

## FOOTBALL & SPORTS TOURISM IN JAPAN

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### **Introduction**

Since mid to late 1990's, academic attention to the interconnections between sport and tourism has emerged. Since Japanese professional football league has been launched in 1993, many football supporters moved to stadium of the opponent team. Some of the J-league clubs managed the new tourism business through opponent's club supporters.

Furthermore, Japanese government paid attention to sport tourism and set up the special meeting for sport tourism last year. In the meeting, many problems about the promotion of sport tourism were discovered. I examine about a policy to promote sports tourism through football events like J-league, FIFA World Cup and Rugby World Cup 2019 in Japan.

### **Methods**

Fieldwork for this presentation was conducted at the meeting of the Japan Tourism Agency. This meeting was the first in a meeting envisaged to enhance the sport tourism promotion.

### **Results & Discussion**

Consideration of product, price, place, promotion, and personnel, physical evident and process reveal several problems that leaves much room for improvement: ticketing, information, services and so on.

### **Conclusion**

To increase domestic and foreign tourists, the new business model beyond the vested rights of the existing company is necessary. For example, local sport tourism agency would be necessary to plan the collaboration between companies.

### **References**

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