

Rural Tourism: Experience from Austria and Opportunities for Japan



Meinhard Breiling
Oct. 22nd, 2009

This presentation may answer:

- What is rural tourism? (Part 1)
- What concepts of Austria are available and can they be transferred to Japan? (Part 2)
- Is rural tourism a challenge for Japanese regions like Tango Peninsula or Awaji Shima to support local farms? (Part 3)

PART 1: What is Rural Tourism?

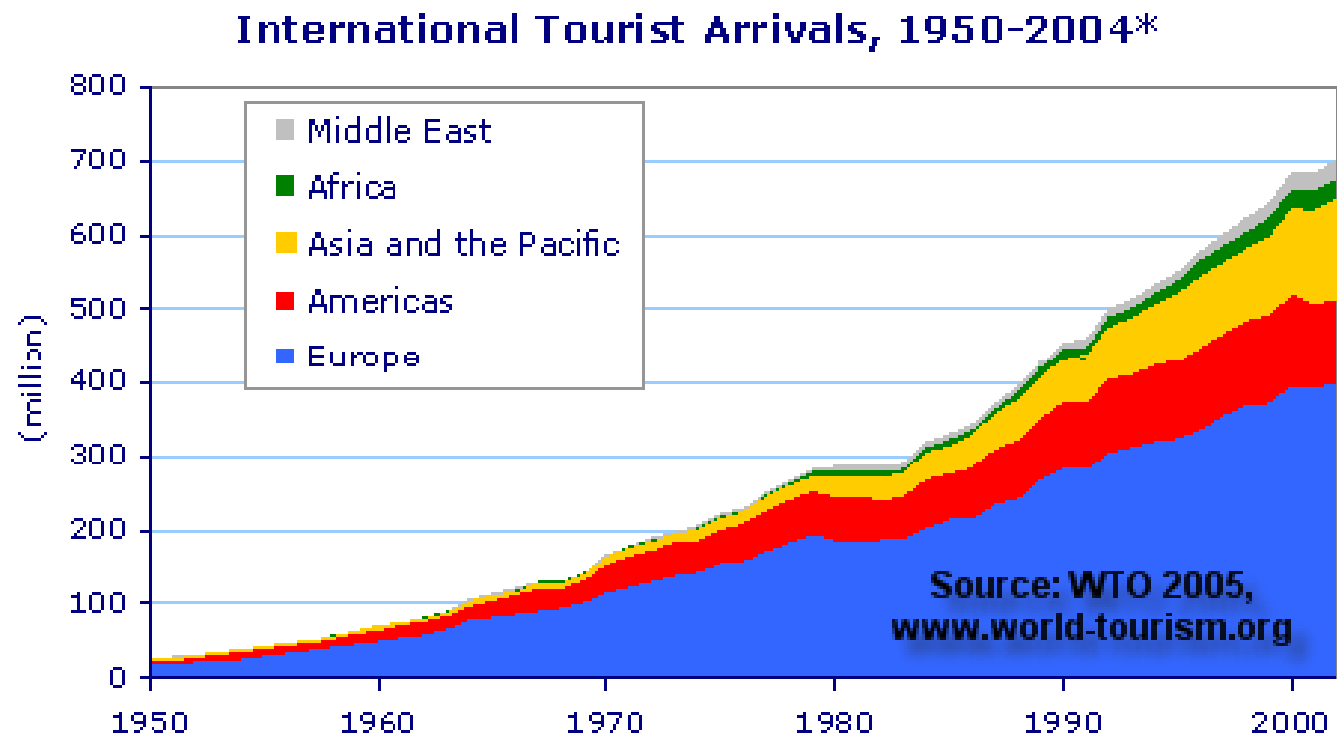


What is Tourism?

- persons travelling to and staying in places outside their usual environment
- A trip for
 - Vacation,
 - Relaxation,
 - Cultural learning or
 - Amusement,
 - Contrasting everyday life
- No trips for
 - business
 - visiting relatives
- Practical division of trips
 - Difficult, as often mixed forms
 - Austria considers all trips from 4 days with overnight stays as tourism
 - For Japan there should be another division with fewer days
 - Maximum of one year staying abroad

What More is Tourism?

