PROMOTIONAL STRATEGIES IN JAPAN TOURISM INDUSTRY: A CASE STUDY IN FUKUI PREFECTURE

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ABSTRACT
This paper gives an overview of the innovation strategies in Japan tourism industry, a study case in Fukui Prefecture. Fukui is not as a major tourist destination in Japan. Maybe people are more familiar with Tokyo, Kyoto and other big cities in Japan. It is common that foreign tourists prefer to travel to big cities or famous places. To make Fukui prefecture known in overseas, local government enacts policy strategies by utilizing all potentials. This paper explains concretely by the efforts made by the regional government. Regional government established Fukui-ken Kankou Shinseynryaku’s policy. Fukui Prefectural Tourism Strategy Policy is implemented through promotion. Promotions are made through personal selling by utilizing foreigners living in Fukui. Foreigners in Fukui are invited to become Fukui reporters and ambassadors. As a Fukui reporter and the Fukui ambassador, they have a duty to promote Fukui through SNS (Social Networking Service). They also get privilege, such as get free and discount entry to museum, and other tourism destination. The effectiveness of the strategy innovation is also presented in this paper by using visitor arrival’s data based on Fukui-ken Kankoukyaku Irikomissu.

KEYWORDS: Tourism, policy, Fukui Prefecture, strategies, innovation

INTRODUCTION
The tourism industry becomes an alternative in increasing state revenues, local government and local communities. According to a report submitted to the World Economic Forum 2015, the tourism industry is not only the largest contributor to the world economy (9% of global GDP total of 7 trillion USD) but also contributes to the employment field. Still according to the same source, the tourism industry is predicted to still grow 4% every year. It’s faster than financial services, factory industry and transportation. Based on Travel and Tourism Competitiveness Index 2015 report, Japan is ranked 9th in terms of progress in tourism sector (Travel and Tourism / T & T). In other words, Japan is included in the top 10 countries that prioritize economic improvement through the tourism sector.

The strengthening of Japan's economy through the sector is in line with New Growth Strategy issued by Prime Minister Naoto Kan's Cabinet on June 18, 2010. Broadly speaking, New Growth Strategy explains the mission of Prime Minister Naoto Kan's Working Cabinet which seeks to build a fiscal and social security system that is sustainable. This sustainable fiscal and social security system can be achieved by stable demand, both domestically and abroad. New Growth Strategy 2010 proclaims four economic growth factors: (i) Green Innovation (innovation), (ii) Life Innovation (health innovation), (iii) Asian Economic Strategy (a model for
Asian countries), and (iv) Tourism and the Regions (tourism and area). This 4th point leads to tourism and regional economic revitalization. The tourism sector is considered potential in economic revitalization. This is evidenced by the increase of Japanese foreign exchange since proclaimed Tourism Nation Basic Plan 2012. The statistics that show the increase can be seen in the following table.

**Table 1 Number of Overseas Tourist to Japan**

<table>
<thead>
<tr>
<th>Year</th>
<th>Overseas Tourists to Japan</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>6.3 million</td>
</tr>
<tr>
<td>2011</td>
<td>4.1 million</td>
</tr>
<tr>
<td>2015</td>
<td>19.7 million</td>
</tr>
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</table>


Achievements in 2015 (table 1) contributed 37.6 trillion yen in the tourism sector. That figure is equivalent to 7.6% of Japan's GDP by 2015. The success is seen from the national scale. When viewed from each prefecture, the distribution of numbers is uneven. Most of the foreign tourists visit big cities in Japan. Tokyo became the most visited city by foreign tourists (51.4%), followed by Osaka (27.9%) (Japan Tourism Agency 2014). The lowest percentage of foreign tourist arrivals (0.2%) is in 6 prefectures, namely: (i) Fukui prefecture, (ii) Tottori prefecture, (iii) Shimane prefecture, (iv) Tokushima prefecture, (v) Kochi prefecture, (v) Miyazaki Prefecture. This seems to provide a stimulus for each prefecture to promote tourism in their respective regions.

In this paper, the selected case study is Fukui prefecture. Fukui Prefecture has a tourist promotion strategy by utilizing foreigners living in Fukui. How innovation strategies undertaken by the Fukui prefectural government in promoting local tourism is a problem in this paper. The purpose of this paper is to describe the innovation strategies that the Fukui prefectural government executes to promote local tourism. Focus on the issue of Fukui tourism promotion.

