

Policy Approaches to Sustainable and Circular Economy Tourism: Comparative Case Studies of Japan and China

Koon Murakami

Faculty of Global and Media Studies, University of Nagasaki, Japan

kmurakami@sun.ac.jp

Abstract: This study compares Japan and China's tourism policies, focusing on sustainability and the circular economy. Post-COVID-19, the circular economy has emerged as a vital framework for sustainable tourism recovery. Using three criteria—efficient resource use, contributions to regional economies, and environmental and social well-being—this research evaluates policies through comparative case studies. Japan employs a decentralized approach, led by local governments and DMOs, emphasizing ecotourism and cultural preservation. China adopts a centralized, top-down approach, prioritizing large-scale infrastructure and digital technologies for policy efficiency. The findings reveal Japan's focus on long-term sustainability through community-driven, culturally sensitive policies, while China emphasizes rapid economic growth and tourism expansion through centralized planning. The study proposes a hybrid model integrating regional flexibility with centralized coherence to balance sustainability and economic growth. This research contributes to the discourse on sustainable tourism by analysing contrasting governance structures and their implications for policy-making.

Keywords: Sustainable tourism policy, Circular economy, Decentralized approach, Centralized approach, Comparative case study

1. Introduction

The tourism industry has long played a pivotal role in driving economic growth and fostering intercultural exchange. In 2019, tourism contributed approximately 10% of global GDP and served as a major source of employment (WTTC Economic Impact Report, 2019). However, the COVID-19 pandemic dealt an unprecedented blow to the sector. Border closures and travel restrictions caused a dramatic decline in tourist numbers, threatening the survival of numerous tourism-related businesses. This crisis exposed the vulnerabilities of traditional tourism models, underscoring the urgent need for sustainable frameworks that integrate economic benefits with environmental protection and community development.

In this context, the concept of the circular economy has emerged as a central pillar of tourism policy. This framework emphasizes efficient resource use, reinvestment in local economies, and the preservation of environmental and cultural assets. It provides a robust theoretical foundation for the sustainable development of the tourism industry, offering a fresh perspective for post-pandemic recovery while promoting long-term regional development.

This study conducts a comparative analysis of Japan and China, two countries with contrasting approaches to tourism governance, to examine the implementation of circular economy principles and sustainability practices. Japan employs a decentralized approach, led by local governments and Destination Management Organizations (DMOs), focusing on community-driven ecotourism and cultural preservation. In contrast, China adopts a top-down, centralized strategy, emphasizing large-scale infrastructure development and the integration of digital technologies to enhance efficiency and economic growth. By comparing these approaches, this study seeks to illuminate how tourism policies affect local communities, the environment, and the economy, contributing theoretical insights into the development of sustainable tourism models.

This research is guided by the following research questions:

RQ1. What policies have Japan and China implemented to support post-pandemic recovery in the tourism sector?

RQ2. What differences exist in the policy objectives, implementation methods, and resource allocation of the two countries?

RQ3. How can these policies be evaluated through the lens of circular economy principles and sustainability?

To address these questions, the study employs a case study approach, drawing on policy documents, statistical data, and existing literature. The analysis is structured around three evaluation criteria: (1) resource efficiency, (2) contributions to regional economies, and (3) environmental and social considerations. These criteria are used to assess the effectiveness and challenges of tourism policies in achieving sustainable development goals.

2. Rationale for Selecting Japan and China as Comparative Cases

Japan and China were selected for this study due to their significant roles in the global tourism industry and distinct approaches to integrating sustainability and circular economy principles.

First, their differing economic growth rates have shaped their tourism sectors in contrasting ways. As shown in Figure 1, China's GDP grew rapidly from 2009 to 2021, maintaining rates of 6–10% between 2010 and 2019, driving urbanization, industrial expansion, and tourism development. In contrast, Japan's slower economic growth has made tourism a key strategy for revitalizing regional economies. Comparing tourism policies in these contrasting contexts—high-growth versus low-growth economies—provides valuable insights into sustainable tourism strategies.

