

# THE 12TH UNWTO ASIA/PACIFIC EXECUTIVE TRAINING PROGRAM ON TOURISM POLICY AND STRATEGY

Theme: Tourism and Technology  
- Private Lodging Services in Japan -

Country: Japan

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# Private Lodging Services in Japan

## SWOT Analysis

### Strengths

- Constitutional state
- Services spread rapidly

### Weaknesses

- Insufficient regulation
- Slow decision-making
- Language barrier

### Opportunities

- Surge in foreign tourists
- Accommodation supply and demand
- Improvement in efficiency of business matching with the spread of the Internet

### Threats

- Unauthorized services
- Complaints and concerns among neighborhood residents
- Competition with Hotels
- Population decline

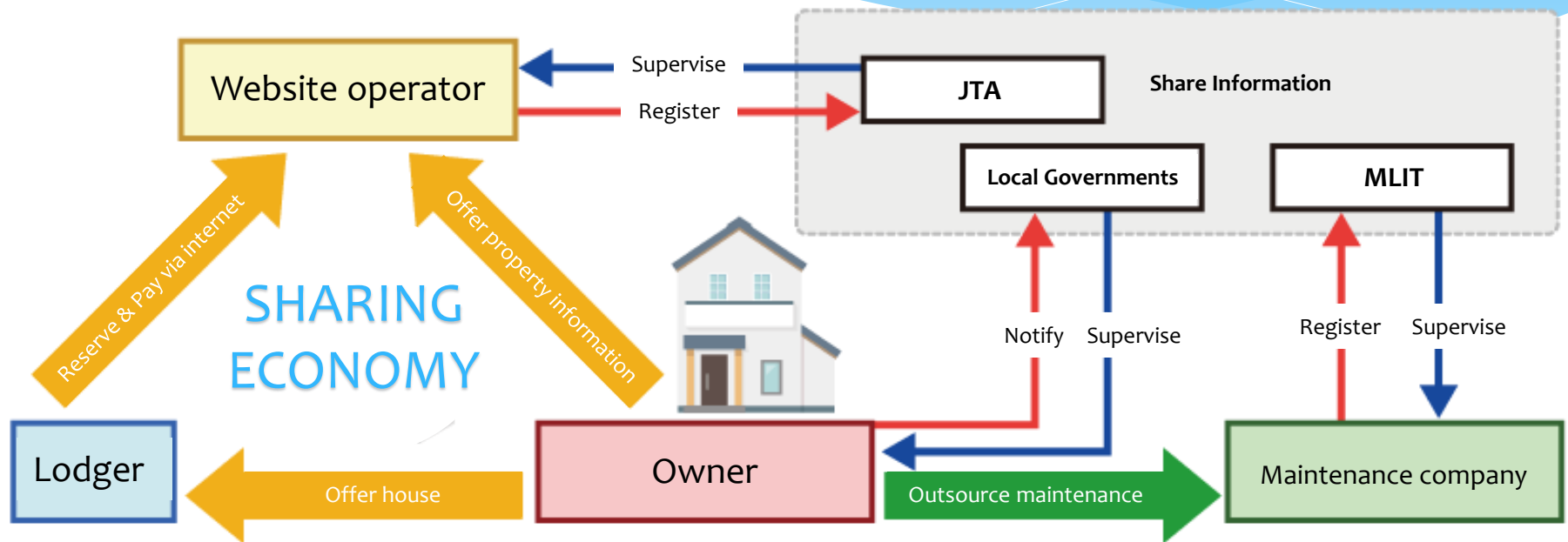
# Private Lodging Services in Japan

## Stakeholder Roles and Responsibilities

Name of Stakeholder	Roles and Responsibilities
<b>Government</b> Japan Tourism Agency Ministry of Health, Labor and Welfare Local governments	Establish a registration system that can monitor the Services
<b>Private Sector</b> Website operators, Owners	Respect applicable laws and regulations to operate the Services properly
<b>Industry Associations</b>	Maintain the fair competition between private lodging and other accommodations
<b>Civil Societies</b> Neighborhood associations Condominium management associations	Win the understanding of residents and sustain harmony of regions
<b>International Organizations</b> UNWTO	Share national experiences and best practices

# Private Lodging Services in Japan Highlights

## Schematic view



## Timeline

- 2015 Government began discussion on the issue of “Private Lodging Services”
- June 2017 Enactment of “Private Residence Lodging Business Act”
- Oct. 2017 Promulgation of the Cabinet Order
- Mar. 2018 Registration begin, Call Center set up for owners
- June 2018 Enforcement of “Private Residence Lodging Business Act”

# Private Lodging Services in Japan

## Benefits, Lessons Learned and Recommendations

<b>Expected Benefits</b>	<ul style="list-style-type: none"><li>▪ Solve vacant house increase and accommodation shortage</li><li>▪ Stimulate the regional economies</li><li>▪ Prevent troubles between lodgers and owners or residents</li></ul>
<b>Lessons Learned</b>	<ul style="list-style-type: none"><li>▪ Necessity of quick and flexible decision-making</li><li>▪ Technology brings about innovation on tourism</li></ul>
<b>Recommendations</b>	<ul style="list-style-type: none"><li>▪ Rules to make the most of technology</li><li>▪ Monitor how the system functions effectively and correct it according to circumstances</li><li>▪ Importance of mutual understanding between tourists and local communities</li></ul>