

# The Disaster Prevention Tourism to Protect Foreign Tourists

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## Introduction



Many tourists from foreign countries. In 2024, about 37 million tourists came to Japan. There are a lot of disasters in Japan. Japan accounts for about 20% of all earthquakes of magnitude 6 or greater.



Australian family in Nagano at the time of the Noto earthquake (Nagano Prefecture recorded an intensity of 3 to 4)

## Survey

### JNTO SNS

### Safety Tips

### NHK World JAPAN

### Questionnaire & Results

This survey conducted on 27 foreign tourists in Kanazawa City.

《About three contents》 《If you experienced an earthquake in Japan, what means and information do you want?》



## Disaster Prevention Tourism

A new style of tourism with an added element of disaster prevention

It was found that disaster prevention tourism provides travelers with an opportunity to think about disaster prevention and disasters from the familiar part of "travel," and that it is effective in raising awareness of disaster prevention.(1)

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~Examples of Disaster Prevention Tourism~

### ★Kuroshio Town in Kouchi Prefecture

- ①Evacuation drills using "Nigetore App"
- ②Cooking with emergency canned food



### ★Disaster Reduction and Human Renovation Institution in Kobe

- Exhibits showing the experiences of the Hanshin-Awaji Earthquake
- In 2024, about 20,000 foreign people visited there.
- Most of the foreign visitors visit there during their travels.

Professor Fumihiko Imamura of the International Research Institute of Disaster Science at Tohoku University said,

- opportunities learn about disaster prevention with sightseeing
- because of attractions centered around Kobe
- a positive impact on the tourism sectors
- contributing to regional development



## Participants in Noto Recovery Support Tour!



I participated in a tour of Reboot Suzu.

- very few participants from overseas
- Suzu City's population has decreased by 50%.
- They wish to attract people from outside the area.
- A proposal existed to attract foreign tourists by appealing Noto's culture
- It was impossible due to the lack of transport options and insufficient preparations for welcoming foreign visitors

## My proposal



Disaster prevention tourism for foreign tourists in Ishikawa  
Date: 3 days, 2 nights  
Purpose: To raise tourists' awareness of disaster prevention  
Bus tour around Noto Peninsula!

## References

・国土交通省観光庁「訪日外国人観光者用災害時に役立つツール」[https://www.mlit.go.jp/kankoch/seisaku\\_seido/kihonkeikaku/jizoku\\_kankochi/anzenkakuho/inbound/tool.html](https://www.mlit.go.jp/kankoch/seisaku_seido/kihonkeikaku/jizoku_kankochi/anzenkakuho/inbound/tool.html)

・日本政府観光局（JNTO） 訪日外客数（2003～2024年）[https://www.jnto.go.jp/statistics/data/since2003\\_visitor\\_arrivals\\_April\\_2024.xlsx](https://www.jnto.go.jp/statistics/data/since2003_visitor_arrivals_April_2024.xlsx)

・気象庁 南海トラフ地震について <https://www.data.jma.go.jp/svd/eqev/data/nteq/index.html> ・黒潮町公式観光サイト <https://kuroshio-kanko.net/bousai/> ・Reboot珠洲 <https://rebootsuzu.com/>

・読売テレビニュース「旅行ついで」に「災害への備え」を学ぶ『防災ツーリズム』 阪神・淡路大震災の教訓を訪日外国人へ…新たな観光の形を追う <https://www.youtube.com/watch?v=X0Bbiuigt5g>

・日テレNEWS【外国人観光客】宿泊先で緊急地震速報「どこに避難していいか」 災害時のケアは...<https://www.youtube.com/watch?v=IT-Toh3TJSo&t=1265>

(1) 坂巻哲 「旅行者の自助意識向上のための観光地における防災の日常化に関する実践的研究」 [https://researchmap.jp/sakamaki/published\\_papers/29435503](https://researchmap.jp/sakamaki/published_papers/29435503) (最終閲覧日2025.12.15)