



The Tokyo Olympic Games 2020, its role for influencing the perceptions held by the world on the governmental attitude toward the nuclear power plant problem, and re-branding the image of Japan

Rieko Ando

Erasmus Mundus Tourism Management 2012-2014

Supervisor: Ljubica Knežević Cvelbar

Ljubljana, November 2015

Faculty of Humanities, University of Southern Denmark

Faculty of Economics, University of Ljubljana

Faculty of Tourism, University of Girona

AUTHORSHIP STATEMENT

The undersigned Rieko Ando, a student at the University of Ljubljana, Faculty of Economics, (hereafter: FELU), declare that I am the author of the master's thesis entitled The Tokyo Olympic Games 2020, its role for influencing the perceptions held by the world on the governmental attitude toward the nuclear power plant problem, and re-branding the image of Japan, written under supervision of Professor Ljubica Knežević Cvelbar.

In accordance with the Copyright and Related Rights Act (Official Gazette of the Republic of Slovenia, Nr. 21/1995 with changes and amendments) I allow the text of my master's thesis to be published on the FELU website.

I further declare

- the text of my bachelor thesis / master's thesis / doctoral dissertation to be based on the results of my own research;
- the text of my bachelor thesis / master's thesis / doctoral dissertation to be language-edited and technically in adherence with the FELU's Technical Guidelines for Written Works which means that I
 - cited and / or quoted works and opinions of other authors in my bachelor thesis / master's thesis / doctoral dissertation in accordance with the FELU's Technical Guidelines for Written Works and
 - obtained (and referred to in my bachelor thesis / master's thesis / doctoral dissertation) all the necessary permits to use the works of other authors which are entirely (in written or graphical form) used in my text;
- to be aware of the fact that plagiarism (in written or graphical form) is a criminal offence and can be prosecuted in accordance with the Criminal Code (Official Gazette of the Republic of Slovenia, Nr. 55/2008 with changes and amendments);
- to be aware of the consequences a proven plagiarism charge based on the submitted bachelor thesis / master's thesis / doctoral dissertation could have for my status at the FELU in accordance with the relevant FELU Rules on Bachelor Thesis / Master's Thesis / Doctoral Dissertation.

Ljubljana, November 2015

Author's signature:



Table of Contents

Introduction	5
1 Literature Review	7
1.1 Sport and Tourism.....	7
1.2 Olympic Tourism	9
1.3 The Legacy of Olympic Tourism and Paradox behind the Glorious Event	13
1.4 Critiques and Argument in Regard to the Paradox behind the Olympic Games.....	15
1.5 Risk Perception of the Tourists.....	18
1.6 A Role of Media and the Importance of Destination Image Marketing.....	21
1.7 Tourism in Japan and Preparation for the Tokyo Olympic Games 2020.....	26
1.8 Post Disaster Situation and Radiation Leakage Problem in Japan.....	29
2. Methodology	31
2.1. Research Paradigm.....	32
2.2. Research Method.....	34
2.2.1. For the Demand Side	35
2.2.2. For the Supply Side	37
2.2.3. For the Third Party.....	38
2.3. Data Explication Method.....	38
2.4. Limitation.....	40
3. Results and Discussion	43
3.1. Perspective from the Demand Side	43
3.2. Perspective from a third party -objective point of view from an expert of the field	57
Conclusion	59
References	62
Appendix 1 -Interview question sheet for the demand side	70
Appendix 2 -Interview question sheet for the organizer side.....	73
Appendix 3 -Interview question sheet for the third party.....	75
Afterword.....	77

Introduction

The world needs to keep its eyes on TOKYO once again next several years to observe from various angles how Tokyo performs and communicates with the international community as a responsible global member. Needles to point out, it is the ever-changing capital city of Japan, one of the most well-known cities in the world as the hub of politics and the economy, and first and foremost, the place which will be in the brilliant spotlight in the summer of 2020 with a spirit of sport. Games of the XXXII Olympiad will be held in Tokyo in 2020 for the first time in 56 years since the Tokyo Olympic Games 1964 was staged. The official website of The Tokyo Organising Committee of the Olympic and Paralympic Games (hereafter referred to as "The Tokyo Olympic Committee") says, "Tokyo 2020 guarantees delivery. Tokyo will deliver certainty in uncertain times" (The Tokyo Organising Committee of the Olympic and Paralympic Games, n.d.). The "delivery" here can be seen not only as usual Olympic-related issues but also as a different issue. The reason behind is that this Olympic operation and management will be quite a rare case as re-branding from the recovery of the post-earthquake disaster and most importantly and this thesis's main point: having a problem of the defunct nuclear power plant which currently poses a radiation risk as a negative element for both security purpose and responsibility purpose. The reason why the author points out the relationship between the Tokyo Olympic Games 2020 and a radiation issue which sounds like completely different matter is described in the following pages, however, one clear thing is that a government always needs to have an enormous responsibility to hold such a huge international event in terms of risk management execution to protect and insure people's safety.

The perception of safety in Japan was negatively impacted after the catastrophic earthquake and Tsunami disaster in 2011, especially due to an unclear situation of the risk management for the radiation crisis in Fukushima Daiichi Nuclear Power Station. The tourism numbers have already recovered (Ministry of Foreign Affairs of Japan, 2013), however, it is obvious that the Olympic Games have a huge and important influence on tourism promotion for both Tokyo and Japan itself as a country which aims to be a tourism-oriented nation. An increase in the number of inbound tourists, construction of new hotels including noticeable entries of foreign capitalized hotels and/or reconditioning existing ones, and other various

urbanization projects are expected to bring tremendous impact on Japanese tourism just like a typical Olympic hosting benefits (Matsutani, 2014). However, the situation of nuclear power plant has no sign of changing in a favorable way, which can be perceived by the world that it is ending up without enough progress (The Japan Times, 2015). Stapczynski (2015) on The Japan Times stands for the point of view from the world accurately *“Prime Minister Shinzo Abe promised in 2013 that the government would take the lead in resolving the water management issues at the site ahead of the 2020 Tokyo Olympics. Two years later, hundreds of tons of water continue to pour into the reactor building, while tainted water at other parts of the site overflows into the ocean.”* It seems that there is no bright news for the solution, but the government definitely needs to be responsible since there will be the international peaceful festivities: Olympic Games and Japan will be paid close attention.

As clearly seen in the question and answer session after the final presentation of Japan in the International Olympic Committee (hereafter referred to “IOC”) final selection meeting, several committee members asked about Fukushima’s radiation problem since it was a critical issue for Tokyo Olympic Games 2020. Prime Minister Abe stated that everything is under their control about radiation problem at the IOC final selection meeting (Inajima & Humber, 2013). However, the world might have needed to observe very carefully since it could have been distorted for the better promotion and appeal just like other political related matters are complex. It is reasonable that tourism which relates to mega event operation can have an impact on government’s approach since it has huge economic and promotional effect for a country’s better future. From the situations and the reasons which are written above, following research questions are raised and will be examined in this thesis.

- i. How can the hosting of the Olympic Games be used for re-branding the image of Japan after the nuclear disaster?
- ii. How the world perceived Japanese government’s attitude toward the potential risk of continuous radiation leakage problem?
- iii. How the potential visitors/ tourists for the Tokyo Olympic Games 2020 recognize the current radiation leaking problem at Fukushima nuclear power plant?
- iv. How can the Tokyo Olympic Games 2020 be the proof to show to the world Japan’s safety in terms of potential radiation problem?

There are many researches which mentioned about the relationship between mega event and tourism development in a destination, or an impact on tourism management. However, the case of Tokyo Olympic Games 2020 will be a very particular Olympic Games operation which needs to deal with the serious potential risk: radiation leaking. Hosting the Olympic Games is significantly important for Tokyo and Japan as a chance to show to the world how safe Tokyo is and the issue of radiation is on the right track so that it would not be an obstacle for the way to be tourism-oriented country. In order to figure out the answers for my research questions, this thesis aims to drill down and analyze the perspectives from the demand side cautiously. Specifically, “How the Japanese government’s attitudes toward the Fukushima’s radiation leakage problem” & “How the Olympic Games preparation and its promotion with particular destination management for the re-branding from undesirable image were/ are perceived by the worldwide potential Olympic tourists” would be examined rigorously in the following chapters in order to make a forecast about the upcoming events for the better result of the Tokyo Olympic Games 2020 and related tourism flourish in Japan.

In the following chapters, literature review refers to widely Olympic Tourism including its legacy and critiques from some example cases in the past, risk perception in tourism, a role of media and importance of destination image marketing and briefly tourism in Japan & preparation for the Tokyo Olympic Games 2020 beside the radiation leakage problem in Fukushima. After a descriptive chapter about methodology, data analysis will be presented based on the phenomenological approach, latter chapter represents key findings and discussion of the research and finally it will lead to the conclusion of the paper.

1 Literature Review

1.1 Sport and Tourism

Research in the field of sport tourism has prospered over the past 20 years (Weed, 2008). As a one of the well-known researchers of this field, Standeven and De Knop (1999) illustrated the characteristics of Sport Tourism widely in their book: *Sport tourism* about the range of economic, sociocultural, environmental, and health impacts of sports tourism. During

the last 20 years, a variety of authors have achieved researches comprehensively in this area because of high academic interest on the field and those works demonstrated that how substantial phenomenon Sport Tourism is in contemporary society (Weed, 2008). For instance, Weed and Bull (2004) perceived that there is cognition that Sports tourism is a substantial cultural, social, and economic phenomenon. In order to clear up and sort the general notion about Olympic Tourism which is one of the major dimensions of this paper theme, knowing the sport tourism characteristic is valuable as Olympic Tourism stems from wider area of Sport Tourism (Kirkup, 2008). The author of *Olympic Tourism*, Mike Weed (2008) examined 38 hard copy peer-reviewed journals from the field of sport, tourism and leisure areas and found that the most studied activity was event sports tourism (40% of articles out of 80 articles which fell within the sports tourism). According to his examination, the single largest area of academic investigation was the impacts of event sports tourism (23% of articles), which clearly has a significant relevance in terms of Olympic Tourism. Sport Tourism types which were illustrated by him are below;

- Tourism with sports content
- Sports participation tourism
- Sports training
- Sports events
- Luxury sports tourism

Though there are many ways to clarify the definition of Sport Tourism among all those literatures since it has been illustrated broadly and differently depending on the angle, Standeven and De Knop (1999, p12) observed that Sport Tourism has indeed become an integral part of the tourism and identified the definition of Sport Tourism as

“All forms of active and passive involvement in sporting activity, participated in casually or in an organized way for non-commercial or business/ commercial reasons, that necessitate travel away from home and work locality.”

In fact, there are some vague classifications depend on an understanding that tourist who has a primary purpose on sport itself or tourist who aims to go on a tourism as a primary purpose and also motivated by sport event. Considering the criteria of the tourist for Sport Tourism and real phenomena Sport Tourism involves Weed (2008, p6) rather argued that Sports Tourism is

a “*synergistic phenomenon that is more than the simple combination of sport and tourism*” as he perceived that “it needs be conceptualized in a way that is not dependent on definitions of sport and of tourism, and which allows its synergistic elements to be understood”. This concept makes a lot of sense especially reflecting Olympic Tourism as the one which was derived from Sport Tourism broadly. As he stated, Sport Tourism requires to be conceptualized not depending on simply “sport and tourism” separately, but needs to be paid attention to its synergistic elements, which also can be applied for eclectic elements of Olympic Tourism. Certainly, a case of The Tokyo Olympic Games 2020 has those features; complicatedly intertwined relationships, effects, and consequences. The concept offered by Weed and Bull (2004, p37) was *arising from the unique interaction of activity, people and place*, which positions Sport Tourism not only the phenomena combination of sport or tourism but also as an interactive and compositive tourism type. This way of interpretation about Sport Tourism allows us to consider Sports Tourism as something that cannot be solely assumed as a tourism market niche or a subcategory of sports management (Weed, 2008). Therefore, Weed (2008, p7) ultimately conceptualized from the comprehensive viewpoints that

“Sports tourism is a social, economic and cultural phenomenon arising from the unique interaction of activity, people and place.”

1.2 Olympic Tourism

Weed (2008, p5) confidently presented that “Olympic tourism is about much more than the tourism impacts of the event itself”. Going back enough, the Olympic Games in ancient Greece also created various tourism activities in main cities (Buhalis, 2000). As we clearly see its popularity and newsworthiness today, the Olympic Games have emerged as the largest international event in the world over time (Smith, 2008), as the most primary and substantial sporting event which provides tourists with various active, passive, and experienced activities (Weed, 2008). Accordingly, also from the conceptualization about Sport Tourism in previous section, it is possible to recognize that Sport is a significant phenomenon in tourism that delivers people with exciting and stimulating tourist experiences through socio-cultural-economic dimensions (Weed, 2008).

Kirkup (2008) noted that the Olympic Games exemplify the substantial numbers of sport tourists who are motivated to travel to watch a variety of sports events, and these passive sport spectators are simultaneously participating in a very active form of tourism. Weed & Bull (2004) presented another parallel idea that sports events are often used to generate repeat visits for a variety of common tourist activities. There is no doubt that the Olympic Games can bring sport tourists and repeat tourists to the destination, however, Weed (2008, p7) raised more detailed understanding about the whole picture of Olympic Tourism; “The IOC announcement that a city is to host the Olympic Games should be the ‘B of the Bang’ for that country’s tourism industry, the start of a tourism phenomenon potentially lasting 10–15 years and leaving a lasting legacy for the future organization and co-ordination of tourism in that country”. Implicit ideas of this statement are that Olympic Tourism in contemporary world effects on multiple stakeholders in numerous phases and the value Olympic Tourism has is much diversified. Or, in other words, Olympic Tourism can be utilized as a tool for various social/ national provisions because of its tremendous impact. Malfas et al. (2004), for instance, pointed out a significant economical connection of the Olympic Games primarily as a result of the increasing commercialization of sports. Weed (2008) also mentioned the possibility to leverage the Olympic Games to generate positive images of host cities and future non-sports related tourism through event related media coverages featuring the destination. What is notable thing is that in many cases the influence of the Olympic Games spreads out the host region and country, especially in terms of an attention from the world through media. Clearest example given by Smith (2008) is the largest television audiences of any event and consequently it ensures a global spotlight on the host country.

The unique characteristics of Olympic Tourism were proposed by Weed regarding the travel purpose and influence on the tourist’s decision making process. The first point is that the Olympic Games is a crucial factor on the decision making process and pre-trip planning process. Traveling to Olympic cities, “the opportunity to visit Olympic sites, to take a tour, to watch an event, or to participate in sport may be an important part of the decision making process for potential tourists, while not being the prime-purpose, or even a central purpose of the trip” (Weed, 2008, p13). The second point is that there are attributes of pre-Games and post-Games. Not only the tourism blast during the Olympic Games operation, *Pre-Games*

tourism is arisen from reputations about the future hosting of the Games, whilst *post-Games tourism* will be considerably affected by the perceptions of the Games, both by those attending in person and by those broadcasted by the media (Weed, 2008). The last point is that the special added-value of the Olympic Games functions on tourist's decision making process. "The Olympic Games will attract more people who are motivated by the various status and prestige motivations that are perceived to be attached to associations with the Olympics. As such, attendance at an Olympic Games is 'conspicuously consumed' as a place or experience to be 'collected', and may be valued as much for the kudos of having 'been there' as for any intrinsic value or interest in the event itself" (Weed, 2008, p55). In this sense, the Olympic Games is something that can bring tourists to the city/ region/ country, but tourists are actually interested in a wider range of tourism activities and/ or some other values than the Olympic Games alone (Weed, 2008). From a point of view of building a country brand, the Olympic Games are especially effective among those sports competitions (Moilanen & Rainisto, 2008), in this sense, "Olympics" brand work as a trigger to decide the destination for some potential tourists and this trigger influences quite unique way thanks to the value as the world premier sports event. Olympics is a global brand and attributes associated with that brand inspire and underpin because of its global nature (Weed, 2008). Therefore, in relation to Olympic tourism, how the host city/ region interprets and presents 'their' Olympics toward the world, and what kinds of 'leveraging' strategies are employed by an organizer side to attempt to positively affect the travel tendencies of potential tourism from both short and long term perspectives are key elements (Avraham & Ketter, 2013; Weed, 2008).

Olympic tourists are key to leveraging the tourism impacts of the Olympic Games beyond the host city and country, therefore strategies which harness the impacts need to be in position cautiously in order for the desired impacts to occur (Kirkup, 2008). Olympic tourists: Event-affected people in the pre- and post-Games periods in Olympic Tourism adapted from Weed (2008) are below;

Originally living in the host city/region

- *Changers* – people changed their tourism plans to take a tourism trip out of the host city/ region at the time of the Games rather than in the pre- or post-Games period.

