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The role of Tourism Economic Zones (with the example of India, Japan and China)

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Abstract Establishing TEZs require a lot of principles, 10 staged process and estimated economic calculations. Being extremely significant, as well as difficult to gain profit, a number of countries have TEZs in the world. Japan, China, India, Croatia are considered as one of them. In this article we will analyze existing TEZs in the particular countries, their economic impact and expected strategies.

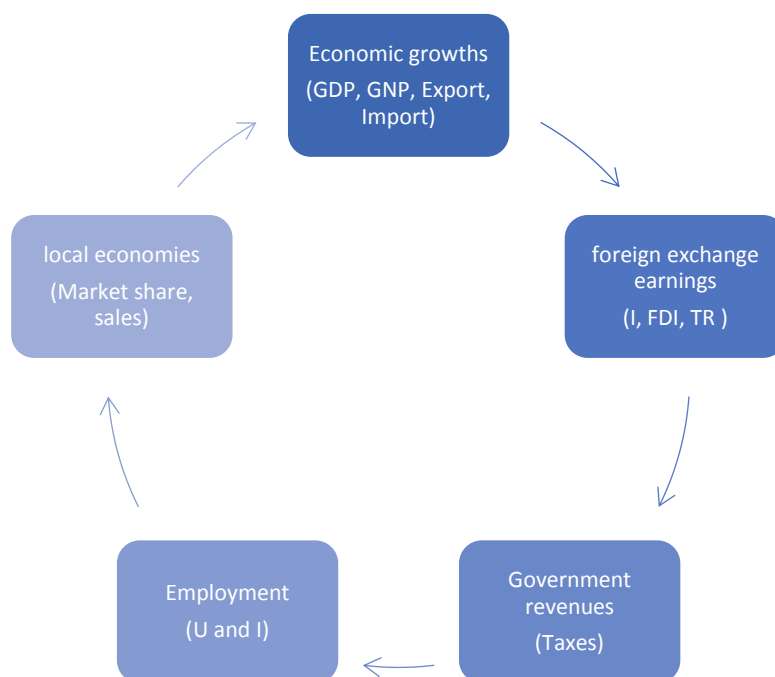
Keywords: TEZ, tourism export, tourism GDP, Kalkutta TEZ, Japan TEZs, China TEZs.

Main analysis:

Tourism export became one of the main forces of economy in many countries, especially Asian countries. Tourism trade is connected to many scientific areas, mostly medicine and economy, by effecting macroeconomic indicators. Economic impacts associated with tourism arise as a result of the demand and supply relationships in the industry, the associated visitor and investment expenditure patterns that they stimulate, and the structure of the economy¹. Forming from demand and supply in world market, countries gets economic impact in their tourism export. Following are the main macroeconomic indicators, which are effected by international tourism trade.

¹ Tohidy Ardahaey, F. (2011). Economic Impacts of Tourism Industry. International Journal of Business and Management, 6(8). doi:10.5539/ijbm.v6n8p206

Graph 1.3.2 Tourism trade impact on macroeconomic indicators²



Economic impact

One of the biggest benefits of tourism is the ability to make money through **foreign exchange earnings**. Tourism expenditures generate income to the host economy. The money that the country makes from tourism can then be reinvested in the economy. How a destination manages their finances differs around the world; some destinations may spend this money on growing their tourism industry further, some may spend this money on public services such as education or healthcare and some destinations suffer extreme corruption so nobody really knows where the money ends up. Tourism can help to raise money that it then invested elsewhere by the Government.

There are two main ways that this money is accumulated. **Direct contributions** are generated by taxes on incomes from tourism employment and tourism businesses and things such as departure taxes.

