

Tourism Exchange Between Japan and East Asia and the Necessity of DX

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Many countries around the world have placed strict restrictions on tourism exchanges due to the coronavirus pandemic since 2020. These countries are loosening their restrictions, and the number of foreign visitors is returning to pre-coronavirus levels in 2023. The number of foreign tourists visiting Japan has returned to about 80% of its pre-coronavirus pandemic level (2019). The number of foreign tourists visiting Japan was 31.88 million in 2019 (approximately 25 million in 2023). However, the weight of tourism as an industry in Asia is low. In particular, labor productivity is lower than the ones in Europe and the United States, and there is an urgent need to introduce tourism digital transformation (DX). The use of mobile phones is particularly required along with the introducing of IoT, artificial intelligence and robot technology. East Asian countries are almost in the similar situation, and it is necessary not only to promote mutual tourism exchange and technology exchange, but also to introduce and collaborate on tourism DX when the number of tourists increases. The state of tourism exchange and the tourism DX, and the clue of building a tourism industry that ranks same with the ones of Europe and the United States, are presented in the speech.

Experience:

1984	Ph.D. in Engineering from Kogakuin University, Tokyo, Japan
1991-1998	Professor of Toyama University of International Studies, Toyama
1998-2014	Professor of Kanazawa Seiryō University, Kanazawa
2014-2017	Academic President of Kokusai Business Gakuin College
2016-to present	Visiting Professor of Dalian Polytechnic University, China
2017-2021	Senior Researcher of Nihonkai International Exchange Center (NIEC)
2006-to present	Deputy Editor-in-Chief of Society of Plant Engineers Japan
2014-2021	President of Society for Tourism Informatics in Japan
2014-to present	Fellow Member of Asia Pacific Industrial Engineering and Management Society
2015-to present	Vice President of Hokuriku Telecommunication Council
2016-to present	Founding Editor-in-Chief of Journal of Global Tourism Research
2021-to present	Vice President of NIEC and Research collaborator of Kanazawa University
2023-to present	Honorary president of Society for Tourism Informatics in Japan