sq.km
- **GDP:** JPY 94.9 trillion (EUR 655 billion) (as of 2014)



# Selected Flagship Attractions

- Tokyo has mixes of modern and traditional attractions ranging from historic temples to skyscrapers.

Figure 1.1 Tokyo Tower



Figure 1.3 Shibuya Crossing



Figure 1.5 Tokyo Marathon



Figure 1.2 Asakusa Sensoji Kaminarimon



Figure 1.4 Rikugien Garden

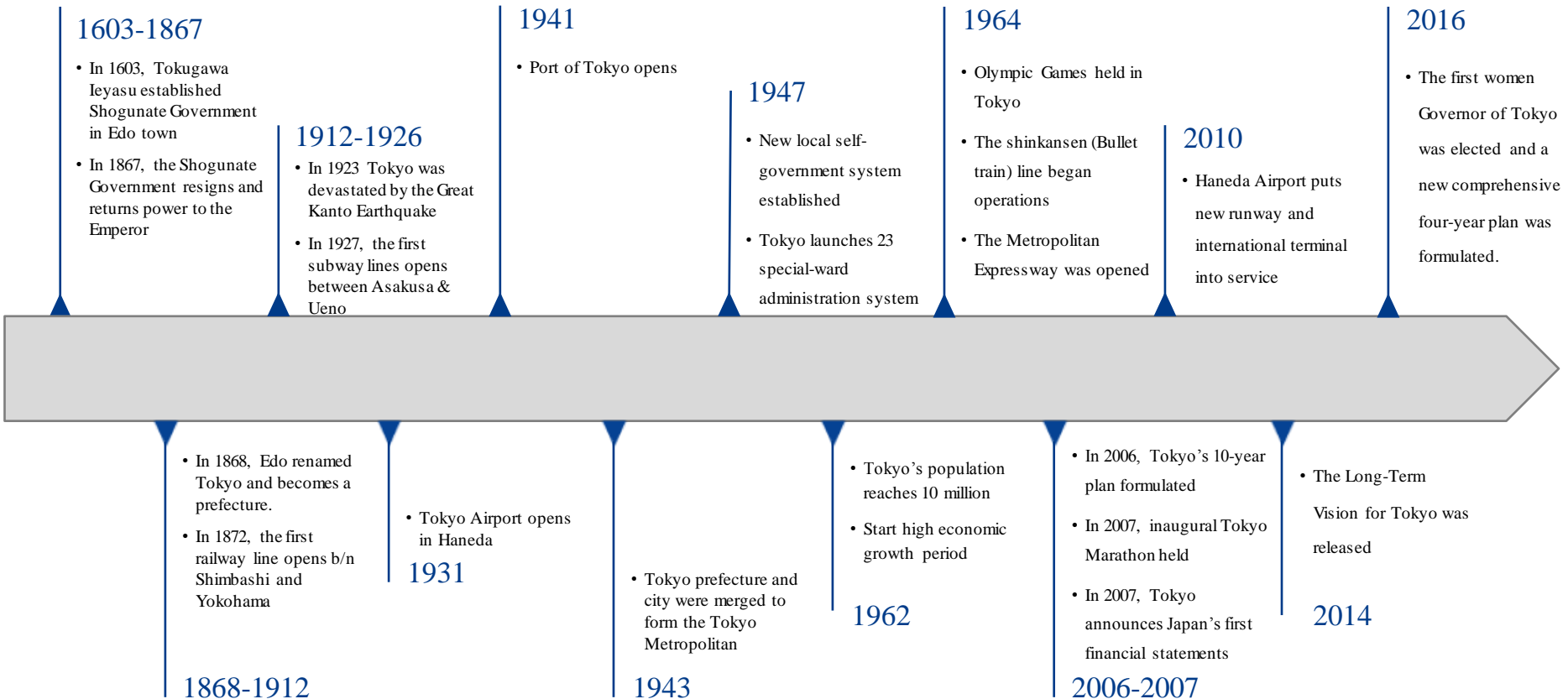


Figure 1.6 Sumidagawa Fireworks



# Introduction: Major Historical Timelines

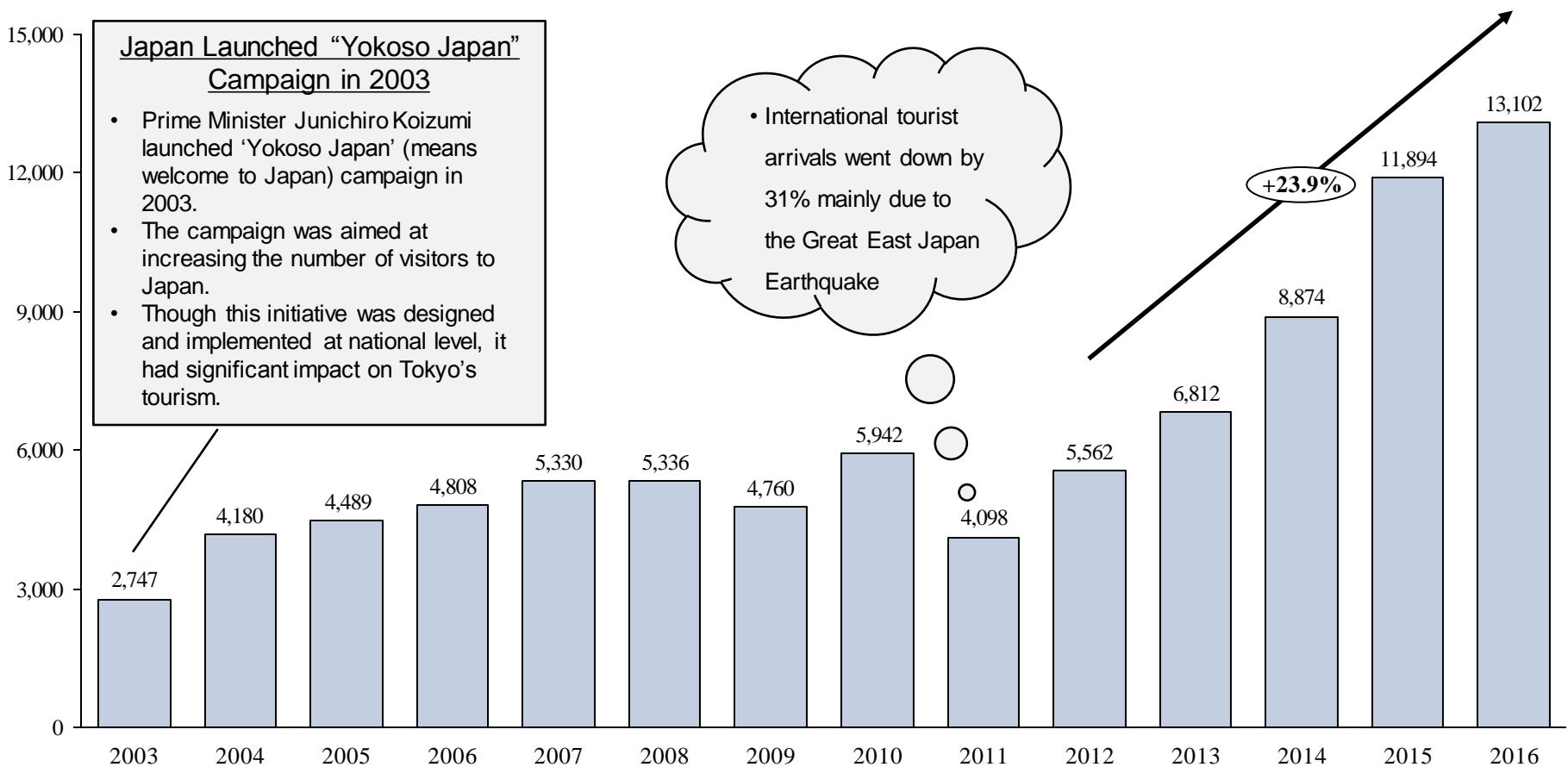
- The history of the city of Tokyo, originally named Edo, stretches back some 400 years.