² Made by author based on the information in the article of Tohid Ardahaey, F. (2011). Economic Impacts of Tourism Industry. International Journal of Business and Management, 6(8). doi:10.5539/ijbm.v6n8p206

Indirect contributions come from goods and services supplied to tourists which are not directly related to the tourism industry. Take food, for example. A tourist may buy food at a local supermarket. The supermarket is not directly associated with tourism, but if it wasn't for tourism its revenues wouldn't be as high because the tourists would not shop there. There is also the income that is generated through **induced contributions**. This accounts for money spent by the people who are employed in the tourism industry. This might include costs for housing, food, clothing and leisure Activities amongst others. This will all contribute to an increase in economic activity in the area where tourism is being developed.

As the impact of tourism on economy rises, scientists are trying to apply several innovative strategies and construction. One them would be Tourism Economic Zones (TEZs). **Tourism Economic Zones** - A TEZ is a tract of land with defined boundaries master planned to be developed into an integrated tourism complex prescribed carrying capacities to host tourism enterprise facilities and services within the property.³

Regarding to its subjects and organizational parts TZ has 5 types. They are:

1. Cultural Heritage tourism zones
2. Health and Wellness tourism zones
3. ECO - tourism zones
4. General leisure tourism zones
5. Mixed tourism zones

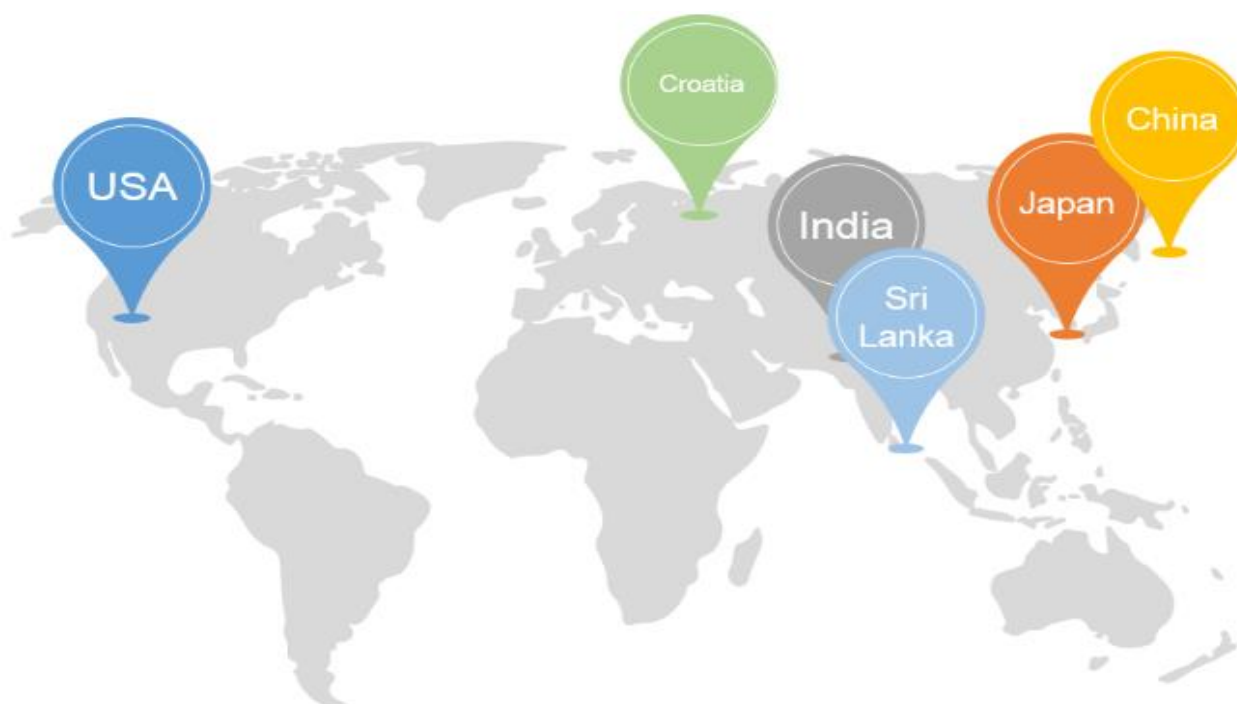
It is important to say that Touristic Zones are controlled by, **TIEZA** (Tourism Infrastructure and Enterprise Zone Authority). According to these organization there are several requirements to create a zone.

