

# Tourism Development and COVID–19 Pandemic\*

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The development of tourism has undergone twists and turns with the times. In addition, the concept of 'Tourism' is complex and diverse, and its true and real intentions have changed with the times. Based on these discussions, I will present a perspective and impact on the relation between tourism and economic development, especially local economies through roadside station (Michi-no-Eki) and food tourism. Subsequently, as tourism develops on a global scale with efficient technology of transportation, it negatively affects the global environment and ecosystems. This is the dilemma between economy and ecology. Then the United Nations and Japanese Government will try to institutionalize the system of tourism development. Nowadays, when COVID–19 pandemic broke out, we met the 'trilemma'; stagnation of economy, global warming in ecosystem and COVID–19 pandemic. But now we have no easy solution. The situation to be solved is under survey.

## 1. A Brief Review of Tourism

### 1-1. What is Tourism?

Tourism is a popular word but complicated concept for economic science. Tourism is not listed with the Japan Standard Industry Classification. Even a strict definition for 'Tourism Industry' doesn't exist. So here describes 'Tourism' for its historical background and examines the implications of the modern tourism development.

Tourism for the Japanese was developed along with the faith of all the gods of heaven and earth as well as nature worship like oceans, lakes, big tree, forests, big stone, and mountains. Tourism, '*Kankoh*' in Japanese, is originally said to be derived from an old Chinese book for study tour to the historical site and the glory of country. This glory of the country means to watch and learn the country's customs, life-style, religion and so on. Therefore, in the old days, the lord and officials visited other countries and shrines all over and pray for the peace and security of their country. And people in general can refer

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to things such as worship faith of the gods in the deep forest, the sacred big tree and stone as well as the high mountain like the Mt. Fuji as a wonder-working deity in Japan.

On the other hand, the English 'Tourism' has etymologically '*tornus* (tool to draw a circle)' of the Latin, meant to '*cruise* (pleasure trip)'. Pilgrim is a similar word, but it refers to monks to travel over the shrines and pilgrimage of faith. Without means of transportation at the time, tourism was accompanied by a more dangerous journey sometimes on foot. Tourism is generally limited to the noble and wealthy persons who have the financial means, horses, and cattle as well as bodyguards.

The travel in Japan was traditionally known as the experience of creating a new discipline and personality, as the old proverb in Japan says, 'the children you love should be made to experience of traveling,' it was training for their successors or future leaders.

The etymology of the word '*travel*' comes from '*torture*'. This word had shown that it was accompanied by a great deal of suffering, pain, such as '*travail*'. After the Industrial Revolution, technological development of transportation between cities and countries accelerated further economic development, and new technology had appeared in locomotive, cars, ships, and airplanes and helped to move large numbers of travelers. Then tourists gradually diversified and popularized, travel is no more '*travail*' and became the 'travelling with pleasure' along with new experience of non-daily life.

## 1-2. The Progress of Tourism Business and Industry

Pre-modern travel, above mentioned, was in danger and inconvenience associated with difficult conditions of life. It was necessary to determine the destination when the tourist made a travel plan. There were limited means of transportation and transfers of necessities. They had to bring food at times along the way or look for the tea houses or stalls, and arrange for the place to stay night or inn, sometimes local acquaintances, or sectarian temples. After a while, the inn or tavern was formed for meeting with those needs and related business with tourism. In this way, tourism or travel with pleasure has been developed by the road networking, means of transportation, and food-service, depending on the development of monetary system. The development of the tourism business and industry depended on the conditions for transportation technology as well as development of the local economy.

Before the Meiji Revolution (1889), the feudal system was dominated by the Tokugawa Shogunate. For example, they had a system of '*Sankin Koutai*'<sup>1)</sup> that each *Daimyo* (local feudal lord) and more than hundred escorts was to go up to Edo (now Tokyo) for an alternate-year attendance at the time through each of the five national roads. On the one hand,

1) As for one of the English studies on '*Sankin Koutai*', C.N. Vaporis (2008) *Tour of Duty: Samurai, Military Service in Edo, and the Culture of Early Modern Japan*, University of Hawaii Press.

it was assumed to be a system to curb the power of feudal domain in each region not to strengthen financial and military power, feudal officials on a regular basis in that system. On the other hand, it contributed to the improvement of infrastructure, such as travel highways, lodgings and post towns by using political system for the local feudal and spending large sums of travel expenses in terms of local economic development. Thus, this old system contributed to the local development for the foundation of railway and highway network system in Japan.

After the Meiji Restoration, the Japanese Government planned to introduce industrial revolution and modernize economy by opening doors to the markets of the world and studying technology abroad in the western countries, and moreover promoted tourism such as the school tour for general study as well as group tour for '*Kankoh* (sightseeing)', and at present we can use the highspeed and punctual Shinkansen (Super Express Lanes) and train network between main cities in Japan. As well as journey of the faith of gods and medical services, we were continuing to visit Shinto shrines and Buddhist temples all over country for worship and to take the *Onsen* (hot-spring cure) for health management.

The category of business related with the tourism became a complicated industrial organization and made the Standard Industry Classification difficult in this way. And then, when the economic crisis broke out, the Government had to support a new recovery policy and economic system were indispensable for transporting and traveling, because economy depended on such a complicated private business management.

