

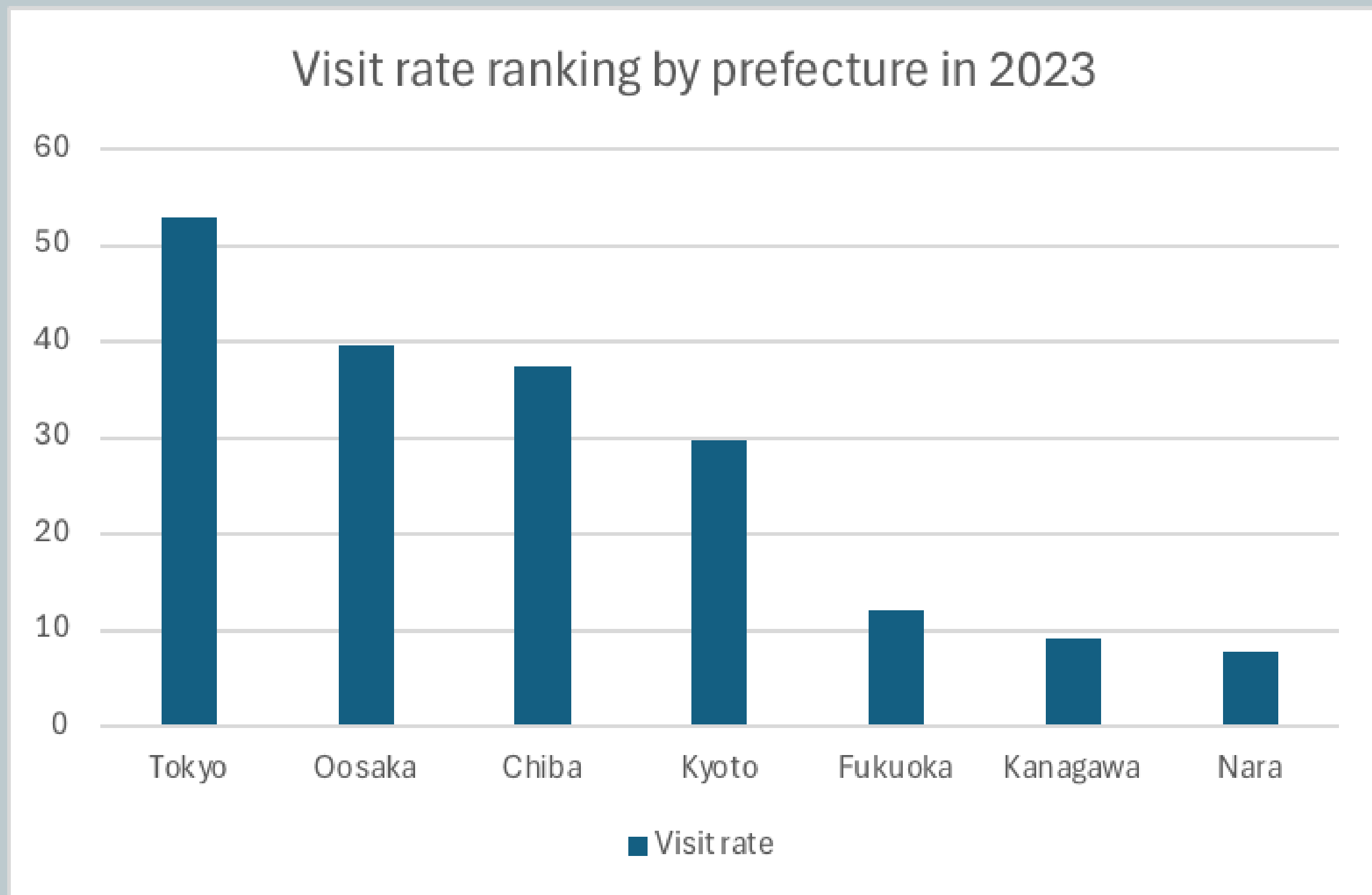
Proposing a new Nara's tourism policy through comparing Nara and Australia

We will compare Australia and Nara's policies, promotional activities, and marketing related to tourism and developed three policies we believe could reverse Nara's tourist problems.



Photo1

Nara's tourism



Graph1.

Scarcity of tourist accommodation and low visitation rate in Nara is becoming a big problem. One of the reasons for this is because Nara's tourist facilities are widely spread across Nara.

Australia's tourism

Marketing

Conducting **marketing and research**.
Removing barriers for private investment.

Workshop

Holding **workshops for travel agents**. The workshops are **based on five themes**. Increasing the quality of tourism services and attracting tourists.

Promotion

Examples of successful tourism promotions are "**Come and say g'day**" and "**The best job in the world**".



