

Is Heritage Tourism an Effective Way to Attract More Tourists to Nara?

1. Motivation behind Research Paper

Did you know that there are 16 World Heritage sites in Nara prefecture? I know this because there are many tourists near me because my parents work in Kasuga Taisha. These days, the number of tourists who come to Nara has decreased because of the coronavirus. In 2020, the number of tourists was half of what it was last year. My motivation for doing this research is to find out the reasons why tourists come to Nara prefecture.

2. Introduction

Nara prefecture has less economic activity than most places in Japan because it is the bed town of Osaka. Many people who work in Osaka live in Nara. If the consumption outside of Nara prefecture increases, the working situations are lost. The goal of this research paper is to find ways to increase the number of tourists in Nara prefecture by revising the current tourism systems. In order to find solutions to this problem, I created a questionnaire that compared the visual appeal of Nara's Tourism and Kyoto's tourism home pages.

3. Results and Analysis

Differences between Nara and Kyoto of compared Comprehensive Tourism Strategy

I will show differences in the number of tourists .The common standards for national tourist statistics (H29) by the Japan Tourism Agency are as follows.

	<i>Number of tourists</i>	Tourism Consumption per Unit(yen)	Tourism Consumption (1 million yen)
Nara prefecture	1,252,000	29,019	36,336
Kyoto prefecture	6,333,000	46,637	295,340

Figure 1. Chart showing Comparison Results

Next, the future vision of Nara prefecture is quoted from the Nara prefecture Tourism Comprehensive Strategy.To promote Nara's diverse attractions and establish Nara's brand power internationally. Next, the future vision of Kyoto prefecture is quoted from the Kyoto prefecture.we make Kyoto not only a "treasure of Japan" but also a city that is admired as a "treasure of the world and a real tourist city".

Unique perspectives

My unique perspective are the number of google hits, the number of model course, and service aspects for tourists

Comparison

I compared the differences between Nara and Kyoto for the Comprehensive Tourism Strategy. From section 1. Kyoto prefecture is a tourist first, while Nara prefecture shows that it is not and Nara prefecture needs to make all of its policies on tourism clear and specific "for what," as Kyoto does. Next, I compared the three points from unique perspectives. As a result, I read that Kyoto Prefecture is more wonderful than Nara Prefecture.

4. Conclusion and Future Problems

The purpose of the author's paper is to determine whether it is possible for Nara Prefecture to increase the number of tourists coming to Nara by referring to heritage tourism in Kyoto. To find out a comparison of sections 1, 2, and 3 was conducted. As a result, the author's hypothesis was wrong, as it turned out that Nara Prefecture is not similar to Kyoto in its approach to World Heritage Tourism sites. Therefore, it is not possible to show how to improve Nara's tourism situation based on Kyoto.

5. Reflection

After writing this paper, I have learned why tourists come to Nara. I also learned about the shortcomings of Nara Prefecture's tourism policy. Therefore, Nara Prefecture needs to consider policies not only for domestic but also for foreign countries in order to attract new tourists. This is because I have realised that foreign tourists are significant. I would like to continue conducting research on this issue. Maybe someday, I will be able to write up some practical solutions to help stimulate Nara's tourism and economy.

6. Work Cited

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