

# Sustainable Economic Strategy in Shizuoka Prefecture

Shizuoka prefecture is the local country of 47 prefectures in Japan. The area is facing the Pacific Ocean. We are focusing Shizuoka from a sustainable point of view. Because problems occurring in Shizuoka are common in problems in Japan too. To figure out how far Shizuoka from the goal of sustainable development, We'll show you key problems in Shizuoka which disturb the Sustainable Development Goals (SDGs) at the United Nations Sustainable Development Summit.

Firstly, population outflowing to Tokyo and relying on Manufacturing industry would be problems to achieve SDGs No.8 (Decent work and economic growth) and No.9 (Industry, Innovation and Infrastructure). Because of the prefecture faces the Pacific Ocean, Fears for Tsunami also disturb its Goal No.11 (Sustainable cities and Communities) For these reasons, we can say the area is far from a sustainable society. To make Shizuoka area sustainable, we thought the tourism would solve the problems. To say more specifically, the length of stay would be a key to break the wall down.

## Part 1. Feature of Shizuoka

### I. The Fear of Earthquakes and Tsunamis

We experienced a lot of earthquakes and Tsunamis including Great East Japan Earthquake in 2011, especially Fukushima nuclear power plant disaster.

Shizuoka has been predicted occurring huge Earthquakes and Tsunamis for long time. In addition, Hamaoka nuclear power plant is located on the coast. There is a risk of damage from the tsunami around the Hamaoka nuclear power plant like Fukushima. This is why Shizuoka prefecture focuses on taking measure in large damage.



■ : Areas with risks of flooding

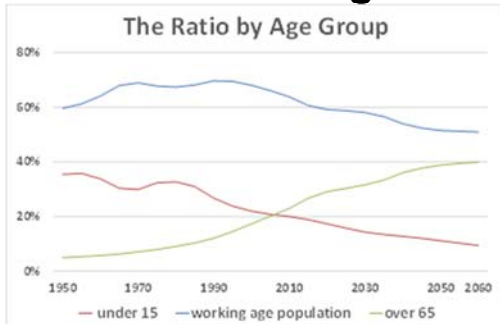
Map made by G-census  
Information from Ministry of Land, Infrastructure, Transport and Tourism

### II. Decreasing Birth Rate and Aging Population

Japan faces decreasing the number of births and ageing population. Therefore, working age population has decreased.

In addition, Shizuoka prefecture predicts that Gross Value Added of Shizuoka reduce by 40% from 2016 to 2060.

(Conference by Young People in Shizuoka "Decreasing Population in Shizuoka", 2016)

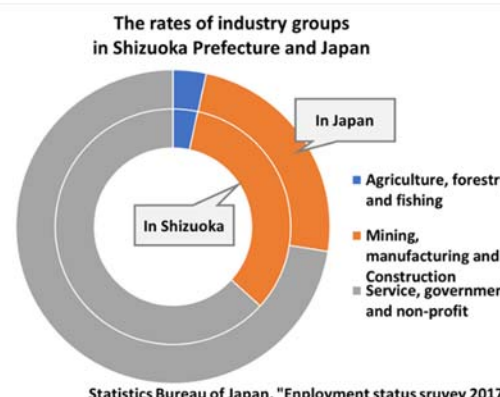


Statistics Bureau "Population Census",  
National Institute of population and Social Security Research "Population Projection"

### III. Inclination to the Manufacturing Industry

Shizuoka is the famous manufacturing country such as music instruments, (ex.YAMAHA Grand pianos) and automobile components(ex.HONDA).

Therefore, Shizuoka needs the change of the industrial structure (manufacturing industry and the nuclear power industry) to the new business condition.



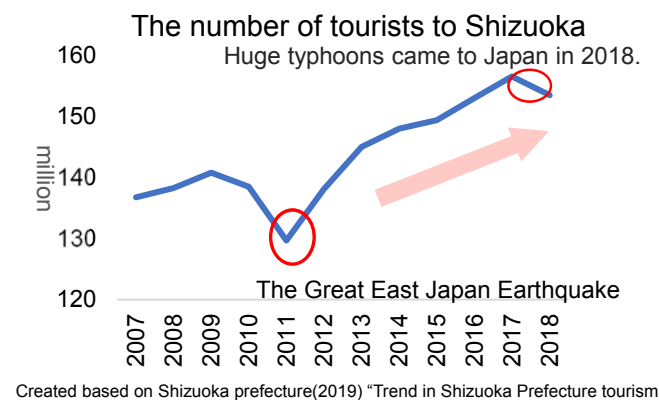
Statistics Bureau of Japan, "Employment status survey 2017"

## Part 2. Tourism

### I. Potential of tourism in Shizuoka

Shizuoka needs more visitors and changing industrial structure to keep cities lively under the situation which settled population isn't to grow. Therefore, we focused on tourism which can attract staying population.

