Ways To Improve Tourist Industry In Japan

As you may know, Japan is a very industrialized and rich country located in the Pacific ocean. Japan, despite being a highly developed and productive nation, is cheaper for the country to import resources than to extract and produce them, so that why Japan is also contributing to this problem. Our level of contamination is not as high as other neighbor countries like China or Vietnam. Some studies carried out by several ecological associations (Greenpeace and UNEP) says that by 2035 the level of CO2 will triple (34% to 95%) throughout our country and Asia, so that's why we are going to take some actions (laws) to solve this terrible problem and save our future generations, we will stabilize the prices of resources, minimize environmental damage (in a 75%) in order to experience economic benefits. As you also know Japan is a very culturally rich country, so our nation will focus primarily on maintaining sustainable tourism, providing tourists with green sources to maintain resource efficiency while we grow our economy exponentially thanks to tourism. We can really say that this doesn't affect us directly, but in the future, it will, therefore we have decided to make a series of decisions that we believe are necessary.

As we have mentioned before, Japan is a very rich and very industrialized country, but so to speak, we are not directly affected, because we do not produce great damage to the environment, since when we only import products we do no harm, although the countries that sell that product do, we continue like this for a long time, we can cause irreversible damage to both the world economy and the planet, so this is what Japan is going to do as a country:

Which consists of a series of environmental protection standards for large cities, since the highest levels of pollution are involved in them. Japan already has a similar law, but it is already obsolete since it served a lot to lower the level of pollution in the decade of the 70-80s (85% less), it does not adapt to the big cities of today. We will prohibit the use of the car in the center of the cities, except the electric ones, and we will invite people to use public transport such as the bus or the subway, which will also help with economic growth, giving money to the State. The government, through its Meteorological Agency and the National Emergency System, will send alerts about the devastating consequences of climate change to raise public awareness of what is happening. It will tell people some consequences that affect agriculture, tourism, livestock farming… etc. With this, we try to convey the message of what is happening in the world and how to solve it.

What we try is to control people and services that are involved in tourism, according to a study by the UNWTO people do not usually treat the environment in a way depending on whether they are in their country or not. We advocate tourism that contributes to economic growth, and development and environmental sustainability. As you know Japan is very strong talking about tourism, last year our nation received 15.898.900 tourism. So for that amount of people, Japan has prepared some green and cheap services, like sustainable eco public transport for tourists to move and environmental protection laws for tourists only. Influencing consumer information and choosing sustainable lifestyles can help both the consumer and the country to maintain a cleaner ecosystem, while we can save more money for other types of things such as agriculture and livestock or for the import of resources.

Tourism is one of the world's fastest-growing industries and an important source of foreign exchange and employment while being closely linked to the social, economic, and environmental well-being of many countries, especially developing countries. Maritime or ocean-related tourism, as well as coastal tourism, are for example vital sectors of the economy in small island developing States (SIDS) and coastal least developed countries (LDCs). The World Tourism Organization defines sustainable tourism as “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities. In cooperation with the UN, Japan contributes to international peace and stability through exercising leadership in its areas of expertise, such as agenda-setting and rule-making for the international community. A case in point is human security. Japan has upheld human security as a guiding principle in international cooperation for the 21st century. This principle won the common understanding of the UN’s Member States in 2012 when the 66th Session of the UN General Assembly adopted a resolution on human security under the leadership of Japan. There are government programs intended to assist localities in improving their assistance for international visitors, but unfortunately, these are often run by people who have limited experience with international-level tourism.

In order to succeed, tourism must be planned and managed to improve the quality of life of residents and to protect the local, natural and cultural environment. In areas where some level of tourism development is appropriate, guidelines for sustainable tourism are needed. Guidelines help 42 combat the potential negative impacts associated with a rapid pace of development and help to secure the protected areas from the variety of pressures that can damage them. The suggested Japan policy for sustainable tourism development needs to adapt at the institutional level the integration of environmental, economic, socio-cultural and ethical concerns in the functioning of tourist destinations and businesses. It should also comprise the commitment of tourism stakeholders to a sustainable driven model.