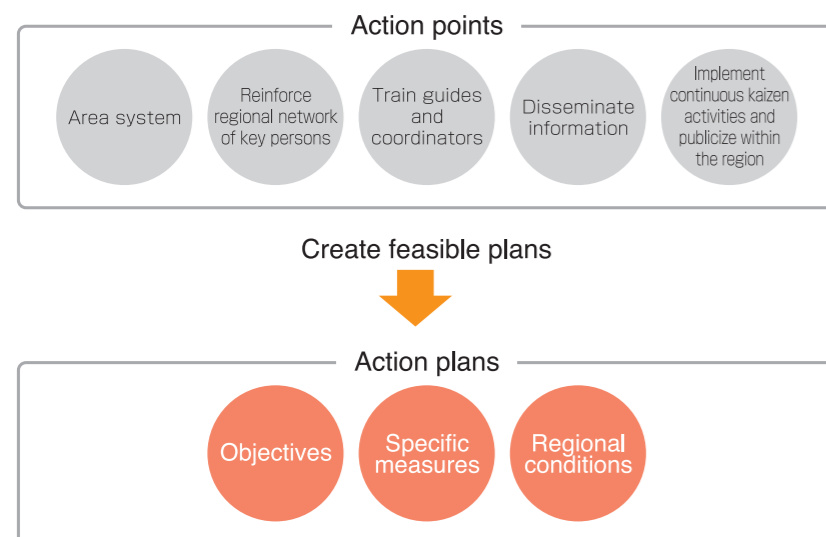


## About these guidelines

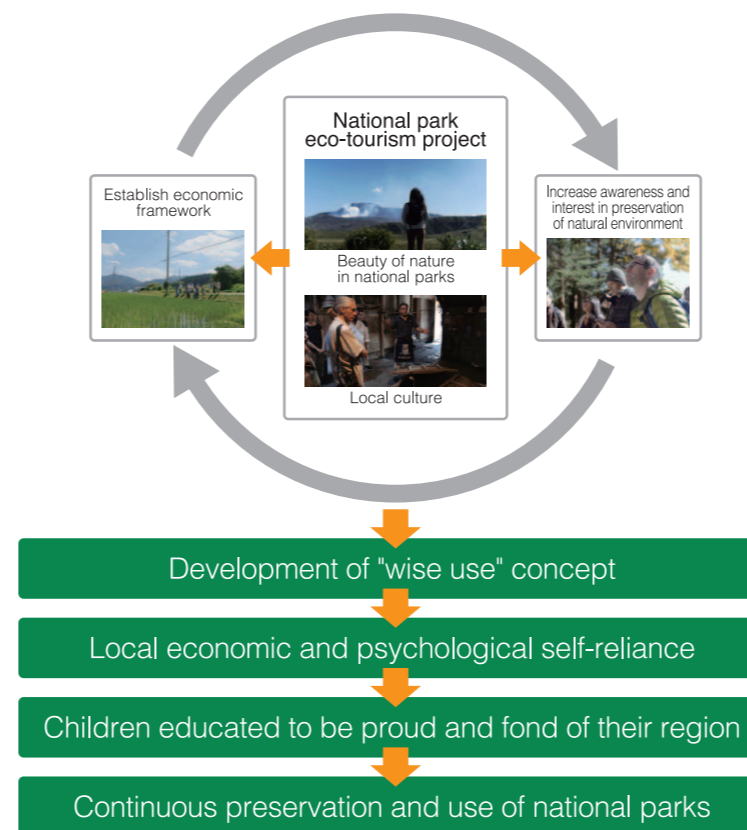
These guidelines are composed of the primary issues involved and examples of solutions for creation of an action plan for an area. The objectives are to attract foreign tourists to national parks and provide suitable hospitality to them. When actually creating an action plan, it will be necessary to speak with various related parties in the area and create a plan that incorporates the unique characteristics and strengths of that area.



※Rather than beginning something new, it is important to incorporate the essence of the foreign tourist perspective into the results from previous programs utilizing the resources of that area, and aim to create an area that foreign tourists will want to visit.

## Correct approach to tourism that is suitable for a national park

National parks are locations of great scenic beauty that are representative Japan, and are national treasures that have been protected for many years. Tourism in national parks should be aimed at experiencing and learning about the natural environments and historical culture, and should involve a responsibility for preservation of the natural environment and historical culture in that area. The same applies to foreign tourists visiting from overseas. By preserving the natural environments of national parks and better circulating visitors in order to revitalize the local area, the concept of "wise use" – in which environmentally friendly methods are used by the local area for autonomous and sustainable management of natural tourism resources – is being further developed to achieve economic independence and psychological self-reliance in the area. Through these kinds of efforts, children also feel pride and love for the area, and will preserve it for the future. This is another purpose of promoting tourism using national parks.



