



As for promotion, I'll give you a brief outline of our strategy adopted in the last one or two years. We suffered incidents in Mumbai and Pune. But there is no place on the earth where we do not have any disasters nor terror attacks. India is a vast country and quite safe. Mahatma Gandhi said, "I want all the cultures of all lands to be blown about my house as freely as possible, but I refuse to be blown off my feet by any." It was a message to the world that we stand resolutely, and no such incidence will deter us from our path of democracy or the path of welcoming foreign tourists to India. Our country is a multi-cultural society, which has led to a sustained surge in tourism in India.

Our spirit is that "the guest is like a god for us." We are not only hospitable for the sake of business, but we are hospitable by nature.

With such a spirit, we promoted various activities even with young Indians. We have won many international accolade awards as for marketing, posters, film and so on. I will show you the film at the end of the presentation.

Now as for the initiatives for the Japanese market, visa on arrival facility is available only for a tourist visa, but if there is a request, it can be extended to the business visas also. This is one of the first such efforts by an independent India to issue visa on arrival facility for these five countries and for one year. And there will be a review after one year to see what further liberalization can be done, but we'll surely keep this request in mind while pressing for more concessions and more facilities for tourism from Japan.

Home of Buddhism is one of the most important market destinations. India is the land of its origin, and we are consciously making efforts to promote Buddhism circuits in India. The Japanese banks, JBIC and JICA have given a lot of loans of funding for promoting and developing Buddhist circuits in India, and we are recently finding more and more Buddhism sites unearthed. Buddhist sites in Bihar start from Bodhi-Gaya, Rajgir, Nalanda then Vaishali and etc. These are very important sites which may be of interest to the tourists who have Buddhism leanings in Japan.

We will be starting a unique desert safari, using a jeep or a vehicle safari, with cultural aspects of India and good cuisine starting from February 27th. We have many beautiful and eco-friendly beaches with rich wildlife. Therefore, I would like you to visit our beaches in the cold winter of Japan.

As for spiritual and wellness such as ayurveda, yoga and the healing therapies, Ministries have taken a major step in promoting these holistic health care tourism features and we are having a major international conference on wellness sometime in September in the state of Kerala. We would like you to visit Kerala and experience that healing as our guests. We know that Japan has developed because of working hard for 12-14 hrs./day. But such hard work should always be coupled with some sort of leisure and a holiday to rejuvenate oneself and to remove health issues. So we would certainly welcome you.

We are intensifying our overseas marketing efforts, of course including Japan. We will be having a series of road shows and outdoor campaigns in Japan to reach, not just to reach trade, but also to reach the people in Japan. We will be having enhanced investments in market development scheme. Part of which has been used to organize this seminar here. We also have a law to protect the tourist against doubting and misrepresentation, though we do occasionally experience such incidents, we also know that we do have many genuinely hospitable service providers. We are in the process of creating such a law. We have this commitment to the foreign tourist coming to India.

The wayside amenities on main highways leading to key destinations; We have taken initiatives with state governments to develop wayside amenities every 50-100km on the main roads with state of the art world-class facilities which are properly maintained so that tourists do not have any problems in terms of freshening up in between destinations.

Regarding the multi-lingual trained guides, we already have some numbers but we are moving ahead with training more of such multi-lingual trained guides, including the Japanese language so that you can use them for much more interesting tours in various parts of the country.

Regarding demand for hotel accommodation, we are in the process of collecting feedback and trying to use the opportunity of the Commonwealth Games to develop hotel accommodations in all sectors, including budget hotels. We hope we can reduce the prices to reasonable and competitive levels, which will make the overall package of Indian destinations much more competitive. This directive is due to the feedbacks given by most of our foreign counterparts, and Indian counterparts. We have provided a lot of incentives to the industry, which include tax incentives to hotels in the budget sector. This will result in a sea change after a year in terms of the hotel rooms in Delhi and other parts of the country also.





柴田 耕介 Mr. Kosuke Shibata

日本旅行業協会 理事長
President, JATA

今回でインドへは4回目ですが、インドの急激な経済成長には驚いております。そのような大きな変化の理由の一つは外国からの資本投資、そしてもう一つはインドが重要な市場として海外より認識されるようになったことではないでしょうか。私のプレゼンテーションを海外からの専門的な目で見ていると受け取っていただけると嬉しいのです。

さて、これからはスライドに沿ってお話しします。まず、JATAですが、1959年に設立されました。観光庁によって認可されている非営利の旅行業界機関で、その目的は観光産業の振興と消費者に対するサービスの向上への貢献です。典型的な活動例としては、去年の9月に151カ国、699団体に参加いただいてJATA世界観光会議とトレードフェアを開催しました。今年も同じイベントを9月の24日から開催予定です。JATAのメンバーに関してはスクリーンをご覧ください。海外メンバーも含まれています。もし貴社の名前が載っていないようでしたら、どうか今後の参加をご検討下さい。

(スライド8) インドの仏教文化の日本への影響は多大なものです。今年のAPECが開催されることになっている奈良県の有名な薬師寺の建築もその紀元はインドにあるそうです。(スライド9) また、ヨガの瞑想は禅の瞑想に影響を与えており、世界的にもその人気が高まっています。

(スライド10) 日本のカレーライスには直接インドから伝わったのではなく、イギリスの「インドシチュー」が発祥です。これら3枚の写真はインドと日本が文化的にいかに近いかを表しています。

(スライド11) ツアーの企画スタッフによりますと、シッキム、エローラ・アジャンタ、そしてパナジ(ゴア)の3カ所が今後最も人気の出そうな観光地になるようです。シッキムは夏の避暑地として、エローラ・アジャンタは世界遺産、またパナジは質の高い砂浜でそれぞれが有名です。また4つの活動も将来的にはもっと注目を集めるでしょう。そのような活動の1つめはガンジス川での沐浴と祈り、2つめは女性のアーユルベータ体験です。アーユルベータは聖なるという意味だけでなく、美を求めるといふ点でもとても重要で、美の価値は男性も女性もが共有しているものです。3つめはマハラジャ列車のような豪華列車で、4つめはさまざまな有名な地元のお祭りを見に行くことです。

(スライド14) 次はフライトのアクセスを見て見ましょう。スライドが示すように3社の航空会社がインドに乗り入れています(スライド15)。2国間の飛行時間はおよそ8時間で、時差は3時間半です。2010年の1月の時点での便数は表にある通りです。合計すれば1週間に17便あり、席数は2,670となりますが、私としては各航空会社に少なくとも週に7便は出して欲しいと思っています。

(スライド16) では、エジプト、トルコ、ベトナムとインドとを比較してみましょう。2010年1月時点での毎週の直接の便数と席数がそれぞれ表に示されています。3月末からは成田からの規制も緩和されるので、日本の旅行会社は、航空会社が新たな市場開拓のための努力をしてくれるものと期待して、新しい観光製品を開発しているのです。

(スライド18) では、これら4カ国への日本からの渡航者の数を見て見ましょう。この比較は2004年から2007年までの4年間のものです。日本からベトナムへの観光客の数は25万人から40万人に膨れました。その他の国はそれほどの増加は示していませんが、インドへの観光客は徐々に増えています。毎週の航空便数、そしてその魅力の大きさを考えれば、我々はインドに対してはとても良い展望を持てると思います。2010年には少なくともトルコを超える20万人の日本人にインドを訪れて欲しいと思います。

(スライド19) さて、観光客を惹きつける最も効果の高い方法はビザを無くすことです。ベトナムの例を見てみましょう。2001年時点での観光客数が204,000人だったのに対し、2002年は279,800人で、これは37%の増加です。もちろん、到着ビザの導入はとても重要なステップではあります。しかし、それではまだ不都合があるのです。ですから私は本当に心からインド政府に対して、観光客のためにさらにビザ要件を緩和していただくことをお願い致したいのです。

(スライド21) 消費者に向けて新たなイメージを開拓していく戦略を実行していくことはとても重要です。この点ですが、私は日本の市場に向けてインドの文化的影響、不思議さに加え、インド人の人なつこさ、そして歓待の気持ちをさまざまなメディアを通して強くアピールすべきだと忠告したいのです。