The capitalism in advanced countries met with the economic depression especially in 1930's, and temporarily solved a problem in the achieving the public policies based on a Keynesian principle for the economic recovery. As a result, Japan came to a period of economic growth, 'mass production and mass consumption'. The level of national income had been getting high and the national living standard became improved. When they had more room to life, 'new tourism boom' began. When the regulation of international custom system and currency exchange were eased, honeymoon (bridal tour) headed for the many foreign countries from the domestic destinations.

In the 1960s when the prevalence of large passenger ships and jumbo jet headed to resorts around the region, the tourism boom was gradually spread to overseas. It reached the times of 'Mass Tourism' that made a travelling in quantities. At the early stages, it was implemented as the group tour called 'package tour'. This was a new business that the travel agent reserved an itinerary for tourists, resort spot and staying room at a hotel and set the rates to attract customers. This was the first step of tourism development which the developer's capital in the advanced country that was traveler's place of departure took the lead to develop the locals.

In the times of the high level of economic growth, tourism development of an advanced

will relieve the poverty of developing countries. It is this point of view that depended on 'trickle-down-theory' that an advanced brought the economic benefit to the poor in developing countries. In other words, tourism was considered 'invisible export', tourism development was paid to attention as a promising means of acquisition of foreign currency, new demand for locals and regional growth.

In 1967, the United Nations decided 'International Tourist Year' and declared the motto of *'tourism is a passport in peace'* and was attempting the spread of the international traveling and progress of Mass Tourism.

During the 1970s oil crisis by the Middle East War was outbroke, the world economy was suffered from 'stagflation'. This term 'stagflation' was a compound word of stagnation and inflation. In the case of stagnation in normal business cycle, employment and wages tend to decline and the prices also decline, but in this time, prices were inflationary rising despite the decline in both employment and wages that led to the harder life. And developing countries did not receive the increase as expected economic benefits from the advanced countries in the 1970s and took a skeptical view of tourism as a tool for economic development. Moreover, the differentials between rich and poor by tourism development spread and the destruction of the traditional culture in tourist resorts, environmental pollution and negative influence to the ecosystem began to be exposed.

Tourist destination from developed countries accepted tourism development by the foreign capital, their autogenous control ability in the community was incorporated into the global system of the developed capitals. Therefore, only a small number of interested stakeholders in tourism resorts received the economic benefits but most profits flowed out to tourism business in the advanced. This economic mechanism is considered later.

## 2. The Nature of Tourism and Its Economic Effects

### 2-1. The Nature of Tourism : Linkage and Leakage

The high level of economic growth after World War II shifted from tourist resorts near the tourists to the theme park heading for a belief such as the historical, cultural heritage and natural landscape and cultured desire, leading the sightseeing limited to some hierarchies until it to the popularization.

The tourism industry is not in single industry but composite business-related industries of the tourism business to respond to the diversification of tourist demand. So above mentioned, it is difficult to find the item of 'Tourism Industry' in Japan Standard Industry Classification. This business linkage mainly consists of six sectors, that is travel service, transportation, accommodation, food and beverage service, souvenir shop and amusement-attraction facility. Furthermore, the nature of those businesses and industries had

been changing with economic and social development.

For example, the main transport system in the 1960s was railways and then developed the Shinkansen (the Bullet Train) in Japan, and in the 1970s built the national highway network and then shifted to tourist buses and private cars, and now flight technology advanced from ships to aircrafts and jumbo jets. Then the related business organization that supported those tourism business changed into the new linkage of business group that included wide range of industries. Also, for the lodging business, people in those days used to stay country inns in front of a railway station but they moved to healing hotels in resort area and inns with hot springs like health spa.

The tourist company is to do business, (1) preparation of guidebook for tourists, (2) the mobility of tourists, (3) correspond to the various needs of tourists throughout their stay at resort area. For example, in the first stage of preparation of the tourism, such as promotion of tourist destinations and reservations at resort sites prior to what tourist would be required, the travel agencies bear them for tourism business. In the second stage of mobility, the transportation industries who have the various means of transportation of railway, aviation, bus, taxi, ship and so on undertake as their mobility and sightseeing division. In the third stage of lodging, the hotel or inn that handle staying night take tourism business.

Furthermore, the tourism resort restaurant serves food and drink, souvenir shop and duty-free shop handle local goods, crafts and gifts, amusement park or theme park organizes leisure activities. These separate tourism businesses organized to aim at suppliers of tourism products, such as tourism-related businesses correspond to the various needs of tourists.

On the other hand, let's look at the demand side and flow of money between tourist and tourism business and industry. This view came from J.M. Keynes (1936) who referred to the multiplier theory of investment for the first time. This should be based on the principle of effective demand and economic causality. Effective demand consists of consumption demand (household sector), investment demand (business sector) in the domestic private sector, public investment demand (public sector) and foreign exports demand (overseas sector) if add to international trade. These effective demands determine the national income of the macro-economy and gross national products (GNP).