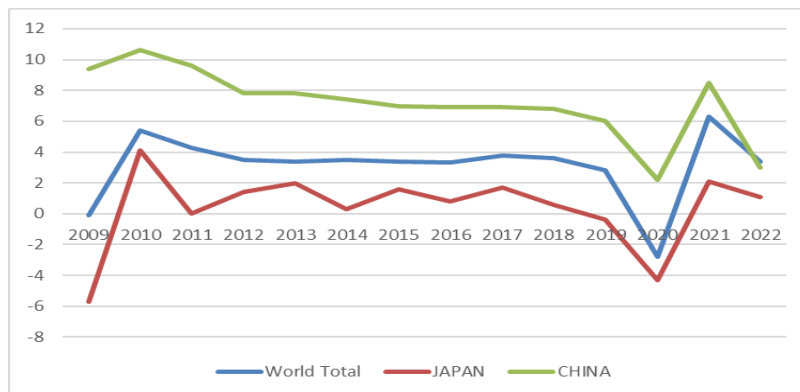


Figure 1: Trends in Real GDP Growth Rate (%)

The scale and growth patterns of tourism also differ significantly between the two countries. In 2019, Japan welcomed approximately 31.88 million international tourists, generating tourism revenues of about 4.8 trillion yen (approximately USD 44 billion). Meanwhile, China recorded 145 million outbound tourists, with expenditures amounting to USD 277 billion. While Japan focuses on promoting "high-value tourism" that prioritizes per-capita spending, China emphasizes a "mass tourism model" that targets tourist volume. These contrasting approaches reflect the strategic goals of their respective tourism policies, providing valuable insights for evaluating sustainability and circular economy initiatives.

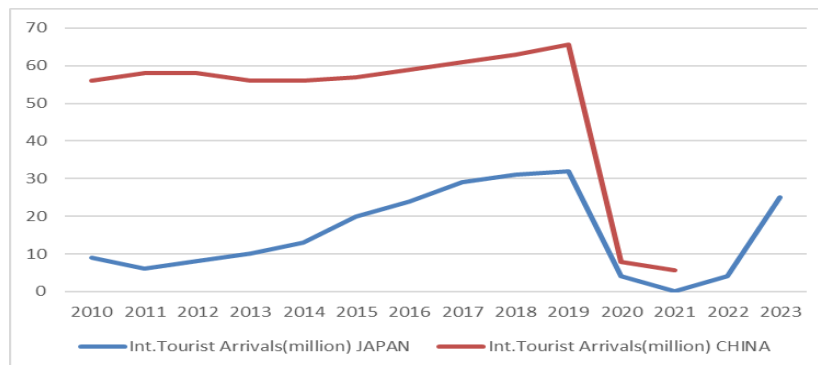


Figure 2: International Tourist Arrivals (million)

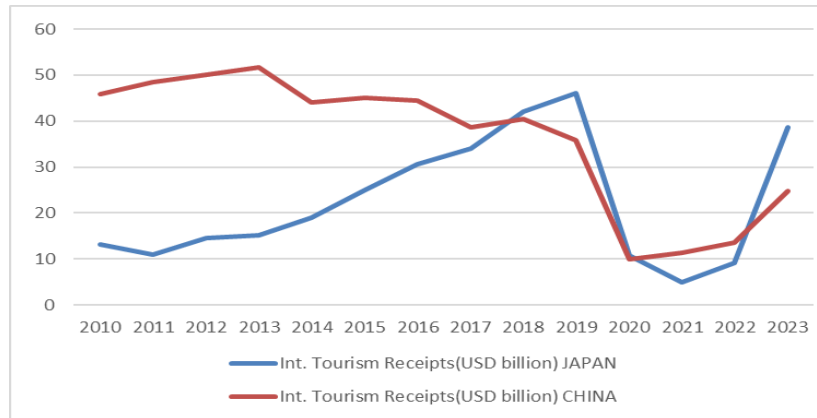


Figure 3: International Tourism Receipts (USD billion)

Source: United Nations World Tourism Organization (UNWTO), "Global and Regional Tourism Performance," accessed November 19, 2024. Available at <https://www.unwto.org/tourism-data/global-and-regional-tourism-performance>. This source applies to Figures 1, 2, and 3.

In addition, the policy approaches of the two countries exhibit notable differences. Japan adopts a decentralized model, where local governments and Destination Management Organizations (DMOs) lead efforts to preserve regional resources and promote ecotourism. In contrast, China's centralized, top-down approach leverages digital technologies for smart tourism and prioritizes large-scale infrastructure development. These divergent strategies provide academically significant insights into how tourism policies can contribute to achieving sustainability and circular economy objectives.

By comparing these factors, this study aims to evaluate the effectiveness and challenges of tourism policies in Japan and China through the lenses of sustainability and the circular economy. This comparison seeks to deepen our understanding of decentralized models that emphasize regional flexibility and centralized models that ensure policy consistency. Furthermore, it explores the potential for a hybrid model that integrates the strengths of both approaches, offering novel perspectives for the design of future tourism policies.