(スライド22、23) スライドの写真を見てみると、インドと日本が良く似ていることに驚きます。ここで、日本でPRに成功したいいくつかの観光国の例を示したいと思います。クロアチアのドゥブロニクは世界遺産で、今や日本人にとっても人気があ

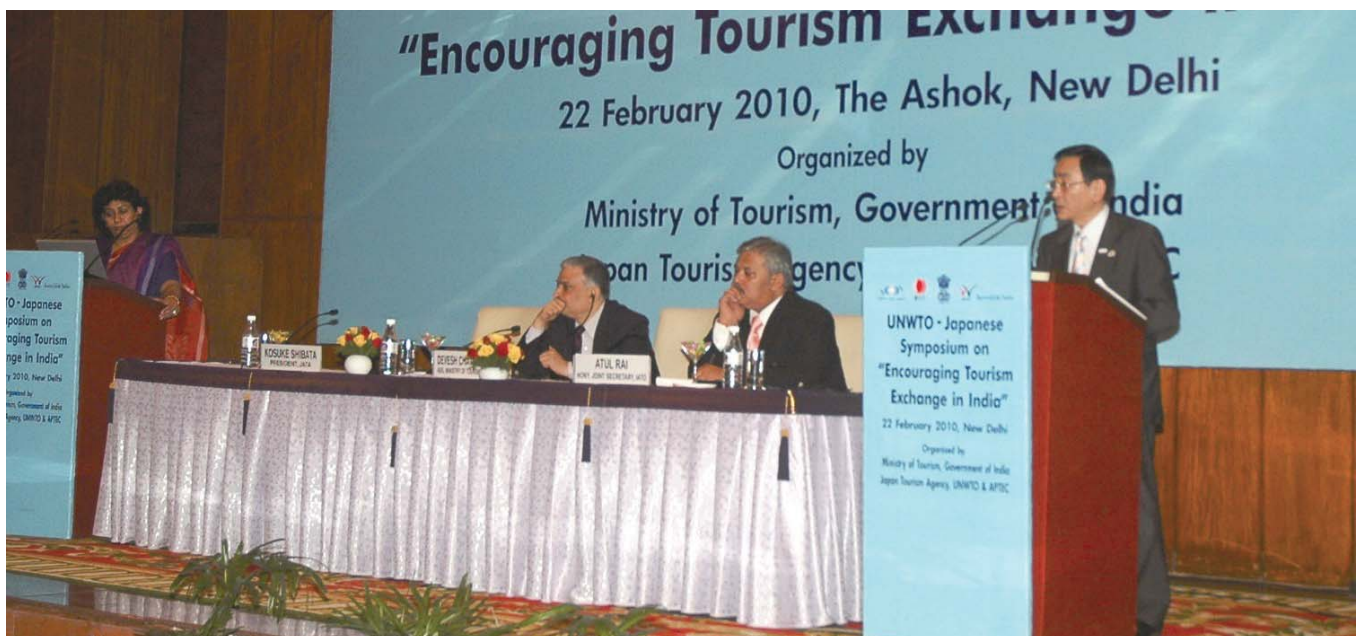
るのですが、これは4、5年前には考えられないことでした。この写真が日本人の間でクロアチアの新しい綺麗なイメージを作る事に成功したのです。フランスのメッセージは日本とフランスがいかに近いかを物語っています。このポスターは二つの有名な世界遺産を映し出しており日本サイドは厳島神社、そしてフランスサイドは昔からのイメージのエッフェル塔の代わりに、モン・サン・ミッシェルです。「インクレディブルインディア」、これは良いキーワードでありロゴでもあります。しかし、残念ながら一体何がインクレディブルなのかがはっきりしていません。そのメッセージが大切なのです。またビジュアル映像は女性には特に効果的です。女性には理論というよりもまずはイメージが大切なのです。ですから、新たな観点、新たな角度からの新しい絵を探してみてください。

(スライド24) インドの新たなイメージを作るためにお伝えしたい地域はまだいくつかあります。まずは夏に訪れてみたい北部のダーズリンやブラマピュートラ川クルーズなどです。

2つめはインド南部の高品質のリゾート地です。混み合う時期をはずせば品質が高い割には宿泊費もお値打ちで、おまけに豪華列車の旅は高級感を望まれる日本のお金持ち層にアピールしそうです。

3番目はテーマ性・趣味性の高いツアー（SIT）ですが、これもとても重要です。市場サイズとしては大きくはないのですが、価格競争が激しくないのです。「花の谷」、地元の文化、野生生物の聖地、おしゃれな場所や数多くのショッピングなども旅行者にはしっかりと宣伝して下さい。残念ながら、ここで使われている3枚の写真はあまり良いものではなく、現地の良さは伝わっていませんね。

最後に解決すべき問題について指摘させていただきます。ビザ、安全性、治安、衛生、そして居心地の良さが挙げられるでしょう。ただ、私と致しましては、インドサイドのプレゼンを聞き、観光客を守る事を制度化したりインフラを整備したりというその努力に感銘を受けています。コモンウェルス大会におきましても、インドチームの勝利を願っております。最後にこのスライドで、今回のシンポジウムに参加し、日本市場でインドへの観光促進に情熱を持って活動している旅行会社を示します。どうか、これらの会社から良いパートナーを探して下さい。ご静聴ありがとうございました。





This is the fourth time for me to come to India. I'm very impressed that economic development has been so rapid. I think one of the most important reasons of such change is due to capital investment from foreign countries as well as the recognition of the "demand market" in India by foreign countries. It would be highly appreciated if you bear in mind the notion of foreign experts and foreign insights throughout my presentation.

I would like to talk about the slides from now.

JATA, established in 1959, is a non-profit travel trade organization authorized by the Japan Tourism Agency. The purpose is to contribute to development of the travel and tourism industry and improve the quality of services to consumers. JATA's major activities are shown on the screen. One of the typical examples is JATA World Tourism Congress and Travel Fair. Last year it was held in September and participated in by 151 countries and 699 groups. This year we will have the same event from September 24th. As for the members of JATA, please see the screen. Overseas allied members are also included. If your company is not listed, please consider your participation.

(Slide8) Indian Buddhism Cultural influence on Japan is huge. It is said that the architecture of the famous three storied pagoda of Yakushiji-Temple in Nara where APEC Ministers' conference is to be held this year, has its origin in India.

(Slide9) Yoga Meditation has influenced Zazen Meditation, which is gaining popularity all over the world. (Slide10) Japanese "Curry Rice" originates from the "Indian Stew" in Great Britain. Not directly from India. These three pictures show us our cultural closeness between India and Japan.

(Slide11) According to tour planning staff, these three tourist areas, Sikkim, Ellora, Ajanta and Panaji are likely to become the most popular destinations as new tour products. Sikkim Area is famous for its summer holiday resorts, Ellora & Ajanta Areas are famous for their World Heritage, and Panaji (Goa) has high quality beach resorts. Additionally, 4 activities will be more and more popular in the future. The first activity is Bathing & Praying in the River Ganga, the second one is the experience of Ayurveda for women. This is very important not only for holistic aspects but for beauty, which should be shared by men and women. The third is excursions by a Luxurious Train such as the Maharaja Express and the fourth is the observation and participation in various famous local festivals.

(Slide14) Now let's see flight access. There are three carriers flying to & from India as the slide shows. Flight time between two countries is almost 8 hours, and the time difference is 3.5 hours. As of Jan. 2010, the number of flights & available seats is shown here (Slide15), totally 17 flights per week with 2,670 seats. I do recommend at least 7 flights at each airport are desirable.

(Slide16) Let's take Egypt, Turkey, and Vietnam for comparison to India. The number of direct flights and available seats per week from Japan, as of the coming April 2010, is shown in the table. Physical restraint at Narita will be relaxed from the end of March. Therefore, travel agents in Japan are developing new products with great expectation for the efforts by the air carriers to create new markets.

(Slide18) Then let's see the number of travelers from Japan to these 4 destinations. The comparison is from 2004 to 2007, for 4 consecutive years. The number of Japanese tourists to Vietnam has grown from 250,000 to more than 400,000 visitors. The other 3 countries have not recorded such quick growth in tourist flows. However, tourists to India are increasing gradually. Thinking of capacity of weekly aircraft-wise, and attractiveness-wise, we are encouraged to have very good prospects in India. At least 200,000 tourists to India more than Turkey should be expected in 2010.