In order to simplify the discussion here, the government sector and overseas sector are neglected temporarily. In macro-economics, the investment expenditure directs to the income of construction and related customer for the first step, and then their household income spends the consumption for the second step, and this linkage spread to the other household incomes. Finally, the investment spread to all sectors of the economy and increase the size of national income more than the first investment expenditure. In this

case, however, all of their incomes do not consume but save a part of it. But this saving does not become the effective demand. Keynes called it 'leakage' from the circular money flow of economy.<sup>2)</sup>

Keynes formulated the multiplier of investment and pointed out the implication of it. This investment multiplier is the reciprocal of the marginal-propensity-to-save<sup>3)</sup> and when marginal-propensity-to-save rises, the investment-multiplier decreases, i.e., the ripple effect is to decline. Keynes called this 'dilemma of thrift (saving)'. Because the thrift (saving) is good personally to prepare for the future but economically the multiplier effect decreases for leakage from money flow and lead to the decline of the economy.

Here if foreign sector is to take into consideration, two points are important. One is foreign exchange rate, that is the higher rate of exchange for, let's say, the Japanese Yen or Vietnamese Dong leads to decrease the export of the goods from Japan or Vietnam, and vice versa. Another is the leakage from money flow in Japan or Vietnam. Economically, exports are effective demand and increase the national income by the inflow of money from abroad, but imports are the outflow of money to overseas and national income diminishes. So, in the case of imports, and balance of payments deficits is to reduce the domestic economy. This is another kind of 'leakage' from money flow of the economy.

An implication as follows is derived when applying this point of view to tourism business and analyzing the ripple effect of the local development as sub-macro economy. To estimate the effect on amount of consumption expenditure by tourists as a starting point, consumption amount of tourists also have the effect of multiplier on tourism-related business and industry. For example, when tourists are to stay in accommodations, accommodation charges will be paid to the business owner (this is a primary effect). Accommodation service (cleaning charges, restaurant and cooking services, souvenir shops), personnel expenses (such as front desk clerks and housekeepers), operating expenses (advertising expenses, communication expenses, utilities). Here again they spend not all their incomes but save a part of them (secondary effect). Each expense also paid to the

2) When considering government sector, the public investment (G) as effective demand becomes pouring to the circular money flow of economy but the taxation (T) becomes 'leakage' from this circular flow of economy.

3) According to the standard macroeconomics textbook, this relation is formulated in the following ways. Now, national income Y, investment I, consumption C, savings S, the effective demand in this case,  $Y = C + I$ . And,  $Y - C = S$ . And then, national income (Y) is determined when  $I = S$ .

When each of the changes in national income,  $\Delta Y$ ,  $\Delta I$ ,  $\Delta C$ ,  $\Delta S$  and stands for  $\Delta Y = \Delta C + \Delta I$ .

Where Keynes called  $\Delta C / \Delta Y = c$  'marginal-propensity-to-consume' that is how much spend for consumption.  $\Delta S / \Delta Y = s$  'marginal-propensity-to-save' that is how much save.

Then,  $\Delta C = c \Delta Y$  can be represented and substituting  $\Delta Y - c \Delta Y = (1 - c) \Delta Y$ .

Thus, investment multiplier (k) can be represented as  $\Delta Y = 1 / (1 - c) \cdot \Delta I$ , or  $\Delta Y = 1 / s \cdot \Delta I$ .

So, investment multiplier (k) =  $1 / s$ .

suppliers and followed the same way. Such ripple effects repeat, it exerts on a tourist resort and whole related tourism business.

In this case, those tourism businesses buy the materials from the supplier (wholesale and retail), but suppliers locate in the resort area or outside of this region or overseas. Among them, the business with even domestic but outside of this region and foreign suppliers would be 'leakage' from the money flow in this region.

Now it represents as 'region procurement rate (r)' and 'outside-procurement rate (e)' and so that,  $r + e = 1$ . From the economic ripple effect brought about in the region will depend on region procurement rate as regional distribution and marginal propensity to save. When this leakage rate in tourism destination model from outside-procurement and imports and represent tourism multipliers as following ;  $k = 1 / \{1 - (c - e)\} = 1 / (s + e)$ .

This implies that local development strategy should make an effort for the consumption by the local consumption of locally produced goods or local supply-chain, because the increase of the tourism consumption becomes a marginal-propensity-to-consume and reciprocal of the local-procurement percentage. Thus, the implications of tourism multipliers represent the ripple effects on local effective demand of tourism revenue and the important factor to real local development.

## **2-2. The Industrial Hollowization and Local Economy**

The tourism multiplier shows how much contribute to the development of its tourist destinations. Tourists pay accommodation and food fees but the crossroad if those expenses become effective demand depends on procurement from local suppliers. If tourism revenue ratio (e) is high (or low) and local employment level can be kept in high (or low) level.

Also, developer's investment in the tourist destination of the region can occur multiplier effect to the local economy by building hotels and recreation facilities. In this case, however, many plans of investment project are attributed to the influx of outside capital. Those plans are in short term on a character, because once an investment plan is carried out the most part of this investment demand spread to the purveyance from the outside-of-the-area such as the employment of construction workers, carrying-in of the construction materials necessary to the construction industry during a construction period.

The 'leakage' of tourism regions occurs by not only the inflow of goods and materials from outside-of-the-area and/or overseas, but also existing industries in the tourism region are susceptible to foreign factors, such as the depreciation of money (Yen or Dong) due to the changes of exchange rate and faces quickly decreases in the decline of local economies and their local jobs taken away by the transfer of offshore production. For example, due to the unstable Japanese Yen after the G5 Plaza Accord of 1985 and soaring

production costs in Japan lead to international re-location of industries, and in the post-bubble recession deepen and stepped into global shift in the 1990s. As a result, the many local businesses who supported Japanese manufactures became bankrupt and Japan was faced by the decline of local economy.

