

# **The Potential for Sustainable Development of International Tourism in Japan and China: In Relation to Each Economic Scale**

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## **Abstract**

Japan has strengthened its international tourism expansion policies since around 2008 to compensate for the population decline, especially in regional areas, and the resulting decrease in domestic demand, as well as to maintain employment. More recently, the focus has also been on achieving a surplus in the tourism balance of payment.

Therefore, this study examines whether Japan can sustain continuous international tourism, by analyzing relevant economic indicators, tourism receipts, and the number of international visitor arrivals. Although the primary focus is on Japan, China and South Korea are also referenced.

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