



Improving Japanese People's Environmental Consciousness

Through the Comparison between Japan and the U.K. and Analysis of Ecotourism

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* Outline

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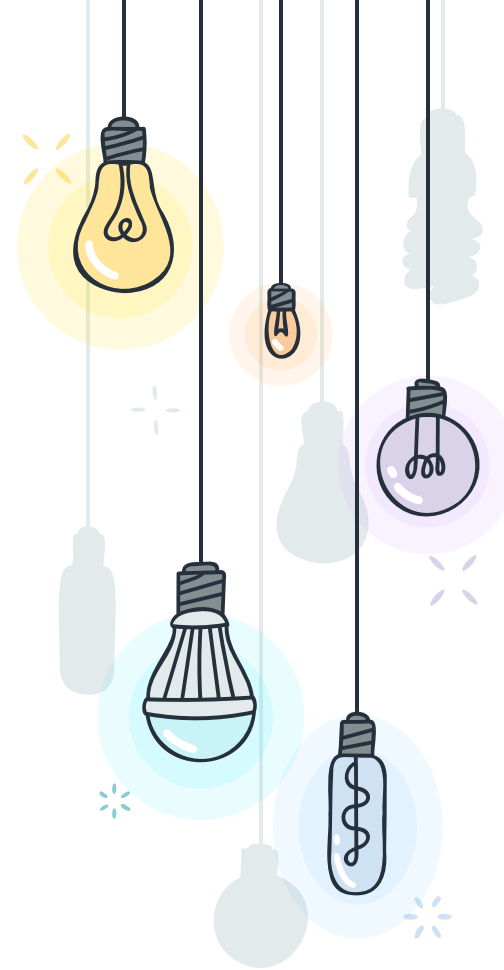
Introduction

Background

- Environmental problems are becoming worse and cooperation among people is necessary
- Japanese people have less environmental consciousness
- Many Japanese people are interested in domestic tourism

Subject

Improving Japanese people's environmental awareness through domestic tourism



✧ Introduction

Purpose

- Revealing whether ecotourism contributes to improving Japanese people's environmental consciousness
- the possibilities of spreading ecotourism in Japan

Method

- Comparison of Japanese and British people's perceptions, and the government's policies
- Analysis of previous research about ecotourism



*Chapter1:Environment Consciousness



In Japan

- Almost **91%** agreed that environmental problems are caused by human behavior
- **76%** of Japanese people are concerned about environmental problems
- Only **22%** ppl answered positively that they had made any changes for consumption out of concern about climate change



Chapter1:Environment Consciousness

In U.K.

- **75%** of people agree that they are concerned about environmental problems
- **80%** of people are positive that they have made some changes in their lifestyles

Japanese people are less environmentally consciousness



Chapter 2: The Possibility of Ecotourism for Improvement of Environment Consciousness

Definition: Ecosystem + Ecology + Tourism

→ enjoying sightseeing with care for the environment (nature)

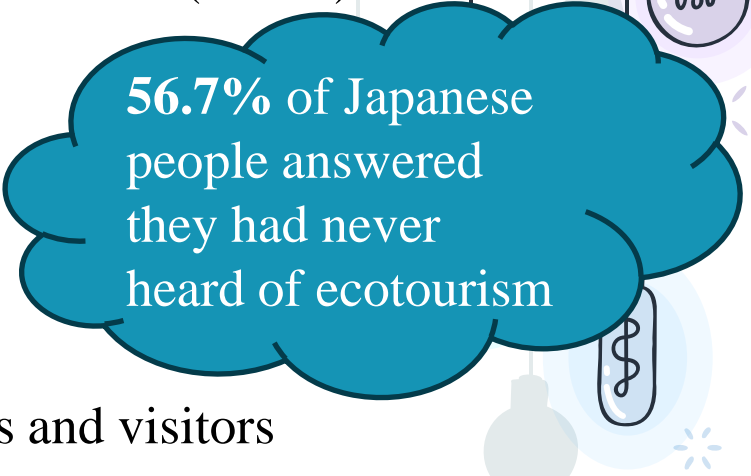
Impacts

Regional aspect

- Protecting nature
- Regional development

People's awareness aspect

- Educational opportunities for local residents and visitors
- Attachment to the community



56.7% of Japanese people answered they had never heard of ecotourism

Chapter 3: Prospects of Spreading ✧ Ecotourism in Japan

- British people visit nature →
high awareness of the importance of nature
- Japanese people have a high interest in visiting
nature
- National Trust
“The National Trust for Places of Historic Interest or Natural Beauty”
→ membership system, volunteer program, PR



Conclusions

- Japanese people need to take the environmental problems more seriously
- Ecotourism is effective in improving environmental consciousness
- There is a prospect of ecotourism becoming more popular in Japan





THANK YOU!