3. Literature Review on Sustainable Tourism

In Japan, the tourism industry is positioned as a vital mechanism for balancing regional economic revitalization and environmental conservation. The "Tourism Nation Promotion Basic Plan" focuses on three pillars: 1) promoting ecotourism, 2) conserving regional resources, and 3) addressing overtourism. These policies aim to achieve sustainability by encouraging the local circulation of tourism revenues, aligning closely with the principles of the circular economy. This approach provides a comprehensive framework for fostering sustainable development in local communities (Japan Tourism Agency, 2023).

Academic research further supports Japan's tourism policies with robust theoretical models. Shikida and Morishige (2008) proposed the "autonomous dependency" model, which emphasizes the sustainable use of local resources while mitigating unregulated external exploitation. Imaizumi (2020) framed tourism as a tool for regional revitalization, presenting a policy model that balances economic benefits with environmental considerations. Arai (2022) responded to changes in tourism demand caused by COVID-19, advocating mechanisms to ensure that tourism revenues are redistributed to local communities. Collectively, these studies underscore Japan's integration of sustainability and circular economy principles in its tourism policies.

In contrast, China's "Domestic Tourism Enhancement Plan (2023–2025)" prioritizes the digitalization of tourist sites, the promotion of smart tourism, and the efficient management of tourism resources. These initiatives aim to harmonize increased tourism revenue with sustainability goals. "Smart tourism," in particular, employs AI and IoT technologies to enhance operational efficiency while supporting environmental conservation, marking a significant innovation in tourism policy (Ministry of Culture and Tourism, 2023).

Academic discussions on China's tourism policies reveal a multifaceted evaluation of their sustainability impacts. Han (2008) critically analysed China's emphasis on economic growth, highlighting its tendency to overlook environmental and social implications. Li (2018) identified the challenges of "instrumental sustainability," pointing out adverse effects on cultural and natural resources and advocating for a more holistic policy approach. Meng (2024), through case studies in ethnic minority regions, emphasized the critical

role of local community engagement in achieving sustainability. These studies suggest that while China's policies face challenges, they also demonstrate potential for pioneering solutions.

The circular economy framework offers a valuable lens for analysing the sustainability of tourism policies. Geissdoerfer et al. (2017) demonstrated that the circular economy model promotes efficient resource use, waste minimization, and reuse, making it highly relevant for sustainable economic systems. This framework is particularly applicable to tourism policy, enabling reductions in environmental impact and fostering the local circulation of tourism revenue. Moreover, the UNWTO's "Sustainable Tourism Indicators" provide practical tools for evaluating and improving tourism policies. These indicators assess sustainability from environmental, social, and economic perspectives, serving as a foundational resource for evaluating the tourism policies of Japan and China.

This study applies these theoretical frameworks and international perspectives to analyse Japan and China's tourism policies based on three evaluation criteria: 1) resource efficiency, 2) contributions to the local economy, and 3) considerations for environmental and social impacts. By employing these criteria, this research aims to comprehensively evaluate the policies' effects on local communities, the environment, and the economy, offering actionable insights for building a sustainable tourism industry.

4. Implementation of Circular Economy and Sustainability in Japan's Tourism Policies

Japan's tourism policies aim to foster sustainable tourism destinations through effective utilization of regional resources. These policies, led by the Japan Tourism Agency and Destination Management Organizations (DMOs), prioritize reducing environmental impact, fostering local economic circulation, and preserving cultural assets. They actively integrate elements of the circular economy and sustainability into their frameworks.

4.1 Selection Criteria for Case Studies

This study evaluates Japan's tourism policies by selecting case studies that meet the following criteria:

- Circular Economy: Efficient use of regional resources with economic and environmental sustainability.
- Sustainability: Tourism that preserves regional culture and natural environments.
- Public-Private Collaboration: Initiatives involving local governments, DMOs, tourism operators, communities, and private enterprises.

Based on these criteria, Niseko in Hokkaido and Miyama Town in Kyoto Prefecture were selected for analysis.

4.2 Niseko, Hokkaido: Renewable Energy and Ecotourism in Practice



Figure 4: Map showing the location of the Niseko area in Hokkaido

Source: Niseko Tourism Official Website, Access and Maps. Retrieved from <https://www.niseko-ta.jp/en/knowledge/access/>

Niseko, a leading ski resort in Japan, has gained international recognition as a pioneer in sustainable tourism development. This region is particularly popular among international visitors seeking high-quality powder snow and year-round natural landscapes. Niseko's sustainability initiatives align with global best practices, which can be categorized into three key areas:

1. Transportation Efficiency: Direct bus services between Sapporo and Niseko leverage VR technology, enhancing the travel experience while reducing carbon emissions through improved transit efficiency.

