

Noto Peninsula Earthquake 2024, Reconstruction and Tourism

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Abstract (tentative):

On 1st January 2024, the Noto Peninsula Earthquake of magnitude 7.6 occurred. The maximum seismic intensity of 7 occurred in Wajima city and Shika town. The Noto Peninsula is located in the central and northwestern part of Japan, facing the Sea of Japan. The earthquake was felt almost all of Japan. Many houses and buildings collapsed, a tsunami, a ground up lift and a subsidence occurred. By 5 August 2025, 634 people, including 404 post-earthquake related deaths, had died, and 2 were missing. This earthquake had the largest damage since the 2011 Great East Japan Earthquake. This paper reports on the disaster and the subsequent recoveries. We apply microeconomics and macroeconomics for economic recovery and reconstruction. We focus on population dynamics, GDP, per capital income, land use, employment, and industrial structure in this region. And we discuss the importance of the agriculture and fishery industry and tourism industry in the rural area. Finally we propose the following slogan: Let's revive Noto by tourism, and then go to tourism in the world !