Graph2

How to include in Nara

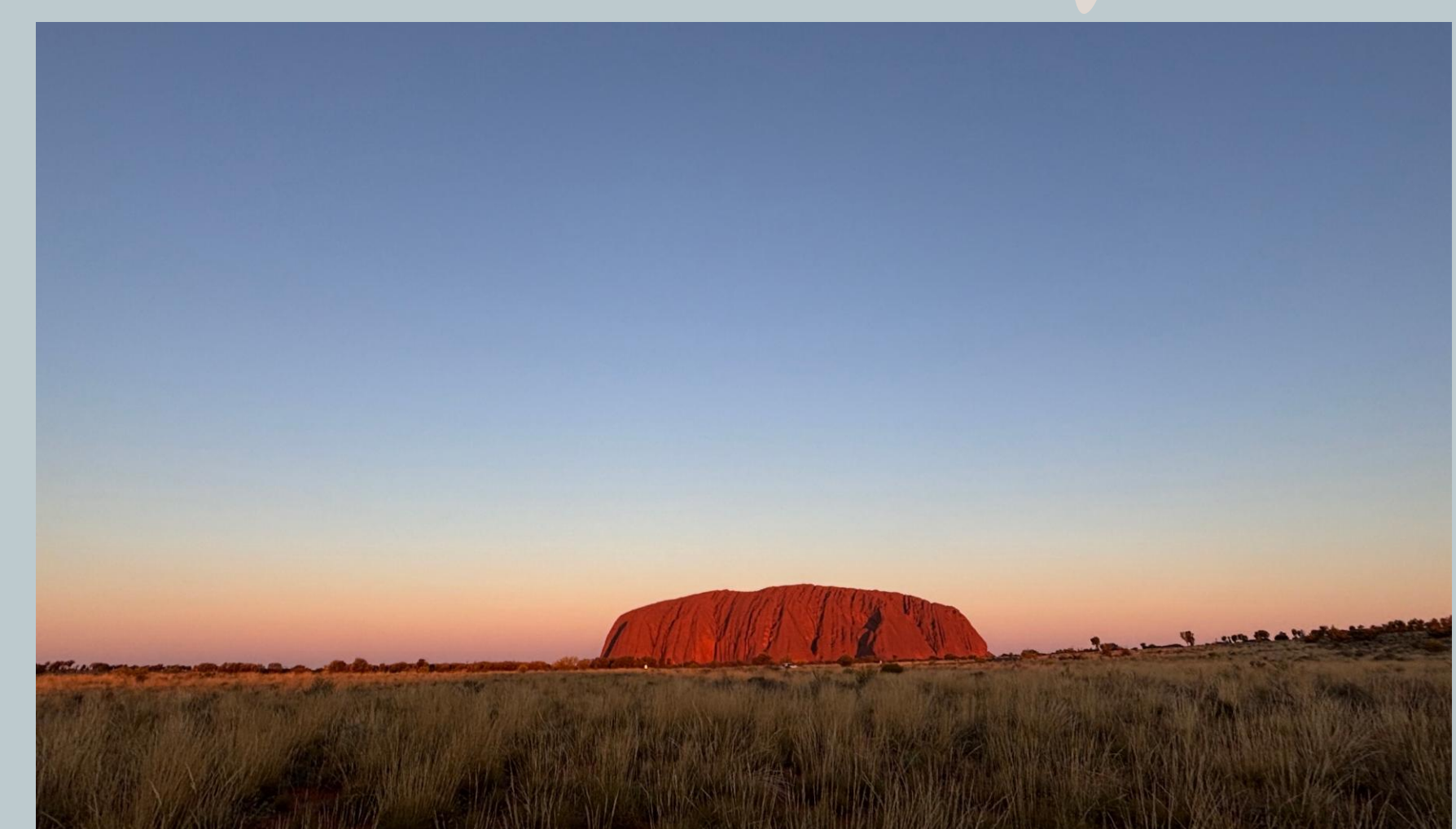


Photo2

Conducting **marketing and research**.
Removing barriers for private investment especially barriers for **accommodation**.

Nara should make workshops for travel agents so that they can understand the language and culture of **Korea and Taiwan**.
Adding sixth theme, **warnings of manners** in the work shop so that foreigners can understand the culture of Japan.

To strengthen Nara's promotion we will **use expressions that is unique to Nara**. We recommend suggesting people to take photo and **posting to SNS** using a hashtag that is specified by Nara prefecture. Also **short working plans** for Overseas countries and school trip will be effective too.

Reference

- Graph1:
訪日旅行について調べる. (2024, May 17). <https://statistics.jnto.go.jp/graph/#graph--inbound--prefecture--ranking>
- Graph2:
International Market Performance Statistics. (2024, April). <https://www.tourism.australia.com/en/insights/tourism-statistics/international-market-performance.html>
- Photo1,2,3:
フリー素材.com . (2024, Dec.). <https://www.free-materials.com/about/>



Photo3