



Evaluating the spatial spillover effects of tourism demand in Shizuoka Prefecture, Japan: an inter-regional input–output model

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Abstract

Shizuoka prefecture in Japan has many tourism destinations and a lot of international and domestic tourists visit it. There are regional cooperative destination marketing organizations (DMOs), which provide the lion's share of promotion of tourism for Shizuoka prefecture. In this paper, a methodology to evaluate economic impacts on the sightseeing area is developed. The evaluation is based on the number of tourists who visited and the length of stay in the municipality. Then, an inter-regional input–output model (consisting of 35 municipalities and 37 industrial sectors) at the municipality level is estimated to evaluate the spillover effects between cities and towns. The non-survey method based on the gravity-RAS method is used on the inter-regional input–output table estimate. Economic hotspots with economic spillover effects were identified for Shizuoka prefecture. Moreover, the economic impacts of partnerships in sightseeing areas in the three regions of DMO, namely, Suruga DMO, Hamamatsu DMO, and Izu DMO, are also measured.

Keywords Economic impacts · Tourism demand · Destination marketing organization · Inter-regional input–output table

JEL classifications F5 · R15 · R41

1 Introduction

In 2010, the Japanese government unveiled a growth strategy for the country that included one item in particular: “building a tourism-driven nation/revitalizing regional economies”. Tourism is regarded not only as a contributing factor to the economies of the regions visited, but also as providing economic spillover effects

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