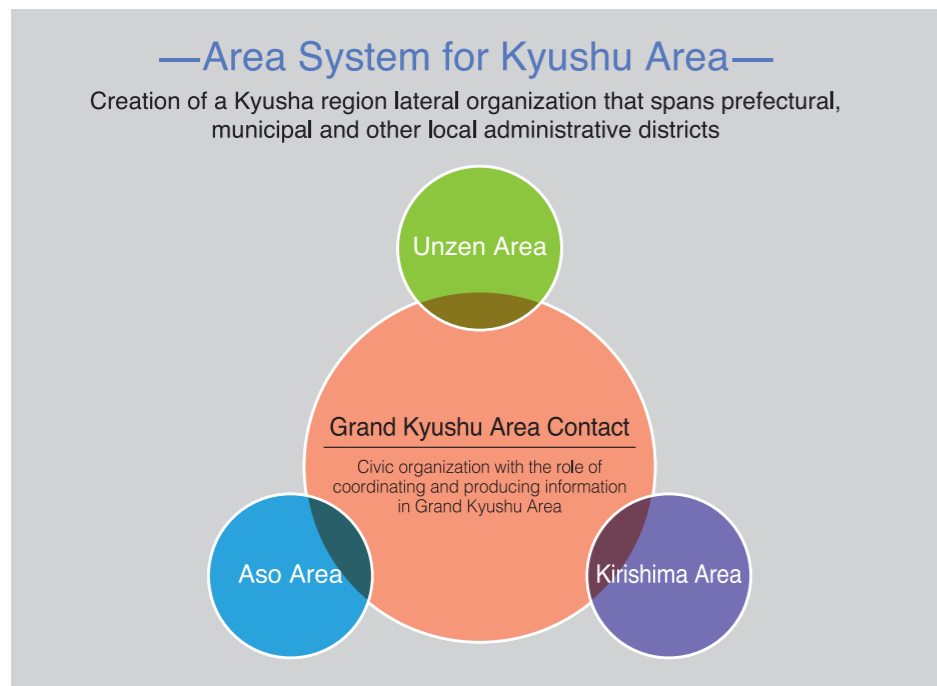
# Guidelines for Formulation of National Park Action Plans

for Hospitality to Foreign Tourists

## Action Plan 01 Area system

**[Issue]** Because national parks span multiple prefectures, or multiple municipalities within a prefecture, the functions which serve to receive foreign tourists are often handled by organizations or businesses that are located in different administrative regions. The resulting environment makes lateral coordination difficult, and also prevents difficulties from the perspective of overseas travel companies and tourists. For example, it can be difficult to identify the parties to contact and to obtain information that spans multiple administrative regions.

**[Example of solution]** Select (construct) 1 – 2 private organizations that have coordinator process functions over a wide area that transcends the boundaries of prefectural or municipal administrative regions.



## Action Plan 02 Creation of a network of key persons and construction of a promotion organization within the area

**[Issue]** At present, the ways of utilizing national parks, their possibilities, and what can and cannot be done in them are not shared within each area. There are few opportunities for the park rangers in each area to connect directly with ordinary businesses and other parties in the area.

**[Example of solution]** Construct a network of key persons within the area. Based on this network, hold informal meetings for explaining the national park that are conducted by park rangers and related persons. (For example, conduct B to B programs for guides, tourism-related hotel operators, tour operators, and others.)

## Action Plan 03 Training of guides and coordinators

**[Issue]** Each area contains potential resources that can be highly popular among foreign tourists. However there are not enough area guides and coordinators who can assemble these resources from the perspective of foreign tourists.

**[Example of solution]** Train persons who can serve as guides and coordinators – persons who are highly knowledgeable about the tangible and intangible resources of the area and who understand the perspective of foreign tourists, and create a foreign tourist service manual and a service system.



※Guide and Coordinator Training



## Action Plan 04 Publicizing information

**[Issue]** In many cases, even when a website for publicizing information is created, it is subsequently not maintained and the information is not updated. There is also the concern that publicizing only information about the natural attractions of the natural parks may lack sufficient appeal to foreign tourists.

**[Example of solution]** Publicize information using existing area information sites, and also using global sites for word-of-mouth information. In particular, construct an environment for promoting the lives and livelihoods which are harmonized with nature. These are one of the unique characteristics of Japanese national parks and should be promoted directly from the locations where foreign tourists travel.



Prominent signage and displays



Inventory and updating of existing pamphlets



Define locations that can be used

## Action Plan 05 Continual improvement activities and expansion to all parts of the area

### Promotion system for achievement

Based on the network of key persons and other resources, create a system (for example, an Eco-Tourism Promotion Committee) whereby the area representatives, tourism facilities, guides, local residents, sightseeing operators, related organizations, and others can communicate, coordinate, and cooperate with one another to bring the area together. Also utilize interaction with persons from outside the area to create new connections and further develop the community.

### Progress management on the path to achievement

The above system should be used for addressing new issues which arise during the process, and for improving the action plan, while also collecting opinions from foreign tourists and others.

