

## 修士論文

## スキー観光地におけるインバウンド推進の発展と課題

—長野県野沢温泉村を事例に—

## The Growth and Problems of Inbound Tourism in Ski Resorts in Japan :

: A Case Study of Nozawaonsen Village in Nagano Prefecture

王 天瀛

WANG Tianying

キーワード：スキーリゾート、インバウンドツーリズム、スキー観光、野沢温泉村

Keywords: Ski Resort, Inbound Tourism, Ski Tourism, Nozawaonsen Village

### 1. Introduction

Ski tourism in Japan has experienced a great development since 2000's. With the globalization of ski resorts in Japan, more and more foreign skiers have been visiting the ski resorts in Japan such as Niseko in Hokkaido, Hakuba in Nagano.

Nozawa Onsen is a typical ski resort in Japan since World War II. It should be noted that a new trend of ski tourism caused by foreign visitors has occurred in there as the similar changes happened in Niseko and Hakuba before.

As a good example for inbound tourism promotion in recent years, it is important that the actual situation and the existing problems of inbound tourism promotion in Nozawaonsen are discussed for the sustainable development of its inbound tourism. Therefore, the present study discusses the current condition of inbound promotion undertaken in there, attempting to analyze the problems which foreign tourists visiting there for skiing and foreign residents caused by inbound tourism promotion are facing.

### 2. Methodology

This research was undertaken mainly by in-depth interviews to foreign residents and participant observation. Besides, questionnaire was used to collect the data from foreign tourists as a supplement.

### 3. Discussion

According to the data collected from 22 foreign residents and 27 foreign tourists by this research, it is clear that ski & snow is the most significant factor attracting both foreign tourists and residents. Taking the same factors as Niseko and Hakuba into account, the reasons why foreign tourists or skiers choose Nozawa Onsen can be summarized with Push Factors and Pull Factors. In a word, the fundamental charm of the village to foreign tourists is to keep what it is at present. It is the life style of Nozawaonsen that fascinates foreign tourists or skiers.

The development of tourism industry in Nozawaonsen has experienced a long process since skiing was first introduced in 1912. It is important that Nagano Winter Olympics & Paralympics in 1998 is a turning point of

development of inbound tourism there.

The inbound initiatives for attracting foreign tourists in Nozawaonsen were launched about 10 years ago. First, "Nozawaonsen Inbound Council" was launched by 11 local accommodations as a non-governmental organization for the purpose of attracting foreign tourists in 2007 (Nozawaonsen Tourism Association). Also, Nozawa Onsen has become a member of "Nagano-Niigata Snow Resort Alliance", which is organized to attract foreign tourists from English-speaking countries such as Australia, United Kingdom, Singapore and Hong Kong by skiing.

On the other hand, inbound tourism promotion made by individual foreign resident there is of great significance.

With the inbound tourism promotion of the village, foreign tourists have increased enormously and foreign residents appeared. At the same time, transformation of ski resort and village occurred correspondingly. As a result, as the basic facilities of inbound tourism in Nozawaonsen, accommodations, restaurants and shops have been undergoing significant changes which contribute to the transformation of the village from a domestic onsen and ski area into an international ski resort. In this paper, transformation of accommodations, restaurants and shops is mentioned about in terms of capacity, introduction of English home pages and English signboards, and use of credit cards.

However, such changes in inbound tourism also brought about problems. The problem mentioned most by foreign tourists or residents is the lack of restaurants. Especially in the evening, when foreign tourists go out for dinner, they can't find places to eat, which is called "Dinner Refugees". The common problem "Dinner Refugees" can be attributed to the "life style" of foreign skiers. Unlike Japanese domestic skiers, foreign skiers tend to eat out for dinner when they return from skiing, which

is called "après-ski (after ski)" culture.

#### 4. Conclusion

While inbound tourism promotion in Nozawaonsen has mainly been led by governments and organizations for 10 years, foreign residents caused by inbound tourism are becoming the driving force of inbound tourism promotion nowadays. The fact that the main constituent of inbound tourism promotion in Nozawa is changing deserves more attention.

Although foreign tourists and skiers choose Nozawa Onsen out of various reasons, it is critical to preserve the status quo to avoid it being spoiled as Niseko in that most foreign tourists are attached to Nozawa Onsen with its original appearance. ■