Thus, they were not limited to the specific export-friendly production area but also has become the urgent problems facing small business and local economy across the country. Still more, while overseas shifting of the manufacturing through the unstable exchange rate, 'Industrial Hollowization or De-industrialization' problem in Japan became serious when their management strategy embarked on building of global system of international division of labor in production.

To prevent the 'leakage' of tourism business, (1) encourage the establishment of supply-chain to meet the needs to improve the quality of local products, (2) keep the level of human resources by local tourism education and training, (3) make the well-organized business linkage and reduce the money flow out of the region, and (4) make the local development of both tourism site and tourism brand value as well as environment protection of the region, as following the tourism policies. Building up the partnership and cooperation based on the business linkage and specialization inside the local tourism industry of the economy can prevent from the 'leakage' of tourism revenue from the tourism region.

### 3. Mass Tourism and the United Nations

#### 3-1. Mass Tourism and Ecotourism

As mentioned above, developed countries celebrated a stage of high economic growth after World War II and enjoyed the period of mass production and mass consumption. Parallel with this, transportation innovations brought to allow mass transit railway, large buses driving long distance, jumbo jet, ocean cruise tour and to enjoy the age of '**Mass Tourism**' that the tourist crowds visited tourism sites.

Japan also came to Mass Tourism at the time of Osaka Expo held in 1970. The background of this movement was related to the travel transportation improvement and the investments of large-sized hotels that both tourism business and industry jointed and travel agents arranged with advertisements. But local economy got not only the short-term multiplier effect by a growing number of tourists but also faced a serious challenge of mass waste, pollution, and environmental destruction.

Response to negative changes in the world, the United Nations established the World Commission of Environment and Development (WCED, 1987) and published the report, "*Our Common Future*." In this report, the important concept of '**Sustainable Develop-**



**ment** was proposed. These implications are (1) that the top priority has to the preservation of ecosystems on the support system of the Earth itself, (2) to recognize that the Earth's resources are finite, (3) benefits from the resources of the Earth has to be distributed fairly both in developed and developing countries, and (4) to make sure that a present generation doesn't use up the benefits of this globe but deliver them to a future generation.

This is not a selection either environment or development, but the balance between environment and development, in other words, economy and ecology. Although so far, the priority in traditional economics was the efficiency of production and consumption without considering with environment and ecology, but instead of it the new economics for the 21th century, **Ecological Economics**, was established to allow that the production, consumption, and wastes makes compatible with an ecological system.<sup>4)</sup>

As for the field of tourism, such as compatible with economic benefits of conservation and local communities, Ecological Tourism (**Ecotourism**) advocated in 1982, and then in 1990, International Ecotourism Society (TIES) was established. Ecotourism accepted the view of '**Sustainability**' in the United Nations and aimed at the capacity building and environmental education, especially with the compatibility of the natural environment preservation in the developing countries and economic development of local communities. It attracted tourism by not ensuring the short-term economic profits in the areas that sometimes destroys, but by aiming to maintain the fund for the local economic development and the conservation of nature, specifically in the area that have rain forests and marine environments and so on.

### 3-2. Alternative Tourism and Sustainable Tourism

Mass Tourism in the 1960s brought the disturbance of environment and traditional culture of local communities in the tourism region around the world. So, a new tourism movement that opposed the Mass Tourism emerged in the 1980s, they gave a general name as '**Alternative Tourism**'. Smith and Eadington (1992) broadly defined as 'forms of tourism that are consistent with natural, social, and community values and which allow both hosts and guests to enjoy positive and worthwhile interaction and shared experiences' and showed some case studies. It was established to protect local ecosystem and community in small size and practical region and they proposed it 'a new tourism forms an alternative to mass tourism.' However, Hall, Gössling and Scott (2015) made a comment that this tourism form of a small community scale couldn't become the new tourism form

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4) The international society of Ecological Economics has issued, *Journal of Ecological Economics*, since 1989. And for textbook, Harman E. Daly and Joshua Farley (2004) published, *Ecological Economics: Principles and Applications*.

and not replace the Mass Tourism that many travelers participated in every year.

The United Nations held the Conference of Environment and Development in 1992 (known as the Earth Summit) and adopted the “Agenda 21”. In addition, they proposed the framework of both the Convention on Climate Change and the Convention on Biological Diversity. At the same time, ‘Agenda 21 for the Travel & Tourism Industry’ (WTTC, WTO, Earth Council, 1996) has been proposed for the tourism business and industry. Many fields, such as in-flight services serve only limited here which incorporated the idea of ‘**Sustainable Tourism**’ and immigration border, electric cars with exhaust gas regulations, passengers are required to have started. And they published the professional journal *The Journal of Sustainable Tourism* and began a full-scale research activity.

In 2003, the World Tourism Organization (WTO) was established as a specialized agency of the United Nations. This acronym was the same as the World Trade Organization (WTO) and then a new abbreviation as “UNWTO” has been used since 2005.

After 20 years since 1992, the United Nations proposed ‘**Green Economy**’ in 2012 at the Conference (WSSD) known as ‘Rio + 10’. And after 30 years advocated Sustainable Development, many new researches and studies have been accumulated for the green management of tourism. The new understanding was created to prospect that new jobs can be created and encourage the green investment with new technology to reduce the environmental impact on the Earth. Here for the world as one of the important economic systems, ‘**Sustainable Tourism**’ preserved greater attention and recognized the contribution to the economic development of the tourism business and industry, and tourism was organized to linkages of them to the global system comprehensively.