(Slide19) The most effective way to attract tourists is "No Visa" requirement. Here is the example of Vietnam, which introduced No Visa in 2002. The result is an increase of the number of tourists from 204,000 in 2001 to 279,800 in 2002, around 37% increase. Of course the introduction of arrival visa is an important step, but it still has some inconvenience. So I'd sincerely like the Indian government to further relax the visa requirement for Japanese tourists.

(Slide21) Implementing a strategy to develop a new image of India among consumers is very important. In this point, we strongly advise you to promote Indian people's friendliness and hospitality on the Japanese market as well as the cultural influence and mysteriousness through a variety of media.

(Slide22, 23) Seeing the images in the slide, I was so impressed about resemblances between India and Japan. Here are some examples of successful PR. Croatia, Dubrovnik, the famous old town which is also world heritage is now very popular among Japanese which was not expected 4-5 years ago. This photo successfully created a fresh and clean image of Croatia among Japanese. The message of France is how close Japan and France are. This poster introduces 2 famous world heritage sites, Itsukushima Shrine in Japan and Mont Saint-Michel in France together instead of a traditional image like the Eiffel Tower. 'Incredible India' are fairly good key words and logos. But unfortunately, it is not clear what is "Incredible", that kind of message is important. And the visual image is also important and especially approaching the female. Their perception is not so logical, just the image is important. So please search for the new picture with new angle from a new aspect.

(Slide24) To create a new image for India, there are some more areas that I have to talk about. The first is the northern part of India, like Darjeeling and the Pramaputra river cruise, which should be visited by Japanese in summer time.

The second is the southern part of India, which is famous for high quality resorts where, however, the accommodation is very reasonable during the low season and a luxurious train tour holds high potential for quality oriented wealthy Japanese.

Third, the marketing of Special Interest Tour is also very important. Their market size is not very big, and the price competition is not so intense. The valley of flowers, local culture, wildlife sanctuaries, fashionableness and variable shopping locations should be well promoted to tour operators. I am afraid those three photo images of those destinations are not so sophisticated and impressive.

Finally, I need to point out the issues to be solved. These are visa, safety, security, cleanness and comfort. And through the presentation by the Indian delegation, I was so impressed with their efforts to establish, or institutionalize the protection of tourists and infrastructure improvement. And I hope the Indian team will win a great victory at the Commonwealth Games 2010. In the end, I'd like to list up the participating Japanese travel agents to this symposium which have high enthusiasm to promote India in the Japanese market. So please search for good partners among those companies. Thank you very much for your attention.





Slide 1

 **日本旅行業協会**
Japan Association of Travel Agents

むむ! 海外へ
Visit World Campaign

Encouraging Tourism Exchange with India



Presented by Mr. Kosuke Shibata
President of Japan Association of Travel Agents (JATA)

Slide 2

Contents

Preface: What is JATA? & Introduction

- 1 Interests of Japanese Travelers & Indian Attractions
- 2 Important Flight & Access between Japan & India
- 3 Comparison of Direct Flights among Four Destinations
- 4 Proposals to Attract More Japanese Tourists
- 5 Proposals of New Products & Change of Image on India

Slide 3

What is JATA?

— Activities of JATA —

(1) Purpose: Non-profit travel trade organization
authorized by the commission of Japan Tourism Agency

for the purpose of contributing to the development of the travel and tourism industry and improve the quality of services to consumers

(2) History: Established in 1959

Slide 4

(3) Activities (committees):

- ① Promotion of:
Outbound, Inbound, & Domestic Travels
- ② Examination, Training & Education
Fair Trade Practices
Consumer Claims Settlement
Consumer Consultation & Compensation

Slide 5

(3) Activities:

③ JATA World Tourism Congress & Travel Fair

Date: 17 Sep 2009~ 20 Sep 2009

Participating Countries : From 151 countries

Participating No. of Groups: 699 Groups

No. of Clients: 110,784 guests



Slide 6

(4) Members, as of April 2009

Active members with voting rights	1,228
Associate members	667
Travel agency members in total	1,895
Domestic allied members	104
(India Tourism, Government of India)	
Overseas allied members	737

Slide 7

(4) Members, as of April 2009

Members from India (Alphabetical): 45 Travel Related Companies

Adventure Asia, Alpine Travels & Tours Pvt. Ltd, Aman Travels Pvt. Ltd, Amber Tours Pvt. Ltd, Blue Bird Leisure & Holidays Limited, Caravan Travels, Compass India Inc-The Hospitality Managers, Crowne Plaza Surya New Delhi, Decent Indo Tours Pvt. Ltd, Flywell Travels, Girikand Travels Pvt. Ltd, High Points (Expeditions & Tours), India Vision Tours & Travels, Indiana Travels (P) Ltd, Indus Heritage (India) Pvt Ltd, Inpac Tours (p) Ltd, International Travel House Limited, J.N. Rao Travel Consultancy Services.P.L, KK Royal Hotel & Convention Centre, Kairs Tours and Travels, Lotus Trans Travel Pvt Ltd, M/S. Hill Tours, Namgyal Treks & Tours, New Indus International (India) Pvt. Ltd, Nu Travel Bureau, Pacific Classic Tours (India), Pick Wick Travels Private Limited, Pioneer Travels, Plan Indo Tours Pvt Ltd, Prudent Networks, Rama Tours & Travels Pvt. Ltd, Riemasala Pvt Ltd, Sejwal Holidays, Shashi Travels & Tours Pvt. Ltd, Skylink Travel Pvt. Ltd, Sunshine Tours, Swosti Travels & Exports Pvt Ltd, Tales from India Tours, Top Travel & Tours Pvt Ltd, Trade Wings Limited, Travel Corporation (India) Ltd, United Travel Service (International) Pvt. Ltd, Universal Travels & Allied Services, Vaishali Travel Service Pvt. Ltd, XEBEC INDIA TOURS & EXPORTS PRIVATE LIMITED


Slide 8

Introduction

Image of India-Japan

India ARCHITECTURE Japan

Yakushiji Temple (Three story Pagoda)



Dhamekh Stupa

Slide 9

Introduction Image of India-Japan

India
Yoga

Japan
Zazen

MEDITATION

Slide 10

Introduction Image of India-Japan

India

Japan

CURRY

Japanese "Curry Rice" comes from "Indian Stew" in Great Britain,

Slide 11

1-1 Interests of Japanese Travelers & Indian Attractions

New Attractive Destinations

Key words

- Sikkim: Summer Holiday Resorts
- Ellora, Ajanta: World Heritage Sites
- Panaji (Goa): Southern part of India

Slide 12

1-2 Interests of Japanese Travelers & Indian Attractions

Growing Popularity of Various Activities

Bathing & Praying in the River Gandhi

Ayurveda

Excursion by Luxurious Train

Local Festivals

Slide 13

1-3 Interests of Japanese Travelers & Indian Attractions

New Attractive Destinations in India

Trekking & Highland Resorts

Ellora, World Heritage Sites

Ajanta, World Heritage

Panaji (Goa), Beach Resorts

Slide 14

2-1 No. of Flights & Available seats Per Week between Japan & India

Air India (AI) NRT/DEL KIX/DEL

Japan Airlines (JL) NRT/DEL

All Nippon Airways (NH) NRT/BOM

Slide 15

2-2 No. of Flights & Available Seats Per Week between Japan & India

As of Jan. 2010

Weekly		AI	JL	NH	Total
NRT/KIX~ BOM/DEL	FLT	7	3	0	10
	Seat	1,550	840	0	2,390
NRT~ BOM	FLT	0	0	7	7
	Seat	0	0	280	280
Total	FLT	7	3	7	17
	Seat	1,550	840	280	2,670

Slide 16

3 Comparison of Four Destinations

Egypt (Cairo)

Turkey (Istanbul)

India (Delhi)

Vietnam (Hanoi, Ho Chi Minh)