**THEORY AND METHODOLOGY**

Before talking about tourism promotion, it seems we need to talk about marketing first. There are two main issues concerning marketing, namely consumer needs and supplies / supplies (P. Kotler and G. Armstrong, 2010). To meet the needs of consumers, industry players produce goods in accordance with the needs of consumers. In addition, industry players determine the price of products that are considered appropriate and affordable by consumers. With regard to supply, to achieve optimal distribution, the product is supplied to different outlets so that it can be reached easily. In addition, business actors / industries need to inform consumers about the products and their characteristics through media that can be accessed by consumers. With regard to marketing, Kotler proposes four key marketing principles known as 4P, namely: (i) product, (ii) price (price), (iii) place, (iv) promotion (promotion). The four principles are made in the marketing mix as follows.
If a product created has created consumer needs, has a relatively affordable price and good distribution but has not attracted consumers, marketing efforts are considered unsuccessful. Therefore, promotion becomes one of the important marketing principles. Kotler (2010: 102) explains that promotion in the marketing mix (marketing mix) is done through the process of information dissemination (informing process) and persuasion. Persuasion in this context includes influencing consumers to choose products to buy. Promotion can be done with personalized promotions (personal selling), advertising, publications, and sales promotion. In connection with the promotion of tourism conducted Fukui prefecture, Fukui local government also do personal selling, advertising and publications. Among the three, the Fukui prefectural government encourages personal selling. This paper uses the theory of marketing (principles of marketing), especially promotions that are focused on personal selling.

The efforts made by Fukui prefecture in promoting regional tourism are contained in the LED (Local Economic Development) concept. Various economic strategies are done in LEDs. Tourism is considered an LED commodity that has a relatively high selling power (E. Nel and T. Binns, 2002: 1). Local government invites local communities to cooperate in Fukui tourism promotion including Fukui University (University of Fukui). In the Fukui case study, the prefectural government contacted the university to provide information on recruitment of
The tourism promotion strategy carried out by the Fukui prefectural government is a realization of the *Fukui-ken Kankoo Shinsenryaku* (福井県観光新戦略) ‘New Tourism Strategy of Fukui Prefecture’. The contents of *Fukui-ken Kankoo Shinsenryaku* is a Fukui tourism promotion plan with 5 slogans: migaku, takameru, sodatereru, shiboru, and tsutaeru. The word *migaku* literally means ‘brushing’, ‘rubbing’. The word *migaku* in the context of tourism promotion means ‘to activate tourist attractions’. The word *takameru* literally means ‘to exalt’. In the context of tourism, said *takameru* means ‘improve the quality, promotion, the number of tourists’. The word *sodateru* literally means ‘to educate’. In the context of tourism, tourism not only pleases but also adds to the knowledge and skills of tourists. The word *shiboru* literally means ‘squeeze’, in this context, refers to efficiency and sifting through priorities. Furthermore *tsutaeru* ‘convey’, in this context means ‘convey information and culture to the world and the next generation. By carrying the fifth slogan innovation tourism strategy is done.

Sources of data in this research are recording of reporter and Fukui ambassador's interview. The reporter and the Fukui ambassadors are foreign students studying in Fukui in 2013-2014, 2016-2017. Questions in interviews about criteria, duties of being reporters and Fukui ambassadors. Interviews were recorded and transcribed. Raw transcription results are not shown in the analysis but are made in summary. Supporting data in this study are *Fukui-ken Kanko Shinsenryaku* (Fukui Prefecture's New Tourism Strategy) and *Fukui-ken Kankoukyaku Irikomisuu* (Number of Tourist Data visiting Fukui).

**ANALYSIS**

In the analysis section two things related to the promotion of personal selling using foreigners living in Fukui. Personal selling promotions were conducted by Fukui reporters and Fukui ambassadors. Sections 3.1 and 3.2 are presented on the criteria, duties of the reporter and the Fukui ambassador. Section 3.3 is presented about the influence of promotional innovation strategies (personal selling through reporters and Fukui ambassadors) on the increasing number of tourists coming to Fukui.

