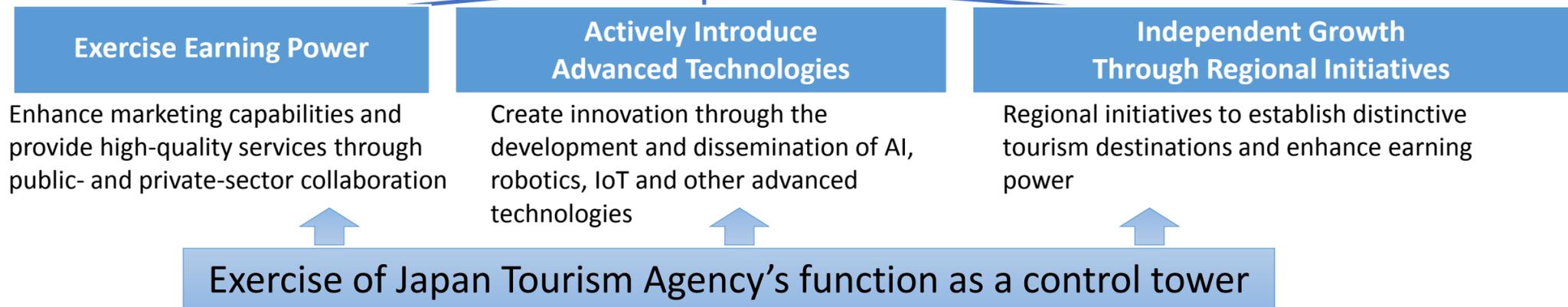


I. Introduction

1. Tourism is a key industry and a **prime agent for the stimulation of consumption**. As such, it is the cornerstone of revitalization of local economies and recovery from the Great East Japan Earthquake.
2. In the next five years covered by the new Tourism Nation Promotion Basic Plan, Japan's economic and social circumstances will undergo significant changes. **They will mark a watershed period that will determine whether Japan can overcome the issues faced to take off towards its goal of becoming a tourism nation and a world-class tourist destination.**

II. Basic Policy

Pursuing a high level of tourism quality



III. Goals (goal-setting policy)

1. Goals should definitely be achieved and maintained through close public-private cooperation.
2. Specific numerical targets should place emphasis on the goals set for each segment, latent demand, and the accumulated figures and averages for the duration of the Plan.

IV. Concrete Measures

1. Enhancement of Growth Capacity of Tourism-Related Industries

- (1) **Stimulation and creation of consumption**
Establishment of information platforms
Establishment of places to encourage consumption
Simplification and digitization of duty-free scheme
Creation of new markets
Staggering of leave
- (2) **Development and promotion of technology**
Investment in research and development of self-driving vehicles, robotics, etc.
Promotion of dissemination of technologies
- (3) **Regulatory reform**
Design of *minpaku* (private lodging) scheme, review of Hotel Business Act
Relaxation of regulations regarding use of national parks and roads, etc.
- (4) **Development and Securing of Human Resources**
Relaxation of visa eligibility requirements for key human resources
Enhancement of development of highly-skilled tourism workforce, etc.

2. Systems to Accommodate Influx of Tourists

- (1) **Transport infrastructure**
Strategic development of airports, sea ports and secondary transport
- (2) **Large-scale MICE facilities**
Development integrated with surrounding facilities, etc.
- (3) **Ensuring safety and security**
Enhancement of functions for communication of disaster information through development of Wi-Fi infrastructure, etc.

3. Independent Growth Through Regional Initiatives

- (1) **Support for establishment of DMO (Destination Management/Marketing Organization)**
Intensive support for model DMOs of good quality
- (2) **Securing funding**
Establishment of independent funding sources, early implementation of national government budget
- (3) **Promotion of tourism in disaster-affected areas such as Tohoku**
Development of education/tourism resources, etc.

V. Conclusion - Keidanren's Actions

To assist in achieving the above goals, Keidanren will enhance to stimulate demand (leave reforms, industrial tourism promotion, and establishment of places to encourage consumption), develop a high-quality tourism workforce, and collect and communicate success cases about tourism destination management in various regions.