- One of fastest growing branches in world economy
- A service bought by
 - Consumers or Tourists
- A service provided by
 - Sellers of tourism
 - This is connection to rural planning



Spatial Relevance of Consuming Tourism

- International Tourism
 - divided into
 - outbound tourism (all trips out of country)
 - inbound tourism (all trips into country)
 - Only registered between countries
 - Travels within the same country not registered
 - Countries with major domestic tourism underrepresented in international tourism statistics
- National & Domestic Tourism
 - can be divided in larger countries into
 - Inter-region tourism
 - Different regions of Japan
 - Internal local tourism
 - E.g. within Kyoto fu or Shiga ken
 - E.g. within Kinki region of Japan

Spatial Relevance of Selling Tourism

- Individual sellers are organized (non organized) in
 - resorts, regions or destinations
 - Perhaps in a regional tourist organization of Kinki region or Kyoto city or Kyoto prefecture
 - Perhaps in a national tourist organization like
 - JNTO
 - Japanese National Tourist Organization www.jnto.org
 - JREA
 - Japanese Resorts Environment Association www.jrea.org
- Example of Awaji shima
 - Consists of some 80 tourist spots
 - Individual resorts like
 - Yumebutai park in Iwaya city
 - Goshiki Wellness Park
 - With one or more attractions each

Seasonality of Tourism

- In Austria and Japan (selling tourism)
 - Winter tourism (Nov. to April)
 - Rural tourism based on skiing and snow
 - Summer tourism (May to October)
- For individual tourists
 - Holiday seasons
 - Christmas, Easter, Summer in Austria/Europe
 - Golden Week, Obon, New Year in Japan
 - Non holiday season all other times
 - Restricted to retired people, perhaps students,

Division of Tourism into „Urban“ and „Rural“

- Each region can be considered as (potential) tourist region
 - Divided into more and less populated zones
 - Or into urban and rural sub-regions as compared to the main region
- Urban tourism is connected to major cities and urban infrastructure
 - E.g. in Japan to Kyoto, Tokyo, Osaka, Nagoya in case of Japan
 - E.g. in Austria to Vienna, Salzburg, Innsbruck

Urban Tourism

- Centres give best access to travel
 - Major tourist infrastructures are situated here
 - like airports, railroads, highways connecting city centers
 - At the beginning tourism is urban
 - Urban culture as a main attractions
 - Shopping, dining, amusement,
 - Theatres, concert halls, museums, parks and gardens
 - Large variations because of many people with various cultural preferences

Rural Tourism

- Is widely considered as tourism of smaller scale, perhaps difficult to access
 - Recreation, relaxation is main motive
 - Regional contrast to urban life for nearby cities
 - Is not expected to grow very fast
 - Comes after urban adventure for international tourists (if at all)
- Landscape is in focus as basis for any kind of rural tourism
 - Non designed agricultural or forestry landscape
 - Predominance or high percentage of farms and farming
 - Particular regional characteristics that can be found many times within the region, but not outside

Kinds of Rural Tourism

- All non urban tourism is rural
- Differentiation in “Special” and “Non-special”
 - Special Rural Tourism
 - Outstanding tourist sites of high density tourism (mass tourism)
 - » Mt. Fuji in Japan (July, August)
 - » Hakone (Golden Week)
 - » Amano-hashidate at Japan Sea site
 - » Großglockner and Hochalpenstraße during opening (June to September)
 - » Lech Arlberg (winter)
 - » Kitzbühl (winter)
 - » Nagano (winter)
 - » Some national parks
 - » And many more.....
 - Major tourist spots
 - » Developed urban structures because of attractiveness of tourism
 - » Expectation of further growth or at least continuation

Non-Special Rural Tourism

- Two Categories
 - Specialised Rural Tourism
 - Undertaken by specialized tourist companies
 - Hotels, restaurants on country side
 - Owners/Operators of small museums
 - Ski lift operators (in summer lifts to access higher altitudes for hiking)
 - Wind surfing, swimming and diving schools near lakes
 - Etc.
 - Farm Tourism
 - Recently popular all over Europe
 - In Austria 15,500 farms offer farm tourism
 - Non specialized in tourism
 - Tourism a part of (agricultural) income
 - Maximum to accommodate people without licence is 10
 - In average 12.6 beds per farm
 - There can be negative sides in particular for sellers of rural tourism
 - Family unfriendly due to working hours
 - Seasonal peaks and long periods without work
 - Not too prestigious to work in tourism

PART 2: Experience from Austria



Austria



- Source of map: travel.yahoo.com

Austria as Compared to Japan - Land

	Austria	Japan
Area in km ²	84,000	378,000
Urban Uses in %	3.1	8.2
Farming in %	18	12.7
Forestry in %	43	66.4
Pastures in %	23	0.9
Water body areas %	2.1	3.6
Other Land	10.8	8.2
Mean altitude in m	950	350
Variation of landscape in meter altitude	117 - 3797	0 - 3776