- Land size should be at least 5 hectares or more;

³ Definition by Tourism Infrastructure and Enterprise Zone Authority

- Minimum investment amount - \$ 5 million;
- Certificate of TIEZA
- Development plan

According to the statistics of UNWTO, there are more than 150 Tourism Economic Zones in the world. However, not all of them work profitably as expected. The main TEZs are located in 6 countries all over the world.



Graph 1. Countries with beneficial TEZs⁴

From the map above, it is clear that most of the TEZs are located only 6 countries, accounting at least 48% of tourism profit in each country respectively. China takes the lead with the most number of TEZs globally, while Virginia TEZ located in USA is considered as the most effective TEZs in the world. Each country has specific type of TEZ, considering opportunity, touristic potential and geographic location. In order to fully understand we decided to show TEZs separately by country in detail.

⁴ Made by author

Japan

One of the developed countries, leading member of world tourism market, tourism industry is the 5th largest industry of GDP in Japan's economy. Japan is the 3rd biggest touristic country in the world after USA and China.

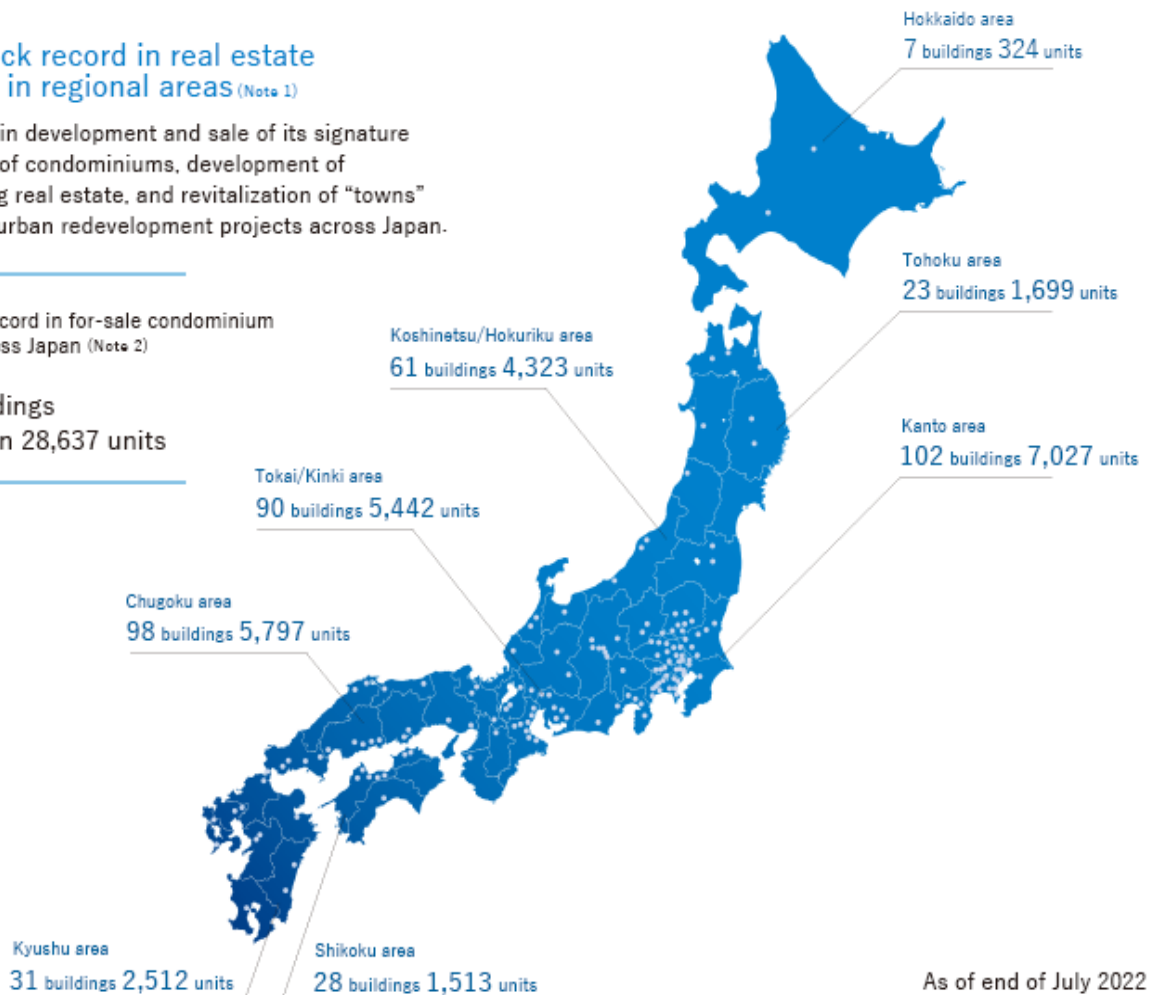
Reference

Abundant track record in real estate development in regional areas (Note 1)

Marimo engages in development and sale of its signature "Polestar" brand of condominiums, development of income-producing real estate, and revitalization of "towns" by taking part in urban redevelopment projects across Japan.

Marimo's track record in for-sale condominium development across Japan (Note 2)

Over 440 buildings with more than 28,637 units



Graph 2. Tourism Zones in Japan, map⁵

⁵ Japan Tourism Organization.

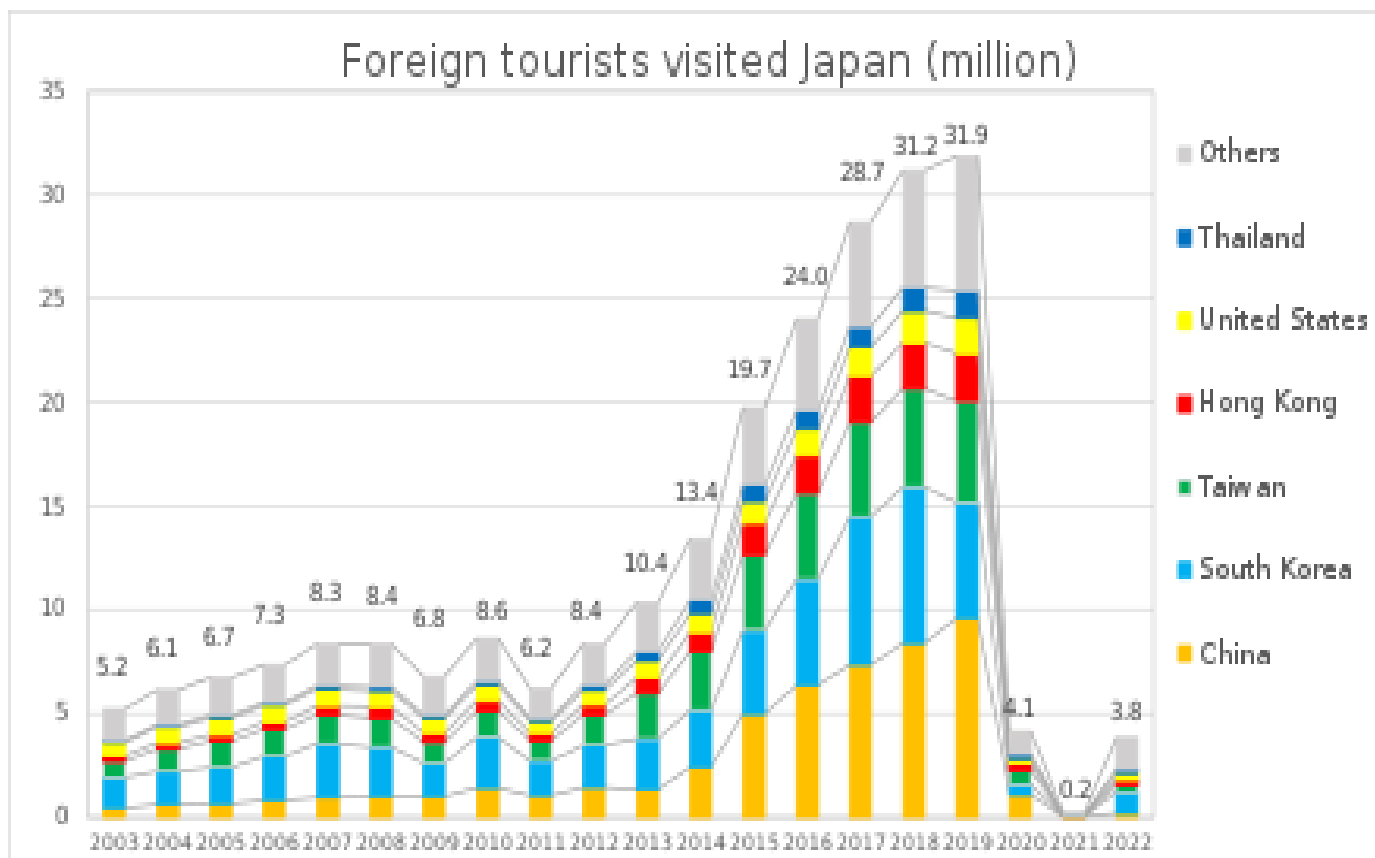
In Japan, there are 13 TEZs and all of them were created as the Brownfield TEZ. By TEZs, Japan had \$359 billion in 2021, accounting 4,4 % of GDP. Following are the 13 TEZs in Japan:

- Furano/Biei Wide-Area Tourism Zone
- Fukushima Tourism Zone (Japanese)
- Aizu/Yonezawa Regional Tourism Zone (Japanese)
- Nikko Tourism Zone
- Mito/Hitachi Tourism Zone (Japanese)
- Minami-Boso Regional Tourism Zone (Japanese)
- Mt. Fuji/Fuji Five Lakes Tourism Zone (Japanese)
- Snow Country Tourism Zone (Japanese)
- Ise/Shima Regional Tourism Zone
- Lake Biwa/Omi Path Tourism Zone (Japanese)
- Kyoto/Tango Tourism Zone (Japanese)
- Hiroshima/Miyajima/Iwakuni Regional Tourism Zone
- Nishi-Awa Tourism Zone (Japanese)⁶

Another principal concern is encouraging tourism development that is both inclusive and sustainable given recent growth trends. While Japan has not yet experienced the ‘problems of success’ that have affected other high profile global destinations, it has nevertheless recognized the need for focused and sustainable policies and related measures to effectively develop and manage a dynamic sector.

All regional and local governments have recognized these issues alongside the Government, which in 2016 developed a long term strategy to 2030. The *New Tourism Strategy to Invigorate the Japanese Economy* is complemented by a medium term plan entitled the **Tourism Nation Promotion Basic Plan**, which sets out a comprehensive and agreed set of measures to be taken by ministries across government from 2017.

⁶ Based on information from the Japan Tourism Organization.



