

Counting the number of tourist on volcanoes in Japan, as a sightseeing marketing research.

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Total annual amount of consumption by tourism around volcanoes was estimated to be between three and eight trillion yen in Japan. The sightseeing of volcano is one of the chief industries in this country. But the number of visitors on volcanoes had not been counted systematically yet. Total number of visitors on each national park, quasi-national park, and prefectural natural park were announced by the Ministry of the Environment as 917 million annually. Among them 345 million tourists visit the parks where volcanoes are included in. The landscape of volcanoes is one of the most attractive factors in the parks both quantitatively and qualitatively. It is difficult to estimate the real number of tourists who will visit volcano for sightseeing because of the lack of the common counting data. The number of tourists on volcano varies from volcano to volcano, as the order of ten million (Hakone, Aso, Fuji, and Asama), one million (Nikko, Yatsugatake, Nasu, Kuju, and other 25 volcanoes), a hundred thousand (Esan, Izu-Oshima and other 25 volcanoes), ten thousand (Miyakejima, Hakusan and other 14 volcanoes) annually, according to the data from each municipal office. The number of climbers are also counted by each authority as three hundred thousands on Fuji, twenty thousands on Iwate, and 365 on Fuppushi volcanoes. There are various kinds of method for presentation or exposition about the volcano information for the tourists, including the museum, exposition board, leaflet, and guide. It is necessary to consider the cost performance to make up the nice presentation for the tourist who will visit the volcano area for the volcanologist with the related government agency, municipal office, and the traders concerned.

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