2. Electric Car Sharing: The adoption of autonomous electric vehicles not only enhances local mobility but also reduces the environmental impact by replacing traditional transportation options.
3. Commitment to Climate Action: In 2021, Niseko became the only Japanese municipality to sign the "Glasgow Declaration on Climate Action in Tourism," reinforcing its dedication to reducing carbon emissions and achieving net-zero targets.

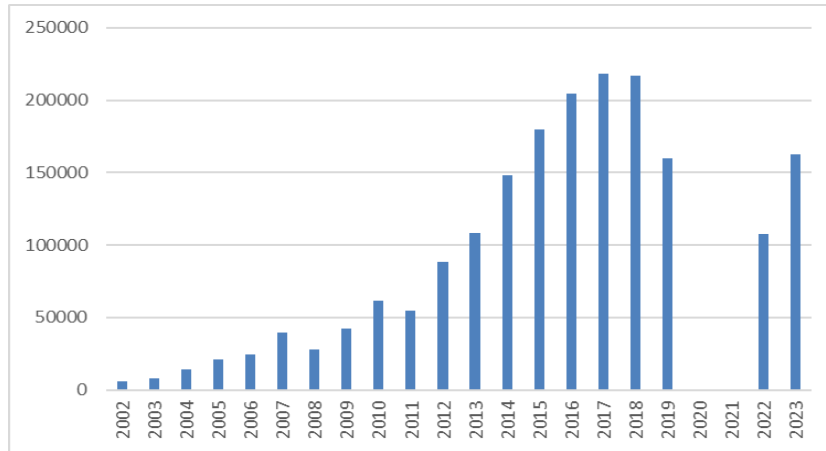


Figure 5: Trends in the Influx of Foreign Tourists

Source: Town of Niseko, Commerce and Tourism Division. (2023). *Tourist Influx Data for Niseko Town: Foreign Visitors Edition (FY2023: April 2023 – March 2024)*.

These initiatives have earned Niseko a spot in the "Top 100 Sustainable Tourism Destinations" for two consecutive years, demonstrating how renewable energy use and ecotourism can jointly advance environmental preservation and local economic revitalization.

4.3 Miyama Town, Kyoto Prefecture: A Fusion of Cultural Heritage and Ecotourism

Kyoto Prefecture, a key tourist hub in Japan, welcomed 12.12 million overnight visitors in 2023. Miyama Town, known for its traditional thatched-roof houses and sustainable tourism, draws 700,000 visitors annually despite its small population of 3,400. Designated as a Preservation District for Historic Buildings, it exemplifies cultural and environmental stewardship.



Figure 6: Map and depiction of the local scenery of Miyama, Kyoto Prefecture

Source: Miyama Navi. (n.d.). *About Miyama*. Retrieved from <https://miyamanavi.com/information/about-miyama>

Key initiatives in Miyama include:

- Introduction of Comprehensive Ecotourism Plans: Recognized as the first town in the Kinki region to implement a comprehensive ecotourism strategy in 2014, Miyama offers programs such as thatched-roof restoration workshops and local cooking classes, allowing visitors to actively engage with local culture and contribute to conservation.
- Participatory Tourism Models: Tourism programs position visitors as "partners in the community" rather than mere consumers, fostering deeper connections through activities such as agricultural experiences and preservation projects.

- **Local Economic Circulation:** Revenue generated from tourism supports local industries by utilizing regional agricultural products and crafts in tourism facilities, creating a sustainable economic model that benefits the entire community.
- **Environmental Impact Reduction:** Initiatives like the use of wood-burning stoves and hydroelectric power contribute to reducing the region's carbon footprint while enhancing long-term sustainability.

Miyama's efforts have garnered international acclaim, including being named one of the UNWTO's "Best Tourism Villages" in 2021 and receiving the Japan Tourism Award in 2023. The town serves as a model of integrating sustainable resource utilization, visitor-resident collaboration, and economic circulation.

4.4 Insights from Japan's Case Studies

The analysis of Japan's tourism policies reveals three key insights:

- **Sustainable Resource Use:** Long-term success in tourism depends on managing resources sustainably. Niseko reduces environmental impact and fosters economic growth through renewable energy and ecotourism, while Miyama focuses on cultural preservation and local economic benefits, adapting policies to regional needs for greater resilience.
- **Public-Private Collaboration:** Strong partnerships among governments, DMOs, residents, and private enterprises are essential. Miyama's community-driven efforts safeguard cultural and natural resources, enhancing its appeal as a sustainable destination.
- **Tourists as Contributors:** Involving tourists in conservation and cultural activities strengthens their connection to the region and directs tourism revenue toward sustainable development. Both Niseko and Miyama exemplify this model.

These insights offer practical guidance for global tourism policy design. The next section compares China's practices in circular economy and sustainability, examining shared challenges and varied solutions across different contexts.