**FUKUI REPORTER**

Based on interviews, Fukui recruitment reporters are addressed to foreigners living in Fukui. Recruitment is also aimed at foreign students who are studying at Fukui University. Foreign students receive email from an associate professor who is an extension of the Fukui prefectural government. The contents of the email are in the form of an offer to become a Fukui
reporter. The task of the Fukui reporter is to report his activities to SNS (instagram, facebook, youtube) about Fukui tourist sites. Job as a Fukui reporter is volunteer or volunteer. As a reporter, they can visit the place of tourism without dipunggut cost or get a discount for a particular tourist location. The reporters visited a tourism place that is considered interesting. After that, a month later, they presented the results of a visit at the FIA (Fukui International Association). One of the reporters interviewed visited the Science Museum at Angel Land. Other reporters visited Dinosaur Museum, Eiheiji Temple, Tojinbo and so on.

Besides not being charged and discounted, the Fukui reporters were invited to visit local industries in Fukui. Industries in Fukui, among others, the manufacture of sake, shoyu (soy sauce), instant yukata, oroshi soba, chawan mushi instant, kamaboko, washi.

There are 35 sake (liquor, breweries) in Fukui prefecture. Ono city is famous of Fukui sake. Ichinatoni is the oldest brewery in Ono, founded in 1620. Besides Ichinatoni, there is also Manatsuru sake. Manatsuru sake founded in 1751. There is also Yoshida sake which famous for their White Dragon product. Ichinatoni sake, Manatsuru sake and Yoshida sake are three of the most famous sake in Fukui. Fukui prefecture is blessed with excellent water. The countryside of Fukui is mountainous and there are areas of the town where people can drink and fill up their water bottles from the river that runs through the center of town. Because of delicious water, Fukui can make excellent sake.

Muroji is the oldest Japanese soy sauce brewery (shoyu) in the world. Muroji founded since 1573. Historically, their ancestor were vassals of the Asakura clan which was a famous Bushi (Japanese military commander) family during the Sengoku Jidai (Warring States Period) of Japanese history. After the destruction of the Asakura clan, their ancestor began soy-sauce business. Thereafter, for more than 440 years, they have been making soy sauce in Fukui.

Fukui is also known as instant yukata maker. Instant Yukata consists of two parts, superiors and subordinates. Yukata is casual summer kimono, usually made of cotton. Yukata are worn by men and women. Women yukata is longer than man's yukata. When summer is coming, it brings a lot of fun such as summer festivals and firework shows. A fashion item that lifts you up to enjoy summer is yukata. According to the reporter who tried the product, instant yukata is considered practical. When used, instant yukata are very similar to conventional yukata in general.

Besides sake, shoyu and yukata, Fukui also known with oroshi soba. Echizen oroshi soba (Echizen is a name of city in Fukui prefecture) has good quality of soba noodle that being particular about how to grind buckwheat flour and dried bonito shavings which are used as seasoning. When you ask "what do you want to eat in Fukui prefecture", most people would answer "Echizen Oroshi Soba". It has great combination of grated daikon (a type of white radish) and dashi (soup stock used in Japanese cooking). There are some different tastes depending on each restaurant. Kumiko Otani, the young hostess of one of the most popular restaurants called "Miyoshiya" which established more than eighty years ago said, "people most likely to go to eat at soba restaurants. There are soba restaurants more than famous hamburger restaurants in Fukui. The Fukui reporter visited the buckwading industry and was asked to try his products. In addition, reporters are also required to provide an assessment. After giving an assessment, the Fukui reporter also got a souvenir or a gift from the maker of oroshi soba.

Fukui also known for its kamaboko. Kamaboko is a type of fishcake made of grounded white fishes. It has been around in Japan since 12th century and was used as a gift for festive
occasions such as weddings. Nowadays kamaboko is a common dish in the Japanese cuisine. People who come to Fukui can learn how to make kamaboko from a professional in Fukui. There are three types of traditional kamaboko, (i) grilled kamaboko, (ii) plated kamaboko, and (iii) crafted kamaboko. If you want to take a break from the busy cities and have some unique experience, this activity become an alternative experience. This activity is located in Tsuruga City, Fukui. It is about one hour from Kyoto by express train.

Washi maker is also popular in Fukui. Washi means Japanese traditional paper. Washi is generally tougher than ordinary paper. It is used in many traditional arts, such as origami, shodo (Japanese calligraphy), and ukiyo-e (Japanese painting) are all produced using washi. Echizen washi is famous in Fukui. It has long history, about 1,500 year ago, a woman taught people in this area how to make paper with neutral materials from special plant for washi.