Tourists to the city/region

- *Pre-/ Post-Games Sports Tourists* – people visiting the city/ region in the pre-or post-Games period as sports tourists taking part in Olympic-related activities.
- *Pre-/ Post-Games General Tourists* – people who have been attracted to the city/ region for general tourism as a result of the media coverage that the city/ region has received due to being the host of the Olympic Games.
- *Pre-/ Post-Games Casuals* – tourists whose visit to the city/ region has not been influenced by the region/ city's status as an Olympic host. People would have visited the region/city in the pre-/ post- Games period regardless of the hosting of the Olympic Games.
- *Avoiders: Pre-/ Post-Games Switchers* – general tourists who had planned to visit the city at the time of the Games, but switched their tourism trip to the pre- or post- Games period.

Potential tourists to the city/region

- *Pre-Games Avoiders* – tourists who avoid the city/ region in the pre-Games period as they perceive that there will be a lot of construction and renovation work taking place that may affect their tourism experience.
- *Post-Games Avoiders* – people would have planned to visit the city/region, but have been put off by the images and coverage of the city/ region in the media during and in the run up to the Games period.
- *Time-Switchers* – tourists would have visited the city/ region in the pre- or post-Games period, but changed their plans to take their tourism trip at the time of the Games.
- *Avoiders: Cancellers* – people have cancelled a trip to the city/ region due to its status as an Olympic host.

Given all those particularities of Olympic Tourism discussed above, and seen different categories of event affected people in relation to the pre/ post-Olympic Games movement, Weed's (2008) inclusive and all-embracing definition of Olympic Tourism is;

Tourism behavior motivated or generated by Olympic related activities.

This definition covers pre- and post-Games sports tourism activities and general tourism that is influenced, stimulated and value-added by the exposure of the Olympic Games host

destination by various physical or mediated Olympic-related activities (Weed, 2008). Considering those special tourism flows and multifaceted impacts brought by the Olympic Games, and reminding how distinctive tourism nature Olympic Tourism is, Weed's observation makes a lot of sense.

“The prospect or the actuality of having been an Olympic venue will obviously be a fairly ‘unique selling proposition’ for most of these organizations and the wider destination in which they are located” (Weed, 2008, p16).

1.3 The Legacy of Olympic Tourism and Paradox behind the Glorious Event

As can be seen various types of influences derived from Olympic Tourism in the previous sections above, there is no wonder that “contemporary societies place a high premium on the ideals of Olympism” (Malfas et al., 2004, p210), and widely recognized that the Olympic Games can be an enormous opportunity for a hosting city and country to boost its visibility up to the world because of both short and long term impacts (Smith, 2008).

The execution of strategies and tactics to leverage the Olympic Games for tourism development is relatively new concept while some host cities and countries before the Sydney Olympic Game have invested greatly in Olympics-related tourism (Chalip, 2002). As the tourism industry matured, and started taking a significant role of a country's economy, research on Olympic Games has enlarged last 25 years (Weed, 2008). Though there are many angles to touch on Olympic Games, as Weed (2008) pointed out, it is unquestionable from the majority of the preceding studies that the Olympic Games are the world's leading sport event, providing tourists with varied activities. Hence they can deliver the potential for a wide range of highly substantial tourism benefits on the Olympic host cities and countries. In such an honorable event, with a privileged opportunity, host cities and broadly host countries received much benefit; it is called Olympic legacy. In this chapter, as well as taking a look those past host cities/ countries cases, some paradoxical sides of the Olympic Games hosting and critical opinions will be focused.

■ **Barcelona 1992 and Sydney 2000**

Barcelona and Sydney are considered as the best planned, most achieved and most successful Olympic host cities ever. (Daly & Fickling, 2002; Clack, n.d.). Its accomplishment has been celebrated in many academic journals and medias by numerous authors and journalists, for instance, Daly & Fickling (2002) applauded in their article “Both Spain and Australia are still enjoying the fruits of staging the Olympics, which brought huge economic and cultural benefits to the host cities of Barcelona and Sydney...not only a sporting triumph (the first Games in many years to be played without a boycott) but a lasting social and economic success”. Duran (1992, p13) analyzed the legacy of the Barcelona Olympic Games in 1992 and concluded that “Barcelona is a privileged mosaic of architecture, harmony, culture, climate and history, which the Olympic Games served to revitalize and place on the world stage. The great 1992 event led the city to showcase the multiple dimensions which make up its personality, while also serving to modernize them and open them to the future. The Games, the best ever until then, provided the impulse for Barcelona to become a leader in many respects, but especially in tourism”. The case of Sydney, Australia, the Sydney Olympic Games 2000 have delivered a lasting legacy for the Australian tourism industry and Australia itself (Morse, 2001). Chalip (2002) emphasized that staging an Olympic Games brings a significant public and private investment. He also mentioned the economic contribution of the Sydney Olympic Games 2000 that estimated total public investment was A\$2.3 billion, while the private investment was A\$1.2 billion. Beside, Sydney Olympic Games Committee (1990) saw the Olympic Games as a significant event which enables to leave a positive legacy for the host city in terms of sporting facilities and venues, new and improved infrastructure, boosted international recognition, enhanced international reputation, enlarged tourism and so on if it is successfully performed and financially managed. Moreover, as a very straightforward outcomes, the Barcelona Olympic Games lifted the city up from 16th to 3rd most popular short destination in Europe and the Sydney Olympic Games generated 15% up in visitor numbers during the event month and 11% in the event year (Kirkup, 2008).

■ Beijing 2008

As contrasted with the brilliant legacy of Barcelona and Sydney, the Beijing Olympic Games 2008 received two-sides-opinions. Smith (2008) presented that “China’s bid emphasized ‘opening up’, while the UK’s bid emphasized regeneration of deprived socioeconomic areas and increased social participation in national life”. This “opening up” aspect at the Beijing Olympic Games 2008 is the positive and brighter viewpoint considering the prolonged deep-rooted *the two-China’s issue*. Due to this two-China’s issue, China’s involvement with the Olympic movement and the Olympic Games has been controversial since the establishment of the People’s Republic of China in 1949 (Weed, 2008, p185). Though China could show and proof its urbanization and development of the country through The Beijing Olympic Games 2008, some negative indications and remarks are found both in academic journals and broadcasting media. For instance, The Financial Times, Dyer (2009) reported that the Olympic Games in Beijing failed to provide an expected boost to tourism. Gaffney (2010, p8) critically stated “As Beijing 2008 and Athens 2004 very clearly demonstrated, low income neighborhoods are ‘cleared’ in order to make way for mega-event infrastructures and renovation. Tens of thousands are displaced, either through the physical destruction of their homes or through market mechanisms such as rent inflation”. Those issues relate to human right was witnessed by the world undesirably, and it is also obvious that it goes counter to the spirit of the Olympics; peaceful, better world, mutual understanding, friendship, solidarity and fair play. Also the environmental negative impact such as overcrowded city environment became one of the concerns from The Beijing Olympic Games 2008 (Tian & Johnston, 2008).

1.4 Critiques and Argument in Regard to the Paradox behind the Olympic Games

The legacy left by the Olympic Games in the context of the Olympic Movement is vital (Chalip, 2002), whereas there are many questions and critiques in regard to the real outcomes and reflections to stage the Olympic Games. Malfas et al. showed a large doubt in their journal, while recognizing that a great part of the related literature backups the idea that mage events

such as the Olympic Games can primarily generate positive outcomes in host cities and regions. They questioned whether the Olympic Games as mega-sporting event do indeed produce such net effects and concluded that “while the prospect of economic growth is the driving force behind bids for hosting the Olympic Games, the legacies that follow their hosting are difficult to quantify, prone to political interpretation and multifaceted” (Malfas et al., 2004, p 209). As one of the distinct reasons to conclude like above, they explained that “the hosting of mega-sporting events with the diverse benefits that it can promote, naturally involves various interests ranging from governmental initiatives for urban development to profit-oriented initiatives of the private sector” (Malfas et al., 2004, p212).

Gaffney (2010), by taking an example of Rio de Janeiro which had 2014 FIFA World Cup Brazil and will have the Rio Olympic Games 2016, also cautioned that mega sports events such as summer Olympic Games can be used by stakeholders for the urbanization of the cities, infrastructural reformation and arrangement, and sometimes even promotion of the host country itself underneath the label of preparation of the mega sports events. For instance, he pointed out that “the collective cost for the two most recent bids for the Olympic Games was approximately US\$100 million” (Gaffney, 2010, p21). The city and state governments of Rio de Janeiro, stakeholders of organizer sides, invested hundreds of millions of dollars arranging for the 2014 World Cup and bidding (twice) for the 2016 Olympics (Gaffney, 2010).

The New York Times, Appelbaum (2014) also presented a critical point of view by taking an example of Brazil’s 2014 world cup and 2016 Summer Olympics in Rio de Janeiro. “There is strikingly little evidence that such events increase tourism or draw new investment. Spending lavishly on a short-lived event is, economically speaking, a dubious long-term strategy”.

Knowing a lot of positive sides of the bidding those mega sports event such as the Olympic Games, it seems that there is still enough evidence to argue about *story behind the story*; -something is neglected? -something is sacrificed? -something is not transparent? etc. Those doubts and questions could be held by not only inside a country but also external world as well, it also because of the spotlight by media. From the detailed observation and analysis in regard to the happenings in Rio, Gaffney (2010, p7-8) presented a strict understanding as below;

“There has been a discernable shift in the ideologies that drive the production of mega-events in the city. The massive infusion of public money into construction projects is a boon for developers who are able to leverage the event to realize projects that under ordinary circumstances would be prohibitively expensive or fraught with bureaucratic delay”.

Needles to add, the case of the Tokyo Olympic Games 2020 is no exception. There have been indeed certain critical voice and public opinions which strictly chase the money flow and true meaning of hosting the Olympic Games at this particular time. Especially by spring and summer in 2015, the suspicions noticeably mobilized public opinion. Despite the fact that reconstruction in Tohoku area and situation in Fukushima have been still unfavorable or at least no optimistic news has been announced to the public, it was revealed that the Japanese government and the Tokyo Olympic Committee intended to spend astronomical sums of money on the new National Stadium for the Tokyo Olympic Games 2020. The government has been under escalating criticism as the estimated cost of the new National Stadium rose to 252 billion yen (\$2 billion), nearly twice as much as the initial estimate of 130 billion yen, hence Prime Minister Shinzo Abe reluctantly ended up deciding to scrap the initial stadium plan and start over from zero (Yamaguchi, 2015). Even on this surprise decision-making, there was speculation that it was done to deflect public attention from his unpopular security legislation which would enable the Japan Self-Defense Forces to fight overseas for the first time since the Second World War, and by a sweet twist of fate it was pushed through the lower house of parliament just the previous day of the announcement about the stadium (Demetriou, 2015). Moreover, as ABC News and many other media pointed out, this extremely costly game operation cannot fit the objective made by International Olympic committee neither because “Olympic Agenda 2020” reform program strives to make the games less expensive and guarantee long-term use of venues (Yamaguchi, 2015). It represents just the tip of the iceberg of the whole story since indeed Tokyo is in the thick of construction rush as of 2015 and massive numbers of new investment is planned for infrastructure improvement, which brings bright and sunny mood for a city and widely to a country. However, as several researchers and media beg the questions above, there are always some dilemmas whether those mega events

should be prioritize rather than other issues which the country confronts or the country should be responsible for.

1.5 Risk Perception of the Tourists

Sönmez & Graefe (1998, p172) throw interesting but tactful metaphor; “Why travellers avoid certain destinations is as relevant to the study of tourist decision making as why they choose to travel to others.” To comprehend the effect of risk perceptions on destination image is indispensable as well as how tourists perceive the destination in terms of safety concerns (Liu, Pennington-Gray & Schroeder, 2013). Perceptions of risk, safety and travel experience are likely to stimulus travel decisions (Sönmez & Graefe, 1998), therefore, issues of tourist’s safety and risk are as engrossing as they are imperative (Sönmez, 1998).

What each individual perceives as a risk may differ greatly since measuring the risk depends highly upon the individual judgment and perspective (Dickson, & Dolnicar, 2004). Sjöberg (2000) and Sjöberg et al. (2004) also stated that difference among the people, their diversified sociocultural backgrounds may vary the interpretation and reaction to risk. Especially, impact of health related risk perception in a destination has a clipping effect as discussed by many researchers. Though risk perception understanding is intangible and elusive topic, still, “regardless of whether real or perceived, the presence of risk has the potential to change the nature of travel decisions. When risk perceptions or safety concerns are introduced into travel decisions, they have the potential to become overriding factors—altering the context of conventional models of decision making and causing travelers to amend travel plans” (Sönmez & Graefe, 1998, p172).

Despite the fact that it is depending on the tourists to avoid destinations associated with risk, the consequences of catastrophic incidents on tourist destinations are inevitable and can be profound (Sönmez, Apostolopoulos, & Tarlow, 1999). Various natural and human-caused disasters can considerably impact the flow of tourism (Sönmez, 1998). Therefore, there is a long tradition and is a necessary research stream in tourism to examine the topic of risk perception since moderating the risk perceptions among tourist leads a success of destinations (Dickson & Dolnicar, 2004; Liu, Pennington-Gray & Schroeder, 2013). In tourism, with a consumer’s perspective in mind, risk perception from a standpoint of a tourist’s visit intention

and future behaviour has been widely studied as the risk perception has been proven to be a key factor influencing the decision-making of repeat visitors (Boo & Gu, 2010).

When tourists identify a destination to be unsafe, they will shape a negative destination image in their minds, and then it works as a cause to decrease their desire to travel to the destination (Donaldson & Ferreira, 2009). In other words, some undesirable event and accident can damage the country's projection on the consumer market through its impact of the unlikable occurrences on the tourists' perception of the affected area, as the tourists' risk perception can spread out the entire country even if those happenings affect very specific spots or ways within a country's territory (Rodríguez-Toubes & Antonio, 2014). To avoid these negative loops of risk perception and unsafety image, needless to say, ensuring a safety in a destination is a crucial factor in travellers' decision-making process (Liu, Pennington-Gray & Schroeder, 2013; Sönmez & Graefe, 1998). However, what each individual perceives as a risk may differ greatly since measuring the risk depends highly upon the individual judgment according to knowledge, experience and perspective (Dickson, & Dolnicar, 2004). It should be taken into the consideration that perceptions we carry are molded by the society in which we manage, including features such as wealth, demographics, technology and the media (Slovic, 1990).

Figure 1 below is The Model of Tourism Decision-Making Process adapted from Sönmez & Graefe's model (1998) for this paper to better understand the factors that may influence potential tourists' decision in relation to the Olympic Games and radiation leakage problem.

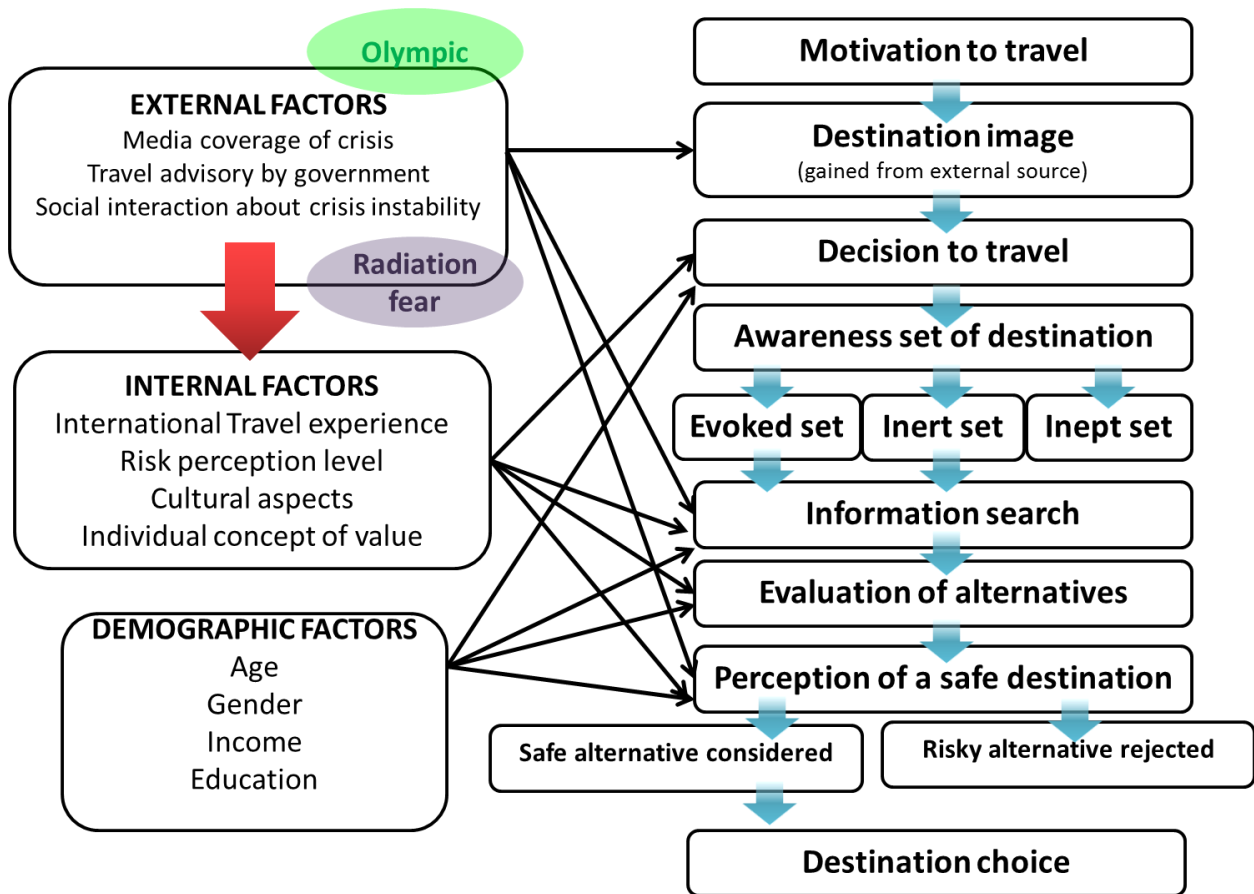


Figure 1. Model of Tourism Decision-Making Process adapted from Sönmez & Graefe, 1998

The case of the radiation leakage problem in Fukushima Daiichi Nuclear Power Plant and following negative and fear-inducing happenings include an actual increase in radiation levels and a broad scale evacuation directive for residences in the affected areas, the impact which those situations encompassed both domestic and international tourists was inevitably pessimistic and persuasive. For that reason, to take care and reconstruct an image of safety, to reassure potential visitors of the safety of the area and country, to regenerate the country's functionality/ attractiveness, and to support local communities and stakeholders' reintegration in their economic recovery are all essential, and they should not be left behind by incorporating crisis management design into overall sustainable tourism development and marketing/ management strategies for the destination and the country (Sönmez, Apostolopoulos, & Tarlow, 1999).

