

JRTR

Japan Railway & Transport Review

Feature

Railways and Tourism (part 3)

- Relationships between Railways and Tourism
- Short Introduction to Sagano Scenic Railway
- Trains Carrying Something Special:
Private Railways and Tourism Transport around Tokyo
- Fuji Kyuko and Tourism in Mt Fuji Area

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Fuji Kyuko passengers enjoy spectacular
views of Mt Fuji (Fuji Kyuko)

Editorial

Leaders in Tourism

The idea of tourism is very broad ranging. In forming an actual framework, many industries and operations must be involved and tied together. These include transport, accommodation, food and beverages, entertainment, publishing, production and sale of related goods, agency business, and more. Tourism is also often affected by people's easily changing interests and by fads, so an ability to acquire and analyze information on these phenomena is necessary. Tour packages need more refined objectives and content to respond to a wide range of needs from the traditional to the futuristic. And people creating these packages require broad-ranging experience and knowledge. They need to be able to provide specific tasks to unconnected industries and lead them in one direction to achieve the final results. Yet few people can do a job that involves tasks comparable to those of an orchestra conductor bringing various instruments and voices together combined with those of a project manager who leads projects.

The Railway Agency established the Japan Tourist Bureau in 1912 (from which JTB Corporation was created in 1963) to promote inbound tourism to Japan. As a result, Japanese railways still have deep connections with organized domestic and international tourism even to this day, and it is no coincidence that JR East Chairman Mutsutake Otsuka is chairman of the committee on tourism for Nippon Keidanren (Japan Business Federation), Japan's largest economic organization. Following Chairman Otsuka's lead, railway employees should work for self-betterment to become the people who can lead Japan's tourism industry.

K. Aoki

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