

Thinking about tourism at Mt. Fuji

～Interview with Jason Bonitsky～

13222030 Kana Onda 13223003 Toshiya Akasaka 13223004 Naoki Akiyama
13223006 Haruhiko Aso 13223133 Reina Yamada 13224004 Mahiro Abe 13224030 Yusei Kato

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”

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”

Local resident discount is available.

“No English” signs can seem discriminatory.

Language Policy in Restaurants

“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.”