Furthermore, the United Nations proposed the **Sustainable Development Goals (SDGs)** in 2015. Here the social, economic and environmental factors consist with 17 goals and targets of 169, participating countries agreed to achieve these goals by the year 2030. Thus, it is said that Sustainable Tourism is not an individual industry’s problems but arrange the network of ecosystems to make linkages of tourism business and industry and their common goals through cooperation as a social system.

Japanese Government enacted the Basic Law of Tourism in 1963 that showed a basic framework to Japanese tourism policy in the period of high economic growth. The purpose of this law was ‘to promote the visit of foreign tourists, tourism and security, tourism resources protection and measures on development, tourism facilities for healthy tourism development, international tourism, and national promotion development thereby. It is to contribute to improving the stability of both international exchanges, friendship, and healthy life, and to contribute to the reduction of regional disparity’.

This law was completely revised in 2006 as ‘the Basic Law of National Tourism Promotion’. Then it should take the measure necessary to the preparation of the environment for

forming of high attractive tourist resorts with the international corporations, upbringing of the capacity building that contributes to the tourism promotion and travel to the global economy.

Japan is also placed clearly with the tourism as the pillar of an important policy in 21st century and organized 'Japan Tourism Agency' as the extra-ministerial department of the Ministry of Land, Infrastructure and Transport (MLIT) to strengthen the promotion system of tourism. Internet and networks were organized world-widely, the amount of information has changed substantially and it was a mainstream that the current tourism has changed from urban developer to regionalism and more diversified travel styles by selecting in personal tastes and needs.

## 4. Roadside Station in Japan and Food Tourism

### 4-1. Local Development Strategy in Japan : Roadside Station

While the period of high growth in Japan ended and the local economies were declining, Japanese Government considered a local revitalization strategy policy and proposed to use effectively national road infrastructure as historical lessons that was constructed and arranged for alternate-year attendance from every local domain to Tokyo, as above mentioned. Once 'station' at that time was pointed to the post town set up on the main road. This station provided exchange horse, housing, and food for messengers and officers, and after then commonly used the term 'accommodation.' At the Meiji era in Japan, railways were connected the post towns and the station was called 'railway station' for passengers and freights. This development supported the industrial revolution in Japan. Taking advantage of this historical lesson, the Ministry of Land, Infrastructure, Transport and Tourism (MLIT) had a local revitalization strategy policy at local roadside in Yamaguchi, Gifu, and Tochigi Prefectures in 2001-2002. At that time, Japan already has many service stations and roadside restaurants in highway and many convenience stores in every urban community. MLIT, however, collected new information that drivers and travelers needed to use in local areas with safe and comfortable road travel conditions. As the result, it found three important functions ; first : 'rest space,' such as 24-hours and free of charge parking lots and toilets, second : 'information center,' something like road traffic information and local tourist information, third : 'linkage' with local communities, farmer's market, direct sales and human relations through hands-on courses in permaculture and recreation activities as the theory of social capital suggested as community design and joint management (Ostrom and Ahn, 2003 ; Uzawa, 2005 ; Ogata, 2010). This local revitalization strategy in 1991 was the origin of '**Roadside Station,**' called '*Michi-no-Eki*' in Japanese.

The process of new organization, *Michi-no-Eki*, is often featured in the local development program planned by local government or municipalities as part of the strategies for local revitalization in Japan. Local governments were the key actors involved both in designing *Michi-no-Eki* and in preparing the finance required. There are two types of different capital funding. The first is where the road management administrator builds the basic *Michi-no-Eki* (i.e., the parking space, toilets) and the local municipality builds the shops or information facilities on the site, with the related cost shared by each body involved. The second is where the local municipality constructs all the facilities with the approval of the government criteria of *Michi-no-Eki* that are often managed by the municipality or third sector partnership through dialogue and mutual understanding in the community.

While the responsibility for administering each *Michi-no-Eki* generally lies with the local public sector, other organizations will still have to undertake to maintain certain service standards if the local sector contracts out to such bodies to manage the facility. Management of *Michi-no-Eki* is case by case in local conditions. One case of management is that both municipality, public organization as the road administrator and other stakeholders manage it in one united body and another case is that municipality as such manages it by itself.

After MLIT announced the technical criteria how to make *Michi-no-Eki* and social rule whereby *Michi-no-Eki* cannot be less than 10 Km apart each other in the region to avoid intensification of competition for local development and it started to resister 103 roadside stations (*Michi-no-Eki*) in 1993 organized in local areas in Japan.

It was so successful that number of *Michi-no-Eki* increased every year and after 29 years (2022), Japan has 1193 roadside stations across all local regions : 127 in Hokkaido, 150 in the Tohoku-area, 170 in the Kanto-area, 84 in the Hokuriku-area, 135 in the Chubu-area, 152 in the Kinki-area, 108 in the Chugoku-area, 89 in the Shikoku-area, 148 in the Kyushu- and Okinawa-areas.<sup>5)</sup> Tokyo in Kanto area has only one roadside station in near local mountains. Because Tokyo is well-developed and center of socio-economic network in Japan and there are already many convenient stores and markets in central city.