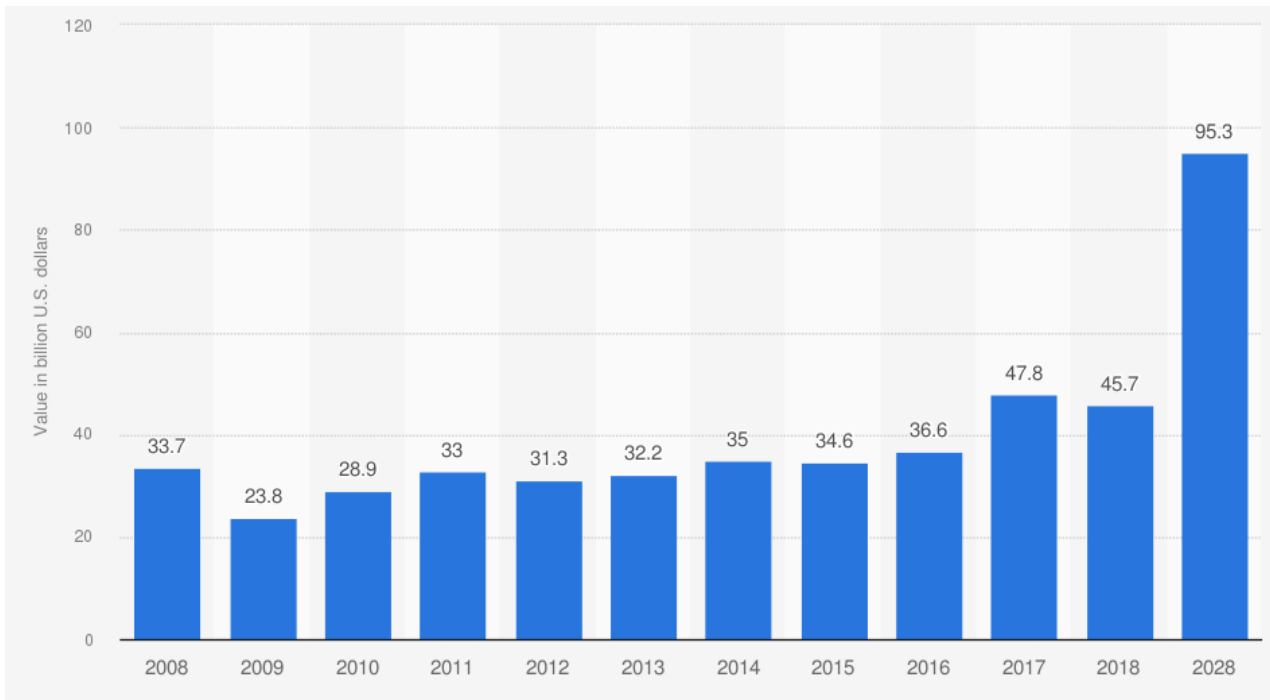
Graph 3. Number of foreign visitors in Japan (2003-2022)

Collectively these documents represent the agreed tourism policies and measures to be delivered by the Government and its agencies. The Government reviews all regulations for their impact on tourism and accommodates any changes as necessary, setting and adapting goals with reference to UNWTO forecasts and other experts to shape and modify the plans as necessary.⁷

India

Tourism industry is the 3rd largest sector in India's economy, accounting for 6.8% of GDP. India is the 22nd most visited country, while 8th in Asia. 12.9% of total employment comes from tourism, hosting for 7 million visitors in 2021, which caused the earning of \$ 8.8 billion.

⁷ Based on information from the Japan Tourism Organization.

