

# To improve attractiveness through increasing greens in parks (Research period: FY 2017-2019)

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## 1. Introduction

In March 2016, the Vision for Tourism to Support the Future of Japan was announced, and the entire government is working to achieve the goal of becoming a country with advanced tourism by perceiving tourism as the new main industry of Japan.

Green areas in parks are one of the main tourism resources. Many parks around the world are functioning as popular tourism attractions. Yet, green areas in parks in Japan are not very well known compared to parks around the world. It is therefore extremely important to increase the appeal of green areas in parks and actively use them for tourism promotion.

Thus, the NILIM conducted preliminary research targeting world-famous parks functioning as tourism attractions to identify and organize their characteristics as tourism resources and their effects on urban landscapes through literature searches. Based on the findings of this research, the NILIM is conducting investigations and researches on ways to use greens in urban parks in Japan for tourism.

## 2. Characteristics of parks that are popular as tourism

attractions

Thirty-seven examples (26 overseas parks and 11 parks in Japan that can be compared to overseas parks to promote inbound tourism) are selected based on the following three perspectives: perspective of users (selected from the ranking of Trip Adviser, the online travel site with user reviews); perspective of professionals (selected from rankings such as ones in Lonely Planet, a popular travel guide book); and academic perspective (selected through interviews with intellectuals specializing in tourism planning study, gardening study, or other relevant studies). Then, parks are categorized into seven types based on characteristics, such as park size, location, and available facilities, in addition to the appeal as tourist attractions (Table 1).

## 3. Plans to use outcomes

The NILIM is going to select representative parks and conduct detailed investigations of the appeal of individual parks as tourist attractions and ideas found in the parks while identifying and organizing how green areas in parks in Japan are being used. The NILIM is then going to organize findings as a compilation of cases and precautions and provide information.

Table 1 Categorization of types of parks which are popular tourist attractions

Types of parks	Characteristics and examples of applicable parks
[Type 1] Large parks designed to experience nature	Large parks mostly consisting of natural forests or other natural features This type of park offers activities to enjoy nature such as trekking and cycling. [Stanley Park and Kings Park and Botanic Garden]
[Type 2] Large urban oasis	Large urban parks with an area of about 50 ha or more People can enjoy various activities and recreation, such as walking, cycling, and picnics. [Central Park, English gardens, Yoyogi Park, etc.]
[Type 3] Small urban spots for relaxing	Smaller urban parks than Type 2 with an area of about 10 ha These parks are located in urban areas and offering businesspersons and citizens places to relax. [Millennium Park, Bryant Park, Hibiya Park, etc.]
[Type 4] Promenade-type parks	Linear promenade-type parks [The High Line]
[Type 5] Parks where multiple facilities are combined	Areas where various types of facilities, such as various types of museums and leisure facilities are combined to form one park [Balboa Park, South Bank Parklands, Ueno Park, etc.]
[Type 6] Historic parks	Areas where ancient palaces and remains of gardens are developed as parks [Luxembourg Gardens, St. James's Park, Kenrokuen, etc.]
[Type 7] Parks with specific themes (art, botanical garden, memorial)	Parks centered around pavilions and viewing facilities with specific themes such as art, botanical gardens, and memorials. [Park Güell, Singapore Botanic Gardens, Moerenuma Park, etc.]