1.6 A Role of Media and the Importance of Destination Image Marketing

“Impression” is such a sensitive but significantly strong element to decide something in our minds. Like many other industries and products, the impression people hold or naturally gradually created in their minds by the influence of external information sources has an enormous effect in tourism. Study that paid attention to the role of media during crisis circumstance and image restoration of a place, led to a range of models, definitions and concepts, including reputation management, recovery marketing and image repair (Avraham & Ketter, 2013).

Chalip (2002) highlighted the influence of media leads up to the Olympic Games and its importance to capitalize since the Olympic Games generates media interest. He also added that maximizing those media impacts from both accredited and unaccredited ones works on repositioning of the host city/ country towards international market. Not only for a normal promotion for the Olympic Tourism and related general tourism enlargement, the case of the Tokyo Olympic Games 2020 indeed has needed/ needs a special marketing and elements of media exposures to inform/ reassure/ appeal the world how safe country Japan is, how stable and controlled the situation in Fukushima’s radiation leakage issue is and most prominently how attractive and charming destination Tokyo and broadly Japan are. Especially before Tokyo won a hosting right of the Olympic Games 2020 at the final selection conference in Buenos Aires, radioactive situation and related negative news were undoubtedly controversial subject. In fact, some concerns about Fukushima’s situation and uncertainty on the risk management of radioactive level and future solution were come up during the conference.

Crompton (1979) illustrated image as “the sum of beliefs, impressions, ideas, and perceptions that people hold of objects, behaviors, and events”. Destination image has been acknowledged as a crucial factor in consumer’s travel choice and tourism marketing (Avraham & Ketter, 2013; Baloglu & McCleary, 1999; Bramwell and Rawding, 1996; Dann, 1996; Gartner, 1993; Chon, 1991; Echtner and Ritchie, 1991). The marketing methods and the role of media in destination image and crisis management has been paid attention by many authors because of its importance in a society. For instance, Buhalis (2000) illustrated that destination image is also matured through marketing research, which gives beneficial clues to lead promotional activities towards branding and adjusting the brand values of the area. In the

market research, the effectiveness of promotional campaigns can be evaluated so that to find out the most cost-effective media is taken to fascinate and convince target markets to capture their interests to visit the destination (Woodside, 1990).

Avraham & Ketter (2013) noted many significant connections between tourism marketing especially image marketing and negative destination problem. Negative destination image in the study of image restoration classified into two types (Avraham & Ketter, 2008) by Avraham & Ketter (2013) are below;

- *Negative image triggered by an unexpected crisis,*
such as natural disasters, terrorism or sudden epidemics
- *Prolonged negative image triggered by long-term problems,*
such as economic poverty, continuous war or political instability

The agenda Japan should address to be a tourism oriented country, as the government has already announced clearly and mainly for The Tokyo Olympic Games 2020 in terms of image restoration marketing, would be positioned somewhere between two types above because of Fukushima's situation. While many researchers such as Wahab (1996) and Mansfeld & Pizam (2006) emphasised about destinations that struggle with unexpected crises in terms of image restoration, those marketing solutions are not always applicable in destinations with prolonged negative images. It shows that there is a clear absence of studies and theoretical frameworks that deal with destinations suffer from long-term and continuous image problems (Avraham & Ketter 2008; 2013). The case of Tokyo, Fukushima and Japan would be also this type in a way, though the initial great earthquake disaster was exactly natural disaster which falls into the category; *Negative image triggered by an unexpected crisis*, however, the problem lies in Fukushima has already prolonged more than three years and it is said that scientifically it will take more than a hundred year to be neutralized once the land and underground water are contaminated, which inarguably falls into the latter category; *Prolonged negative image triggered by long-term problems*. Therefore, in order to properly cope with destination image marketing in this case, the strategies should be taken are most probably holistic, comprehensive and flexible ones.

After clarified the types of negative image on a destination, Avraham & Ketter (2013) proposed reasonable and practical theoretical models which present several media strategies divided by two approaches (see Figure 2);

- ***Cosmetic approach***; relating to strategies that focus mainly on altering the destination's image, without changing the reality that caused the image problem
- ***Strategic approach***; relating to strategies that take comprehensive action, basing the new campaign on substantial changes in the destination's reality, among other factors

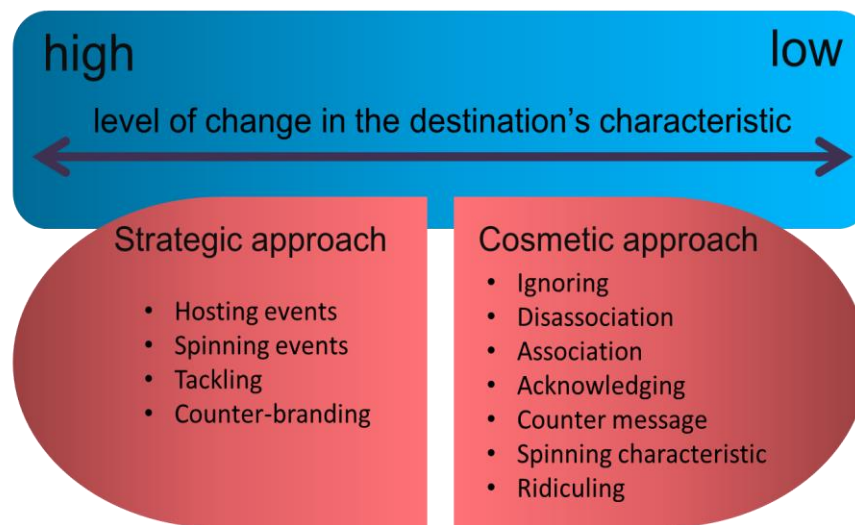


Figure 2. The strategic vs. cosmetic approach for altering prolonged negative destination images, adapted from Avraham & Ketter, 2013

The cosmetic approach includes

- Ignoring the Image Crisis Problem
- Disassociation from the Problematic Location
- Association with Prestige Locations
- Acknowledging a Negative Destination Image
- Delivering a Counter-message to the Negative Stereotype
- Spinning Negative Characteristics to Positive
- Ridiculing the Stereotype (Avraham & Ketter, 2013, p151-156)

This media approach is utilized when the destination's problem itself is not solved but the local stakeholders attempt to portray it in a positive light, by using advertising or campaigns (Baker 2007; Avraham & Ketter, 2013).

The strategic approach includes

- Hosting Spotlight Events
- Hosting Events that Spin Liabilities into Assets
- Tackling the Problematic Reality
- Branding Contrary to Stereotypes (Avraham & Ketter, 2013, p157-160)

This approach is consumed to deal with both the image and the reality since it encompasses the physical and communication matters by involving many actual factors such as residents involvement, vision creation, strategy plan, defining long- and short-term objectives, reinforcing local pride, using research tools and target analysis (Baker 2007; Avraham & Ketter 2008; Ritchie 2009; Avraham & Ketter, 2013). As each case has each distinction, to find out the best media strategy depends on destination characteristics; type of the target tourist; the image crisis nature; and the campaign's goals and timing, also relies on the organizer side's motivation; trying to accept the negative image; try to confront it; and/ or try to alter the actual reality (Avraham & Ketter, 2013).

What is notable to mention here in relation to the case of the Tokyo Olympic Games 2020 is definitely *Hosting Spotlight Events* strategy. It does not necessarily require the supply side to encounter the roots of the image problem, but do assistance in making some changes, enlarge or form the destination's image and generate local and international identity (Waite 2001). Regarding the reason to choose this strategy and/ or spontaneous result when a destination implement this *Hosting Spotlight Events* strategy, Avraham & Ketter (2013) pointed out several aspects and elements; simple and popular as it attracts opinion leaders and journalists in order to improve the destination image; good opportunity as it takes the media attention and lets the host destination to endorse certain chosen images and create positive news, which shifts media attention from a negative to a positive picture of the destination (Avraham & Ketter, 2013).

In a related move, Sönmez (1998) gave some clear and precise descriptions about a distinctive marketing shape in the case that a destination belongs to undesirable images. She

presented that tourism is quite proficient at exploiting verified marketing principles, nevertheless, when a destination suffers a serious obstacle caused by negative happenings it can no longer count on traditional marketing schemes. “The industry must conduct “*recovery marketing*”—or marketing integrated fully with crisis management activities. Destination image— in particular, is one aspect of tourism which demands crisis management and recovery marketing” (Sönmez, 1998, p431).

Lastly, as a different perspective from cultural and social science studies, very interesting standpoint to question about the image and how the image function in tourism and generally in societies was raised by Marc Augé, a well-known French anthropologist and ethnologist. Augé (1995; 1997; 1999) widely brought up the relationships and intersections between tourism, culture, society, time and image-based understanding and cognition of the world from anthropological and ethnological points of view. He presented and described significant differences of tourist behaviour and perceptions in tourism occasions depending on each culture based on his own experience and observations around the world. He pointed out in his presentation in 2012 that tourism, advertisement, broadcasting represented by television and any innovative means of communicational media all contribute to the fulfilment people get from the images, and it may sometimes even extinguish the desire to know about *the other* in detail. In this sense, it also supports how persuasive the role of media is, and especially the visual information form the images can easily create some impression about things. On the other hand, it can also be considered that if people feel they can capture a whole picture enough through media and some visual information, to seek for the actual *fact and truth* would not be very significant factors for them anymore to some extent in some cases. In the case of the Tokyo Olympic Games 2020 beside the Fukushima’s radiation leakage problem, hence to observe how the media exposure/ coverage and marketing/ promotion were perceived by the people who might be potential visitors and tourists to Japan relate to the Tokyo Olympic Games has noteworthy meanings.

1.7 Tourism in Japan and Preparation for the Tokyo Olympic Games 2020

The Japan National Tourism Organization announced that the number of foreign tourists visiting Japan 2014 (by mid-October) has already surpassed 10 million. “Japan’s successful bid to host the 2020 Summer Olympic Games in Tokyo is expected to bring a windfall to the tourism industry with an increasing number of visitors coming from abroad. Taking advantage of this opportunity to develop the newly emerging tourism industry will be a major task, but one that can significantly impact the future development of the country” (McCornac, & Zhang , 2014). Prime Minister of Japan: Shinzo Abe has already announced that the government aims to double the number of annual foreign visitor arrivals in Japan to 20 million by the 2020 Olympic Games after finding the number topped 10 million last year for the first time (The Mainich Newspapers, 2014). To achieve this goal; make best use of the great opportunity to host the Tokyo Olympic Games 2020; to boost up the tourism industry in Japan and ultimately deliver positive and active country image to the world, Japanese central government, prefectural municipalities, widely local communities and even private sectors have already started various ways of preparation. Followings are some of the prominent implementations and schemes ongoing.

■ Relaxation of visa requirements

As of July in 2014, a tourism trend in Japan seems very promising since the number of inbound tourists has been increasing mainly from Asian countries. Specifically, the number of visitor arrivals in Japan has reached 5.20 million by May in 2014; the figure was up 28.4 percent from the previous year (Mainichi Japan, 2014), which can be predicted to achieve a new annual record in the end of the year and it is forecasted to be continuously upraised more thanks to the visa waiver arrangement and substantial relaxation of visa requirements toward south Asian countries. Thus far, Japan has been a country which had high requirements on visa issue for the tourist from Asian countries and it worked as one of the main obstacles to visit Japan. However, the situation is now altering drastically and it is wholly ascribable to the goal which was set by the Japanese government relate to the Tokyo Olympic Games 2020 which claims that the number of inbound tourists in Japan aims to be reached to 20 million a year by 2020. The Ministry of Foreign Affairs of Japan announced in the end of June that Thailand and

Malaysia became visa-waiver countries after July 1st in 2014, and also the visa conditions for the tourists from Vietnam, Philippine and Indonesia were significantly relaxed (travelvision inc., n.d.). Considering the fact that tourists from Asian countries, primarily China, South Korea, Thailand and Vietnam, represent more than 75 percent of the total number of foreign visitors to Japan according to statistical data for 2013, new implementation on visa issue has significant effect (McCornac, & Zhang, 2014).

■ **Flight accessibility expansion**

Another remarkable implementation which was done by Japanese government was the expansion of air accessibility (Nagata, 2014). This implementation has been in progress at local prefectures throughout Japan as of 2015 as a part of Action Program from the government. Moreover, Japan National Tourism Organization mentioned that the collaboration with overseas tour operators in Southeast Asian countries was enhanced together with above two vital measures and policies. Consequently, the arrivals from the six major Southeast Asian countries: Thailand, Singapore, Malaysia, Indonesia, the Philippines and Vietnam- all recorded year-on-year increases and remarkably the number of inbound tourists from Thailand, Malaysia and the Philippines surged more than 60 percent respectively (Mainichi Japan, 2014).

■ **Preparation for Halal Tourism**

Moderation of cultural barrier and flexibility toward multiple cultures are one of the challenges for Japan. “Traditionally, Japan has been a mono-ethnic and monolingual country with the Japanese placing a high priority on their own cultural identity, with a tendency to reject people from different cultures” (McCornac, & Zhang, 2014). As a result of a rapid increase in the number of tourists from Southern Asian countries and also one of the next impending promotion targets as unexplored markets will be the Middle East countries, the Japanese government and some major Japanese destinations hasten the pace of preparation for Halal Tourism. Just a few years ago, even the word “Halal” was not commonly understood what it meant in Japan. Therefore, as The National (2014) stated in their article, for a country like Japan with only about 100,000 practising Muslims, to adopt the Muslim custom has many difficulties indeed, however, as Tokyo will receive many Muslim athletes and visitors on its

Olympic Games operation, broadening the appeal of Japan as a Muslim-friendly destination takes an important role if the tourism industry in Japan is to meet the 20 million visitors target set for 2020.

■ **The framework “Host City-Town”, 1 town, 1 nation project**

As well as being able to stimulate the recognisability of The Tokyo Olympic Games 2020 globally, international cultural exchange tagged with local municipalities and communities are designed under the framework “Host City-Town”. The concept of this framework is to assign one town in Japan to support one nation from the expected participant countries for the Olympic Games 2020 based on the information and situation about sister-city relationships. The Japanese government promotes this project to uplift revitalization of local communities nationwide through various approaches to about 200 countries and territories in their preparations for the 2020 Tokyo Olympics and Paralympics. The platform will be inspired by the “one school, one nation” campaign in which each local school supported a foreign country, conducted back in 1998 Winter Olympic Games in Nagano. After autumn in 2014, the government will start inviting participation and concrete ideas for the interactions in the planned scheme from local governments wishing to endorse international exchanges with foreign athletes and visitors run up to the Tokyo Olympic Games 2020 (The Yomiuri Shimbun, 2014 & The Mainichi Newspapers, 2014).