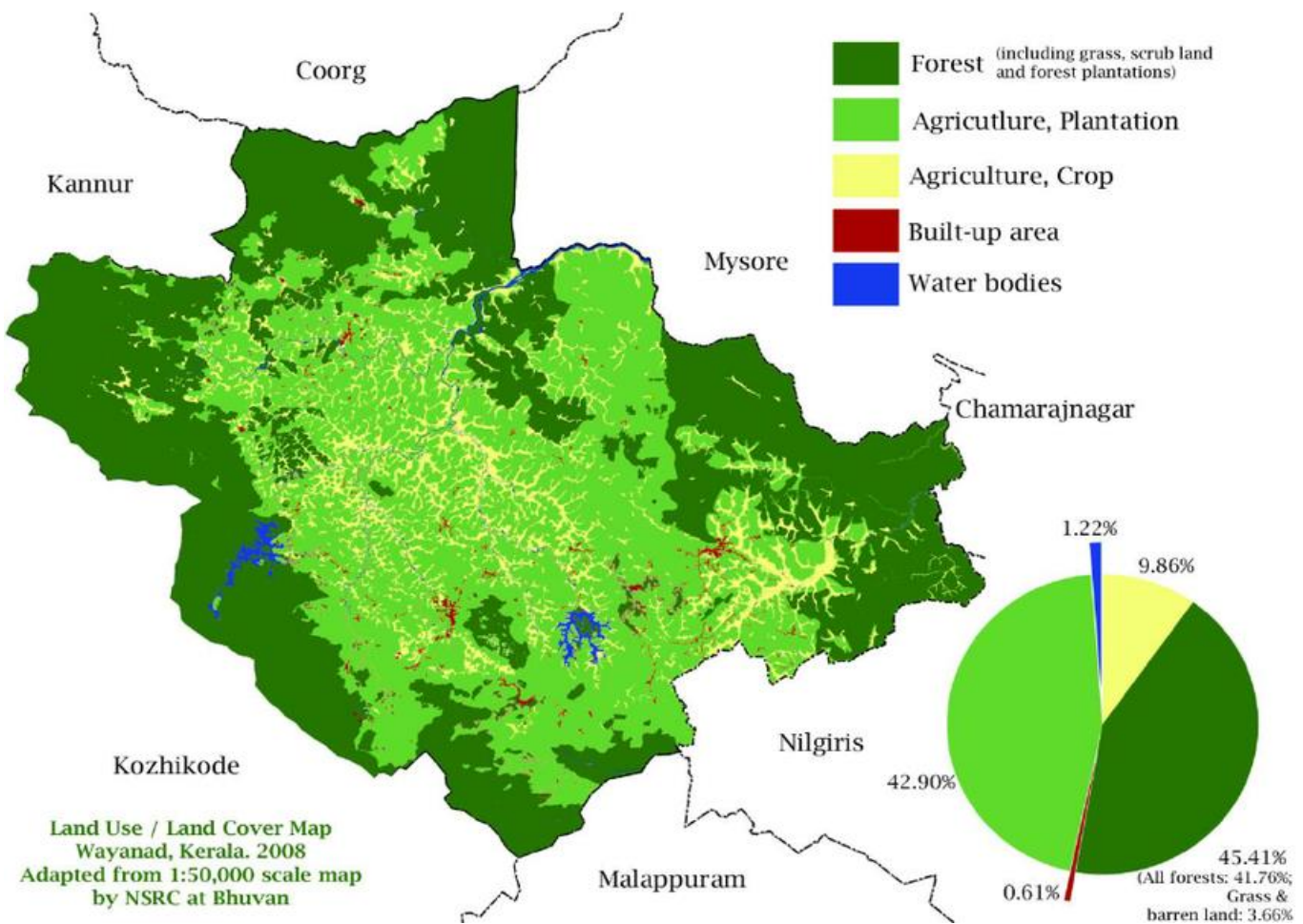


Graph 4. Capital investments to tourism in India

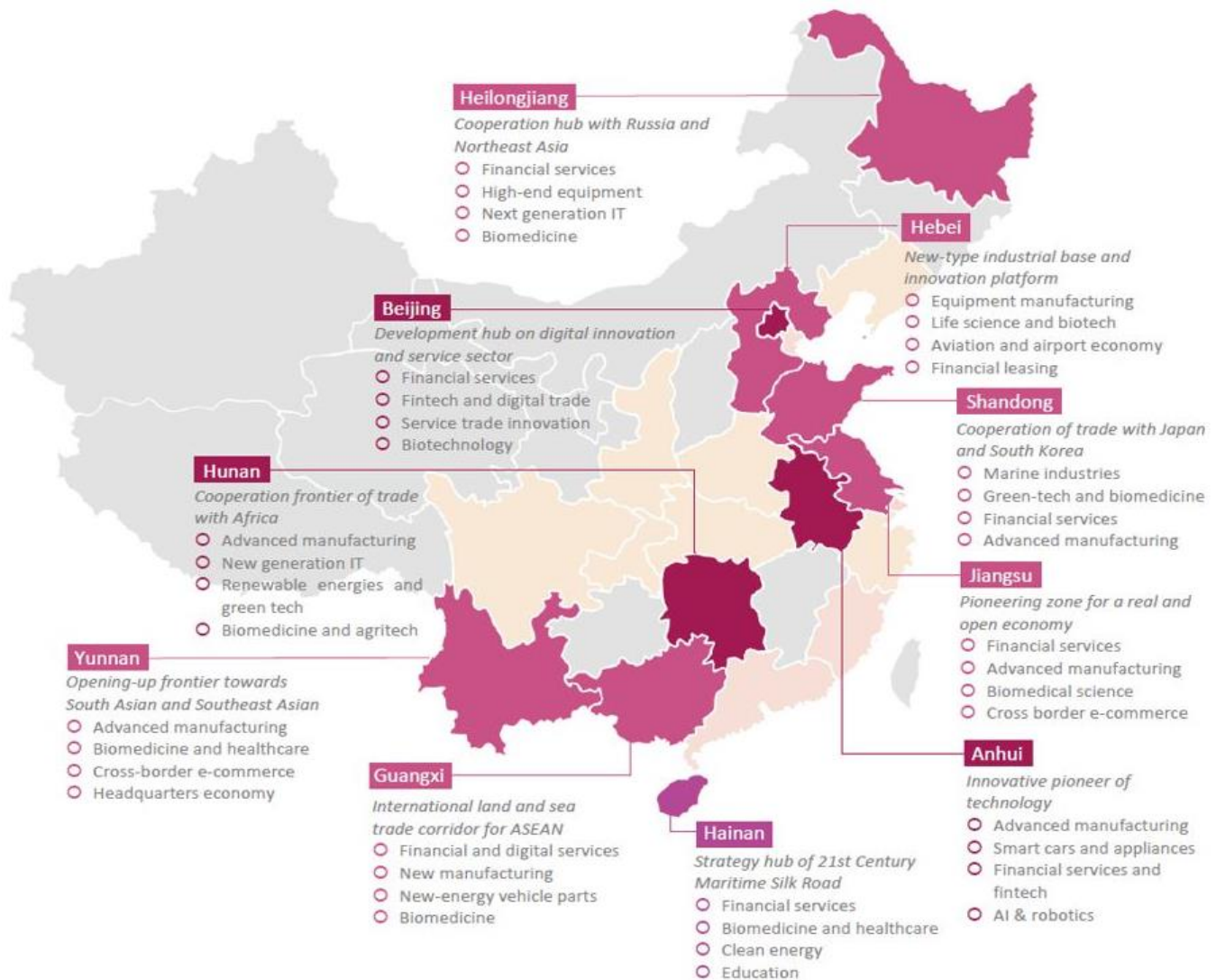
Graph 5. India TEZs map⁸

China

China 17% of total GDP comes from tourism industry. However, due to



COVID-19, this indicator fall down to 3 %. 28.25 million people are employed in tourism industry, accepting 32 million visitors in 2022. In China there are 45 TEZs, locating in 23 provincial-level regions in the country, cover multiple types of resort destinations, such as those featuring rivers, lakes, wetlands, mountain forests, hot springs, coastal areas, winter sports, cultural theme tourism as well as ancient cities and deserts and steppes. According to the ministry, over the third quarter of 2020, the existing 30 national resort zones received 44.3 million tourists, marking an increase of 82.6 percent from the previous quarter.



Graph 6. TEZs in China⁹

⁹ China Tourism Organization website.

Total tourism revenue of these zones had reached 24.9 billion yuan (\$3.8 billion), up by over 90 percent from the preceding period.

In addition, 515 resort zones at the provincial level received 293 million visitors in the third quarter, making a total of 135.8 billion yuan in tourism revenue. China selects and introduces tourist and resort zones at different levels to encourage such zones to streamline product structures, support the country's leisure tourism and advance the transformation and upgrading of relevant industries. The conditions of the zones' infrastructure, operation, information service and tourists' satisfaction are among the major factors of consideration in the selection.

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