5. Implementation of Circular Economy and Sustainability in China's Tourism Policies

China, a global leader in tourism, integrates circular economy and sustainability into its policies to meet growing domestic and international demand. Its top-down approach, coupled with digital technology, enhances operational efficiency and supports sustainable development. This section explores these principles in practice through two case studies: Shanghai's Steel Sculpture Art Park and Guizhou's Xijiang Qianhu Miao Village.

5.1 Criteria for Case Selection

The study selected case studies based on:

- **Policy Representativeness:** Highlighting key models of China's tourism policies for cross-regional comparisons.
- **Circular Economy Practices:** Demonstrating resource reuse, environmental conservation, and value creation through sustainable development.
- **Sustainability Impacts:** Evaluating tourism's effects on society, economy, and environment, including cultural preservation and poverty reduction.
- **Diversity:** Representing both urban and rural tourism contexts.

Shanghai's Steel Sculpture Art Park and Guizhou's Xijiang Qianhu Miao Village were chosen to reflect China's diverse strategies in urban and rural sustainable tourism.

5.2 Shanghai: Circular Economy through Adaptive Reuse of Industrial Heritage

Shanghai, China's economic hub with a 2024 population of 25 million and a 2023 GDP exceeding 4 trillion yuan, drives the nation's growth. The city promotes sustainable urban development, focusing on environmental conservation and energy efficiency. The Steel Sculpture Art Park exemplifies the integration of circular economy principles into urban tourism.



Figure 7: Location of the Landscape of the Steel Sculpture Art Park

Source: Official WeChat Account of the Shanghai Baoshan District People's Government

Key Features of the Steel Sculpture Art Park:

- **Innovative Reuse of Industrial Heritage:** Developed on the site of a former ferroalloy factory established in 1958, the park spans 53,000 square meters and features sculptures crafted from repurposed industrial materials. Its iconic centrepiece, Steel Sculpture No. 1, repurposes the factory's dust removal tower and functions as a symbol of industrial heritage.
- **Technological Integration:** The sculpture incorporates real-time PM2.5 air quality monitoring displayed on its chimney, merging environmental education with digital technology.
- **Community Engagement and Education:** Water-themed exhibits educate visitors about purification processes, while interactive features like ripple-inducing stepping stones symbolize harmony between humans and nature.
- **Multi-functional Spaces:** The park's expansive lawns and play areas serve both tourists and local residents, creating a space that fosters community development and recreational activities.

The Steel Sculpture Art Park serves as both a tourist attraction and community space, showcasing how circular economy principles can transform industrial waste into valuable assets. Its success highlights the potential of sustainability in urban development.

Shanghai's "Tourism 30 Measures" promote high-quality, sustainable tourism through initiatives like urban beautification, leveraging the Huangpu River, repurposing historic buildings, and encouraging suburban ecotourism. By integrating tourism with industries like industrial heritage and MICE, these policies enhance the city's sustainability and global competitiveness.

5.3 Xijiang Qianhu Miao Village: Cultural Preservation and Sustainable Tourism

Xijiang Qianhu Miao Village in Guizhou Province, China, is the largest Miao ethnic village, known for its wooden architecture, rich cultural heritage, and scenic landscapes. The "Xijiang Model," a collaborative effort between local governments and residents, integrates tourism development with cultural preservation and poverty alleviation.

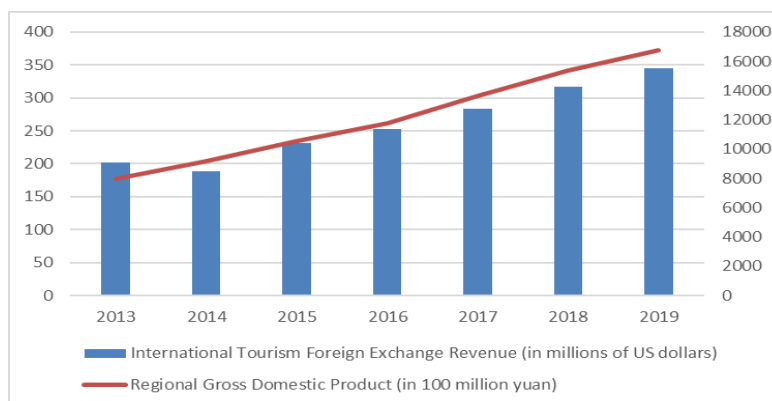


Figure 8: Economic and Tourism Indicators of a Region (2013-2019)

Source: National Bureau of Statistics of China (data.stats.gov.cn)