As of October 2015, according to Japan National Tourism Organization, the total number of inbound visitors to Japan was 16.31 million, surpassing the annual record of 13.4 million last year: 2014 (Japan National Tourism Organization. 2015). Looking into country of origin, China, South Korea, Taiwan and Hong Kong represent the top four nations for visitors to Japan, and increasing the number of flights from inland airports in China has also contributed to the sustained strong growth (Kodera, 2015). According to Tourism White Book (2015) by Ministry of Land, Infrastructure, Transport, the average occupancy rate of accommodation in Tokyo is 81.5%, the highest percentage than any other city in Japan. In regard to the purpose of visiting, 61.2 percent is tourism oriented purpose whilst 25.1 percent is business purpose. Interesting to note is that, looking at the purpose trend of visiting Japan,

“to have Japanese food” gets the highest rank with 76.2 points followed by “shopping” 56.6 points and “nature & scenic places” 46.8 points. From Tourism White Book 2015, the tendency of Asian tourists in terms of travel purpose is clearly “shopping” while the tourists from Europe, North America, Australia and Russia shows their interests the most on “Japanese historical, traditional cultural experience”. Because of above reasons, development for new shopping districts in Tokyo has escalated such as Ginza area, and needless to say the food-service industry in Japan especially in Tokyo has boosted up rapidly thanks to inbound tourism boom.

1.8 Post Disaster Situation and Radiation Leakage Problem in Japan

After the massive earthquake had hit Japan mainly Tohoku area on March 11th 2011, the unexpected fearful size of tsunami rushed toward resident areas. The worst of the worst things was that one of the nuclear power plants named “Fukushima Daiichi” was located in the damaged region by tsunami. According to The Federation of Electric Power Companies (hereafter FEPC), around 30% of electricity in Japan comes from nuclear power because Japan has little natural resources, depending on imports for nearly 80% of its primary energy requirements (The Federation of Electric Power Companies, n.d.). As a view from the supply side of the electricity in Japan, FEPC raises the reasons on their website why Japan should have some dependency on nuclear energy, which also gets into line with what the Japanese government says. There are several core reasons for this. One reason is a consideration on CO₂ emissions. Since CO₂ emissions from nuclear power production process are very low, the nuclear is an extraordinary power source to mitigate global warming, as well as the nuclear energy’s stability in generation cost and fuel supply (The Federation of Electric Power Companies, n.d.). Additionally, World Nuclear Association (2015) stated about the nuclear power situation in Japan and the circumstances after Fukushima Daiichi accident as below:

“Despite being the only country to have suffered the devastating effects of nuclear weapons in wartime, with over 100,000 deaths, Japan embraced the peaceful use of nuclear technology to provide a substantial portion of its electricity. However, following the tsunami which killed 19,000 people and which triggered the Fukushima nuclear accident (which killed no-one), public sentiment shifted markedly so that there

were wide public protests calling for nuclear power to be abandoned. The balance between this populist sentiment and the continuation of reliable and affordable electricity supplies is being worked out politically.” (January 27, 2015)

As internationally being known well, Japanese archipelago lies on the volcanic belt therefore Japan has repeatedly been hit by the serious earthquakes many times before. Consequently, seismic-resistant design and countermeasures against natural disasters has been developed and improved at the high level, however, there is always “unforeseeable” situation in nature. A 15-metre tsunami generated by the earthquake deactivated the power supply and cooling of three Fukushima Daiichi reactors, causing a prolonged nuclear accident on 11 March in 2011. All three cores at Fukushima Daiichi largely melted in a first few days and some 100,000 people had to be evacuated from their homes except some limited return in 2012. Official figures show that there have been well over 1000 deaths from maintaining the evacuation, in contrast to little risk from radiation if early return had been allowed (World Nuclear Association, 2015).

Even though accident at Fukushima Daiichi did not cause any death of resident at the event, the radioactive effect on human body has been a controversial topic both domestically and internationally. Indirectly, seafood and vegetables from contaminated areas or even near from contaminated areas badly scared consumers not only in Japan but also neighbouring countries and even remote countries such as U.S. and Europe. For instance, the Woods Hole Oceanographic Institution (WHOI) announced that a radioactive element cesium-134 was found 100 miles off the coast of Eureka, California. Although it is said that the amount of radioactive chemicals in the water is still lower levels that are dangerous to humans, the leader of WHOI's monitoring team carefully stated that monitoring of radioactive elements along the Pacific coastline is needed (David, 2014). Despite the fact that direct/ indirect negative impacts caused from the radioactivity problem are exposed to the front line as written above, the Japanese government officials' standpoint has been rather positive and this positive point of view was reflected to the Tokyo Olympic Games 2020 bidding & ongoing preparations. As Mackay reported in his article, Takeda, president of Tokyo 2020 mentioned that radiation was no longer a concern at one interview in 2013, and also stated that studies have shown that Tokyo's radiation levels are lower than any other cities (Mackay, 2013).

There are various points of views from positive and negative opinions about this radioactivity influence and future concerns especially every time new facts were revealed to the public. For example, back in the bidding period for the Olympic host city in 2013, the plant's operator from TEPCO (Tokyo Electric Power Company) acknowledged that at least 300 tonnes of highly radioactive water had leaked from a storage tank into the ground, marking the worst leak in almost two and a half years since the disaster in 2011 though Tokyo Olympics 2020 official has insisted the Fukushima nuclear plant poses "no threat" to Tokyo in 2013 (Goddard, 2013). Caldicott (2013) stringently criticized the attitude how the Japanese government and TEPCO dealt with Fukushima Daiichi, and called the Tokyo Olympic Games 2020 "Nuclear Olympics". She doubted legitimacy and adequateness of all the money spent into expensive accommodations and stadiums for the Tokyo Olympics 2020 behind the refugees from the contaminated areas. Also she severely critiqued one Japanese official's comment about Fukushima Daiichi, "*If we just buried them no one would look at another nuclear plant for years.*" since it explicitly highlighted the opinion that they (electricity supply side and widely Japanese government) still want to pursue nuclear power despite the catastrophe.

It is quite difficult for the public to figure out which sides of the opinions are correct or incorrect since the views from each specialist, journalist and politician differ substantially. Most probably, both sides of the viewpoint have certain possibilities since they are backed up with supportive evidence and estimation according to some scientific researches, however, because there is no previous record and exactly the same case in the past any risk and probability should be discussed and examined very carefully without regard to some stakeholder's benefit. Now, as written already in this chapter above, it is factual that the public sentiment shows fear and revulsion toward nuclear power though the supply side holds opposite thoughts.

2. Methodology

In order to achieve the goal and answer the research questions of the thesis, qualitative research method was chosen. This small-scale qualitative study is intended to find out some forecasts at the moment: 2014-2015 since the main event: the Tokyo Olympic Games 2020 will be held in the future. Generally speaking, the research which mentions about impact and/

or influence of mega event in Tourism is conducted *after* the event. Therefore, this research mostly can make only tentative conclusions as of this moment based on the analysis from primary data and existing understandings from literature review. A detail of research method is illustrated in the following chapter.

2.1. Research Paradigm

Moustakas (1994), who is recognized as a pioneer of phenomenological research observed experience and behaviour as a cohesive and inseparable relationship of a phenomenon with a person experiencing the phenomenon. In addition, Lester (1999) presented with a clear philosophy that the phenomenological approach is intended to illuminate the specific, to identify phenomena through how they are perceived by the actors in a situation. More specifically, according to Welman and Kruger (1999) and Groenewald (2004), it is said that a researcher applying phenomenological approach is focused on the lived experiences of the people, understanding social and psychological phenomena from the perspectives of people involved, or who were involved, with the issue that is being researched.

In this thesis, the core theme of the research is neither about pros and cons of nuclear power nor its concept of management. However, as unprecedented radioactive accident and following traumatic influences after about thirty years of Chernobyl in Ukraine and Three Mile Island nuclear power plant accidents in the United States were/ are reasonably sensational and complex issues which could have significant impact on a notion which people in the world may associate with Japan and eventually tourism in Japan. Possibly, a difference between existing natural disaster such as solo earthquake disaster, flood, and massive hurricane etc. and this destructive nuclear power plant accident caused by massive tsunami is that absolute natural disaster or human-caused disaster. The case of Fukushima, it was a natural catastrophe at the beginning, however, it was gradually witnessed and broadcasted as the human-caused disaster combined with the extraordinary great earthquake tragedy as nuclear power plant activity and its crisis management/ risk management are something unquestionably falling upon the human actions and decisions. Therefore, especially in the event of human-caused disaster, the tourism industry and responsible organization have to seek forward-looking ideas to manage the disaster's aftereffects (Sönmez, Backman & Allen, 1994).

Hence, the author believes that there are many ways to understand this situation according to the perspectives and experiences of the people in the world and it would not be one pattern or distinct forms but rather being diversified phenomena. As a consequence of the circumstances which are explained above, the author assumes that it must have some reflection on tourism in Japan which has been in a phase of rapid growth towards The Tokyo Olympic Games 2020 in terms of potential tourists' visiting motivation and interest. Since phenomenological methods are known as an effective approach particularly to bring to the fore the experiences and perceptions of individuals from their own perspectives though it is challenging to have structural or normative assumptions (Lester, 1999), it shows the most dominant suitability on this case. To comprehend what kinds of factors, happenings, sources and information affect people's motivation to visit Japan and more widely the image of Japan regarding this negative national disaster and following prolonged radioactive impact, phenomenological approach; "gathering 'deep' information and perceptions through inductive, qualitative methods such as interviews, conversations, participant observation, action research, analysis of personal texts and representing it from the perspective of the research participants" (Lester, 1999, p1-2) gives a perfect match in this paper since what the author would like to know from the demand side and preferably also from the supply side is not succinct answers but detailed, extensive and varied ones depend on the diversified respondents' backgrounds. Moreover, as originally Hammersley (2000) also stated, those who apply to phenomenological approach, in contrast to positivists, accept as true that the researcher cannot be detached from his/ her own presuppositions and that the researcher should not pretend it (Groenewald, 2004). By the same token, Lester (1999) described that phenomenological approaches are based in a paradigm of personal knowledge and subjectivity, and emphasise the importance of personal perspective and interpretation, which gets into line with the author's epistemological position on this paper.

In addition to the fact that the purpose of the phenomenological approach complies with an intention and characteristic of this paper, the Interpretivist / Constructivist paradigm arisen from the philosophy of Edmund Husserl's phenomenology could be also applied as the research paradigm considering that phenomenological approach is associated with the Interpretivist / Constructivist paradigm according to Mertens (2005) and Creswell (2003). As

Chiari and Nuzzo (1996) mentioned, it is believed that there are solid connections between phenomenology and constructivism. Riegler (2012) and Oulasvirta, Tamminen, & Höök (2005) illustrated that Constructivism is not a consistent paradigm, it is a general category including various research strategies, countless elements of empirical insights and philosophical reflections have led to the formulations of numerous Constructivisms. Furthermore, Constructivism values the member's point of view to the concrete use situations without this being as problematic to the epistemic-ontologic configuration and it also extricates the researches from "one truth" to do critical, reflective evaluations of research processes in terms of power relations, etc (Oulasvirta, Tamminen, & Höök, 2005). Guba & Lincoln (1994, p110) described Constructivism as below;

“Ontology: *Relativist*. Realities are apprehend-able in the form of multiple, intangible mental constructions, socially and experientially based, local and specific in nature (although elements are often shared among many individuals and even across cultures), and dependent for their form and content on the individual persons or groups holding the constructions.

Epistemology: *Transactional and subjectivist*. The investigator and the object of investigation are assumed to be interactively linked so that the “findings” are literally created as the investigation proceeds.

Methodology: *Hermeneutical and dialectical*. The variable and personal nature of social constructions suggests that individual constructions can be elicited and refined only through interaction between and among investigator and respondents. ”

Therefore, if it is considered that phenomenological approach here should be classified under an umbrella of Constructivist paradigm, it makes a lot of sense for the author and how the author tries to answer the research questions in this paper.

2.2. Research Method

In this thesis, secondary research: literature review consists of general ideas and theories regarding Olympic Tourism widely, impact of mega event on tourism, destination marketing specifically from negative images, risk perception in a destination, and briefly about

tourism in Japan together with influence of the Great East Japan Earthquake Disaster and following radiation exposure. Since the research topic touches a number of areas, literature which was reviewed in the thesis has a unique diversity.

2.2.1. For the Demand Side

■ Selection of Research Participants

Purposive sampling was chosen based on the author's judgment and the purpose of this research (Schwandt, 1997)., which means, those who can be the potential inbound tourists to Japan in relation to the Tokyo Olympic Games 2020 and those who witnessed/ are witnessing Fukushima's happenings. As the great earthquake disaster 2011 in Japan and followed Fukushima's radiation problem were worldwide sensational happenings in all over the world, to find the participant who experienced these phenomena did not become difficult criteria. Also, as it can be seen in the literature review, the travel intension diversity regarding the whole Olympic movement is intricately-intertwined with various elements since "Olympic" itself can be a primary purpose of the travel while it can also be a sub-purpose in case the tourist has another prior intension to visit a country. Therefore, considering the fact that basically all the people in the world can have a possibility to be the potential inbound tourists to Japan in 2020 as the term "potential inbound tourist" here does not mean only sport event fan or people who have interests on traveling Japan, there was actually no criteria to select the participants except "Japanese" and "no interest on traveling itself". The reason why "Japanese" was excluded is that if the participant is Japanese person who carries Japanese culture and value, perspective to look into the situation and phenomena in regard to the radiation crisis, related risk perception, the Olympic Games held in Tokyo and tourism in Japan will be coloured because of the lens of Japanese perspective even though he/ she lives abroad at this moment. Research theme here is absolutely "how the people in the world see those issues", hence participants were narrowed down to international ones only.

In-depth face-to-face interviews from 7 participants up to 20-40 minutes from 6 nationalities; Germany, France, Spain, Cuba, Jamaica and Slovakia, 1990's to 1970's age range were arranged. Additionally, email document based interviews with the same open ended questions which were used in the face-to-face interview were conducted from 68

participants from 31 nationalities, 1990' to 1950' age range. The part which inquiries how level the negative situations regarding radioactive level in Japan affect participants' potential motivation to visit Japan is quantified by a scale 0 to maximum 3, so that the difference among five assumptive situations; which kinds of matters affect the participants on what level, can be understood clearly.

By the nature of phenomenological approach, 7 in-depth face-to-face interviews seemed enough to describe the case, however, after consideration about the diversity of the information that the author enables to gain through this research, email document based interviews were also chosen to conduct. Since more diversified participants can demonstrate more detailed/ widely-branched information, which helps the author to analyse the case, multi-nationality participants were desired to be involved. In order to trace additional participants, especially for the email document based interviews in case there was something needs to be confirmed and/ or questioned from the author side after receiving their answers, snowball sampling method was utilized. Snowball sampling is a method of expanding the sample by asking one participant to recommend others for interviewing (Babbie, 1995; Groenewald, 2003). As necessary, supplementary questions and answer confirmation have been done with some participants.

■ Procedure

For the demand side in-depth face-to-face interview, unstructured interview was conducted as unstructured interviewing encompasses direct interaction between the researcher and a respondent. "It differs from traditional structured interviewing in several important ways. First, although the researcher may have some initial guiding questions or core concepts to ask about, there is no formal structured instrument or protocol. Second, the interviewer is free to move the conversation in any direction of interest that may come up. Consequently, unstructured interviewing is particularly useful for exploring a topic broadly" (Research Methods Knowledge Base, 2006). The questions were directed to the participant's perspective, feelings, beliefs and convictions about the theme; generally Olympic tourism movement, risk perception about the radioactive problem and Japanese government's attitude toward all those issues. This is so called "bracketing", where the inquiry is performed from the perspective of

the researcher (Groenewald, 2003). For the demand side email based interview, the explanation which emphasized the importance of having people's impression, perception, direct opinion and feelings was informed to the participants in advance so that the author is still able to obtain participants' perspective, way of thinking and background: why they feels so through remote communication. Interview question sheets were sent to participants all over the world by email and returned to the author by email as well.

2.2.2. For the Supply Side

Ideally, qualitative research on both demand side and supply side were scheduled in order to answer all the initial research questions. However, after contacted with Tokyo Olympic Committee Setagaya District Sport Promotion Division and Japan National Tourism Organization London Office during spring and summer of 2014, unfortunately the author was informed that the preparation of the Tokyo Olympic Games 2020 in terms of public relation and task division was still fundamental stage as some of the plans for the operation are now under review. For instance, Japan National Tourism Organization London Office informed the author that some task groups were just divided for the Tokyo Olympic Games 2020 but there were no concrete operational actions yet. Also, because of the paper's sensitive topic about radioactive issue and its environmental aspects related questions, the author could not receive enough answer to analyse though the interview sheet was indeed delivered to the Tokyo Olympic Committee Setagaya District Sport Promotion Division. The sensitive nature of the topic was exactly raised as a reason why it was difficult for them to answer by Tokyo Olympic Committee Setagaya District Sport Promotion Division in November 2014. Therefore, the willingness to research on supply side was eventually rejected in November, and the author confirmed that it is quite challenging to conduct interviews in regard to those sensitive radioactive issues at this moment. More details are described in the limitation section and the interview sheet which was sent to the Tokyo Olympic Committee Setagaya District Sport Promotion Division is attached in the appendix.