Every roadside station has both public rest space and information center for longer-distance drivers, older drivers and female drivers, handicapped persons, and travelers. Recently many roadside stations are serving green drivers for charging battery of electric vehicles (EVs). At the same time the importance of human linkage between road users (as consumers or travelers) and local communities (as farmers or craft makers as 'ecopreneur') was pointed out. 'Ecopreneur' in this case (Schaper, 2010) is a new word, including both ecological system and entrepreneurs gaining brand value products and competitive

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5) <https://www.michi-no-eki.jp/about> (March 1, 2022)

advantage for their business through utilizing green innovations that make green economy develop. In this 'innovation,' the cases of supplying of new goods with brand, introducing of new production method, finding a new market, acquainting of new sources of raw materials or semi-finished products, and making up new human organization are listed up. So, it is said that entrepreneurs in 21th century have led the way in enabling market forces to shortening the supply-chain of the sequence in processes and generate sustainable local development whilst protecting de-population, natural environment and encouraging sustainability of eco-economy.

So, they have different type of community design, community management and environment preservation that they organized as human relations and local sustainable policy. Each *Michi-no-Eki* provides local-specific product, locally marketed goods in direct shop by local original produces or farmers' market to be directly sold. Such roadside stations depend on typically effective partnerships and linkage between local government, local municipality, local green producer, local agricultural community, local restaurant, and local tourism business. And MLIT is making the network of them in all over Japan. This has potential benefits, such as reducing food-mileage and forming green economy as the mitigation of climate change as well as contributing to healthy food life through food tourism. Such kind of the success of *Michi-no-Eki* in Japan led to the World Bank (Yokota, 2004) to publish the booklet: *Guidelines for Roadside Station, 'Michi-no-Eki'*, on how to apply the idea and to build roadside station for the developing countries.

#### **4-2. Journey through Local Cuisine and Local Sustainable Development**

What is the secret of the success of *Michi-no-Eki* in Japan? It is to be able to travel safely and comfortably, to be able to buy fresh and safe products at local farmers' market, and to be able to enjoy local cuisine (Japanese food) for food tourism.<sup>6)</sup> There is a variety of local food that cooked the local specialties in that district by the way that suited the environment in various parts of Japan. Diversity such as dishes and cooking methods that can be attributed to human-induced factors such as the local culture, local tradition, and local community design, as well as natural factors of geography and location such as sea, river, mountains, forests, four seasons, weather, and climates from the northern Hokkaido to the southern Kyushu and Okinawa islands.

The Japanese food has characteristics to both local foodstuffs and local seasonings of miso, soy-sauce, vinegar, liquor, and sweet sake that made from rice, wheat, and soybean in each area. Utilizing the fermentation for the eating habit effectively is one of the Japanese local cultures. When the cleaned rice became popular at the Edo period, it came to

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6) <http://area.food-tourism.jp/> (March 6, 2022)

make the vegetables pickled in rice-bran paste of the vegetables such as a Japanese radish and eggplant, effectively using the bran (*NUKA* in Japanese) that comes out. The rice bran has rich in carbohydrates, protein, vitamins, such as yeasts and lactic acid bacteria fermented as a source of nutrition. At today, the improvement of the zymology has made clear the effective function that improves our health. These became the dietary and health culture and historically basics on the society of longevity in Japan.

With cooking boiled food and soup, the soup stock is esteemed about the basics. The typical materials are the kelp, dry mushroom, dried bonito, dried small sardine, and they are boiled and used for cooking the tasty dish with time and effort. The basic spirit of such a Japanese cuisine that brings out the taste of the natural ingredients cooked with hospitality is said to be 'respect for nature'. That's why Japanese greets 'Itadaki-Masu' before eating and 'Gochiso-Sama' after it as a token of his and/or her gratitude.

In 2013, Japanese food (*Washoku* in Japanese) was officially registered at the World Heritage (UNESCO) for '*Washoku : Japanese Traditional Dietary Culture*' as an intangible heritage. Japanese cooking and foods have a long history and depend on each local practice, based on a comprehensive set of skills, knowledge, practice, and traditions related to the production processing, preparation, and consumption of foods. The foodstuff has basically common characteristics but has great diversity, responding to the wide range of geographical conditions and the differences of historical background. Notably in rural areas, local people are active in preserving and transmitting knowledge associated with the traditional dietary culture and the sense of taste to their specific locality, ensuring people's health, hospitality, and pride in the local area.

The standard Japanese food in every household constitutes of boiled-rice, miso-soup, and other dishes, namely the meal consisting of one soup and one main dish ; generally called '*Ichiju-Sansai*,' but is cooked differently in different areas. This standard style of cooking and food in Japan is also well-balanced. It is also very healthy and sustainable as I called 'the law of Odum'. In his ecological research, Odum (2005) insisted that 'the shorter the food chain, the greater the energy available to that population in a life cycle. Whereas the quantity of energy decline with each transfer, the quality or concentration of the energy that is transferred increases.' This means that potential energy that is produced by biosystem is lost at each food transfer from vegetarianism to carnivorousness (Ogata, 2010).