Austria as Compared to Japan - Farming

	Austria	Japan
Area in km ²	84,000	376,000
People in million	8	127
Farm units/ Farm households in 1000	215	2205
Full time farm units in 1000	80	443
2003 Labour force in 1000	575	6360
Value of Agricultural GDP in % of 2003	2.3	1.3
Farm units renting beds to tourists in 1000	15500	Not known, perhaps few

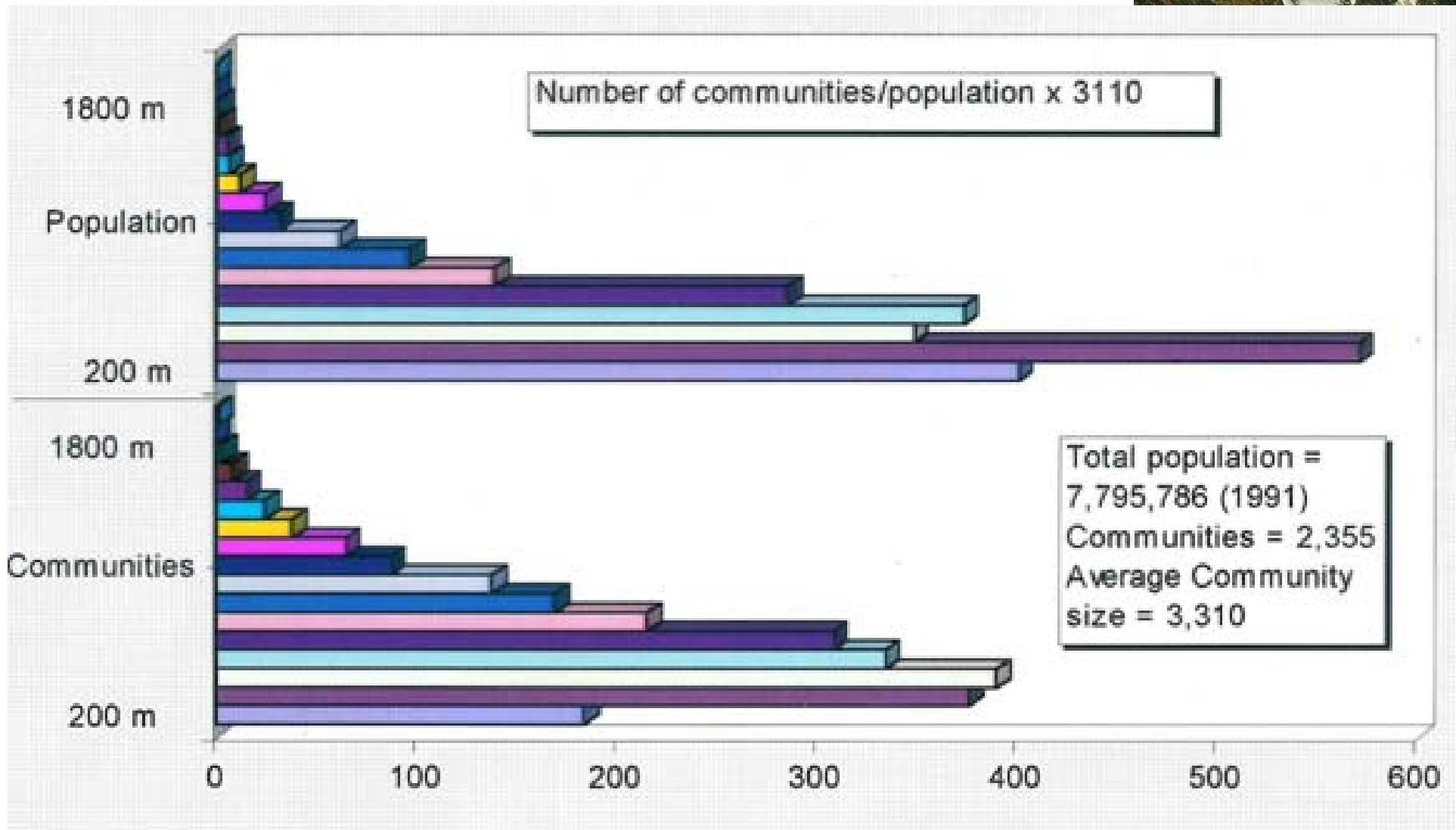
Austria as Compared to Japan - Economy

	Austria	Japan
People in million	8	127
GNI Atlas method in current US\$ in billion US\$ in 2003	217	4400
GNI per individualAtlas method in current US\$ in 1000 US\$ in 2003	26810	34180
% of agriculture	2.3	1.3
% of tourism	8	(to be verified)
CO2 emissions per individual 1999 in tons	7.7	9.1