2.2.3. For the Third Party

In regard to the situation in Fukushima; the radiation leakage problem and contamination issue as well as nuclear power plant's potential risk ahead in tourism, the author also conducted email based interview to the third person: an expert in the nuclear power industry to get the objective point of view apart from both supply side and demand side of the case. Knowing the evaluation by the expert based on professional knowledge about the current Fukushima's situation, governmental attitude, its coping strategy and process to deal with such a huge responsible matter is quite beneficial for the author to figure out if the government's statement in relation to this matter, widely decision to hold the international significant sports event: Olympics was/ is reasonable or not. Mr. Hany KA Ali, Ph.D., P.Eng. working in Electrical, Control and Instrumentation field as a project manager cooperated to this section. He has been working in the nuclear power industry more than over several decades, currently working for Slovenske Elektrarne in Slovakia as a project manager. After meeting him directly in Slovakia, discussed the case and contents of the paper, he agreed the interview answering through email and it was conducted in October 2014. Four main questions were asked in the interview sheet by the open ended question format on the topic of radiation leakage problem and defunct plant situation in general and related issues in tourism. Questions were elaborated with the voices from the demand side which the author had already collected, so that the objective opinion from the expert is maximized and to make a comparison between "how the demand side believes and concerns" and "how the expert actually see the same issues from different angle".

2.3. Data Explication Method

Simplified version of Hycner's (1999) explication process, which was utilized and described in detail by Groenewald (2003) in his article *A Phenomenological Research Design Illustrated* is applied as a method to analyse. His 5-step explication process is below:

- 1) Bracketing and phenomenological reduction.
- 2) Delineating units of meaning.
- 3) Clustering of units of meaning to form themes.
- 4) Summarising each interview, validating it and where necessary modifying it.

5) Extracting general and unique themes from all the interviews and making a composite summary.

■ *Bracketing and phenomenological reduction*

What should be done here is that listen to the recorded materials or documents repeatedly, but no position should be taken according to the researcher's own presuppositions. The researcher's intentions and interpretations or theoretical concepts should not interfere to the unique world of the participant (Groenewald, 2003). Hycner (1999) described this step as "an essential step in following the phenomenological reduction necessary to elicit the units of general meaning" (p280). In this step, the author listened and read the collected data materials several time without pushing own beliefs about the topics.

■ *Delineating units of meaning*

The list of units-of-relevant-meaning that were extracted from each interview needs to be carefully examined and the clearly unnecessary units are excluded (Moustakas, 1994). However, the researcher is required to make an extensive number of judgments while intentionally still bracketing her/ his own presuppositions in order to avoid inappropriate subjective conclusions (Groenewald, 2003). Hycner (1999) cautioned this phase as quite skilful step and it is a critical point of phenomenological research since the researcher's subjectivity can interfere. Here, the author picked up the similar expressions and opinions in the same sense of the talks from the interviews. From the written interviews: email based interviews, basically the same technique with above was used, however, as it was impossible for the author to assume how the participants answered the questions in what kinds of tone and sense, extracting steps were done with very cautious considerations.

■ *Clustering of units of meaning to form themes*

After prepared the list of "non-redundant" units of meaning in hand, the presuppositions of the researcher was again need to be bracketed so that true in phenomenon can still remain (Groenewald, 2003). By grouping the units which were extracted in the previous step, theme was shaped and substantial topics are identified.

■ *Summarising each interview, validating it and where necessary modifying it*

A summary that incorporates all the themes drew out from the data gives a holistic context (Groenewald, 2003). For “validity checks”, the analyses return to the participants to determine if the essence of the interview has been appropriately ‘captured’, however, under some rare circumstances or for instance researcher handles certain populations, this step can be considered (Hycner, 1999). In this regard, the author could not return to the analysis because of the environmental limitation which will be presented in the limitation chapter. However, for the email based interviews, some additional confirmation and communication have been done in case the author considered it was necessary.

■ *Extracting general and unique themes from all the interviews and making a composite summary*

“The unique or minority voices are important counterpoints to bring out regarding the phenomenon researched” (Groenewald, 2003). When all the 5 steps above are completed, the researcher can look for the themes common to most or all of the interviews as well as the individual dissimilarities (Hycner, 1999). “This procedure requires the phenomenological viewpoint of eliciting essences as well as the acknowledgment of existential individual differences” (Hycner, 1999, p292).

2.4. Limitation

As the first limitation and the biggest difficulty in such a national-related issue is that to distinguish which information is correct, which is wrong. Regarding nuclear power plant situation, there are dozens and dozens of opinions and positions in the world as of this moment: 2015. In this case of Fukushima’s radiation leaking problem, the author cannot clarify about the REAL situation how Fukushima really is now due to the massive complications of media networks, information propagation and various stakeholders’ interests. Though to illuminate the factual situation in Fukushima and/ or the real influence of radioactive contamination level in Tokyo (and Japan itself) are not the intention of this paper, it was huge obstacle on interviewing, discussion with an expert, and whenever the author tried to illustrate the whole picture of this issue. Hence, all it can be examined here is that to

perceive and investigate change, influence, public opinion from the standpoint of an outsider, and find out the inbound tourist's insight toward this concern from the primary data.

The second limitation could be accessibility to the governmental institution and organization because of the delicate topic of the paper. Apparently, the government would not officially say that somehow it did something special in regard to this Fukushima's issue to host the Olympic Games and related activities, though the author strongly believes that there should be/ should have been many linkages between bidding Olympic Games and national negative problem. As it can be seen in the research questions and description about the author's interest, to seek to the relationship and influence between the Japanese government's action/ scheme/ implementation and the Tokyo Olympic Games 2020 in terms of radiation leaking problem in Fukushima were the major objectives in the initial plan. However, the responses from the organizer side were obviously indispensable to answer following research question which was placed in the center of the paper originally;

- How the tourism associated with the Tokyo Olympic Games 2020 can influence the government's attitude toward the potential risk- case of radiation leaking problem?

For that reason, the author looked for some ways to access to those organizations to ask the answers, and eventually could contact with the Tokyo Olympic Committee in one district in Tokyo thanks to an intermediary. However, it turned out that answering those questions was very complicated and difficult for them due to the sensitivity nature of the issue. The author was informed that especially to answer the questions about environmental issues regarding radiation requires careful handling for them. Therefore, the author had no choice but to give up the idea to have the perspective from the organizer side and involve the answers from them into the paper.

The third limitation would be a lack of academic support due to complexity of the paper topic. As Avraham & Ketter (2013, p145) stated, "the study of tourism marketing that deals specifically with destinations suffering from prolonged negative image problems is less well developed" though there are many literature mentions about destination planning and the relationship between mega event and its impact on tourism supply. Also Faulkner (2001) cautioned that there is not enough amount of systematic research that has been done in the

field of disaster management, therefore few destinations have appropriately developed disaster management plans in case of those circumstances. The paper theme lies on quite specific but several different fields of tourism and all those elements are intertwined. Almost certainly, there was no other summer Olympic host city/ country in our history which posed a radiation risk like Tokyo/ Japan (the case of Tokyo, the Olympic Games will be held just 9 years after the nuclear disaster in Fukushima, 230km distance between two cities). Considering those facts, it can be said that the paper theme itself is quite new and unexplored area as nuclear accident and its damaging impact have considerable continuity because of the contamination and difficulty of disposal provision. Therefore, it is obvious that comparative academic sources and examples which examine this complicated correlation among “prolonged negative destination image problem (= radiation leakage problem in Fukushima)”, “mega event hosting (= the Tokyo Olympic Games 2020)” and “impact on tourism (= tourism growth in Japan)” are insufficient.

The fourth limitation relates to environmental and physical components such as language barrier, time restriction and location availability. In order to find out the diversified perspectives and insights from demand side, in-depth interview and email document based interview were conducted. However, because of the complex content and topic of the interview (some participant had difficulties with questions and sentences about radiation leakage, governmental attitude evaluation etc.), participants needed to be narrowed down to fluent English speaker, which made the sample choice quite harder since the ideal way to collect the answers was from as many nationalities and age groups as possible considering the possibility of all potential future visitor/ tourist at the event of The Tokyo Olympic Games 2020. Regarding time restriction, since the event will be held in six years ahead some of the official preparation on organizer side has been delayed or has not been organized well yet. For instance, the division or person in charge whom I might be able to gain some valuable interview from or have some opinion exchange with was not clearly opened to the public. Also, there would be more visible changes regarding the solution for radiation problem in Fukushima if the research could be continued longer because of the fluctuate characteristics of the issue. Lastly, the location availability was also huge limitation especially on interviewing. Face to face direct interviews were conducted in Spain, consequently the author could find

more accessibility to European participants. On the other hand, there was less possibility to be able to reach the participants from other continents due to low flexibility of the author's mobility. Particularly, in-depth direct interview with people from the United States could be valuable sample because of the economical/ cultural backgrounds and the size of the Olympic squad, hence the author needed to select remote interview by email document based instead.

3. Results and Discussion

According to the 5 steps phenomenological method which was presented in the methodology chapter, key findings for the demand side research were extracted from the primary data. First, composite summary shows the common findings from the all participants broadly, and some distinctive findings are described in the unique theme section. Lastly, all those findings will be considered in the context of existing key concept and theories from literature review.

3.1 Perspective from the Demand Side

Composite summary

In the context of quite multifaceted relationship among tourism in Japan, hosting the Olympic Games and radiation leakage problem including governmental attitude to deal with, perspectives which can be called *common to most or all* (Hycner, 1999) were found. Firstly, among those findings, one of the most prominent issues was the influence of the Olympic Games on tourism in Japan. Firstly, participants' motivation to watch the Olympic Games in a host country was surprisingly high excluding just a few who have no interest on being a spectator and/ or the Olympic Games itself. Almost all the participants indicated high interests and enthusiasm to put themselves in the Olympic movement based on various reasons such as a desire to experience the atmosphere of the most well-known sports event, a willingness to support national teams and/ or first rank athletes with special event space. There were a few participants who actually watched the Olympic Games in the past, however, majority of the participants have never been to the Olympic Games yet and this rare opportunity attracts people's curiosity a lot. Most of them stated that it will indeed be a precious experience to join such an exciting international sport event once in their live. However, it was noticeably

revealed that “experiencing the Olympic Games” and “traveling around a host country” do not go together as do not have same level of priority in terms of travel purpose decision making process. There were certain numbers of participants attracted and motivated to consider visiting a host country because of the Olympic Games, however, the Olympic Games can only be a secondary purpose to travel according to the participants’ answers. In this thesis’s case, the Tokyo Olympic Games 2020 is a good opportunity to make the people consider travelling to Japan while majority of the participants mentioned that still the primary purpose should be different ones such as attractive culture and/ or beautiful places which catch the attention of them. Olympics truly stimulate their motivation to travel to a host country, nevertheless, it cannot actually bring people unless the host country itself obtains certain attractiveness for the potential tourists or tourists initially have a primary purpose. Those who even formerly have a desire to travel to Japan, some of them answered that they would not choose the year of 2020 specifically due to some unattractive influence under the mega sports event such as overpriced accommodation fee and/or overcrowded tourism venues. No matter they are sports fan or not, majority of the participants who presented non-willingness to travel around the country during the Olympic Games answered that because of the crowds and raised price of the all kinds of tourism related products in the country are the reasons why they prefer not to go there during the games. To consider how expensive everything is in a host country at the moment of a big event was the decisive factor for them. Similarly, many participants mentioned that even they are sports fan, commonly something that can be a real motivation to travel is cultural attractiveness. For those who originally have some interest on Japan and plan to travel to Japan, indeed the Olympic Games can be one of the attractiveness, however, it can only be a secondary purpose which has a lower priority.

Secondly, it came as a surprise to the author to note but the radiation fear does not bother the motivation to travel to Japan for the people who primarily have desire to go to Japan though majority of them answered that they will still avoid the high radiation area. Perspective on the situation regarding the radiation problem in Japan generally is still negative from most of the participants, on the other hand, it was perceived already as “past happening” by quite a lot of participants by now. Many participants raised up media impact regarding the impression of Japanese radiation issue and many of the participants also said the reason why

they do not actually perceive the radiation problem in Japan as a huge danger anymore is because less (or even no) attention by the media. The interesting thing to remind is that “Japan” and “Tokyo” are synonym for many participants seeing as many of them mixed to use these names and “Japan and/ or Tokyo” was common expression in the interviews.

Thirdly, the safety in Tokyo is perceived as “safe” by quite a lot of participants. The reason why they assume Tokyo is safe at the moment is mainly because the general notion that there are many people living in Tokyo, and shrunk media coverage in regard to this issue. Some even described that as soon as media stopped broadcasting about Fukushima, accordingly people started forgetting about Fukushima. Nonetheless, important to remember is that an idea that “Japan is a small country” was offered by many participants various times. This notion remains people’s mind clearly thus majority of the participants answered that they feel Fukushima and Tokyo are located relatively near or near. Regarding the statement and general attitudes of Prime Minister Abe could not gain the trust from the participants, however the reason why people do not trust him or Japanese government itself is because “it is pure politics” (quoted by one participant’s answer), but not because of personal issue of himself or his strategy. Regarding the possible negative radioactive situations that can be happened in the future, it revealed that most of the participants fear the higher radiation level on food and sea water in Japan. On the contrast, people showed less interest or minimum influence on media coverage as an issue which effects on their notion. Majority of them stated that even media starts paying attention to this issue again, it would not influence on their minds to a large extent as they know what media says does not necessarily mean trustworthy matter.

Where the huge responsibility lies regarding this radiation leakage was identified definitely on Japanese government’s shoulder by all the participants. Though there were a few participants added that it is not only Japanese government’s responsibility but the world should cooperate and try to solve the problem as it is not a problem only for Japan anymore. It was clearly seen that the fact Japanese government throws contaminated water into the sea provided a huge undesirable impression to the participants. Since people hold the value that the sea is connected throughout the world and radiation will move by oceanic current. Most of the participants did not even know that the Tokyo Olympic Games 2020 is positioned as recovery/ rebirth/ reborn Olympic Games from the disaster in Japan as one of the strategy by

the government, and also there was little participant knows any implementation, strategy or campaign by the government for the Tokyo Olympic Games 2020. Significant to note is that quite a lot of participants from European countries referred to Chernobyl accident in terms of the seriousness of Fukushima, and most of them considered Fukushima is rather well managed than Chernobyl though they know the situation and effect should not be underestimated because contamination is a long-lasting negative environmental issue. Regardless of nationality, the comments mentioned good image about Japan, Japanese people and regulation/ social system/ moral were found in many ways though the evaluation toward Japanese government was relatively low. It seems that the good impression which the participants originally have for Japan was even enhanced by some scenes from the disaster time.

Regarding the risk perception on radiation issue in Japan, some of the European participants connected to their own countries' nuclear power plant schemes. Such as France, Germany and Belgium, accident in Japan and prolonged negative consequence on nuclear power reminded them of comprehensive opinion about the plant operation itself in case the accident happens. Another notable thing regarding the characteristics from particular countries is that among Chinese and Korean participants, political conflicts between their governments and Japanese government undoubtedly influenced on the point of view what the participants carry. On all the questions regard to governmental attitudes or responsibilities, their angers or at least uncomfortable feelings toward Japanese government were reflected. Though participants were still very sympathetic what happened due to the disaster, how political issue effects on general people's perspective was clearly showed.

Unique Themes

Though the composite summary above only reflects the themes that are *common to most or all* of the interviews, as already presented, individual variations or unique themes are equally significant (Groenewald, 2003). Several themes emerged from this research are listed below.

■ Negative impression in regard to a specific institution/ private company

Some of the participants raised the exact name "TEPCO" and doubted their attitude and coping strategy in regard to Fukushima Daiichi Nuclear Power Plant almost in the same way.

TEPCO stands for Tokyo Electric Power Co., Inc. which operates Nuclear Power Plant in Fukushima, and also known as an exclusive provider of all the electricity in Tokyo metropolitan area.

Participant 1: Male: from Argentina: economist: '70 mentioned about Japanese government's strategy regarding the radiation leakage problem in Fukushima.

"I don't like how they managed their strategy with TEPCO, but I think the Olympics can be a good opportunity for giving some hope to Japan after the disaster".

Participant 1 dislikes the Japanese governmental attitude especially synchronised movement with TEPCO. He presented TEPCO's interfere in the strategy and implementation of the government as a discomfort element in his answers several times. However, he acknowledged that the Olympic Games can bring the brighter wind to Japan as a positive factor.