Slide17

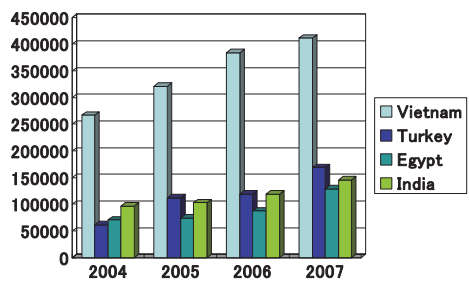
3-1 Comparison of Direct Flights to Four destinations from Japan, from Apr. 2010

Weekly To	Vietnam HAN/SGN	Turkey IST	Egypt CAI	India DEL/BOM
No. of FLT	49	10	6	17
Seats	10,300	3,100	1,680	2,670

【Flights from Japan】
 To Vietnam: Depart from NRT, NGO, KIX, FUK
 To Turkey: Depart from NRT, KIX
 To Egypt: Depart from NRT, KIX
 To India: Depart from NRT, KIX

Slide18

3-2 Comparison of Four Countries in Japanese Outbound Travel Market



Slide19

4-1 Proposals to Attract More Japanese Tourists

- Introduction of No Visa**
 Arrival visa is still inconvenient, because it takes long time at the immigration and it costs high (\$60 instead of \$20 in Japan)
 * Mongolia is planning to introduce No Visa in 2010.
 * Good result of No Visa in Vietnam in 2002

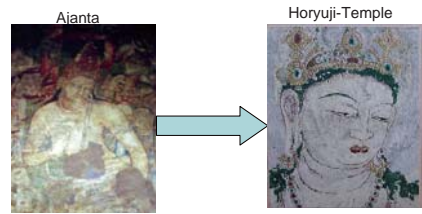
Japanese Tourists in 2001	204,000
Japanese Tourists in 2002	279,800

- Two Months Interval requirement to Re-entry**
 Serious barrier to tourists who wish to visit India every month.
 (Introduced in Jan. 2010)

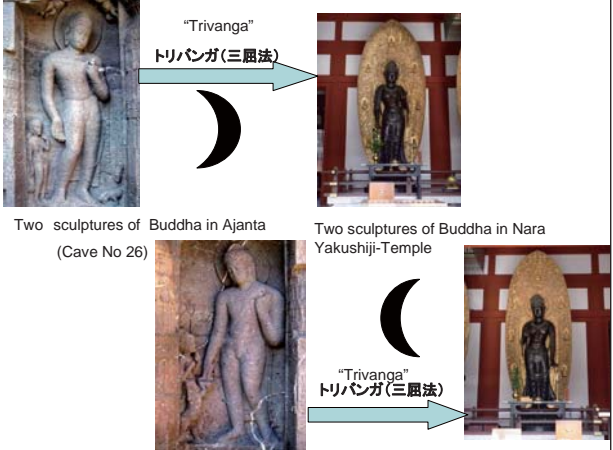
Slide20

4-2 Proposals to Attract More Japanese Tourists

- Strategy to develop new image of India
 Pictures in Horyuji-Temple in Nara are believed to have been greatly influenced by the pictures of Ajanta.

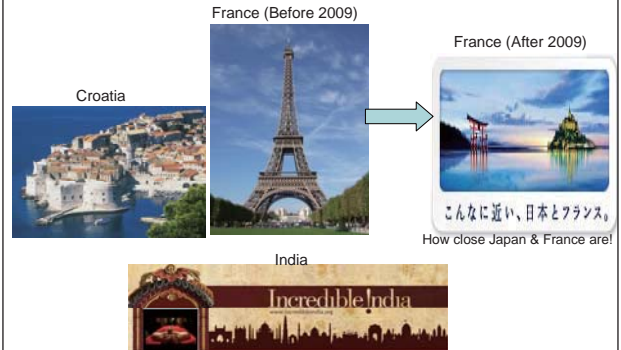


Slide21



Slide22

4-3 Proposals to Attract More Japanese Tourists



Slide23

5-1 Proposals on New Products & Change of Image on India

- Promotion of the Northern part of India during summer season
 Key words: Mountain Trekking, River Cruise



Slide24

5-2 Proposals for New Products & Change of the Image on India

- Promotion of high quality resorts especially during low season at reasonable prices

Southern part of India, & Luxurious Train Journey





Slide25

5-3 Proposals for New Products & Change of the Image on India

③ Promotion of Special Interest Tours (SIT)
Key words: The Valley of Flowers, Local Culture, & Safari, etc.

The Valley of Flowers



Local culture in the eastern part of India



Manas Wildlife Sanctuary



Slide26

6 Issues to be solved

Key words: Safety, Security, Cleanliness & Comfort

- * Improvement of Infrastructure
- * Punctuality of Public Transportation (Domestic Airlines, trains)

Slide27

Participating Japanese Travel Agents



観光ワークショップ：日本旅行業協会（JATA）と
インドツアーオペレーター協会による進行
Workshop for Travel Industry, Presided over by JATA and IATO

開会挨拶
Exchange of Pleasantries



佐々木 隆 Mr. Takashi Sasaki
日本旅行業協会 副会長
Vice Chairman of JATA



アトール ライ Mr. Atul Rai
インドツアーオペレーター協会
名誉総合局長
Honorary Joint Secretary of IATO





「インドの観光促進」

Travel Promotion between India and Japan

佐藤 勉 Mr. Tsutomu Sato

日本インド観光促進委員会 前委員長

Ex-Chairman of Japan India Tourism Promotion Committee (JITC)

1. 日印関係の歴史

- 538 仏教伝来
- 752 菩提僊那、奈良東大寺で、大仏開眼供養、このとき、舞楽・伎楽が開催
音楽とともに琵琶など楽器が伝来。梵語が、「悉曇学」や「かな」の源泉
「金光明経」「大日経」にて、インドの神々（サラスヴァティ弁財天、ラクシュミ吉祥天、インドラ帝釈天、ブラフ
マ梵天、シヴァ大自在天）伝来
- 985 恵心僧都源信『往生要集』 「行と解脱」を「自業自得」表現
- 15c 11年にわたる応仁の乱の後力をつけた京都の商人による祇園祭（祇園精舎、ジェータ・ヴァナ）と山鉾巡業、鉾を
飾るつづれ織カーペットは、ムガル帝国時代ラホール産インド更紗も伝来
- 16c 七福神（恵比須・大黒天マハカーラ・弁財天サラスヴァティ・毘沙門天クベラーインド来、室町末期までに確定。
布袋・寿老人・福祿寿—中国来）、江戸時代流行
- 1582 天正少年使節団、欧州へ向かう途中、ゴアに立ち寄り。
- 1877 銀座風月堂の洋食レストラン8銭（もりそば1銭）で「日本式カレー」提供
- 1901 岡倉天心インド滞在、ヴィヴェーカナンダ、タゴールと親交
- 1905 日露戦争講和条約が、植民地化のインドに、大きな衝撃。
- 1916 R.タゴール1929まで5回来日、日本への関心深く列強諸国の侵略的国家主義批判
- 1927 新宿中村屋、R.B.ボース 「インド式カレー（80銭）」
- 1936 野生司香雪、サルナート根本香室精舎の全壁面に30の画題を描き終える
- 1944 N.S.C.ボース インド国民軍 印パール作戦
- 1946 極東軍事裁判、ラダ・ビノド・パール判事
- 1949 インド首相ネルー、愛娘インデイラ名の象を上野動物園に進呈
- 1952 日印平和条約
- 1957 日印文化協定・首相相互訪問
- 1958 ODA第一号
- 1959 皇太子と妃殿下、訪印
- 1982 スズキ(株)マルチ・ウドヨグ社と合弁事業開始
- 1991 インド外貨危機、湾岸戦争とソ連崩壊—日本政府4.5億弗、邦銀20億弗供与
- 1993 遠藤周作『深い河』 輪廻・因果応報を再確認
- 2000 森首相 訪印
- 2005 マンモハン・シン首相—小泉首相、共同声明「日印グローバル・パートナーシップ」
- 2007 日印文化協定締結50周年—インド友情年
- 2008 マンモハン・シン首相、訪日
- 2009 鳩山首相、訪印



