

東日本大震災後のインバウンド観光に関する研究

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1. Background and purpose

The Great East Japan Earthquake happened in 2011 has significantly influenced the inbound tourism in Japan. The disaster saw the total number of international tourism arrivals in 2011 drop by 28% to 6.2 million, compared to 8.6 million tourism arrivals in the previous year. In order to attract tourists back, the Japanese government has implemented a series of swift countermeasures to revitalize the tourism industry. From 2012, a New “Tourism Nation Promotion Basic Plan” has been approved by the Cabinet, which lays out the objective to achieve 18 million international visitors to Japan by 2016.

Under such background, the purposes of this research are: (1) to understand the change of inbound tourism market in Japan after the earthquake; (2) to investigate recovery process for different countries; (3) to understand tourist behavior mechanism under earthquake and evaluate the effectiveness of current policies for tourism recovery in Japan; (4) to derive implication for disaster management of tourism industry.

2. Literature review and position of this research

Tourism industry is highly vulnerable to natural disasters, including earthquake, tsunami, flood, etc. The occurrences of natural disasters in countries including China, Taiwan, Thailand, New Zealand, and Italy have demonstrated the catastrophic impact on tourism industry. A considerable number of studies have been conducted to provide implication for post-disaster recovery planning in those countries. However, most of the existing

studies focus on the supply side of the tourism system. This research aims to fill this gap by focusing on the demand side of tourism industry under the occurrence of natural disaster.

3. Preliminary analysis

Although the earthquake happened in Tohoku area of Japan, the influence on the inbound tourism is observed across the whole country. Preliminary analysis has been conducted to investigate the change of inbound tourism in Japan and recovery process of different markets after the Great East Japan Earthquake. In addition, the disaster responses, information communication strategies and recovery policies adopted towards different countries after the earthquake are reviewed and the factors that promote and hamper recovery process for different countries have been identified. The results revealed different recovery patterns of different countries. And the influence of various factors on the recovery process of each country has been clarified.

4. Future work

Web-based questionnaire survey will be conducted in several major markets for inbound tourism of Japan for a comprehensive understanding on international tourists' risk awareness, perceptions, attitudes, decision-making process, traveling behavior after the earthquake. Based on the understanding of tourists' post-disaster behavior response, the effectiveness of current policies will be evaluated accordingly.