■ Perception about the Olympic bidding

Participant 2: female: from Switzerland: psychology student: '90 stated how she witnessed Olympic bidding.

"To be honest I never thought Spain had a chance, and maybe Turkey is not ready to be a host country although they are getting stronger. Japan has a strong economy and I think everything was sort of "planned" to help Japan to recover from Fukushima."

She continued that although the statement from Prime Minister Abe *"Everything is under controlled"* regarding Fukushima was not a decisive factor to win the Olympic Games, she felt that there was a wind blowing for Japanese recovery. However, she did not perceive this phenomenon in a negative way, rather in a positive tone.

■ Positive perception and flexible understanding toward government and politician

Participant 3: male: from Bangladesh: lecturer: '80 presented how he perceived Prime Minister Abe's comment in the IOC final selection meeting "Fukushima is very far from Tokyo and it has never/ will never influence on Tokyo in any ways"

“I think it was a necessary comment to convince the people and make them feel confident to choose Japan as a host. I guess by 2020 Tokyo would be even safer than it is today in that regard.”

What is important to mention is that there were some male participants who showed positive perception and very flexible understanding toward Japanese government's and politician's (Prime Minister) attitudes. The major opinions from the overall participants were critical point of view toward the government and the leader of the government: Prime Minister Abe since he takes a role of spokesman from the central Japanese government. However, those male participants showed understandings toward some of the governmental strategy and attitude that could be controversial topics as a rational way to perform.

■ Comparison with Chernobyl

Participant 4: female: from Belarus: student: '80 commented regarding the situation of the radiation problem in Japan.

“Like the consequences of Chernobyl are very devastating, the territory around that nuclear station is now isolated, it's detrimental to health to approach it at the distance of dozens of kms, even people from some territories in Belarus were evacuated and now there are many ghost villages there. I would say it is a serious problem.”

Participant 5: male: from Brazil: PhD Student in science: 80's observed Japanese government's attitude toward radiation problem in relation to Olympic bid.

“Japanese government is more truthful, and also Japanese are strict with their laws for quality of life. My perception about radiation in Fukushima is really different from my perception about Chernobyl. I'm more afraid Chernobyl radiation than Fukushima.”

As there are just a few cases of tragic nuclear accident in history, Chernobyl was raised as a comparison by several participants in terms of safety and risk management. The worth

mentioning thing is that some participants answered that the situation in Fukushima is rather understandable and trustable than Chernobyl because of the trust on a brand “Japan” and “Japanese culture” though Fukushima and Chernobyl have actually the same level on seriousness of the accidents. This finding is deeply related to the next section and eventually conclusion of the thesis because generally perception is fairly subjective. Moreover, a long term reputation and images Japan has or Japan has been carrying in the international community influence on the point of view: how the people look at this radioactive problem and widely management & operation of The Tokyo Olympic Games 2020. In other word, it was seen that participants’ answers indicate quite high trust and good reputation about the management, technology, quality and honesty of Japan/ Japanese culture/ Japanese society, and these elements mitigate the impression of this tragedy in various ways.

■ Influence of Fukushima toward Tokyo in the people’s mind

Participant 6: female: from Russia: student: 80’ observed possible influence of radioactive problem in Fukushima toward Tokyo.

“In history there has been a similar disaster (Chernobyl) and from that disaster the world has learnt that radiation level cannot be easily controlled and affects a much larger area than the disaster site itself. Thus, I do think that Fukushima might affect a much larger area than we know of, including Tokyo.”

■ Good reputation for Japan, Japanese and Japanese society

Participant 7: female: from China: student: 90’ stated about deep impression in regard to this nuclear power plant accident and the recovery of Japan.

“I just have the image that the Japanese people are so nice and strong willed .They can recover by themselves although the radiation problems really need professional knowledge”

Participant 8: female: from Vietnam: employee: 80’ also stated about deep impression in regard to this nuclear power plant accident and the recovery of Japan.

“My deep impression about the accident is that Japanese they kept calm, they did not blame for the government, no robbery happened until they have supporting food etc. And people in Japan and around the world made donation to help Japan. Me too.”

Participant 9: male: from U.S.: U.S. navy officer: 70’ also stated about deep impression in regard to this nuclear power plant accident and the recovery of Japan.

“I remember seeing many videos of Japanese people waiting patiently in lines for goods and supplies like water, blankets, etc. There was no pushing. There was no shoving. There was nobody cutting to the front of the line. Despite everyone being in need, they honourably waited their respective turns. These images reinforced in my mind that the Japanese are a culture of honor and respect that the rest of the world can learn a great deal from. Had this sort of thing happened in a country like Pakistan or India, there would be nothing but chaos, riots, and violence while people did whatever they could to take and horde everything in their path. The personal actions of the Japanese people I saw in these videos gave me hope that, despite the catastrophe and its impact on each individual, the nation and all those directly affected would persevere and that the collective rebuilding is bound to happen over the course of time.”

Participant 10: female: from Cuba: student: ’80 stated about Japanese government attitude toward nuclear disaster.

“even the authority says “everything is under control” if this disaster happened in a different county, probably it was difficult to believe but because it happened in Japan and generally people have trust on Japan, Japanese authority and even Japanese institution, it could be trusted ”

Participant 11: male: from Slovakia: student: ’80 stated his belief about high quality and trust in technology of Japan in regard to the radioactive leakage problem and nuclear power plant accident.

“it’s quite shocking that it happened in one of the most developed country in the world, to one of the very developed county in technology, so this is quite shocking it could happen in Japan because it could happen to anywhere”

There were several opinions mentioned about certain trust and belief about Japan/ Japanese people in general and moral in Japanese society and so on. It is observable that this trust and belief significantly influence on the perception about whole situation.

■ Lesson from Fukushima and/ or reflection

Participant 12: male: from France: student: 90’stated about the deep impression in regard to this nuclear power plant accident and recovery of Japan

“Something that was really discussed after the incident was the fact that a power plant was built in a seismic area, close to the sea; I remember a lot of anger, from Japanese and foreigners, about the fact that such a dangerous thing had been allowed.

And also the image of all those people choosing to go to work on the power plants, to make sure to stabilize them and to avoid an even bigger catastrophe, knowing fully well that they were taking enormous risks.”

■ Doubt about the responsibility Japanese government holds regarding Fukushima

Participant 13: male: from U.S.: attorney: ’70 argued about the responsibility Japanese government has to deal with the radiation leaking problem.

“It is unfortunate because it is not foreseeable, but then again the design of Fukushima Daiichi was not optimal either. Why did they not elevate the backup power sources? It seems this was somewhat avoidable but nothing like this Tsunami has happened in history either.”

Participant 14: male: from Sweden: student: ’80 showed his concern about the Japanese government’s action for Fukushima.

“I read recently that not everything is under control.

<https://www.bloomberg.com/news/2014-08-04/tepcos-set-to-miss-target-for-fukushima-radioactive-water-cleanup.html>

Things are not going according to the initial plan and that is a very big concern for the Olympic committee. What if they cannot fix the leaking water, or take care of the radioactive water, and stabilize the cooling towers and basins? And what if there would be another earthquake? What will happen? It is scary when you cannot predict the future. For example, I was sitting in a flight next to a person who works with water cleaning systems in Los Angeles, USA. He told me he works for the U.S. government and the state of L.A to make sure that the tap water in L.A is clean and safe. He told me that a couple of weeks after the radiation leak they could trace unusually high doses of radioactive waste in the filters of the L.A tap water. They said it was not an immediately dangerous dose at the moment, but if something else goes wrong in Japan, all of California and around is in big trouble. Can you imagine that if they could see that there was radioactive waste traced from Fukushima, all the way in California? Then imagine how high the concentration is in Japan and closer countries? I also have seen some documentaries and news stories explaining how serious the situation is and that we, and everyone else is underestimating how dangerous the situation actually is.”

There were a few more opinions mentioned about the responsibility of Japanese government such as coastal location of Fukushima Daiichi Nuclear Power Plant. Although the nuclear power plant itself and its management/ operation are lying under TEPCO, the participants perceived that the governmental supervision has a huge responsibility.

■ Factual negative influence of the radiation leakage problem in participant’s country
Participant 15: male: from Korea: student: ’90 mentioned about the deep impression in regard to the nuclear disaster and recovery of Japan.

“Originally, most of the people in Korea enjoy eating sushi. However, after the accident in Fukushima, they don’t. Also, they have negative thinking to drink Japanese beer like Asahi, Sapporo, etc.”

Impact on the neighbouring countries such as Korea and China was broadcasted by media quite a lot. As he described, when those products relate to Japan were considered “unsafe” in a foreign country, it can be said the impact was huge.

■ Compassionate movement and action, strong impression that people still remember
Participant 16: male: from UK: student: ’80 shared the deep impression in regard to the nuclear disaster and recovery of Japan with personal photograph.

“When I was working in Niseko, each year after the disaster the company I worked for would make a display outside one of their apartment properties. This really engaged the local residents and foreign tourists to feel a part of remembering the disaster.”



Form participant 16, a picture in Neseiko

Participant 17: female: from Rumania: student: ’80 shared what impressed her the most and why.

“I remember the sacrifice of many of the employees that have decided to risk their own lives in order to enter the highly radioactive areas and clean them. For me it

was a great impact to see how human values and sacrifice for the others are still so strong in Japan.”

Human actions and stories are always memorable than any other official statement and measure. Though earthquake disaster and followed nuclear crisis were devastating tragedy in Japan and its impact was considered huge, however, some participants actually connect this disaster to inspired/ admiring/ impressed memories especially about people's actions and moral.

■ Olympic as a sign of recovery

Participant 18: female: from Germany: student: '80 stated about the relationship between the Olympic Games and recovery from the disaster.

“I am sure that they wouldn't advertise the games as a sign of recovery if they didn't have the leaking problem under control, it least that's what I hope. Otherwise their decision to host the Olympics would be somewhat hypocritical because they have the responsibility to take care of visitors and athletes alike. I am sure that the event is a good strategy to boost the image of Japan abroad but if the problem in Fukushima is not under control yet, you cannot speak of recovery because in order to recover from something the problem needs to be solved.”

Participant 19: female: from France: student: '90 also stated about the relationship between the Olympic Games and recovery from the disaster

“If they aim to show Japan's recovery to the world, they definitely should try to recover the areas which were damaged from the disaster. For instance, like the case of Brazil, sometimes the mega event causes many sacrifices in a hosting country in many ways since the operation of those mega events generate economic benefit a lot in the hosting country, so people in Fukushima or some other damaged areas should be taken care enough.”

Participant 18 perceived the Olympic operation for the recovery from the disaster in a positive way while participant 19 concerned the negative effect such as mega event management in Brazil (she meant FIFA world cup in Brazil).

Participant 20: male: from Greece: employee at IT company: '80 doubted The Olympic Games's profit and its good stimulus toward devastated areas

"From my own experience in Athens 2004, the Olympic Games are a very expensive event that does not bring much profit to the host country, other than better infrastructure, once the games end. This means that I doubt that there will be much money raised to help the affected people/areas, but maybe there will be some infrastructure changes."

- Possible reason or background why Tokyo was chosen as an Olympic hosting city in regard to the disaster

Participant 21: female: from Jamaica: student: '80 expressed her point of view about the selection of Tokyo as a hosting city of The Olympics Games 2020

"the reason the committee chose Tokyo was because they realized as a tourism professional, hotel professional that the tourism industry in Tokyo took a hard hit following the Fukushima incident and so on so they believed that by awarding host city to Tokyo they could train the attention of the world on Tokyo and actually to regain the level of tourism that Tokyo enjoyed prior to the incident. So I believe that this was a strategic move to help Tokyo recover because Tokyo has always been one of the world's be loved cities."

Participant 20: male: from Greece: employee at IT company: '80 explained his idea why Tokyo was chosen for a host city considering how Japan is seen by the international world.

"I think mostly Japan got the games because everyone knows it is a good host and they will do their best to make a good experience for everyone. Also, I am sure the international society think that Japan managed the tsunami destruction much better and with more coordination than most other countries in the world would have."

■ Impact of media broadcast

Participant 21: female: from Jamaica: student: '80 expressed how big the media influence in regard to her motivation to come to Japan

“I believe that if it was still in the media, and the media is still saying that this radiation poses a threat to the visitors, then maybe it will be highly likely that I will be negatively influenced by such communications.”

■ Olympic Games and travel motivation

Participant 22: male: from Bulgaria: student: '80 explained how Olympic Games relate to the travel motivation in his case

“I am an average sport fan but usually I would not travel just for sport. I must have another reason as well. For example I would love to visit Japan on the first place because of its culture and beautiful places. The Olympic Games could be a secondary reason if it happens for me to be there at the same time for my travels. Otherwise, I would not visit Japan only for the Olympic Games.”

Review in the light of literature

As primary research indicates, the Olympic Games indeed can motivate people to travel to a host city/ region/ country. Among those possibilities how the Olympic Games influence on the destination decision making process, the majority of the participants' answers presented that the Olympic Games are secondary purpose when they decide the destination to travel. Risk perception of the radiation leakage problem was identified as a significant factor about the destination image, however, safety perception of Tokyo and Japan was almost already recovered due to the shrunk media coverage and thanks to the trust on general “Japan” country brand.

3.2 Perspective from a third party

- objective point of view from an expert of the field

Interview to Mr. Hany KA Ali, Ph.D., P.Eng., was conducted at the beginning of October 2014, therefore, the fact and situation used and mentioned in the following section are needed to be considered “as of October, 2014”.

- How the expert perceives the whole situation at Fukushima Daiich nuclear power plant now

“It is imperative to understand that radioactive substances do have a significant lifespan thus the danger associated is long term. The monitoring activities included but not limited to Air, Dust in Air, Water, Seawater, Sediment, School Yards, Public Facilities, Ports, Farm land, Forestry...etc. Furthermore, the Japanese Government imposed an intensive food monitoring and prompt implementation of food restrictions after the event. This food restriction greatly reduced the internal dose and has contributed to the targeted reduction of the total annual dose to the public. Food restrictions have been essential in ensuring low internal dose during the first two years after the accident. So, it is reasonable to state that the situation in close proximity to Daiichi Nuclear Plants are under control given the circumstances and that it is just a matter of time management and effective progress to complete the established decontamination and remediation program.”

- How the expert evaluates the actions which were taken by Japanese government and TEPCO

“there have been certainly quite a number of lessons learnt and design improvements across the nuclear industry that were dictated on all new builds and also implemented to many of the existing operating nuclear plants. For instance, to name a few, stress test design management by taking into design consideration the impact of dual/concurrent abnormal events rather than just the sequential abnormal events occurrence, the introduction of external cooling water source to flood the spent fuel pool and/or reactor core in case of meltdown, the use of longer life batteries to operate

essential control loops/elements, and the use of mobile diesel generator that can be wheeled in after an event to supply essential and vital electric loads thus ensure the safe and guaranteed shutdown state of the reactor.”

- Considering the fact that Japan is an earthquake-prone country, how the expert thinks the risk management for nuclear power in Japan

“For an industrial nation like Japan with very limited energy resources [oil, coal... etc.], nuclear energy seems to be the only viable solution. The most important thing is that detailed design should ensure the continued operation of the vital components required for a safe reactor shutdown and cooling of the spent fuel pool water to avoid the formation of hydrogen that could lead to explosion. This is what has been adopted now.”

- Japan is expected to be a tourism-oriented country toward The Tokyo Olympic Games 2020 and the expansion of inbound tourism has been implemented already. At the same time, however, huge earthquake disaster may hit Japan again according to seismological estimation. Does the expert think nuclear power can be one of the major potential risks in terms of country’s safety for its tourism?

“I would argue against nuclear power plants being potential major risk as a result of earthquakes. You can see more technical details in the answer of the question above. In short everything in life induces a risk of some sort. Nuclear Power Plants do present a risk in any event due to nature of radioactivity consequences and size of energy handled. However, the design of the plants is made to mitigate the impacts of events of this nature or even more severe ones. Risks are everywhere and are not only related to nuclear power. In fact nuclear power design, because of the known risks, is the safest in this respect.”

From the interview to Mr. Hany KA Ali, Ph.D., P.Eng., it can be seen that situation in Fukushima is monitored and managed under strict formulation now, though it is still the topic that we should not consider as a happening in the past. He clearly mentioned that nuclear

power is not a potential risk in terms of tourism in Japan while it should be examined and managed very precisely. According to his point of view, most probably there should have been some additional care and scheme when the disaster happened to Fukushima, however, it is also possible to assume that how the Japanese government worked on this issue was something they could do the best at the moment. Comparing to the participants' answers as demand-side, the responses from Mr. Hany KA Ali, Ph.D., P.Eng. give more positive tone even after seeing the difficult situation in Fukushima. As an expert from nuclear power field, he confidently answered that nuclear power cannot be a potential risk for tourism in Japan and the Olympic operation.