日印交流の歴史は、いうまでもなく、538年の大乘仏教伝来に始まる。中国、朝鮮半島を經由してインド文化が流れ込む。インド由来の数々の神様、梵語に起源をもつ日本語「かな」、絨毯やキャラコ・更紗の織物から、「因果応報、生まれかわり」といった考え方が、日本人の思惟方法まで大きく影響をおよぼした。古代の日本人は、当時のインドを知りえず、「天竺」と想像していたのであろう。文化は、一方的に、インドから日本へと流れ、宗教・倫理的な精神文化に重きが置かれた。

近代世界に登場してきた極東の小国日本とロシアとの日露戦争は、長い植民地支配に呻吟していたインドに強い衝撃を与えた。第二次世界大戦は、N.S.C.ボースとR.B.ボースを通して日印関係はあったが、戦後は、1947年に独立を勝ち取ったインドに対して、日本は、敗戦で1945年から1952年まで主権を喪失することとなった。1952年にサンフランシスコ講和条約に続きインドと日印平和条約が締結されたが、この6条で賠償放棄が明記され、当時の日本人を大いに感動させた。

1950年代から日本は、奇跡的な高度成長を遂げ、世界2位の経済大国になった。その過程で、日本の技術、投資、物質、経営と技術者といった経済中心の文化が、一方的にインドへと流れていった。しかし、世界は冷戦構造の中で、70年代以降ソ連に大きく傾斜していったインドに対し、米国一辺倒の日本、互いに対立するいかなる理由もなかったにもかかわらず、両者の関係は約30年間疎遠になってしまった。

20世紀の末から世界の注目を集めだし、2003年にはBRICSの1つとして、インドが登場してきた。外交では、日印は、戦略パートナーの関係になった。2007年に安部首相が訪印し、両国首相の相互訪問が決まり、2008年マンモハン・シン首相、2009年鳩山首相が相互訪問した。経済では、2009年にインドは中国を抜いて、日本からの最大の投資国になり、両国の貿易額も過去数年の倍になり、そしてODAは過去5年間で最大となった。

2. 日印旅行実態

単位万人

年 度	訪日インド人数	訪印日本人数
2004	5.3	9.6
2005	5.8	10.3
2006	6.2	11.9
2007	6.7	14.5
2008	6.7	15.1

2008		訪日外国人数	海外を訪れる日本人数
総 数		835	1598
内訳 (順位)	1.	韓国 238	中国 344
	2.	台湾 139	アメリカ 324
	3.	中国 100	韓国 237
	4.	アメリカ 76	香港 132
	5.	香港 55	タイ 114
	—	インド 6.7	インド 15.1

国際観光白書2009 (JNTO)

外交・経済面で相互関係が進展している半面、人と人との交流はまだまだである。2008年の訪日インド人数は、対前年0.4%減の67,323人となり、世界的景気停滞の影響で、1994年以来順調に伸びてきていたが、14年ぶりに減少した。訪日外国人総数835万人で、①韓国2,382,397人②台湾1,390,228人③中国1,000,416人④アメリカ768,345人⑤香港550,190人である。

一方、訪印日本人数は、2005年に10万人を超えてから順調に推移、2008年に151,000人であるが、同年インドを訪れた外国人537万人中2.8%でしかない。また、外国に行った日本人総数は1,598万人で、①中国3,446,117人②アメリカ3,249,578人③韓国2,378,102人④香港1,324,797人⑤タイ1,146,633人である。

中国・韓国・東南アジアの旅行者は日本の現代ポップ音楽が好きだが、インド人は、日本の現代ポップ音楽・アニメ・日本食にまだ関心が薄く、日本の自動車などの産業面に関心が向いているようだ。同様に、メディアがもっと取り上げれば、日本人もインドの医療・映画・インド音楽に関心を持つだろう。また、留学生に至っては、500人規模で、バングラデッシュの半分以下、中国の8万人と比べたらいかに少ないかわかる。インド人家族が日本に住むようになれば、留学生も増えるかもしれない。

この人と人との交流の少なさは、日本人の心の中に、インドに対する固定観念が植えつけられていると、私は考える。この固定観念はインドをよく知らないことから起こり、よく知らないままきいているのも、冷戦構造時代の約30年間にわたり、相互に没交渉であったことに由来すると思われる。





3. インド政府観光局と日印観光促進委員会

- 2008. 4 .17 日本インド観光促進委員会発足。UNWTOやインド政府観光局と共同
- 2008.11.20 インド政府観光局広告バス
- 2009. 4 . 8 インド政府観光局主催ヴェロタクシー出発式
 - 9 .29 日本インド観光促進委員会、JATAの海外旅行委員会の下部機関になる
 - 11.30 インド政府観光局、インクレディブル・インディア広告、大阪
 - 12.07 インド大使カップ、ゴルフトーナメント
 - 12.11 東京銀座で、日本旅行者向けにセミナー開催
- 2010. 1 .22 インド政府観光局と菜食料理の実験
 - 2 .17 JATA日印観光促進委員会からインド政府観光局へ感謝状贈呈。
 - 2 .22 デリーで観光促進シンポジウム開催

だが、少しずつ改善の方向が見える。IT産業のおかげで、在日インド人が1万5千人を超えるようになって、日本人のインド人を見る目が変わってきた。東京・西葛西のインド人街が、メディアに取り上げられ、イメージチェンジのためやってきた、「ナマステ・インディア」は10万人の日本人が集まり、旅行関係者による築地本願寺の「マハラジャ・インディア」も成功を収めた。

4. これからのツアープラン

インドは、仏教など世界遺産、アユールヴェーダとヨーガ、世界最高水準の医薬、IT、バイオなど豊富な観光資源を有し、最も魅力的な観光地である。日本にとっても当然そうだが、それ以上に日本とインドは、文化交流の歴史を古く持つ。古代インドのものの考え方が日本に流れ込み、われわれ日本人の思惟方法に大きな影響を与えてきたので、精神面・感情面でインドと日本の共通点がみられる。であれば、精神世界の哲学や多神教をも誇る長い歴史があることも改めて、認識する必要がある。新聞によれば、12年に一度のクンブメーラー祭りには、1,300万人の形而上世界で思索している遊行者が参加するという。よく考えれば、彼らは失業者ということもできる。大勢の失業者をかかえても、遊行者の生き方をインド人は認める哲学を持っている。この精神世界の哲学こそ、インド人を物質的な経済活動に駆り立てる原動力になっているとも言えよう。現在のIT革命のヴァーチャルな思索が昔のヴェーダ時代の形而上的な思索にさかのぼる。私は、インドの観光・旅行を計画する時、この哲学的な特徴を必ず考えることとしたい。最後に、この機会、この会議が、日印の旅行促進の大きな一歩になると確信する。