# Tourism Trend: International Tourist Arrivals

- The national branded campaign of 'Yokoso Japan' in 2003 had a significant impact in increasing the number of visitors to Japan and Tokyo in particular.
- Soon after the natural disaster, a rapid rebound in Tokyo's tourism industry has been recorded.

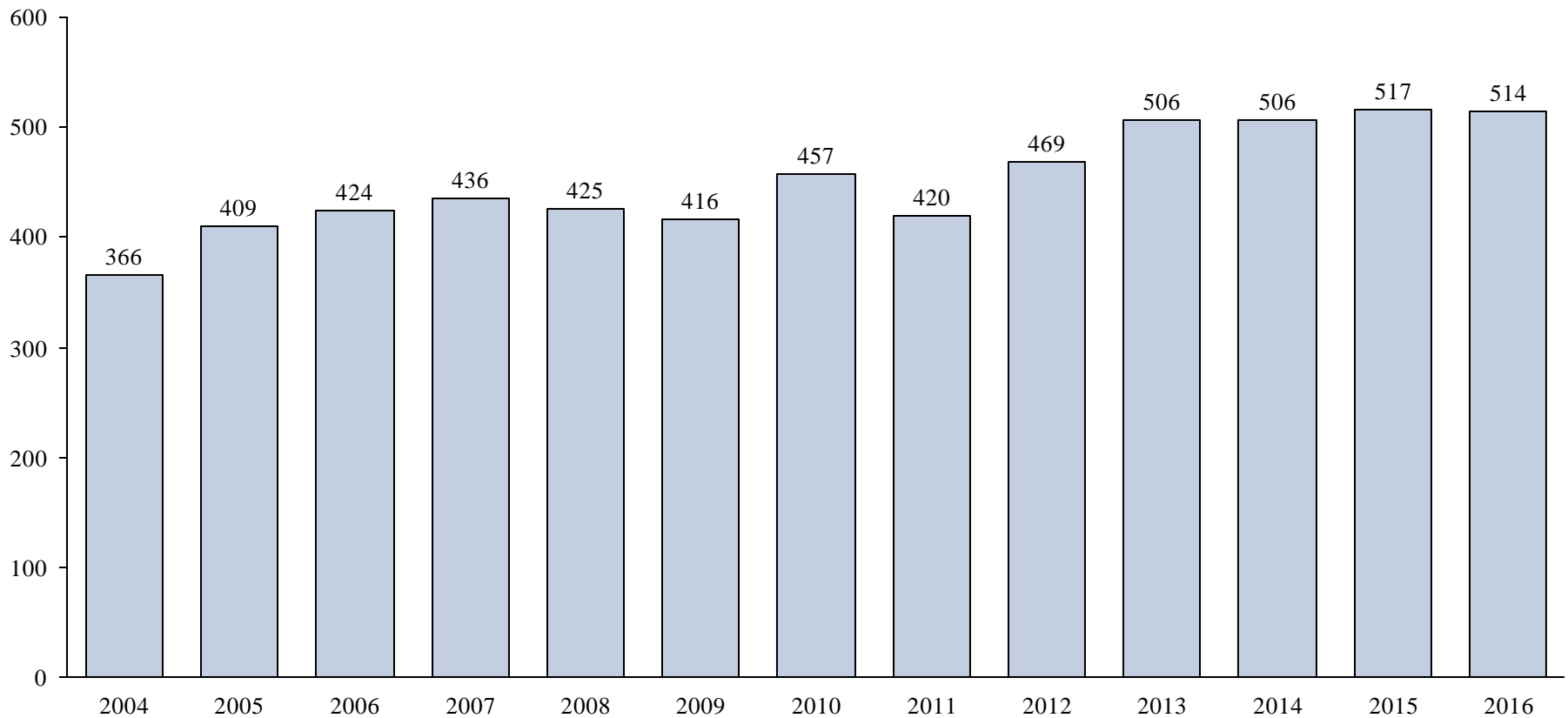
International Tourist Arrivals to Tokyo (in 1,000)



# Tourism Trend: Domestic Tourist Arrivals

- Unlike the international arrivals, domestic tourism in Tokyo is more or less remains flat.