Hall and Gössling (2016) introduced 'wine tourism' or visitation to vineyard in Europe in their book ; "*Food Tourism and Regional Development*." They pointed out the food tourism is closely related to the local brand which can be differentiated based on local identity. Tourism is generally accompanied by meals but not always food tourism. Food tourism is defined as visitation to tourism site motivated primarily by the pursuit of both pleasurable and memorable place and tasty food-drink experiences, as well as the leisure time of

refreshment or escape from the ordinary life. Nowadays, food is becoming a major point of tourism and hospitality. Food events or festivals where fruit orchards such as apple, grapes, orange, peach, pear, persimmon are in season various parts of Japan also regards as the object of harvest experience attraction and the creation of destination brand value. A local food system forms a close farmer-consumer relationship within a local place. Because traveler as consumer can have the fresh and safe product harvested, cooked, and served in tourism site. This means to shorten the food supply-chain or the distance between local farmers and urban consumers who can enjoy a journey through local cuisine and food tourism and contribute to the local sustainable development. Moreover, food self-sufficiency in Japan is at its lowest level among developed countries<sup>7)</sup>, and although it is the world's largest food importer, there is also a huge amount of food loss in Japan. In order to reduce this food loss, shortening food supply-chain can be helpful in avoiding the food crisis and indirectly leads to increased self-sufficiency.

## 5. Recent Trend and Resilient Tourism : A Concluding Survey

After Japan met the Great Earthquake in northern areas in 2011, *Michi-no-Eki* policy stepped into a new stage of prevention and restoration of disaster in addition to three functions for local development as above mentioned, because *Michi-no-Eki* played important role to support local food supply conditions, community networks, evacuation route, information and transportation base. So, the successful *Michi-no-Eki* policy helped with further local development, revitalization of local tourism business and industry and to contribute to construct 'green economy' based on climate change challenges as well as connecting food tourism with the short supply-chain, local community linkages and jobs.

After constructing and organizing the network of *Michi-no-Eki* through whole countries in Japan, travelers visited and realized the variety, depths and healthfulness of Japanese local foods and importance of 'Washoku' as the world cultural heritage in Japan. Food tourism through *Michi-no-Eki* expanded local foods system to urban peoples. Local foods system meets economic, social and health needs of the people and provides local people to food business and local brand that they recognize. The advantage of localizing food system is that this process preserves the local cooking and food in each area and makes travelers access to local cuisine by journey through *Michi-no-Eki* tourism.

But tourism itself contains two disadvantages, first is 'Over-Tourism' such as too crowded visitors sometimes disturb the local life, and the second is 'Global Warming' by using the huge amount of fuel gas and exhausting CO<sub>2</sub>. According to UNWTO, the first

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7) *index-173.pdf (maff.go.jp)* (March 10, 2022)

disadvantage is defined, 'the impact of tourism on a destination, or parts thereof, that excessively influences perceived quality of life of citizens and/or quality of visitors experiences in a negative way.' In response, each local government that accepts travelers is working to review regulations to distribute the dates and times of the visits and to disclose information on the state of congestion and crowd control to them.

In 2015, Japanese 'Outbound Tourism' where Japanese visit foreign countries was outnumbered by 'Inbound Tourism' where foreigners visit Japan. The Government announced the Basic Plan for 'The Promotion of a Tourism-Based Country', enacted the Basic Act on promotion of a tourism-based country, and stood to expand the 'Inbound Tourism'. To that end, the development of Wi-Fi network system, cashless economy, multi-lingual support, Western-style sanitary toilets, and other facilities that accept foreign visitors to country life in Japan are being promoted nationwide, as well as barrier-free and earthquake-resistant facilities, and the revitalization of local industries and tourism related business. In addition, the Government has presented 'the Target of 60 million Foreign Visitors to Japan by 2030' as a promotion of tourism-based development. It was said that ministries, private sectors, regions, and local communities would work together to implement this target.

However, at the end of 2019, a new coronavirus infectious disease (**COVID-19**) broke out in Wuhan, China, and in 2020, this COVID-19 pandemic spread over not only China but also all over the world. The Japanese Government declared 'the State of Emergency' in main cities like Tokyo, Osaka, Kyoto, Hyogo for 17 days for the first time. Each governor made a request not to go outside for nonessential business and reduce the risk of '3Cs': Closed spaces, Crowded places, Close-contact settings. Those are not order but only request, because Japan has the law of human right not to control against the ordinary person and everyday life.

Medically, Polymerase Chain Reaction (PCR) tests are able to determine the person who is infected by this coronavirus. However, the Government conducted PCR tests on only people with possible infections, but not to the ordinary person. As a result, when contact with infected but not morbid people, the number of morbid people increased without knowing where they were infected. Unfortunately, this type of coronavirus vaccine has not been developed in Japan and relies on imports from abroad.

After that, the number of new corona infections was changing in waves. As the number of infected people surged, the Government called on the public to declare again 'the State of Emergency' or 'Priority Measures for Prevention of Spread' depending on the degree to limit economic and social activities. Eventually, when the number of infected people decreased, the restriction was eased, but the number of infected people increased again by the new type of coronavirus. Each time, a decrease of business activities and an increase



in the number of unemployed began to stand out in especially tourism business.