1. India-Japan cultural exchange history

- 538 Buddhism reached from India to Japan through Korean Peninsula in 1000 years after its rise.
- 752 A grand eye opening ceremony of Great Buddha was carried out in Todaiji Temple by Bodhisena. Emperor Shomu invited him to the dedication of ceremony that was called “kaigen” which means opening eye by the painting black ink on the pupil of the eye of the statue, which symbolized the putting of the soul in the statue. On this time Indian music became to the traditional Japanese court music accompanied by dancing and musical instruments like “Biwa” came to Japan. Sanskrit was made to Japanese character “Kana”. So many Gods had come to Japan from ancient India through some kinds of Buddhism sutras. Sarasvati, Laksmi, Indra, Siva, and Visnu.
- 985 “Ojoyoshu” or Collection of Phrases Essential to Birth in the Pure Land Paradise written by Genshin. The Japanese expression “jigojitoku” is based upon the Indian ideas of karman and samsara. In Japan the idea of karman and samsara has long influenced Japanese minds widely and deeply.
- 15C “Gion Matsuri (Gion Festival)” was carried forward by Kyoto traders that gained stock with big power after 11 years war “Oninnorann”. The large floats called “Hoko and Yama” which was made and decorated gracefully by townspeople, paraded through the street of the city. A carpet that covers the front portion of Hoko is said to be Lahore made, one from early 17th Century Mughal dynasty of India of early times. And “Indo sarasa (Indian chintz)” came to Japan.
- 16C The Seven Deities of Good Fortune appeared on the stage in Muromachi period. At least 3 out of 7 deities are Mahakala, Vaisravana, Sarasvati who are originated in Ancient India.
- 1582 “Tennshou Boys Mission To Rome” dropped in for a short visit in Goa.
- 1877 “Hugetsudou” restaurant offered “Japanese style Curry and Rice” at 8 sen, “Japanese type curry and Rice” was imported through U.K. after the Meiji Restoration period.
- 1901 Okakura Tenshin went to India and made friends each other with Rabindranath Tagore and Swami Vivekananda.
- 1905 Russo-Japanese War Peace Treaty impacted the colonized India at that time.
- 1916 R. Tagore was deeply interested in Japan appearance and criticized strongly to the aggressive nationalism of the great powers.
- 1927 The owner of “Nakamura” restaurant protected Rash Behari Bose whose wife was the owner’s daughter and R. B. Bose produced typical “Indian type Curry and Rice”. Nakamura” offered it at 80 sen.
- 1936 Kosetsu Nohsu painted 30 pieces of Buddha’s Life pictures in Mulgandha Kuti Vihar in Sarnath.
- 1944 Netaji Subhas Chandra Bose participated the Imphal operation with the Japanese Army.
- 1946 Judge Radhabinod Pal in The International Tribunal for the Far East made an impression on the Japanese at that time.
- 1949 The prime minister Jawaharlal Nehru presented Japanese children the elephant named his daughter “Indera”
- 1952 India-Japan peace treaty.
- 1957 The cultural exchange agreement between India and Japan. Cross-visitng each other between both Prime ministers.
- 1959 His Highness the Crown Prince and Princess (The Emperor and Empress of now) visited to India.
- 1982 Suzuki Motor Corporation started cooperation with Maruti Udyog Limited.
- 1991 India in the crisis of short of foreign currency reserves. Japan offered 450 million dollars on the government basis and 200 million dollars in private basis.
- 1993 Shusaku Endo wrote “The Deep River” which means River Ganga focused on Karman and Samsara.
- 2000 Prime Minister Mori visited India.
- 2005 Prime ministers Manmohan Singh and Junichiro Koizumi declared the joint statement.
- 2007 India-Japan Friendship Year
- 2008 Prime minister Manmohan Singh visited to Japan
- 2009 Prime minister Hatoyama visited to India



Nevertheless to say, the relationship between two countries started at the year 538 when Mahayana of Buddhism reached to Japan. Indian Culture had been following to Japan through the Silk Road, China and Korean Peninsula. In addition to many Deities of India, origin of the Japanese syllabic characters called kana, the carpet and cotton fabrics named of “Calico and Sarasa”, the idea of “karman and samsara” had influenced Japanese way of thought. The ancient Japanese people seemed not to have known the India of that time and seemed only to image the concept of India as “Tenjiku”. I think that India gave more than it received from Japan and it had an overload of religious and ethical elements in the standpoint of view of the flow of cultural influence.

In modern days, Japan staged on the world politics first and The Peace Treaty of 1905 between Russia and Japan made the impact to India. After the world War II in which the relations between Two countries connected each other through two Boses, India had gotten Independence to establish the sovereignty and Japan had lost the sovereignty till the San Francisco Peace Treaty of 1952. Continuously Japan signed a peace treaty with India in 1952 and in article 6, it was clearly mentioned that India waived all reparation claims against Japan. This gesture moved the Japanese people of those days greatly.

Japan had a miracle rapid progress in its own economy to get the second largest country all over the world from 1950’s. I think that Japanese culture had flowed reversely to India in the economy elements of technology, investment, goods, and Japanese engineers and managers. On the same time Cold War from 1950’s to 1980’s separated each other, on one hand India was supported by Soviet-Block and on the other hand Japan was included in U.S. Block. Both countries had not closely kept in touch with each other in these 30 years.

From the end of this previous century, India has been focused as the top-runner to be all over the world as one of BRICS in 2003. India-Japan Strategic Partnership is well-appreciated in both countries. When Prime Minister Abe visited India in 2007, it was agreed that Prime ministers of Japan and India would visit each other every year. In 2008 Prime Minister Singh visited Japan, followed by the visit of Prime Minister Hatoyama to India in the end of 2009.

The relationship between the two countries is also strengthening on economic and business front. India became the largest recipient of Japanese FDI (Foreign Direct Investment) in FY 2009, surpassing that to China. India is now ranked as the most important country for long-term investment destination for Japanese companies. Bilateral trade between India and Japan has also increased. The total volume of the India-Japan trade has grown by more than twice in the past few years. India is also the largest recipient of Japanese ODA in the past five years.

(10 thousand)

year	From India to Japan	From Japan to India
2004	5.3	9.6
2005	5.8	10.3
2006	6.2	11.9
2007	6.7	14.5
2008	6.7	15.1

2008	From overseas to Japan	From Japan to overseas
Total	835	1598
1.	Korea 238	China 344
2.	Taiwan 139	U.S.A. 324
3.	China 100	Korea 237
4.	U.S.A. 76	HongKong 132
5.	HongKong 55	Thailand 114
—	India 6.7	India 15.1

(JNTO 2009)

2. Travelers from India to Japan and Travelers from Japan to India

Despite the progress in diplomacy and economy, people to people contact is sadly missing. Numbers of the passengers from India to Japan in 2008 were 67,000 decreased by 0.4% compared to the previous year and decreased for the first time in 14 years because of the worldwide business stagnation. Total passengers from overseas to Japan were 8350,000 (1.Korea 2.Taiwan 3.China 4.U.S.A. 5.Hong Kong).

On the other, numbers of the passengers from Japan to India in 2008 were 151,000 having increased from 2005 which went over 100,000 lines, but it was only 2.8% out of the 5,370,000 of all passengers to India. All Japanese to overseas were 15,987,250 (1.China 2.U.S.A. 3.Korea 4.Hong Kong 5.Thailand).

One of the attractions of Japan for tourists from China, Korea and Southeast Asia is our modern pop culture. However, Japanese pop song, animation, and cuisine have not been appreciated well by ordinal Indians yet. One of the reasons is the concentration of Japanese business in automobile and related industries, and very few in culture-related industries. Similarly, more and more Japanese can visit India to enjoy such attraction as medical treatment, cinema and modern music, had they been more actively promoted by Japanese media. Student exchange between India and Japan is also at a disappointing level. The number of Indian students in Japan has been stagnating in the range of five hundred, which is less than half of the students from Bangladesh to Japan. There is a sharp contrast with Chinese students, whose number



is close to 80 thousand. Had more Indian families visited Japan, more and more young Indians could have wanted to come to Japan as an exchange students. I think that the relatively small numbers of travelers from Japan to India are regrettably due to misconception about India in the mind of the Japanese people. This misconception was derived from lack of mutual understanding, and this lack was derived from little communication in the past several decades of the Cold War period.

3.Mr. M. SADANA Regional Director, East Asia Region, India Tourism And JATA India-Japan Tourism Promotion Committee

- 2008.04.17 India-Japan Travel promotion was founded.
 - Cooperation with the East Asia Region of India Tourism and UNWTO
- 2008.11.20 Wrapping Bus in Tokyo
- 2009.04.08 Velo-Taxi starting Ceremony sponsored by India Tourism
 - 09.29 The subordinate of JATA Overseas Travel Committee
 - 11.30 The advertisement of Incredible India in Osaka
 - 12.07 Incredible India Golf Tournament 2009, Indian ambassador's Cup
 - 12.11 The Seminar for Travel Agents of Japan in Tokyo
- 2010.01.22 Experiment of vegetarian food for foreigners
 - 02.17 IJTPC offered the award to India Tourism
 - 02.22 India-Japan Travel Promotion Symposium in Delhi

There are some progresses in people-to-people exchanges. For example, thanks to the IT industry, the number of Indians in Japan has exceeded 15 thousand. This has certainly changed the Japanese perception to Indian people. In recent years, quite a few media reports covered a "Little India" in Nishi-Kasai, Tokyo. With the changing image of India, "Namaste India", an India festival in Japan organized every year, attracted close to one lakh Japanese visitors. Last year, a similar festival called "Maharaja India" was additionally organized with a huge success at Tsukiji Honganji Temple in Tokyo. Remarkably this festival was organized by Indian and Japanese tourist companies and related bodies.