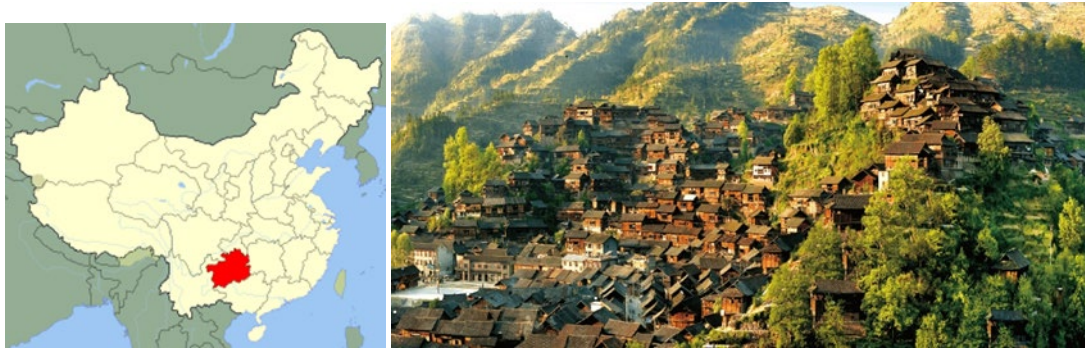


Figure 9: Location of Guizhou and the Landscape of Xijiang Qianhu Miao Village

Source: Guizhou Tourism Official Website. (n.d.). Map of Guizhou. Retrieved from <http://kishu-kanko.com/map.html>

In 2023, the village welcomed approximately 4.65 million visitors, generating significant economic benefits for the local community. Over 30,000 residents improved their livelihoods through tourism-related income, demonstrating the tangible impacts of sustainable tourism.

Key Initiatives of the Xijiang Model:

- **Direct Community Benefits:** Locally-run accommodations and restaurants ensure that tourism revenue remains within the community, directly benefiting residents.
- **Cultural Tourism Programs:** Interactive experiences, such as handicraft workshops and ethnic dance performances, enable tourists to engage with Miao culture while supporting its preservation.
- **Environmental Sustainability:** Measures such as ecotourism promotion, enhanced waste management, and renewable energy adoption underscore the village's commitment to balancing tourism growth with environmental conservation.

Xijiang integrates cultural preservation with tourism development, addressing economic, social, and environmental goals. Since the 2008 Guizhou Tourism Industry Development Conference, it has adopted strategies for efficient tourism management, infrastructure revitalization, and cultural heritage promotion, becoming a model for poverty alleviation and sustainable tourism. This government-led approach showcases how circular economy principles can drive local economic revitalization and sustainable development.

5.4 Insights from China's Case Studies

The case studies of Shanghai's Steel Sculpture Art Park and Xijiang Qianhu Miao Village offer key insights into how China's centralized tourism policies integrate circular economy and sustainability:

- **Strategic Role of Government**

China's top-down governance effectively aligns resources, technology, and stakeholders toward shared goals. Shanghai's "Shanghai Tourism 30 Measures" demonstrates how government-led initiatives transform industrial heritage and utilize digital technologies for sustainable urban development. Similarly, Xijiang highlights local government coordination to achieve cultural preservation and economic revitalization.

- **Sustainability with Economic Growth**

Shanghai converts industrial waste into urban tourism assets, balancing environmental solutions with revenue generation. Xijiang showcases how tourism drives regional economic growth while preserving cultural heritage and reducing poverty, providing a sustainable development model.

- **Limited Community Role**

While primarily top-down, Xijiang involves communities in tourism operations, such as locally managed accommodations and cultural programs. However, these efforts remain under government frameworks, contrasting with Japan's more community-driven models.

- Modernization and Tradition

Shanghai blends advanced technologies with industrial heritage preservation, while Xijiang leverages its traditional architecture and cultural identity to attract tourism, demonstrating how modernization can coexist with cultural preservation.

These insights highlight the strengths of China’s centralized governance in achieving policy consistency and rapid implementation but reveal the need for greater local adaptability. A comparison with Japan’s decentralized, community-focused model in the next section explores how these approaches address sustainability and economic goals in diverse contexts.

6. Discussion

Table 1: Highlights the key distinctions between Japan’s and China’s tourism policy approaches

Aspect	Japan	China
Historical Context	Decentralized approach with a focus on local autonomy	Centralized approach under strong state control
Political Context	Democratic governance enabling local policy flexibility	Policy consistency driven by centralized government leadership
Economic Context	Mature tourism market emphasizing high-value experiences	Rapidly growing tourism market focusing on mass tourism
Cultural Context	Emphasis on preserving regional culture and traditions	Unified cultural promotion directed by central government

Japan employs a decentralized tourism policy approach led by local governments and DMOs, fostering regional flexibility and community engagement. In contrast, China’s centralized, top-down governance emphasizes uniformity and rapid implementation. These approaches reflect distinct historical, political, economic, and cultural contexts.

