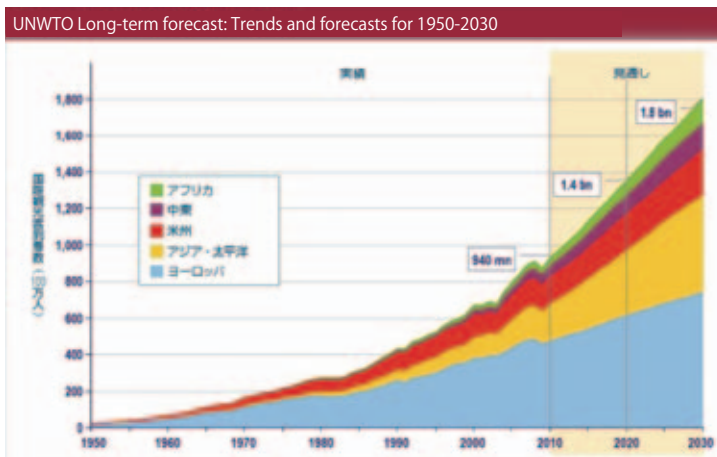


(15) Study on improving landscapes and the efficient use of infrastructure for attractive local development

Research Summary

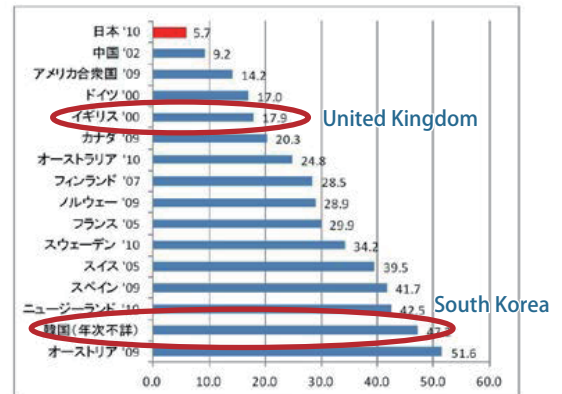
Research period: FY 2016 - FY 2021
Program leader: Director of Special Research.

The importance of attracting growing numbers of international tourists



▲ The number of international tourists continues to rise worldwide, and Asia is expected to account for a 30% share of the world by 2030.

Domestic tourism expenditures by inbound tourists as a share of all domestic tourism expenditures



Source : Research study on economic impacts of tourism in Japan, Japan Tourism Agency

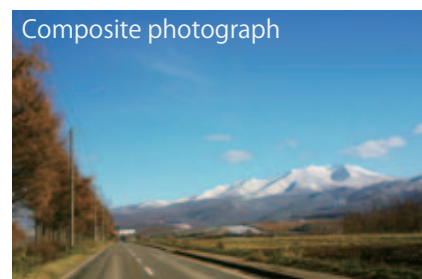
▲ In Japan, inbound tourism accounts for much lower share of all tourism revenue than in South Korea and UK, two geographically analogous counterparts to Japan.

The development of suitable landscapes for globally competitive tourist areas

The necessity of creating attractive public spaces to make globally competitive tourist sites.



▲ Electric wires and poles obstruct the view of background mountains at this World Natural Heritage site.



▲ Landscape improvement can be brought about by burying cables underground with costs, or simply rerouting them through forest.

Attractive landscapes are indispensable for the rich living environment; they also increase the appeal of a region and play an important role in promoting the tourism industry and interregional exchanges. Thus, such attractive landscapes must be preserved, created and utilized well from the viewpoint of distinctive regional revitalization. The followings are three goals set in this project.

(1) The development of a landscape evaluation technique for

infrastructure in public works

(2) The development of planning, design and management techniques to promote the landscape improvement of outdoor public spaces which enhance regional attractiveness

(3) The development of technical support for the application and use of utility infrastructure in light of regional revitalization