4. The new tour planning

India being a Tourism resources and abundant world heritage, including Buddhist monuments, Ayurveda and Yoga, top-notch medical care and pharmacy, IT technology, Biotechnology, could become one of the most attractive destinations for us Japanese also. According to the history of the cultural exchange between two countries, we Japanese have been effected long by the way to think in the ancient India. So we have almost same mentality and sensibility between us. The fact that India is proud of Philosophy and multi-Deities religion in her long history, should be emphasized much more again. According to newspaper 13 million Sadhus who always think in the metaphysical world, participate in Kunbumera Festival every 12 year, and they are also jobless people from standpoint of view of economy. Even if so many people have no jobs, almost all Indian people have the "philosophy" to recognize the way of life of Sadhus. I believe that this "philosophy" drives Indians to be at the leading edge of technology business. IT revolution of virtual thinking comes back 5,000 years to the metaphysical thought of the Vedic period. I am interested in the long long continuity to think in India, and I would like to consider this "philosophy" in the case of planning tours to India.

Given the background, it is high time to promote India-Japan tourism in a big way. Like Japanese business communities have sent numerous delegations and missions to India in the past years, the tourist industry will also walk on the same road between India and Japan. I am convinced that this conference will become a breakthrough in the tourism between India and Japan.





ラシュミ・ヴァルマ女史 Ms. Rashmi Verma, Principal

ビハール州 観光主席次官

Secretary – Tourism, Government of Bihar.

ビハール州の仏教巡礼回路

Development of Buddhist Circuit in Bihar

(Presentation based on development and promotion of Buddhist Circuit in Bihar)

私は仏教発祥の地についてお話しします。ビハール州の我々の使命は特に仏教巡礼回路に沿った観光地のサービスの質を上げ、観光全体の環境をしっかりと整備して行くことです。我々は去年、全ての関係団体と総合的な計画を立て、既にさまざまなセクターで改善を進めていますが、もちろんこのような努力は今後も続けていきます。

I would like to talk about the land of origin of Buddhism. Our mission is to establish quality services and enhance the overall tourism environment, especially focusing on the Buddhism Circuit. We made a comprehensive plan to implement last year with many stakeholders. We are succeeding in improving many areas so far and we promise to go forward.



ヤェシュ・ランジャン氏 Mr. Jayesh Ranjan

アンドラ プラデシュ州 観光次官

Secretary – Tourism, Government of Andhra Pradesh.

日本人旅行者必見の観光目的地

Andhra Pradesh - A Must See Destination for Japanese Tourists.

(Presentation based on tourist attractions in general and places of Buddhist interest in particular in the southern state of Andhra Pradesh)

仏教は我が州で発展しましたので、歴史的にも我が州には多くの仏教哲学者が出ていますし、多くの世界遺産があります。全部で152の仏教遺跡があり、そのうちの22が観光地として開発されていますが、それにはインド政府と日本からの財政支援のお陰です。アンドラ・プラデシュ州には国内の観光客がインド中で一番多く訪れ、世界の5大観光地の一つになっています。仏教だけではなくハイドロバードのような近代都市も人々を惹きつけます。

Buddhism was developed in our state, so historically we have had many famous Buddhism philosophers and we have many heritage sites, too. There are 152 Buddhism sites in our state and we have been promoting 22 sites among them with the help of the national government and Japanese financial assistance. Our state is visited by the largest number of domestic visitors and it's one of the top 5 tourism sites globally. We not only have Buddhist sites, but we also have many other attractions in the very modern city like Hyderabad.



ナリン・シンハル氏 **Dr. Nalin Singhal**

インド鉄道ケータリング・観光会社取締役

Director (Tourism), Indian Railways Catering and Tourism Corporation.

仏教遺跡巡り列車とマハラジャエクスプレス

“Mahaparinivana Buddhist Train and Maharajas’ Express”

(Presentation on Special Buddhist Train and on Luxury travel by Maharajas’ Express)

インドの鉄道は世界でも3番目に大きな規模のネットワークを誇ります。鉄道にはさまざまな産業が関わっており、その中には仕出し屋や旅行会社も含まれています。我々の提供するサービスはさまざまで、値打ちなものは国内の旅行者向けです。仏教巡礼回路の特別列車が2007年から開始されました。その他にも富裕層に向けてのマハラジャエクスプレスのような豪華なツアーのような、新しいサービスも開始して参ります。

The Indian railway is the third largest rail network in the world. It is related to many industries such as catering and travel agencies. We have various products, such as budget products for domestic users. A special Buddhism Circuit train started from 2007. We are going to have new tourism products such as the luxurious Maharajas’ Express train tour for wealthy customers.



タンベール・ジェーハン女史 **Ms. Tanveer Jehan**

ジャム・カシミール州 観光次官

Secretary Tourism, Government of Jammu & Kashmir.

ジャムとカシミールー地上の楽園

“Jammu & Kashmir – A Paradise on Earth”

(Presentation on tourist attractions in the Himalayan mountains of Jammu and Kashmir)

ジャム・カシミール州はヒマラヤ山脈にあり、3つの突出した観光地でもあります。観光の目玉は盛りだくさんで、世界で最高のスキー場もあります。宿泊施設もかなり充実してきました。世界で最も美しく、安全でもある我が州に是非ともおいで下さい。

Jammu & Kashmir is in Himalayan mountains and 3 distinguish destinations. We have so many tourism attractions including skiing best slope in the world. Accomodation facilities have been largely improved. We would like you to visit our state deifinitely because it’s the most beautiful and very safe land in the world.



パダムジェート シン サンドュー **Mr. Padamjeet Singh Sandhu**

インドプロゴルフ協会部長

Director (Sales and Marketing), Professional Golf Tour of India, New Delhi.

インドーゴルフのデスティネーション

“India- A golfing Destination”

(Presentation on Golfing opportunities in India)

日本にとってはゴルフは単にスポーツではなく、既に文化の一部ですね。私はインドでのゴルフにおけるいくつかの例をお見せします。我が国には既にゴルファーを迎える十分なインフラもあります。また、我々は新たに最新の設備を備えて設計された美しいゴルフコースをインド中に増設しております。是非インドでゴルフをお楽しみ下さい。

For Japan, golf is not only sport but already a part of its culture. I would like to tell you some of our showcases for golfing in India. We have enough infrastructure to welcome golfers and we have been increasing beautiful and newly designed golf courses with sophisticated facilities throughout India. Please enjoy golfing in India.

Q1. シッキムやダージリンのどんなところが日本の観光客を惹きつけているのか？具体的な理由はあるのか？

A. (柴田氏) 調査結果でそれらの地が人気になってくるとわかった。ただ、他の観光地もそうなる可能性はある。

Q1. What points of Sikkim or Darjeeling can attract Japanese tourists? Are there any specific reasons?

A. (Mr. Shibata) The result of the survey showed that those areas would be popular. But other areas have potential, too.

Q2. レジャー、文化、冒険の旅、これらの中でどれが一番成長しそうなのか？

A. 活動を伴う観光が一番伸びている。

Q2. Which segment is the fastest growing; leisure, culture or adventure?

A. Activities related to tourism are growing very fast.

Q3. 年齢的に考えると、その傾向は？

A. 若い人達は不景気の悪影響を受けているが、中高年は豪華な旅を好む傾向にある。

Q3. What are Japanese travelers' trends depending on age bracket?

A. Young people are suffering from economic stagnation but elderly people have a tendency to enjoy luxurious tours.

Q4. 仏教関連の旅行者の数が減っているのは何故か？

A. 若者は仏教には興味が無いため。だからインドにおける仏教にイメージを刷新して欲しい。

Q4. Buddhism related tourist numbers have been declining. Why?

A. Young people are not interested in Buddhism, so I would like you to renovate the Buddhism image in India.

Q5. (日本人ジャーナリストから) インドへのジャーナリストビザの取得はとても難しい。その緩和を希望する。

A. (チャトルベディ氏) 将来的に改善して行きたい。

Q5. (From a Japanese journalist) Journalist visa is very difficult to get. I hope it will be relaxed.