In fact, Shizuoka has great potential to develop the tourism industry because it has the largest number of accommodations and is easily accessible by Shinkansen-express or highway from Tokyo and Osaka. Moreover, Mt Fuji, hot springs and a wide variety of foods have attracted us. As a result, the number of tourists to Shizuoka area is increasing steady.

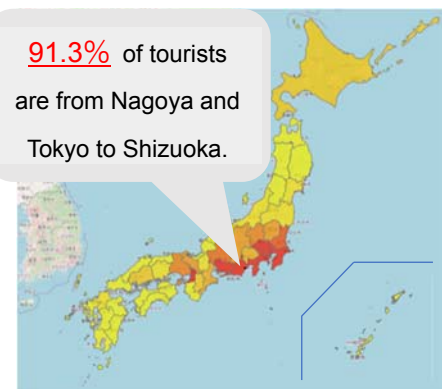


Created based on Shizuoka prefecture(2019) "Trend in Shizuoka Prefecture tourism"

### II. Concerns in boosting current tourism style

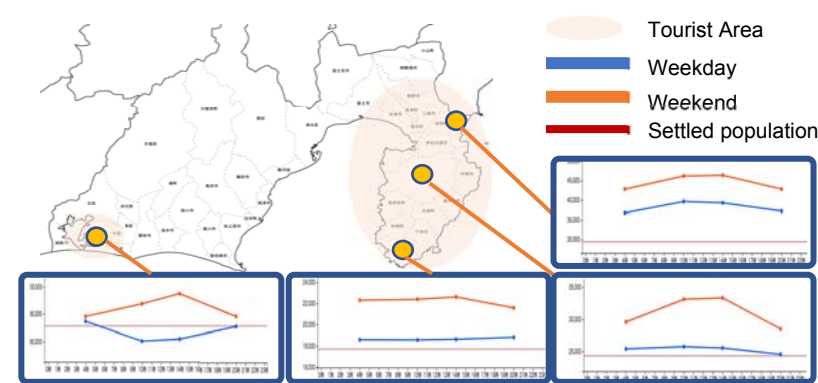
#### Where are tourists from?

91.3% of tourists are from Nagoya and Tokyo to Shizuoka.



Created based on RESAS, "From-to analysis"

#### Staying population rate in tourist area



Created based on the RESAS website of Cabinet Secretariat, "Staying population rate"

#### Average consumption by tourists from out of Shizuoka

One-day guest ¥8789(≒\$81) ⇔ Guest for 2days or more ¥31892(≒\$295)

#### Economic ripple effect

If 100,000 tourists switched one-day trip to 2days,  
economic ripple effect would be **¥4,438 million(≒\$41million)**  
⇒2.75 times more effective than

the 100,000 increase in day trip tourists  
Calculated based on "Input-output table of Shizuoka prefecture"  
Created based on Japan Tourism Agency "Accommodation Travel Statistics Survey"

Tourists basically come to Shizuoka as short stays.

## Conclusion

In Shizuoka, the labor population is declining due to the population declining and aging. Shizuoka needs to transform the manufacturing industry to other service industries to achieve sustainable society in the future. Even if we plan to revitalize Shizuoka by increasing the residential population, it'll not be successful. Because there's a danger of Hamaoka nuclear power plant due to the earthquake and tsunami. Considering typhoons and the coast environment, there are high barriers to the introduce the wind power in Japan. Therefore, it is necessary to gradually and steadily introduce solar power generation. Shizuoka is the good model for Japan in the future. In order to revitalize Shizuoka, we recommend tourism to the increase the number of visitors, which can replace the effect of residential population. In conclusion, we found that the length of stay can be a key to make Shizuoka sustainable. In order to make Shizuoka a more sustainable society, it may be effective to plan WORKATIONING (work+vacation) in a cooperation with companies to secure the visitors and the length of stay.

However, we found boosting current tourism style is not efficient in terms of sustainability and economic ripple effect.

First, 91.3% of tourists in Shizuoka are from Nagoya and Tokyo area. In addition, visitor's population rate is higher on weekend than on weekday in tourist area. These means Shizuoka rely on a part of demands.

Second, average length of staying in Shizuoka is shorter than other area in Japan. However, 2days or more stays have 2.75 times greater economic spillover effect than day trips. If average length of staying increases, Shizuoka is going to get not only stable visitor's population but also more revenue.

Those are why tourism development becomes a key for sustainability although shifting to long stay is needed.