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CASE STUDY TO PROMOTE INBOUND TOURISM IN JAPAN

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Abstract

The purpose of this study is a case study for promoting inbound tourism in Japan. The inbound market in Japan is basically booming. Among the destinations that tourists visit in Japan, there are areas centered around nature, and there are also areas associated with anime, for example. By implementing appropriate promotions according to tourist segments, it is possible to extend the length of stay for inbound tourists.