

The Current Status and Issues of Inbound Business in Japan with the Virus: New Challenges for Niigata Prefectural Tourism Content Development by NUIS Students

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Abstract

Under the pandemic, the Inbound business in Japan has been at its lowest level for the past two years. However, the Niigata Prefecture Tourism Association (NPTA) has continued to transmit its hidden gems to people at home and abroad, making full use of social medias and other means. Ten university students of NUIS TOURISM PROJECT at Niigata University of International and Information Studies (NUIS) have played a great role in the inbound business in NPTA. The NTP is a joint research project with the NPTA. The focus of the project is to ensure “Leave no one behind (LNOB) in SDGS” and all the publicity is conducted in plain languages.

In addition, the project's past activities and achievements have been highly evaluated, and in July, NUIS entered a new phase of industry-government-academia collaboration with the Niigata Prefecture Tourism Association and the Fuji Dream Airline (FDA). All the members started to develop and commercialize new travel contents based on their perspectives and embarked on expanding the number of inbound and outbound tourists.

Through this project, four representatives from ten members will share with all the participants at the roundtable session the current situation and issues of Inbound Business in Japan, and the activities we have been working on with NPTA under the pandemic.

Keywords: Niigata Prefecture Tourism Association, Plain English, SNS, Tourism, SDGs

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