Figure 3: Tourism Destination in Fukui:
(1) Tojinbo Rock Beach, (2) Dinosaur Museum, (3) Eiheiji Temple, (4) Awara Onsen, (5) Katsuyama Mountains

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Fukui Reporter asked to sort your Fukui travel destinations that are ranked by value according to personal assessment. Based on the survey results, most reporters ranked Fukui tourist destinations as follows.

1) Tojinbo Rock Beach
2) Dinosaur Museum
3) Eiheiji Temple
4) Awara Onsen
5) Katsuyama Mountains

Based on interviews with Fukui reporters, Tojinbo Rock Beach deserves to be in first place. Tojinbo's natural characteristics can not be found other than in Fukui. In addition, tourists can come anytime. Even when it's winter though. In winter, according to them, Tojinbo sea is very beautiful. The second tourist destination is the Dinosaur Museum. Dinosaur Museum provides information about the beginning of life on earth. Museums not only display dinosaur robots but also have a variety of activities that can be followed by children, for example, fossil-seeking activities. For additional information, Fukui has five species of dinosaurs in Fukui. The five species of dinosaurs are named Fukuiraptor, Fukuisaurus, Fukuititan, and Fukuivenator.

Fukui travel destination which is in the third place is the Temple Eiheiji. The temple of Eiheiji is known as the Zen Buddhist temple. Visitors can do zen meditation there. Destinations that are ranked fourth is the famous Awara town with hot water bath (Awara Onsen). Awara city is filled with hot springs, either resort or sento (public bath). The fifth tourist destination is Katsuyama. In winter, Katsuyama is famous for skiing. In addition to these five tourist destinations, there are other tourist destinations, for example, Echizen. The Echizen area overlooks the Japanese sea famous for its crabs. The crab of Echizen is known by the name Echizengani. The price of one Echizengani averages 20,000 yen. Nonetheless there is a lower price version, ranging from 6000-8000 yen. In addition to Echizen there is also the famous city of Ono as a producer of sake and shoyu. It seems that the Fukui prefecture is encouraging all municipalities to have a distinctive feature that has the potential to attract tourists visiting, both domestically and abroad.

What the Fukui prefectoral government did not only did promotion but also to gain the point of view of foreigners. For example, foreigners prefer to go to where tourism is. The choices from the stranger's point of view then became an input for the Fukui prefectoral government. The sustainability of the Fukui reporter program is handled by the Fukui Prefectural International Division.

**FUKUI AMBASSADOR**

According to interviews with the Fukui ambassador, Fukui's criteria for choosing a Fukui ambassador were made by Fukui University. Foreign students who play an active role and have good behavior are selected by the university to become Fukui ambassadors. Technically, Kokusaika (the part that handles foreign students) at Fukui University contacts the student who will be the Fukui ambassador candidate via email. The university then disseminates to the Fukui
ambassador candidate. The university held the inauguration of the Fukui ambassador before the Fukui ambassador candidate returned to his homeland. In other words, the duties as a Fukui ambassador are executed when it is returned to the homeland.

The task of the Fukui ambassadors is to disseminate information about Fukui especially on tourist destinations. Duta Fukui from Indonesia delivered a presentation on Fukui in the globalization course class. Duta Fukui from other Indonesia, presented information about Fukui to high school. The Fukui ambassador has an obligation to socialize Fukui within a year. According to information from the Fukui ambassadors, duties as Fukui ambassadors lasted for one year. For one year, the ambassador was asked to give a report on the results of the socialization twice. The one-year tenure of an ambassador seems brief. The one-year consideration seems to be due to the Fukui University's university annually receiving foreign students studying in Fukui for one year. In other words, every year there will be new ambassadors with up-to-date information.

With respect to the format of the Fukui envoy report, the report is made in A4 paper size with a page count of at least one page and is written in Japanese. This reporting requirement does not seem burdensome because ambassadors are allowed to create reports on a single page. In general, however, the Fukui ambassador made a report of more than one page. The report also includes photos and pictures during the socialization. Innovation of tourism promotion strategies through Fukui's ambassadors and reporters seems to give positive results on the increase in the number of tourists to Fukui (explanation of them can be seen in section 3.3). The inauguration of the Fukui ambassadors is held every year, thus, the Fukui information carriers continue to grow. Fukui prefectural government is trying to make Fukui become one of the alternative tourist destinations in Japan.