Domestic Tourist Arrivals to Tokyo (in 1,000)



# Showcases 1: “Beyond 2020”

- In anticipation of the post 2020 Olympic and Paralympic Games in Tokyo, “Beyond 2020” is an initiative that aims to create legacy of several cultural programs/activities.

Overview of “Beyond 2020”		
Background of the Initiative	<ul style="list-style-type: none"> <li>• “Beyond 2020” is the <b><u>certification system for cultural programs</u></b> developed by Tokyo Organizing Committee of the Olympic and Paralympic Games under Cabinet Secretariat of Japan.</li> </ul>	
Purpose of the Initiative	<ul style="list-style-type: none"> <li>• This initiative aims to certify unique cultural programs <b><u>in order to create legacy</u></b> for the generations to come.</li> <li>• By certifying the programs as “Beyond 2020 Program” with specific logo, the programs will be <b><u>recognizable and receive higher attention</u></b> by the general public.</li> </ul>	
Inclusion	Type of Programs	<ul style="list-style-type: none"> <li>• Any programs/activities that promote Japanese culture such as traditional arts, modern performing arts, fashion, gastronomy, etc.</li> </ul>
	Basic inclusion criteria	<ul style="list-style-type: none"> <li>• Programs/activities to remove the barrier for disabled people.</li> <li>• Programs/activities to remove the language barrier for overseas visitors.</li> </ul>



# Showcases: Examples of “Beyond 2020” Selected Programs

- The followings are some major “Beyond 2020” certified programs to be mentioned as example:

Figure 1.7 Kanuma Autumn Festival

- This festival is traditionally organized by local community and now **highly recognized by international tourism industry**.
- The organizers made collective efforts to **develop brochures in four different foreign languages**.



Source: Kanuma Autumn Festival Organizing Committee

Figure 1.8 Japan “Kampai” to the world

- This campaign is to introduce **Japanese traditional alcohol** such as Sake, Shochu and Awamori to **foreign visitors** at international airports.
- **Bilingual staffs** are allocated to meet the needs of international customers.



Source: Japan Sake and Shochu Makers Association

Figure 1.9 Nichigaku Kokuban Art

- This is a contemporary art competition using black board and colorful chalks.
- The art competition is **managed by several languages** such as English and Chinese for international community to take part in.



Source: Nichigaku Co., Ltd



## Showcase 2: “Mori no Nigiwai”

- Mori no Nigiwai (the festival of sacred woods) began with the objectives of unearthing various cultural festivals that were slowly being lost.

### Overview of “Mori no Nigiwai”

#### Background of the Initiative

- The Tokyo Chamber of Commerce and Industry together with JTB Corp. have been organizing Mori no Nigiwai (the festival of sacred woods) since 1981.
- This year, as an official event, JTB Corp started to organize this event in Tokyo to support the local festivals in Tokyo.

#### Purpose of the Initiative

- This event initially began with the concept of unearthing various performing arts that were slowly being lost.
- This event aims at protecting and nurturing traditional cultures of various regions and contributing to the support of artistic activities

#### Outcome & Impact

- This event is contributing to the sustainable growth in the local communities through tourism
- Furthermore, this event creates economic, cultural and social sustainability.



# Future Outlook

- In December last year, the Tokyo Metropolitan Government formulated a new four-year plan with the mission to create 'New Tokyo'

## The Action Plan for 2020 **New Tokyo. New Tomorrow**

### The Three Faces of Tokyo

#### Safe City

- Tokyo to protect the lives and assets of its residents from all kinds of disasters, and build a dynamic and bustling Tokyo.

#### Diverse City

- Tokyo to embrace diversity and its full of benevolence where everyone can lead vibrant lives and be active in society.

#### Smart City

- Tokyo to create 'sustainable Tokyo' that is open to the world and leading the world in the environmental policies and others.

### Create New Tokyo

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*Thank you for your attention*