

The Current Situation for the Consumption of Chinese Tourists in Japan and the Future Prospects Thereof (Summary)

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In Japan, after the tourism-oriented country strategy was implemented, via adopting every kind of policy and measure, overseas travelers visiting Japan have continually increased. Among them, there is the distinguishing feature of tourists visiting Japan from China in particular increasing rapidly. From 2014, the consumption of Chinese tourists visiting Japan has come to be called a “shopping spree”. The massive amount of consumption in Japan by Chinese tourists visiting Japan has been good for the stimulation of many Japanese industries, including manufacturing, travel, retail, department stores, restaurants, and

healthcare. Currently, Chinese tourists visiting Japan to buy luxury goods have begun to decrease. However, the Chinese tourist “shopping spree” phenomenon itself does not stop, and is gradually changing from consumption of goods to that of services. In response to such a change in the consumption of Chinese tourists, for the stimulation of tourism there must be the adoption of appropriate measures so as to promote the development of the consumption of services and regional tourism.

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