Conclusion

The upcoming Olympic Games in Tokyo 2020 is the difficult case to be examined by existing case study from the field of Olympic Tourism and/or Mega Event Impact if looking at the case through a scope of safety measurement in terms of continuous radiation leakage problem at Fukushima Daiichi. From the literature review and the conducted primary research data, answers taken from the previous chapters for the research questions in this thesis are followings.

i. How can the hosting of the Olympic Games be used for re-branding the image of Japan after the nuclear disaster?

➤ Though Japanese government has implemented several re-branding strategies including slogan and promotion toward the Tokyo Olympic Games 2020, the Olympic Games and branding image of Japan are not strongly connected in people's mind in the world while it has been talked a lot inside Japan. It can be seen that the relationship between the Olympic Games and disaster management in Fukushima is rather a domestic topic but not an international news topic anymore. In other word, impression about the Tokyo Olympic Games is still quite pale internationally, therefore it can be said that there are many spaces the government can do for it to lead this Olympic Games successful.

ii. How the world perceived Japanese government's attitude toward the potential risk of continuous radiation leakage problem?

➤ From the conducted primary research data, Japanese government's attitude is not the applauded one since there are still various problems left in Fukushima and unknown anxiety about contamination etc. however, thanks to the country brand reputation which Japan obtained in the international community during a long history, people from the world have some trust and credence in terms of responsibility on this matter and management level to some extent.

iii. How the potential visitors/ tourists for the Tokyo Olympic Games 2020 recognize the current radiation leaking problem at Fukushima nuclear power plant?

➤ It is quite clear that potential visitors/ tourists for the Tokyo Olympic Games 2020 do not consider the situation in Fukushima as a big obstacle to join the games according to the primary data. Many of them think the situation in Fukushima is still in a trouble however if they ever come to Japan during the games, it does not bother their motivations significantly. It because they do have a primary motivation usually stronger culture-oriented interest or scenery-oriented interested. Though risk perception should have a huge influence on the tourist's decision making process based on literature review, incoming tourists can be predicted to increase more and more next several years unless another tragic disaster will happened in Japan.

iv. How can the Tokyo Olympic Games 2020 be the proof to show to the world Japan's safety in terms of potential radiation problem?

➤ According to the primary research data, the world thought the Olympics can bring a better light to Japan after a devastating disaster when Tokyo won the hosting right of the Olympics 2020. Therefore, if the Olympic Games will be operated in the best manner in terms of transparency of safety measurement with the greatest care toward the situation in Fukushima, it can be prospected that the Olympic Games 2020 can stand for "safe Japan" to the worldwide audience.

Because of the complicated world situation, one disaster or one serious problem tend to be forgotten just quickly in the world due to more sensational happenings. The matter that the Japanese government needs to care about at the event of the Olympic Games will be widespread not only radioactive issue in Fukushima. However, to answer the domestic concerns and to respond to the international attention, Japanese government should offer their

most careful attention to the execution of Olympic operation and risk management next few years ahead in order to lead safe and peaceful Tokyo Olympic Games 2020 in accordance with the spirit of Olympics.

References

- A. Bryman & R. .G. Burgess (Eds.), *Qualitative research* (Vol. 3, pp. 143-164). London:
- Appelbaum, B. (2014). *Does Hosting the Olympics Actually Pay Off?*. The New York Times. Retrieved November 12, 2014 from http://www.nytimes.com/2014/08/10/magazine/does-hosting-the-olympics-actually-pay-off.html?_r=1
- Augé, M. (1995). *Non-lieux*. verso.
- Augé, M. (1997). *L'impossible voyage: le tourisme et ses images*. Payot & Rivages.
- Augé, M. (1999). *An anthropology for contemporaneous worlds*. Stanford University Press.
- Avraham, E. & Ketter, E. (2008) *Media Strategies for Marketing Places in Crises: Improving the Image of Cities, Countries and Tourist Destinations* (Oxford, UK: Butterworth Heinemann).
- Avraham, E., & Ketter, E. (2013). Marketing Destinations with Prolonged Negative Images: Towards a Theoretical Model. *Tourism Geographies*, 15(1), 145-164.
- Babbie, E. (1995). *The practice of social research* (7th ed.). Belmont, CA: Wadsworth.
- Baker, B. (Ed.). (2007). *Destination branding for small cities: The essentials for successful place branding*. Destination Branding Book.
- Baloglu, S., & McCleary, K. W. (1999). A model of destination image formation. *Annals of tourism research*, 26(4), 868-897
- Boo, S., & Gu, H. (2010). Risk perception of mega-events. *Journal of Sport & Tourism*, 15(2), 139-161.
- Bramwell, B., and L. Rawding (1996). "Tourism Marketing Images of Industrial Cities." *Annals of Tourism Research*, 23 (1): 201-21.
- Buhalis, D. (2000). Marketing the competitive destination of the future. *Tourism management*, 21(1), 97-116
- Caldicott, H. (2013). *Endless Fukushima catastrophe: 2020 Olympics under contamination threat*. RT. Retrieved March 15, 2015 from <http://rt.com/op-edge/fukushima-catastrophe-nuclear-olympics-883/>

- Chalip, L. (2002). Using the Olympics to optimise tourism benefits. *University lectures on the Olympics, Centre d'Estudis Olímpics (UAB)*.
- Chiari, G., & Nuzzo, M. L. (1996). Psychological constructivisms: A metatheoretical differentiation. *Journal of Constructivist Psychology*, 9(3), 163-184.
- Chon, K. S. (1991). "Tourism Destination Image Modification Process: Marketing Implications." *Tourism Management*, 12 (1): 68-72.
- Clack, D. (n.d.). *Championing Barcelona's Olympic legacy. 20 years on from the event that put it on the map, the city's form hasn't faltered*. Time Out. Retrieved November 12, 2014 from <http://www.timeout.com/travel/features/1195/championing-barcelonas-olympic-legacy>
- Cooper, C.P., Fletcher, J., Wanhill, S., Gilbert, D. and Shepherd, R. (1998). *Tourism: Principles and Practice*, 2nd edn. Harlow: Pitman.
- Creswell, J.W. (2003). *Research design: Qualitative, quantitative, and mixed methods approaches*. (2nd ed.) Thousand Oaks: Sage.
- Crompton, J. L. (1979). An assessment of the image of Mexico as a vacation destination and the influence of geographical location upon that image. *Journal of travel research*, 17(4), 18-23.
- DE KNOP, P., & Standeven, J. (1999). Sport tourism. *USA: Edwards Bros*.
- Daly, E. & Fickling, D. (2002). *Barcelona and Sydney: the hosts who got the most*. Guardian News and Media Limited. Retrieved November 12, 2014 from <http://www.theguardian.com/politics/2002/dec/08/athletics.olympics2012>
- Dann, G.M.S. (1996). "Tourists" Images of a Destination—An Alternative Analysis." *Journal of Travel & Tourism Marketing*, 5 (1/2): 41-55.
- David, E. (2014). *Fukushima radiation detected 100 miles off California coast*. CNBC. Retrieved March 19, 2015 from <http://www.cnn.com/id/102169649>
- Demetriou, D (2015). Japan scraps Zaha Hadid's Tokyo Olympic Stadium due to spiralling costs. *The Telegraph*. Retrieved July 23, 2015 from <http://www.telegraph.co.uk/news/worldnews/asia/japan/11746782/Japan-scrap-Zaha-Hadids-Tokyo-Olympic-Stadium-due-to-spiralling-costs.html>

- Dickson, T., & Dolnicar, S. (2004). No risk, no fun: the role of perceived risk in adventure tourism.
- Dickson, T., & Dolnicar, S. (2004). No risk, no fun: the role of perceived risk in adventure tourism.
- Donaldson, R., & Ferreira, S. (2009, February). (Re-) creating urban destination image: Opinions of foreign visitors to South Africa on safety and security?. In *Urban Forum* (Vol.20, No. 1, pp. 1-18). Springer Netherlands.
- Duran, P. (1992). The impact of the Olympic Games on tourism. *Barcelona: the legacy of the Games, 2002*.
- Dyer, G. (2009). *Beijing Olympics failed to boost tourism, figures show*. THE FINANCIAL TIMES. Retrieved November 12, 2014 from <http://www.ft.com/cms/s/0/6a0fd5ae-dd77-11dd-930e-000077b07658.html#axzz3ImhgsZQT>
- Echtner, C. M., and J.R.B. Ritchie (1991). "The Measurement of Destination Image: An Empirical Assessment." *Journal of Travel Research*, 31 (4):3-13.
- Emily Goddard. (2013). *Fukushima poses "no threat" to Tokyo, insists 2020 Olympic bid official*. insidethegames. Retrieved March 15, 2015 from <http://www.insidethegames.biz/olympics/summer-olympics/2020/1015621-fukushima-poses-no-threat-to-tokyo-insists-2020-olympic-bid-official>
- Faulkner, B. (2001). Towards a framework for tourism disaster management. *Tourism Management*, 22(2), 135-147.
- Gaffney, C. (2010). Mega-events and socio-spatial dynamics in Rio de Janeiro, 1919-2016. *Journal of Latin American Geography*, 9(1), 7-29.
- Gartner, W. C. (1993). "Image Formation Process." In *Recent Advances in Tourism Marketing Research*, edited by D. R. Fesenmaier, J. T. O'Leary, and M. Uysal. New York: Haworth, pp. 191-215.
- Groenewald, T. (2003). Growing talented people through cooperative education: A phenomenological exploration.
- Groenewald, T. (2004). *A phenomenological research design illustrated*.
- Guba, E. G., & Lincoln, Y. S. (1994). Competing paradigms in qualitative research. *Handbook of qualitative research*, 2, 163-194.

- Hammersley, M. (2000). *Taking sides in social research*. London: Routledge.
- Hycner, R. H. (1999). Some guidelines for the phenomenological analysis of interview data.
- Inajima, T & Humber, Y. (2013). Abe Olympic Speech on Fukushima Contradicts Nuclear Plant Design. Bloomberg. Retrieved May 2, 2014 from <http://www.bloomberg.com/news/2013-11-01/abe-olympic-speech-on-fukushima-contradicts-nuclear-plant-design.html>
- Japan National Tourism Organization. (2011). *Distance from Fukushima Daiichi Nuclear Plant and Radiation Dose Measurements (Weekly Update)*. Japan Travel Updates after the 3.11 Earthquake. Retrieved November 12, 2014 from http://www.jnto.go.jp/eq/eng/04_recovery.htm
- Japan National Tourism Organization. (2015). Press Release: Number of foreign visitors to Japan as of October 2015. Retrieved November 28, 2015 from http://www.jnto.go.jp/jpn/news/press_releases/pdf/20151118_2.pdf
- Journal of Travel Research*, Vol.29(2), pp.3-8.
- Kirkup, N. (2008). Understanding Olympic Tourist Behaviour Implications for Maximizing the Tourism Impacts of London 2012. *Pathways: Critiques and Discourse in Olympic Research*, 190-201.
- Kodra, A. (2015). *Japan's overseas tourist arrivals surpass those of last year in just nine months*. The Japan Times. Retrieved November 28, 2015 from <http://www.japantimes.co.jp/news/2015/10/21/national/japans-overseas-tourist-arrivals-surpass-last-year-just-nine-months/#.VlmsFNLhDIU>
- Lester, S. (1999). An introduction to phenomenological research. Stan Lester Developments, 1-4.
- Liu, B., Pennington-Gray, L., & Schroeder, A. (2013). Images of safe tourism destinations
- Mackay, D. (2013). *No safety fears over Tokyo 2020, IOC Evaluation Commission assured*. insidethegames. Retrieved March 21, 2015 from <http://www.insidethegames.biz/olympics/summer-olympics/2020/1013165-no-safety-fears-over-tokyo-2020-ioc-evaluation-commission-assured>
- Mainichi Japan. (2014). *Foreign passenger arrivals in Japan top 5 mil. in January-May*. Retrieved July 14, 2014 from <http://mainichi.jp/english/english/newsselect/news/20140619p2g00m0bu039000c.html>

- Malfas, M., Houlihan, B., & Theodoraki, E. (2004). Impacts of the Olympic Games as mega-events. ICE
- Matsutani, M. (2014). Impact of 2020 Olympics, Paralympics being felt. *The Japan Times*. Retrieved May 1, 2014 from <http://www.japantimes.co.jp/news/2014/01/23/national/impact-of-2020-olympics-paralympics-being-felt/#.U2J3jGeKDIU>
- McCornac, D & Zhang, R. (2014). *Japan's International Tourism Challenge*. The Diplomat. Retrieved November 12, 2014 from <http://thediplomat.com/2014/10/japans-international-tourism-challenge/>
- Mertens, D.M. (2005). *Research methods in education and psychology: Integrating diversity with quantitative and qualitative approaches*. (2nd ed.) Thousand Oaks: Sage.
- Ministry of Foreign Affairs of Japan. (2013). *The Great East Japan Earthquake - two years on*. Retrieved April 29, 2014 from http://www.mofa.go.jp/j_info/visit/incidents/two_years.html
- Ministry of Land, Infrastructure, Transport and Tourism. (2015). *Tourism White Book*. Retrieved November 28, 2015 from <http://www.mlit.go.jp/common/001092142.pdf>
- Moilanen, T., & Rainisto, S. (2008). *How to brand nations, cities and destinations: A planning book for place branding*. Palgrave Macmillan.
- Morse, J. (2001). Current Issues The Sydney 2000 Olympic Games: How the Australian Tourist Commission leveraged The Games for tourism. *Journal of Vacation Marketing*, 7(2), 101-107.
- Moustakas, C. (1994). *Phenomenological research methods*. Sage Publications.
- Nagata, K. (2014). Haneda expansion a travel game-changer. *The Japan Times*. Retrieved July 14, 2014 from <http://www.japantimes.co.jp/news/2014/03/28/national/haneda-expansion-a-travel-game-changer/#.U8MPBWeKCP8>
- Oulasvirta, A., Tamminen, S., & Höök, K. (2005, August). Comparing two approaches to context: realism and constructivism. In *Proceedings of the 4th decennial conference on Critical computing: between sense and sensibility* (pp. 195-198). ACM. *Reform*, 10(1), 13-15.

- RESEARCH METHODS KNOWLEDGE BASE. (2006). *Qualitative methods*. William M.K. Trochim. Retrieved November 8, 2014 from <http://www.socialresearchmethods.net/kb/qualmeth.php>
- Riegler, A. (2012). Constructivism. In *Paradigms in theory construction* (pp. 235-255). Springer New York.
- Ritchie, B. W. (2009). *Crisis and disaster management for tourism*. Bristol: Channel View Publications.
- Rodríguez-Toubes, D & Antonio Fraiz Brea, J. (2014). SCARY CRISES: EARLY PERCEPTIONS OF RISK AMONG FIVE-STAR TOURISTS. *International Journal of Event Management Research Volume 8, Number 1 Sage*.
- STAPCZYNSKI, S.(2015). *Tepco expects to begin freezing ice wall at Fukushima No. 1 by year-end*. The Japan Times. Retrieved November 28, 2015 from <http://www.japantimes.co.jp/news/2015/10/10/national/tepc-expects-begin-freezing-ice-wall-fukushima-no-1-year-end/#.VlmUENLhDIU>
- Schwandt, T. A. (1997). *Qualitative inquiry: A dictionary of terms*. Thousand Oaks, CA: Sage.
- Sjöberg, L. (2000). Factors in risk perception. *Risk analysis*, 20(1), 1-12
- Sjöberg, L., Moen, B. E. & Rundmo, T. (2004). Explaining risk perception. *An evaluation of the psychometric paradigm in risk perception research. Trondheim*.
- Slovic, P. (1990). The Legitimacy of Public Perceptions of Risk. *Journal of Pesticide*
- Smith, M. (2008). When the Games Come to Town: Host Cities and the Local Impacts of the Olympics. *London East Research Institute, Working paper, University of East London [online] <http://www.gamesmonitor.org.uk/files/When-the-Games-Come-to-Town-M-Smith-2008.pdf> (accessed 23 February 2012)*.
- Sydney Olympic Games Committee. (1990). *Report to the Premier of New South Wales*. Sydney Olympic Games Review Committee.
- Sönmez, S. (1998). Tourism, Terrorism and Political Instability. *Annals of Tourism Research*, 25(2):416
- Sönmez, S. F., & Graefe, A. R. (1998). Determining future travel behavior from past travel experience and perceptions of risk and safety. *Journal of Travel Research*, 37(2), 171-177.