**INCREASE IN NUMBER OF TRAVELERS TO FUKUI**

Efforts to increase the number of tourists to Fukui are also made with direct flights from Fukui to Shanghai, Taiwan and Hongkong. In addition, the shinkansen line is made through Fukui. Shinkansen stop points are Kanazawa Station, Fukui Station and Tsuruga Station. Tsuruga Station is a transit station to Osaka, Kyoto and Nagoya. By using shinkansen, travelers can save time to travel to the city or other prefectures. By ordinary electric train, travel time from Fukui Station to Tsuruga Station is 1 hour. While using the shinkansen, travel time from Tsuruga Station to 30 minutes. Innovation of tourism strategies with promotion through Fukui reporters, Fukui ambassadors and infrastructure improvements have an effect on the number of tourists visiting Fukui.
Table 2: Number of Tourists Visit Fukui from 2013 to 2015

<table>
<thead>
<tr>
<th>Distribution</th>
<th>Number of Tourist</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic Tourists from Fukui Prefecture</td>
<td>stay over night</td>
<td>671,000</td>
<td>718,000</td>
<td>638,000</td>
</tr>
<tr>
<td></td>
<td>not stay over night</td>
<td>5,113,000</td>
<td>5,905,000</td>
<td>6,433,000</td>
</tr>
<tr>
<td></td>
<td>number</td>
<td>5,784,000</td>
<td>6,623,000</td>
<td>7,071,000</td>
</tr>
<tr>
<td>Domestic Tourists from outside Fukui Prefecture</td>
<td>stay over night</td>
<td>1,862,000</td>
<td>1,899,000</td>
<td>2,016,000</td>
</tr>
<tr>
<td></td>
<td>not stay over night</td>
<td>2,698,000</td>
<td>2,796,000</td>
<td>3,622,000</td>
</tr>
<tr>
<td></td>
<td>number</td>
<td>4,560,000</td>
<td>4,695,000</td>
<td>5,638,000</td>
</tr>
<tr>
<td>Domestic Tourists from Fukui Prefecture and outside Fukui Prefecture</td>
<td>stay over night</td>
<td>2,533,000</td>
<td>2,617,000</td>
<td>2,654,000</td>
</tr>
<tr>
<td></td>
<td>not stay over night</td>
<td>7,811,000</td>
<td>8,701,000</td>
<td>10,055,000</td>
</tr>
<tr>
<td></td>
<td>number</td>
<td>10,344,000</td>
<td>11,318,000</td>
<td>12,706,000</td>
</tr>
</tbody>
</table>


Table 2 shows an increase in the number of tourists visiting Fukui from 2013 to 2015. In the above data, travelers coming to Fukui are domestic tourists, both from within and outside of Fukui prefecture. When compared between overnight and non-overnight tourists, the number of tourists who do not spend more than overnight tourists (both from inside and outside Fukui). Tourists from Fukui seem reasonable if they do not stay overnight. Nevertheless, the number of tourists from within the Fukui prefectures who travel and overnight also shows high numbers (671,000, 718,000, 638,000). Travelers from outside Fukui who do not overnight are more than those who do not overnight. However, the ratio of travelers outside of Fukui who overnight with those not overnight is not so far, not to 1: 2. The data on tourist numbers in table 2, seems to provide a stimulus for Fukui local authorities to promote Fukui abroad through Fukui reporters and ambassadors. The following is the number of foreign tourists visiting Fukui.
CONCLUSION

Fukui as the prefecture which had the lowest number of tourists in Japan had made various efforts to increase the number of tourists. Fukui government cooperates with Fukui University and local entrepreneurs to make Fukui's specialty products. The Fukui government also involved foreign residents and foreign student to promote Fukui. Every year starting from 2013, the number of tourists who came to Fukui increased. This affected the local economic sector. Middle-income entrepreneurs are encouraged to be more active and creative in creating cultural and tourist products to increase income. Efforts through Fukui's ambassadors and reporters continued with increasing the quota of foreign students studying in Fukui through scholarship channels. This provides benefits for both, Fukui prefecture and foreign residents. Every year Fukui University gives scholarship for foreign student to study in Fukui. It means every year there are Fukui's ambassador and reporters who promote Fukui. They not only promote Fukui tourism destination but also Fukui's traditional products, such as shoyu (soy bean source), instant yukata, oroshi soba, kamaboko, and sake. There are Fukui ambassadors and reporters every year. Fukui ambassador and reporters program become sustainable promotional strategies in tourism.

REFERENCES