Austria as Compared to Japan - Tourism

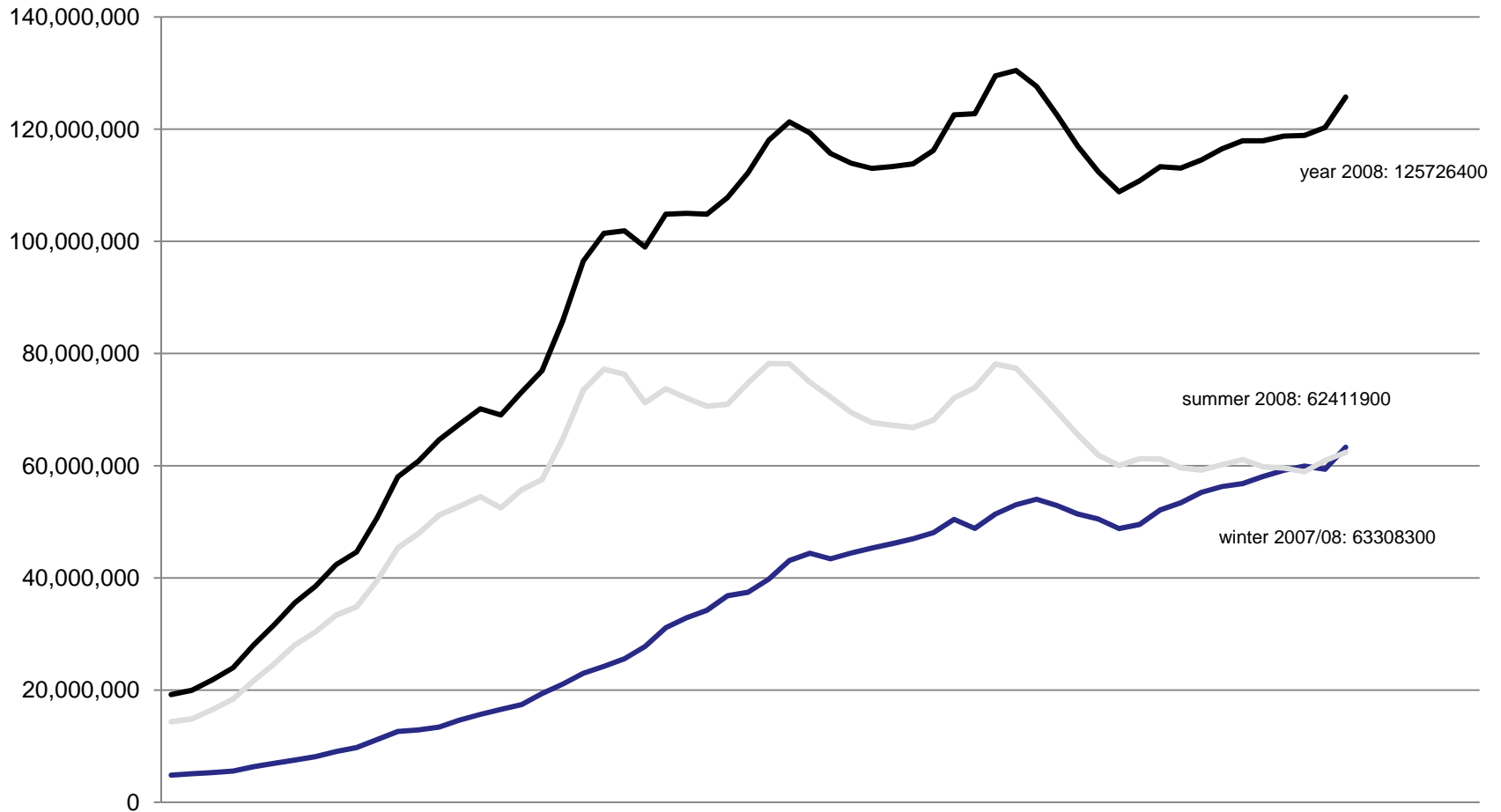
	Austria	Japan
Tourist units with accomodation	72,000	?
Tourist units on farms	15,500	?
Tourist income turnover in US\$ per farm and year	35,000	?
Tourist beds on farms	150,000	?
Arrivals at domestic resorts in million	26	321
Overnight stays in million (2000 and 2004)	114	~ 700 (to be verified)

