



# ANTOR – JAPAN

ASSOCIATION OF NATIONAL TOURIST OFFICE REPRESENTATIVES IN JAPAN  
駐日外国政府観光局協議会

June 21st, 2018

On the 20<sup>th</sup> of June, Mr. Noor Azlan Bin Abu Bakar, the President of ANTOR-JAPAN (the Association of National Tourist Office Representatives in Japan) made a visit to Mr. Yasuto Kawarabayashi, the Vice Commissioner of the Japan Tourism Agency and discussed the way to promote outbound tourism in Japan. The overview is as follows.

1. At the outset, the President of ANTOR-JAPAN, Mr. Noor Azlan handed over a letter addressed to H. E. Mr. Akihito Tamura, the Commissioner of the Japan Tourism Agency, regarding the issue of the law on use of revenue from the departure tax. Showing his expectation for further promotion of inbound tourism by this tax, Mr. Azlan explained that the departure tax could also be a fruitful way to promote outbound travel and ask for further consideration of the use of the revenue of the tax.
2. In response, the Vice Commissioner of the Japan Tourism Agency, Mr. Kawarabayashi stated that since the law on the use of revenue of the tax has been discussed and approved by the Diet and inbound promotion is stated as the objectives of the law, it is a challenge to include outbound promotion as the objectives. He also explained that the Japan Tourism Agency will continue seeking a way to promote outbound travel by making use of the tax revenue.
3. Mr. Azlan and Mr. Kawarabayashi agreed to deepen their close relationship in order to further develop international tourism exchanges.



6月20日(水)、ノール・アズラン ANTOR-JAPAN(駐日外国政府観光局協議会)会長は、瓦林康人観光庁審議官を往訪し、日本のアウトバウンド観光の活性化等について、意見交換をしたところ、概要は以下のとおりです。

1. 冒頭、アズラン ANTOR-JAPAN 会長から、田村明比古観光庁長官宛書簡を手交の上、観光税導入によるインバウンド観光促進への期待感を示すとともに、アウトバウンドの活性化にも役立つ重要性を説明し、同税収入の一部をアウトバウンド促進にも活用するよう申し入れを行いました。
2. これに対し、瓦林観光庁審議官からは、観光税の具体的な用途については国会で決定されたものであり、原則はインバウンド促進を目的に導入された経緯があるため、アウトバウンド促進への活用については現時点では難しい状況であるが、引き続き可能性は検討したい旨述べました。
3. 両者は、アウトバウンド促進に向けた協力関係を引き続き深化させていく点で一致しました。

## ANTOR-JAPAN Secretariat

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