

# Thinking about tourism at Mt. Fuji

## ～Interview with Jason Bonitsky～

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### About Jason Bonitsky



He has lived in Japan for 20 years. For 3 out of those 20 years, he lived in Fujiyoshida and worked there as an Assistant Language Teacher. He enjoys running to a waterfall and hiking in the surrounding mountains. Later, he became interested in working in human resources in Kasumigaseki, where he could help other foreigners find jobs. He prefers to work in Tokyo, and lives in Fujiyoshida. “While Tokyo provides more career opportunities in many industries, Fujiyoshida offers a comfortable life,” he said.

## What made him stay in Fujiyoshida so long?

The location of Fujiyoshida is excellent, and even with a language barrier, he was able to make friends with local people. Since then, Fujiyoshida has become his second hometown.



# How to Improve the Current Situation of Overtourism

## Promote Alternative Destinations

*"Let's go off the beaten path"*

### Benefits:

- Reduces pressure on hotspots
- Empowers smaller communities
- Provides more personal experiences

### Actions:

- Design "Hidden Gems" maps
- Use hashtags to promote local spots
- Work with local guides to create tours



## Extend the Tourist Season

*"Tourism is not just for summer"*

### Benefits:

- Reduces peak congestion
- Boosts off-season income
- Enhances local culture exposure

### Tips:

- Offer winter/spring discounts
- Host off-season cultural events
- Promote local nature in every season

## Introducing Entrance Fees

*"Value creates responsibility"*

### Benefits:

- Manage tourist numbers
- Generate funds for maintenance
- Promote environmental conservation

### Tips:

- Offer both online and on-site tickets
- Offer discounts for children and seniors



# Tourism in Japan: Challenges and Suggestions

## Discovering Hidden Gems

- ☆ Promoting local areas via multilingual platforms and influencers can help spread out visitors.

## Finding Local Cuisine

- ☆ Apps or signage with symbols can guide tourists to good local food, even without language.

## Bridging Cultural Gaps

- ☆ Offering small cultural guides at hotels or stations can help tourists understand customs, such as bowing, shoe etiquette, or quietness in public transport.

## Understanding Manners

- ☆ Many tourists are unaware of Japanese manners. Friendly signs and simple illustrated guides can help reduce misunderstandings.



Japanese price: ¥XXX  
Tourist price: ¥XXX

## Avoiding “Double Pricing”

“No English” signs can seem discriminatory.

## Language Policy in Restaurants



Local resident discount is available.

“Sorry, we don’t have English-speaking staff.”

“No,” “Don’t,” or “Not allowed” signs can feel cold.

## Redefining True Hospitality

“Please don’t take photos to protect other guests’ privacy.”