Particular Role of Altitude



Austrian tourism 1951 – 2008

(in guestnights)



Extracted from data in: Tourismus in Oesterreich 2008, Statistik Austria 2009

Trends in Austrian Tourism 1951 - 2008

- In four decades intensity of tourism increased by six times
 - Since then rather stable number
 - Income is nevertheless increasing due to higher share of winter tourism
 - Summer tourism is decreasing
 - Peak in 70ies with 80 million guestnights
 - Currently around 60 million guestnights
 - Winter tourism is still increasing
 - 20 times growth since the 1950ies
 - Major climate problem and snow safety is challenging this development (lectures 3, 4 of this module)

Farmers in Rural Tourism



- Without farmers no rural tourism
- Farmers maintain landscape for tourism
 - play since long important role in rural tourism
 - Provided the basis for tourism in Austria
- In Austria more income generated by tourism 8% as compared to agriculture 2%
 - Considered when other economic activities do not go well in 50ies
 - Particular in mountainous region of Austria

Example Farmtourism

- Farm tourism
 - offers one sixth of Austrian tourist beds (170,000)
 - Is small scaled and close to a “home stay” in Japan
 - Moderate prices, about € 25 for one overnight stay
 - Some € 25,000 turnover per farm and year due to tourism
 - www.farmholidays.com
 - “Trademark” of over 20% of all farms offering tourism
 - Divided into 8 provinces with regional characteristics
 - Common website and Online booking
 - Some 25% higher income than other farms offering farmholidays
 - Offer specialisation for members
 - Organic farming cuisine
 - Children farms
 - Riding farms
 - Wine farms
 - Disabled persons farms
 - Other programs

Example Eco-Tourism

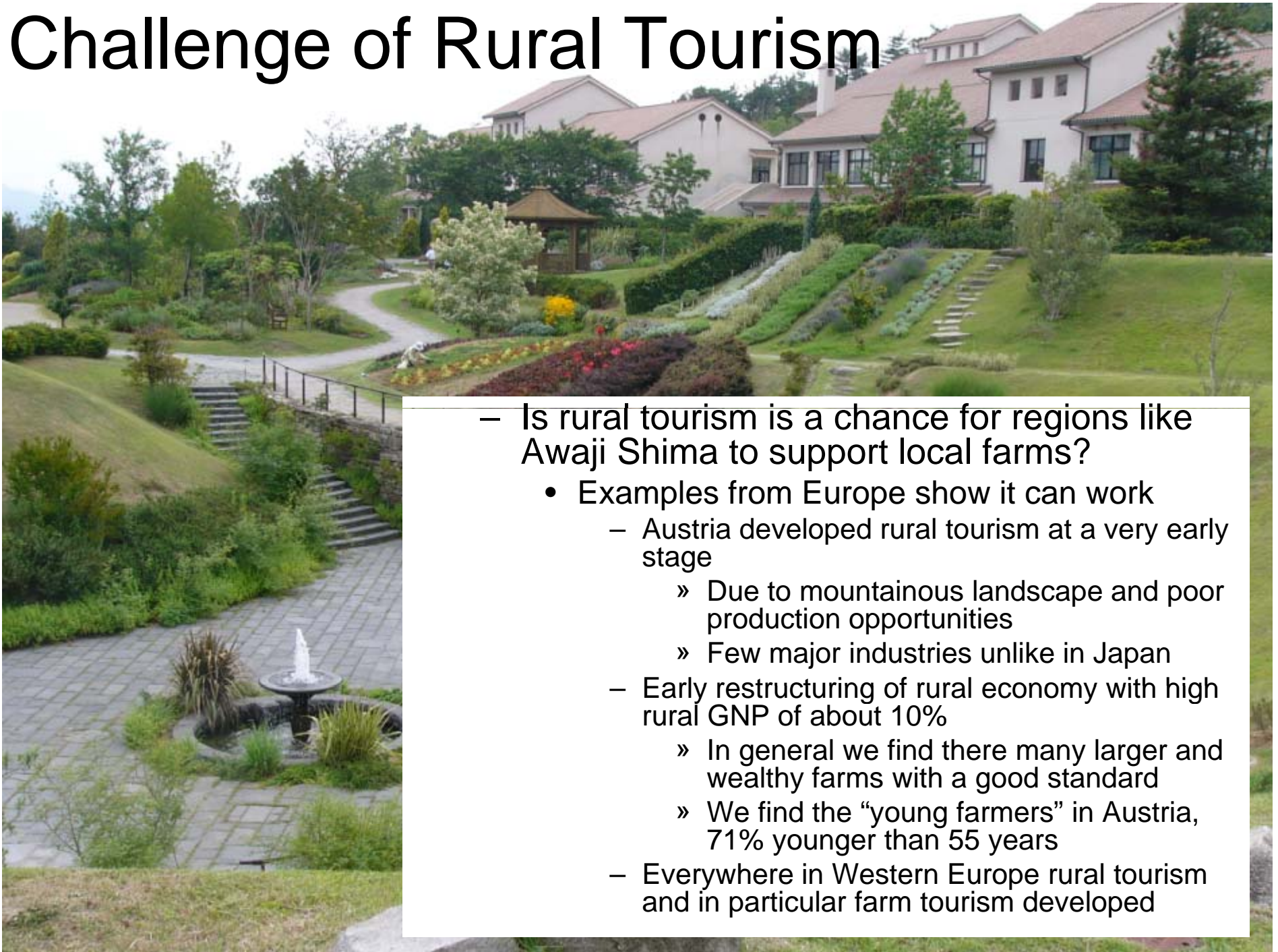
- Until 1980s called “Soft Tourism” (Sanfter Tourismus)
 - Soft tourism was a concept for remote areas
 - Intensive development was not possible
 - Other regions developed earlier and same tourist development was impossible
 - Use of existing (infra-) structure without major external developments
 - Often a cheap tourism and revenues were not too high
 - Local sellers did not like it
 - Eco-tourism (re-) gained popularity after UNCED
 - international discussion
 - Better possibilities to get funding due to Local Agenda 21 projects
 - Avoiding of marketing as cheap low investment tourism for particular regions as a contrast to richer neighbours
 - another way of selling farm tourism
 - » In particular organic tourism on organic farms
 - Or other rural tourism
 - » Visits in National Parks