The Government, regarding this economic stagnation, adapted a new economic policy of 'Go To Campaign' that was aimed at stimulating effective demand for tourism and related business to revive social and economic activities. This Campaign includes 'Go To Travel' (tourism campaign) under the Ministry of Land, Infrastructure, Transport and Tourism (Tourism Agency) to subsidize the cost of domestic travel and accommodations, 'Go To Eat' (food and beverage campaign) under the Ministry of Agriculture, Forestry and Fisheries to stimulate food and beverage demand, 'Go To Event' (entertainment campaign) under the Ministry of Economy, Trade and Industry to subsidize ticket fees such as cultural events, and 'Go To Shopping Street' (Shopping campaign) for shopping regional district promotion campaign. And the tourism guidelines include : having guides use receivers to show participants around sightseeing spots ; entering a facility in small groups and in intervals ; staggering meal times and reducing the number of seats to ensure a proper distance between participants ; providing written explanations of the meals instead of oral presentations ; and sometimes serving bento lunch boxes to participants.

However, the number of infected people continued to increase again, and each time the State of Emergency or Priority Measures for Prevention of Spread was declared, we met the dilemma between 'infection control' and 'regeneration of economic activity.' If the State of Emergency is declared to prevent infection, businesses such as tourism, restaurants, and related businesses will be placed in a predicament, and if economic activity is resumed, clusters may occur again and infections will spread. This gives us a lesson as 'a new daily life with corona' based on the information of infectious diseases and medical development in the 21st century. One of the points in immunology is to promote the development of effective vaccines and to spread them worldwide. And the COVID-19 Vaccination Certificate ('Vaccine Passport') will be used to resume open economic activity.

We also have a new reality in the industrial world that the recovery is rapid in fields that can respond to demand through delivery networks, such as fields that can respond to technological innovation, 'expansion of telework' using digital technology, personal-contactless business, and distribution industry, but in the customer service field like tourism and restaurants, it continues to be sluggish in fields where sales can hardly be done due to face-to-face business. As a result, it is said that the recovery from COVID-19 pandemic is not uniform, and it draws a 'K-shaped' that polarizes into both companies that can recover and companies that are depressed. As the effects of each new coronavirus are prolonged, the polarization between business industries, such as tourism, which has been affected by restrictions on movement and short-term sales, has become clear.

Under the present system in Japan, the Government was using the 'Employment Adjust-

ment Grant System' as a measure to compensate for the deterioration in profits and unemployment caused by the closures. This subsidized a part of the leave allowance for business owners who implemented 'employment adjustment (leave) or business hours shortening' based on an agreement between labor and management to maintain the employment of employees when business activities were forced to be reduced because of COVID-19, but it was only a special measure and did not sufficiently maintain business continuity, especially in tourism business and related industry. Therefore, it is essential to develop a full-fledged law system and design an institution to re-construct resilient tourism in terms of social common capital (Uzawa, 2005).

Nowadays, we are really facing the so called, 'trilemma' ; stagnation of economy, global warming in ecosystem and COVID-19 pandemic, but we have no easy solution. Based upon these trilemma, Institute for Global Environmental Strategies (IGES) focused on the issue and published the paper, "*Implications of COVID-19 for the Environment and Sustainability*" (IGES, 2020). This position paper considers how to work environmental and sustainability concerns into multiple decisions avoiding COVID-19 pandemic. This focuses on issues particularly relevant to the pandemic such as medical management, wildlife-human relationships, the adverse effects of air pollution and '3Cs' as they have substantial bearings on strengthening resilience in the future as well as changes in lifestyles, advances of medical treatment and decarbonization green technology. This paper also suggested a new roadmap and future actions in 21<sup>st</sup> green society.

The United Nations (2020) issued "*COVID-19 and Transforming Tourism*", rebuilding the tourism business and industry in a safe, impartial, and global environment-friendly manner based on the sustainable development goals (SDGs), and proposed five priority areas for tourism recovery, as following ; 1. To manage the crisis and mitigate the socio-economic impacts on livelihoods, particularly on women's employment and economic security, to protect livelihoods, jobs, income, and enterprises, and to build confidence through safety and security in all tourism operations. 2. To build resilience in tourism, to support the development of tourism infrastructure and quality services across the entire tourism value chain. 3. To advance green innovation and the digitalization of the tourism ecosystem. Those recovery packages and future tourism developments would maximize the use of green technology in the tourism ecosystem, to invest in digital skills, particularly for workers. 4. To foster sustainability and inclusive green growth. It is important for tourism to shift towards a resilient and carbon neutral sector. 5. To build the coordination and partnerships to transform resilient tourism and achieve the SDGs.

The UNWTO Global Tourism Crisis Committee has united the tourism sector to formulate a sector-wide response to the unprecedented challenge of the COVID-19 pandemic. Effective coordination for re-opening and recovery plans and policies could consider

'putting people first', involving government, development partners and international finance institutions for a significant impact on economies and livelihoods.

The COVID-19 brought pandemic crisis all over the world. Especially tourism business has been shrunk and met one of the hardest damages in 2020 to 2022. Millions of livelihoods are at stake and need to be supported. Fortunately, as some countries gradually lift travel restrictions and tourism slowly restarts in the field of well-organized technologies, human health must continue to be a priority and coordinated safety protocols that protect workers, communities and travelers while supporting companies and workers must be firmly in place. This crisis gives us an opportunity to think the resilient tourism. We must reconsider modern resilient tourism development as well as SDGs implementation and this is also an opportunity to work towards a sustainable and resilient tourism for 21<sup>st</sup> century.

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