Japan’s postwar decentralization, strengthened by the 1999 Omnibus Decentralization Act, has enabled tourism policies tailored to regional needs, promoting ecotourism and cultural preservation. Meanwhile, China’s centralized planning, rooted in its 1978 economic reforms, facilitates large-scale, uniform tourism development as part of national strategies.

Politically, Japan’s democratic governance empowers local governments to adapt policies to community needs, fostering collaboration with residents and DMOs. China’s centralized framework enables long-term strategic planning and efficient implementation, though it risks underrepresenting local voices.

Economically, Japan emphasizes high-value tourism, leveraging initiatives like Niseko’s renewable energy use and Miyama’s ecotourism. China prioritizes mass tourism and infrastructure expansion, exemplified by Shanghai’s urban projects and Xijiang’s integrated tourism development.

Culturally, Japan centers on preserving regional heritage and natural environments through community collaboration, while China promotes cultural tourism within a unified framework. Although this highlights ethnic and traditional assets, standardization risks diminishing regional uniqueness.

Japan’s decentralized approach excels in innovation and local participation but struggles with nationwide policy consistency. Conversely, China’s centralized model ensures efficiency and resource concentration but limits grassroots involvement. Sustainability in Japan prioritizes environmental conservation and cultural preservation, while China integrates sustainability as a complement to economic goals, as seen in Shanghai’s recycling and education initiatives.

A hybrid model combining Japan’s flexibility and inclusivity with China’s efficiency and coherence could optimize sustainable tourism development. This integration may offer a blueprint for balancing economic growth with cultural and environmental preservation.

The next section will synthesize these findings, address study limitations, and propose directions for future research.

7. Conclusion

This study analysed the incorporation of circular economy and sustainability principles in Japan's and China's tourism policies, comparing their impacts on local communities, the environment, and economies. It also examined potential policy directions for post-pandemic tourism recovery.

For Research Question 1—"What policies have Japan and China adopted for post-pandemic tourism recovery?"—Japan emphasizes decentralized, regionally driven policies fostering ecotourism and cultural preservation, while China adopts centralized strategies focused on large-scale infrastructure and digital innovation to enhance policy coherence and efficiency.

For Research Question 2—"What differences exist in policy objectives, implementation methods, and resource allocation?"—Japan prioritizes cultural preservation and regional sustainability through local governments and DMOs. China emphasizes national tourism growth and economic development, employing centrally coordinated planning and concentrated investments aligned with national priorities.

For Research Question 3—"How can these policies be evaluated from a circular economy and sustainability perspective?"—Japan's decentralized policies effectively leverage regional resources, contributing to long-term environmental conservation and local economic growth. China's centralized policies achieve rapid economic expansion and tourism growth, incorporating complementary measures for environmental and cultural protection to enhance economic sustainability.

This study highlights the strengths of both approaches. Japan's decentralized model leverages local characteristics and fosters community-driven tourism, while China's centralized approach ensures swift outcomes and consistent policy execution. A hybrid model integrating regional flexibility with centralized coherence could maximize the effectiveness of tourism policies.

Limitations include reliance on policy documents and statistical data, without direct surveys of stakeholders or residents, potentially limiting insights into on-the-ground implementation. Additionally, the case studies focused on specific regions—Niseko and Miyama in Japan, and Shanghai and Xijiang in China—without broader regional comparisons.

Combining qualitative and quantitative methods, such as stakeholder interviews, would provide a more comprehensive evaluation. Incorporating international comparisons could clarify the distinct characteristics of Japan's and China's policies. Additionally, exploring the integration of tourism policies with digital technologies and climate strategies could further enhance sustainability.

In conclusion, this study provides comparative insights into Japan's decentralized and China's centralized approaches to sustainable tourism. By analysing their challenges and achievements, it offers valuable lessons for countries seeking to balance economic growth with environmental conservation through effective tourism policies. These findings aim to contribute to global efforts toward sustainable development.

Acknowledgments

This research was supported by a grant from the Ishii Memorial Securities Research Promotion Foundation. The author expresses sincere gratitude for their generous support.