PART 3:

- Challenge of Rural Tourism for Japan



Challenge of Rural Tourism



- Is rural tourism is a chance for regions like Awaji Shima to support local farms?
 - Examples from Europe show it can work
 - Austria developed rural tourism at a very early stage
 - » Due to mountainous landscape and poor production opportunities
 - » Few major industries unlike in Japan
 - Early restructuring of rural economy with high rural GNP of about 10%
 - » In general we find there many larger and wealthy farms with a good standard
 - » We find the “young farmers” in Austria, 71% younger than 55 years
 - Everywhere in Western Europe rural tourism and in particular farm tourism developed

Good Points for Rural Tourism in Awaji Shima Region

- Tourist concepts, marketing strategies do exist
 - In particular we find specialised rural tourism like in Yumebutai park or Goshiki wellness park
 - You will hear more about it during this conference
 - Landscapes
 - are still managed and in rather good shape
 - better than somewhere else in Japan (e.g. Japan sea side)
 - However, number of abandoned paddy fields is rapidly increasing
 - Image of region
 - Awaji shima as “Onion Island”
 - Awaji shima as “Flower Island”
 - Unique in case of Kinki region
 - or even Japan



Points for Improvementsfor Rural Tourism in Awaji Shima Region



- Opportunities for farmers in tourism
 - Are minor at current state like
 - Selling agricultural goods in local hotels
 - Few fresh ideas coming from inside farming sector
- Farm Tourism with renting out beds does not exist
 - Training courses for local interest groups
 - Information to farmers about how it is working in Europe
 - Change of attitude from producer to provider of service
 - Public support for
 - Renovations of farm houses
 - Favourable loans for investments in tourist infrastructure on farms
 - Support of environmentally friendly traffic from Osaka, Kobe and Kansai airport
 - Reestablishment of ship connection

An aerial photograph of a rural Japanese landscape. In the foreground, there are several terraced rice fields with young green seedlings. To the right, a parking lot with several cars is visible. In the middle ground, there is a large building with a dark roof and some red characters on its side. The background shows a town with various buildings and houses under a clear sky.

Conclusions

- There is rural tourism providing further opportunities in Japan
 - In particular farm tourism is highlighted as possibility
- The Austrian case demonstrates the likely potential for rural tourism in Japan
 - the most important challenge is to offer a contrast to urban life for people of the same region
- Farmers in Japan are in their majority not yet ready
 - Maybe it is wise to think about it!