A. (Mr. Chaturvedi) We will try to improve this issue in the future.

Q6. (日本人から) 「インクレディブルインディア」という表現の中での一番のメッセージは何か？

A. 最初は世界に向けてインドのブランド的イメージを打ち出したかった。今回のような情報交換できるイベントのお陰で我々は多くを学び、今後はより具体的な戦略を立てる事ができる。そうすれば、我々のメッセージをもっとはっきりと伝える事ができるようになるだろう。

Q6 (From Japanese) What are the most important messages in "Incredible India"?

A. First we wanted to create a brand image of India throughout the world. Thanks to this kind of information exchange event, we can learn a lot and make more specific strategies, so we will make this point more clear.

Q7. インド人が日本を訪れる時にはどこが良い観光地かを教えて欲しい。

A. (柴田氏) 東京、北海道、京都、広島などもとても良いが、中央の山間部もすばらしい。また、高品質でお値打ちのおみやげは日本中で手に入る。

Q7. Please let us know popular tourism sites in Japan for Indian tourists.

A. (Mr. Shibata) Tokyo, Hokkaido, Kyoto and Hiroshima are very good as well as the central mountain areas. Also, you can find quality-made and reasonably priced souvenirs all around Japan.

Q8. (JTB) マハラジャエクスプレスのチャーター利用は可能か？ゴルフツアーでティータイムは取れるのか？

A. (シンハル氏 インド鉄道ケータリング・観光会社) チャーター利用は可能。フル操業は2010年の10月より。

A. (サンデュー氏 インド・プロゴルフ協会部長) ティータイムは2、3日前の連絡があれば基本的には大丈夫ではあるが、それは各コースによる。

Q8. (From JTB) Can Maharajas' Express be chartered for a special package tour? Is tee time possible in golfing in India?

A. (Dr. Singhal, Indian Railways Catering and Tourism Corporation) Yes, charter is possible. Full-fledged operations will start in October 2010.

A. (Mr. Padamjeet Singh Sandhu, Professional Tour Golf of India) Getting a tee time is usually possible with two or three days notice, but that depends on each course.



チャトルベディ氏によるまとめ

SUMMING UP OF WORKSHOP BY MR. DEVESH CHATURVEDI

チャトルベディ氏によりシンポジウム、ワークショップの的確な総括がなされた。その主な内容はビザへの要求事項、新たな観光地について、などであった。また彼はこのような情報交換のできる機会を通して、今後も2国間の関係が深まる事への期待を述べた。最後にこのシンポジウム開催に係わった全ての関係者に感謝の言葉を送った。

Mr. Chaturvedi summarized the symposium and the workshop very appropriately. Major points were about visas, new tourism spots and so on. He hoped to deepen the relationship between the two countries by promoting this kind of information exchange opportunity. Lastly he extended his gratitude to all the individuals and groups who were involved in this event.



シンポジウムを終えて

(UNWTOアジア太平洋センター・(財)アジア太平洋観光交流センター (APTEC))

REVIEW OF THE SYMPOSIUM BY THE UNWTO REGIONAL SUPPORT OFFICE FOR ASIA AND THE PACIFIC/ASIA-PACIFIC TOURISM EXCHANGE CENTER (APTEC)

南アジアの大国インドは、いわゆるBRICSの一角を占める、既に発展途上段階を終えて力強く前進している国であり、南アジア、世界において政治・経済両面で大きな影響力を発揮しているが、その広大な地域に存する観光資源力はいまだ十分に世界の観光マーケットに活用されていない。

我々UNWTOアジア太平洋センターとその支援組織APTECは、この多様な自然、文化的豊穡に恵まれたインドと日本の観光交流を増進させることは、両国間の経済交流発展の一翼を担うのみならず、とりわけ多くの日本人観光客がその安全な旅行を担保しつつ、インドを訪れることによって、そのインド観光関連産業への日本人観光支出投下による直接的、間接的経済効果、雇用機会の創出・増大により、社会的安定を醸成し、両国の友好親善、相互理解を促進する最も有効な手段のひとつになると考え、インドの首都ニューデリーで、両国の持続的観光発展のあり方を、両国旅行業界関係者によって提言、議論し、今後の緊密な関係を構築するために、インド観光省、日本国観光庁とともに観光交流促進シンポジウムを主催した。

このシンポジウム開催、成功は、世界の経済不況下、また2008年末インド一部地域で発生したテロなどの困難な状況を乗り越え、日本人観光客を歓迎し、その増大の期待を維持してきたインド観光省を始め、インド側観光業界の全面的賛同・協力と、今後、インドは日本人にとって大きな伸長を予感させる観光目的地国として、インド観光を推進しようという強い意志を持ち、多忙な中で活動してきた日本旅行業協会 (JATA) の役員、会員の皆様の熱意無しには実現できなかったものである。関係したすべての方々の努力に敬意を表したい。またなによりも、本事業の趣旨を理解いただき、財政的支援を提供していただいた日本財団に深甚の謝意を表するものである。

After the Symposium

India, one of the BRICs is a large country in southern Asia and has already shown its robust economic power as it exits its developing stages. Though it is influencing not only southern Asia but also the world at large politically and economically, its tourism resources within its borders have not been fully utilized in the global tourism market.

We, the UNWTO regional support office for Asia and Pacific and its supporting organization APTEC, think that promoting tourism between Japan and India, which has deep diversified nature and culture, will encourage economic exchange between the two countries. Specifically, it is expected that many more Japanese will be able to travel in India safely, which will create direct and indirect economic effects in the Indian tourism related industries, such as creating new and more diversified jobs. We think such development should be one of the most efficient methods to bring about social stability in India, encourage friendship and goodwill, and deepen mutual understanding between the two countries. Therefore, we held the “Symposium encouraging tourism exchange between India and Japan” in New Delhi. It was joined by Ministry of Tourism, India and the Japanese Tourism Agency so that both countries’ tourism related people can discuss and propose ways for sustainable tourism development and to establish a close relationship between the two countries for the future.

This symposium was held successfully thanks to Ministry of Tourism India, Indian tourism industry, directors and members of JATA. India overcame various difficulties such as the global economic slowdown and terrorism in a part of India at the end of 2008. It kept welcoming Japanese tourists with expectations to increase its numbers patiently. The Indian tourism industry agreed and cooperated with us in full. As for Japanese side, directors and members of JATA had a strong intention to promote tourism in India while expecting that India would grow as a tourist destination for Japanese in the future, and they worked hard amid their tight schedule. Without the enthusiasm of all people involved, we could not have realized this symposium.

We would like to extend my sincere gratitude to all of those who supported this symposium. Above all, we would like to extend a special thanks to The Nippon Foundation for understanding the purpose of this project and offering financial support.



旅行関連業界向けスタディツアー 2010年2月23日
*Technical Tour for Travel Industries and related persons organized
by India Side on Feb.23,2010*

○タージマハル・アグラツアー
Taji Mahal · Agra Tour



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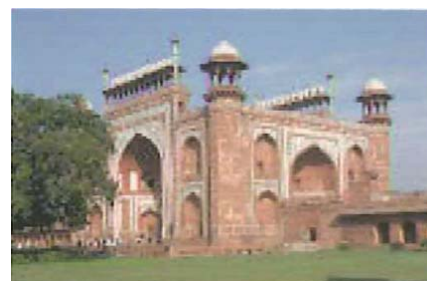
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アグラ駅



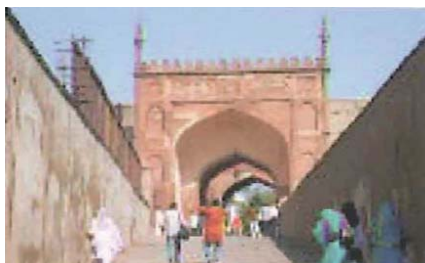
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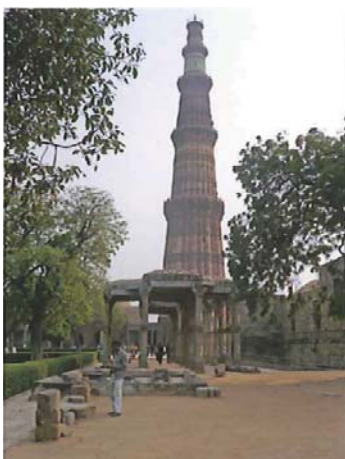


乗合タクシー



アグラ城

○デリー市内ツアー
Delhi City Tour



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