References

- Arai, N. (2022). Historical transitions of tourism policies in Japan and challenges for sustainable tourism. *Journal of Regional Policy Studies*, 15(3), 45–62.
- Baijiahao. (n.d.). Industrial heritage transformed into urban art space! Visit this park in Baoshan, Shanghai. Retrieved November 19, 2024, from <https://baijiahao.baidu.com/s?id=1781105362883829182&wfr=spider&for=pc>
- City of Takayama. (n.d.). Policy for sustainable regional development utilizing tourism. *Official Website of Takayama City*. Retrieved November 19, 2024, from <https://www.city.takayama.lg.jp/shisei/1000067/1014794/1020529.html>
- Geissdoerfer, M., Savaget, P., Bocken, N. M., & Hultink, E. J. (2017). The circular economy – A new sustainability paradigm? *Journal of Cleaner Production*, 143, 757–768.
- Guizhou Tourism Official Website. (n.d.). Map of Guizhou. Retrieved November 19, 2024, from <http://kishu-kanko.com/map.html>
- Han, L. (2008). Challenges and prospects for sustainable tourism in China. *CORE*. Retrieved November 19, 2024, from <https://core.ac.uk/download/pdf/>

- Imaizumi, H. (2020). Sustainable regional development and tourism: Examining overtourism from the perspective of pro-poor tourism. *Collected Papers of Economics, Chuo University*, 60(5–6), 91–106.
- Li, M. (2018). The “sustainability” and tourism in China. *Journal of Wayo Women's University*, 59, 47–58.
- Meng, H. (2024). Current situation of ecotourism in China: A case study of Longsheng Autonomous County. *The Annual Report of Economic Studies, Graduate School of Economics, Hokkai-Gakuen University*, 24, 1–23.
- Ministry of the Environment, Japan. (n.d.). Shiretoko ecotourism strategy. *Hokkaido Regional Environmental Office*. Retrieved November 19, 2024, from <https://hokkaido.env.go.jp/kushiro/content/900145395.pdf>
- Ministry of Land, Infrastructure, Transport and Tourism, Japan Tourism Agency. (2022). Case studies on the implementation of sustainable tourism content: Based on the FY2022 sustainable tourism content enhancement model project. Retrieved November 19, 2024, from <https://www.mlit.go.jp/kankocho/content/001595025.pdf>
- Miyama Navi. (n.d.). About Miyama. Retrieved November 19, 2024, from <https://miyamanavi.com/information/about-miyama>
- Ota, T. (2010). Tourism destination revitalization: Policy challenges and the potential and direction of regional policy. *Research Series of Shizuoka University Economic Research Center*. Retrieved November 19, 2024, from <https://shizuoka.repo.nii.ac.jp>
- Raworth, K. (2017). Doughnut economics: Seven ways to think like a 21st-century economist. *Random House Business Books*.
- Ryugin Research Institute. (n.d.). Current status and challenges of overtourism in Okinawa Prefecture. Retrieved November 19, 2024, from <https://www.ryugin-ri.co.jp/tyousareport/16519.html>
- Shanghai Municipal Government. (2018, September 7). "Shanghai Tourism 30 Measures" to create a more attractive tourism destination: Aim to become a high-quality world-famous tourism city by 2035. Retrieved November 19, 2024, from https://www.shanghai.gov.cn/nw43407/20200824/0001-43407_1338413.html
- Shanghai Municipal Government. (n.d.). Basic facts about Shanghai. Retrieved November 19, 2024, from <https://english.shanghai.gov.cn/en-BasicFacts/20240304/5ffafbd3f3d74a5aad340c9833c9f989.html>
- Shikida, A., & Morishige, M. (2008). Environment-system relationship model for sustainable tourism management. *Proceedings of the Japan Institute of Tourism Research Annual Conference*, 23, 491–492.
- Town of Niseko. (n.d.). Statistical data and resources. Retrieved November 19, 2024, from <https://www.town.niseko.lg.jp/chosei/tokei/shiryo/>
- Town of Niseko, Commerce and Tourism Division. (2023). Tourist influx data for Niseko Town: Foreign visitors edition (FY2023: April 2023 – March 2024). Retrieved November 19, 2024, from <https://www.town.niseko.lg.jp/resources/output/contents/file/release/881/10190/irikomiforeignR5.pdf>
- Town of Obuse. (n.d.). Obuse town environmental initiatives: Subsidy system for residential solar power and storage battery installation. Retrieved November 19, 2024, from <https://www.town.obuse.nagano.jp/docs/257028.html>
- United Nations World Tourism Organization (UNWTO). (2019). UNWTO world tourism barometer and statistical annex, January 2019. *Madrid, Spain: UNWTO*. Retrieved November 19, 2024, from <https://www.unwto.org>
- United Nations World Tourism Organization (UNWTO). Global and regional tourism performance. Retrieved November 19, 2024, from <https://www.unwto.org/tourism-data/global-and-regional-tourism-performance>
- World Travel & Tourism Council. (2019). Travel & tourism economic impact 2019. Retrieved November 19, 2024, from <https://wtcc.org>