- Sönmez, S. F., Apostolopoulos, Y., & Tarlow, P. (1999). Tourism in crisis: Managing the effects of terrorism. *Journal of Travel Research*, 38(1), 13-18.
- Sönmez, S. F., S. J. Backman, & L. R. Allen (1994). *Managing Tourism Crises: A Guidebook*. Clemson, SC: Clemson University.
- THE MAINICHI NEWSPAPERS. (2014). 東京五輪: 「ホストシティー・タウン構想」動き出さず. MAINICHI. Retrieved July 28, 2014 from <http://mainichi.jp/sports/news/20140719k0000m050074000c.html>
- The Federation of Electric Power Companies. (n.d.). *Why is Nuclear Energy Necessary in Japan?*. Retrieved March 17, 2015 from http://www.fepc.or.jp/english/nuclear/energy_policy/necessary/index.html
- The Japan Times. (2015). *Fukushima No. 1 still has 7,000 tons of problematic toxic water to be removed*. Retrieved November 28, 2015 from <http://www.japantimes.co.jp/news/2015/07/21/national/fukushima-1-still-7000-tons-problematic-toxic-water-removed/#.VImU5tLhDIU>
- The National. (2014). Japan woos Muslim travellers ahead of 2020 Olympic Games. Abu Dhabi Media. Retrieved July 15, 2014 from <http://www.thenational.ae/world/east-asia/japan-woos-muslim-travellers-ahead-of-2020-olympic-games>
- The Tokyo Organising Committee of the Olympic and Paralympic Games. (n.d.). *TOKYO 2020*. Retrieved April 20, 2014 from <http://tokyo2020.jp/en/>
- The Yomiuri Shimbun. (2014). '1 town, 1 nation' plan linked to 2020 Games. The Japan News. Retrieved July 28, 2014 from <http://the-japan-news.com/news/article/0001429029>
- Tian, J., & Johnston, C. (2008). The 2008 Olympic Games leveraging a “best ever” games to benefit Beijing. *Asian Social Science*, 4(4), P22.
- Travelvision inc., (n.d.). 訪日ビザ免除・緩和、7月1日から—東南アジア5ヶ国. Retrieved July 14, 2014 from <http://www.travelvision.jp/news/detail.php?id=58033>
- Wahab, S. (1996). Tourism and terrorism: Synthesis of the problem with emphasis on Egypt. *Tourism, crime and international security issues*, 175-186.
- Waite, G. (2001). The Olympic spirit and civic boosterism: the Sydney 2000 Olympics. *Tourism Geographies*, 3(3), 249-278.

- Weed, M. (2008). *Olympic tourism*. Routledge.
- Weed, M., & Bull, C. (2004). Sports Tourism: Participants. *Policy and Providers*. Oxford: Elsevier.
- Woodside, A. G. (1990). Measuring advertising effectiveness in destination marketing strategies. *Journal of Travel Research*, 29(2), 3-8.
- World Nuclear Association. (2015). *Nuclear Power in Japan*. Retrieved March 15, 2015 from <http://www.world-nuclear.org/info/Country-Profiles/Countries-G-N/Japan/>
- Yamaguchi, M. (2015). *Japan to Start From Scratch on Tokyo Olympic Stadium Plan*. ABC News. Retrieved July 21, 2015 from <http://abcnews.go.com/Sports/wireStory/japan-leader-announces-redo-costly-tokyo-olympic-stadium-32510652>
- in the United States held by African Americans. *PASOS. Revista de Turismo y Patrimonio Cultural*, 11 N° 3. *Special Issue*, 105-121

Appendix 1 -Interview question sheet for the demand side

This interview will be used for the master thesis titled The Tokyo Olympic Games 2020 as a tool for influencing the governmental attitude toward the nuclear power plant problem, and re-branding the image of Japan

Main purpose of this survey is to know how level of the Fukushima nuclear power plant accident and its situation effect on tourists' future visit motivation for the Tokyo Olympic Games 2020. Originally, those questions below are for the interviews to seek for a real motive and detailed intension from the respondents, but due to some restrictions of the accessibility, I would like to get your answer through this sheet as well. Some questions can be answered only yes/no but if possible your thoughts/ideas/opinions will be much appreciated.

Please feel free to contact me if you have any question r.ando.rieko@gmail.com
Thank you very much for taking your time!

Erasmus Mundus Tourism Management
Rieko Ando

Olympic Games

- 1 Would you like to watch the Olympic Games in a hosting country if you have any chance?
(In case you've already experienced the Olympic Games before, would you like to watch it in a different host country again?)

- 2 The Olympic Games can be a motivation for you to travel around and visit a host country?
 - 2.1 Do you consider yourself as a sport fan? If you have a specific reason except "sport fan", could you share it? (For instance, you've been interested in Brazil, so visiting some cities there and experience Olympic Games as well are very nice etc..)

Earthquake disaster and nuclear power plant accident

As you might know, a massive and devastating earthquake hit Japan in 2011. Following Tsunami was horribly destructive and Fukushima Daiichi Nuclear Power Station was defunct.

- 3 How do you perceive the situation about this radiation problem in Japan in general?

- 4 Do you think Fukushima is near from Tokyo?
- 5 Prime Minister Abe stated “everything is under control” about Fukushima in the final International Olympic Committee selection meeting. Do you think his statement was decisive factor to host the Olympic Games?

5.1 Do you actually trust his statement?

5.2 Do you think Tokyo is safe at the moment?

5.3 He also stated in the meeting that “Fukushima is very far from Tokyo and it has never/will never influence Tokyo in any ways”. How do you assess his comment? (Whatever you feel) Can you also consider that this statement was a controversial one in Japan since there were/are still many residents in Fukushima and many of them are still suffering from some direct/indirect effects from the disaster in many ways?

- 6 IF you get any chance to come to Tokyo in 2020 to check out the Tokyo Olympic Games and some sightseeing, which of the following situations may effect on your motivation to visit Japan? If it effects, fill out (* as a minimum effect) ~ (***)maximum effect)

The same radiation situation as of this moment ()

If IAEA (International Atomic Energy Agency) announces worse level ()

If the radioactive level of seawater surrounding Tokyo is indicated worse than now ()

If the radioactive level of food in Japan is indicated worse than now ()

If the media in your resident country and/or worldwide start paying attention again about Fukushima’s situation ()

- 7 If you are interested in visiting Japan in the future (not only for the Olympic Games), are you also interested in the action, measures and policies by the Japanese government for this Fukushima’s radioactive issue?

7.1 Do you believe the Japanese government has a huge responsibility to deal with this radiation leaking problem?

7.2 The Japanese government has been trying to encourage the Tokyo Olympic Games 2020 as a “復興五輪: Recovery/rebirth/reborn Olympic Games” from the disaster. If they do so, how do you evaluate their actions and implementations toward Fukushima’s radiation leaking problem so far?

8 Was there anything/any phenomena/anyone gave you a deep impression in regard to this nuclear power plant accident and the recovery of Japan in general so far? Something you strongly remember? If you have some, share them please.

Thank you very much for taking your precious time!

I wish I could interview you directly, but will use your answers into my research as valued data.

Tell me a little bit about you (* mandatory part)

Nationality* ()

Present residence* ()

Generation e.g. '90, '80 etc..* ()

Gender ()

Occupation ()

Appendix 2 -Interview question sheet for the organizer side

This interview will be used for the master thesis titled The Tokyo Olympic Games 2020 as a tool for influencing the governmental attitude toward the nuclear power plant problem, and re-branding the image of Japan

The Tokyo Olympic Games 2020 as a tool for influencing the governmental attitude toward the nuclear power plant problem, and re-branding the image of Japan というタイトルで現在修士論文を執筆中の安藤璃恵子と申します。

As knowing both perceptions from supply side and demand side on this Tokyo Olympic Games 2020 will help me to understand and answer my research questions, it will be highly appreciated if you can answer those questions below as an organizer side person.

サプライサイド、デマンドサイド両方からの観点を知ることによって、リサーチクエッションへの答えを見出す為の大きな手助けとなるため、オーガナイザーサイドからの観点をお聞かせ頂きますと幸いです。

Please feel free to contact me if you have any question r.ando.rieko@gmail.com

Thank you very much for taking your time!

現在ヨーロッパにて論文執筆中の為、直接お伺いすることが出来ず大変申し訳ありませんが、何か不明点等ございましたら、こちらまでご連絡ください。 r.ando.rieko@gmail.com

Erasmus Mundus Tourism Management
Rieko Ando

i. How the tourism associated with Olympic can change the government's attitude toward the potential risk- case of radiation leaking problem?

2020 年に開催されるオリンピックに伴い、ツーリズムの促進、活性化が国をあげて行われているかと思いますが、福島第一における放射能汚染問題の潜在的なリスクと問題解決における政府としての対応に、このオリンピックとそれに伴うツーリズムはどのような影響力があると思いますか？

開催地として選ばれるまでの招致運動時も含め、この 2020 年東京オリンピックとそれに伴うツーリズムの活性化が福島の放射能汚染問題解決に向けた政府としての対応に、どんな変化を与えた（または与えている）可能性があると思いますか？

オーガナイザーサイドとして、2020年東京オリンピックを成功に導く為、これまでもこれからも色々な取り組みを行われるかと思いますが、その際、福島問題において現時点でどのような見解をチームで共有して動かれていますか？

ii. *How can the hosting of the Olympics be used for re-branding the image of Japan after the nuclear disaster?*

このオリンピックの開催は、未曾有の大地震/放射能災害後の日本のイメージを再構築するに当たり、どのような効果があると思いますか？または、どのような効果が求められていると思いますか？

復興五輪としての位置づけもある2020年東京オリンピックにむけた今後6年間の準備の中で、最終的にこのオリンピックが日本の国としてのイメージにもたらずであろう、またはもたらずべくオーガナイザーサイドとして動かれているゴールやテーマ、アジェンダ等を教えてください。

ご協力ありがとうございました！

下記、差し支えない範囲で結構ですのでご回答をお願いいたします。

機関名：

部署名：

氏名：

ご担当のエリアや主な仕事内容：

Appendix 3 -Interview question sheet for the third party

This interview will be used for the master thesis titled The Tokyo Olympic Games 2020 as a tool for influencing the governmental attitude toward the nuclear power plant problem, and re-branding the image of Japan

In addition to have both perceptions from supply side and demand side on this Tokyo Olympic Games 2020, as objective point of view from the third person will help me to understand and answer my research questions, it will be highly appreciated if you give some answers for those questions below.

Please feel free to contact me if you have any question r.ando.rieko@gmail.com

Thank you very much for taking your time!

European Master Erasmus Mundus Tourism Management
Rieko Ando

1. **How do you think about the whole situation at Fukushima Daiich nuclear power plant now?**
-For instance, from the demand side voice, people are worrying about the radioactive level in the sea, relating seafood safety, transparency of the information Japanese government provides etc...

2. **How do you evaluate the actions which were taken by Japanese government and TEPCO?**
-What were the lessons from it? How could it be done better?

3. **Considering the fact that Japan is an earthquake-prone country, how do you think the risk management for nuclear power in Japan?**
- For instance, from the demand side voice, some doubt that the power plant was built at the sea coast.

4. **Now, Japan is expected to be a tourism-oriented county toward The Tokyo Olympic Games 2020 and the expansion of inbound tourism has been implemented already. At the same time, however, huge earthquake disaster may hit Japan again according to seismological estimation. Do you think nuclear power can be one of the major potential risks in terms of country's safety for its tourism?**

Thank you very much for taking your precious time!

It is not mandatory, but if you don't mind to share some information about yourself please fill out below.

Name:

Organization (company):

Department you are working for:

Area and main field of your work:

Contact:

Afterword

It has been already 4 years since the Great East Japan Earthquake, following devastating tsunami disaster and serious accidents at the nuclear power plant Fukushima Daiichi had happened in Japan in 2011. The time just flies by and there are always some sensational things happening in this hurried world during those 4 years endlessly. When I was considering which subject to choose for my master degree, there were several interesting study fields such as journalism, MBA, event management, global study and so on but in the end I encountered EMTM: Erasmus Mundus Tourism Management. I was quite sure it would be the final education for me at least at this point of my life so I wanted to study something I really liked, and eventually “Tourism” fit all the ideas in my head. I was a true traveler already but have not even thought about studying Tourism academically before. It also because studying Tourism does not have popularity in Japan comparing to other study fields and in my opinion a lack of the experts in Tourism is actually a huge obstacle for the tourism industry development in Japan. After I decided to study abroad to Europe, writing and researching the relationship between this disaster and tourism in Japan has been my main interest and every year 3.11 came during those years it made me think more and more deeply especially after the Tokyo Olympic Games 2020 was officially announced. There are many things to be remarked in this topic such as politics, environmental influence, benefit & un-benefit for the society, economics, governmental responsibility, mega event impact and much more elements relate to Tourism in wider sense. That is why it is a very complicated, socio-economics, socio-cultural occurrence.

The reason why I chose this complicated topic for my thesis is because this tragic natural and human-caused disaster in 2011 indeed influenced on my mind and eventually it led my desire to challenge an oversea master degree program in Europe. I know what we learnt from this disaster and all the scenes behind was *life is too short to hesitate to challenge something we like* and it encouraged my back to step forward. It has been quite a long time ever since the needs for international understanding and globalism were discussed and in fact many students and professionals have been exchanged in the world. However, if we cut to the heart of a problem, the real international understanding is quite hard issue because it is such a challenging process to be tolerant toward the difference in each culture and even more difficult

to understand dissimilar mindsets and customs there. I learnt firsthand how difficult it is to carry out in daily life even for the people who study or teach cultural studies. In reality, there are still many conflicts and wars breaking out and a lot of treasure and innocent lives are lost day by day. Always just a few people or groups gain benefits behind and the majority of the general public has been sacrificed in a long human history.

When I say “My major is Tourism”, quite a lot of people (especially over middle age and elderly people) in Japan ask me “What exactly do you study?” “Is it a study or just traveling?”. It indeed sounds like nothing serious or it looks like nothing important in a real life, but I think that is the whole point of Tourism and an attractive advantage of it. When I went to California as my first stay in a foreign country, I was sixteen and I even did not have an idea about my identity concretely. The point was not a language. I did not know how to explain my home country and culture precisely in my words not only being incapable of speaking English. I knew I am Japanese and was born in Japan but I never looked into “Japan” through an objective perspective. “Oversea” meant all the countries on earth except Japan and “foreigner” meant all the people except Japanese in my mind at that time. Usually it is very hard to notice how unique we are or how distinctive the culture is without experiencing something different outside. Through the lenses of traveling people many times receive this “awareness” opportunity toward both inside and outside their worlds. From the time when I was a teenager, I have been interested in the international understanding and intercultural communication because I was very curious about cultural diversity and tolerance in it. I was truly attracted by different cultures and very hungry for adventures. By the time I started traveling around as an individual traveler during my bachelor degree, I began leaning and noticing little by little that each country even each region is very unique, and such irreplaceable characteristics are simply beautiful and pricelessly valuable to know in my life. Specifically, I felt a powerful pull to Europe since it was like a collectivity of numerous distinctive cultures and histories, having so many diversities in a relatively small continent. Though I did not even imagine I might live there just several years after.

By pure happenstance I entered EMTM in 2012, after working in Tokyo for several years as a professional. I was assigned in a shared apartment for the first time in my life in Denmark and my first share flat-mate was from Eritrea in Africa. Everything was just

uncommon for me and I was overwhelmed in various ways so many times though all is such precious memories now. I did not meet any Japanese student in my days in Denmark (even the second mobility-track country Slovenia and the third country Spain, I could catch out a few Japanese people in the areas where I lived) and I indeed needed to face countless confusions in the difference such as educational system, lifestyle, language, food, communication etc. so-called “*culture*”. There were so many intangible experiences for me in this Tourism Master and after those two years I was truthfully convinced of the need of Tourism.

The very first step to acknowledge different people and countries is led by a little curiosity and courage to try something extraordinary. To see the difference with our own eyes, to experience the difference, to recognize why & how it is different, to accept the way it is etc... are all important ladders to understand each other. Still, sometimes we cannot understand each other entirely even we try very hard, but it is better than nothing and after some time it will be something remain in us. Tourism can give a very casual but an opened entrance to a different part of the world to a traveler. It can also be connected to an education, business and broadly intercultural communication. That is why it is highly regrettable situation now: 2015 that many people need to refrain voluntarily from taking a trip to some countries due to safety issues. If there is a respect toward each other, this horrific situation does not happen or at least did not get worse so far, but it seems we human being are still not clever enough to proceed everything smoothly. I hope the time that people can travel around without any fear will come soon and such opportunities will for sure give a new impression and inspiration to travelers and locals in a destination. It must take time but even slowly all the conflicts should be solved one by one peacefully as even in a peaceful place various natural disasters claims numerous lives.

I could learn such treasurable, incomparable and unforgettable things thanks to my fantastic EMTM classmates and amazing friends from all around the world (plus their sweet families), and the huge influence which those 2-year EMTM experience has in my life is just unspeakable. Every time I was lost due to a cultural problem or whatever I could not overcome by myself, the people were generous and always gave me a help with a lot of smiles. They gave me many questions about Japan and Japanese culture and I just hope my answers were proper and valuable to someone. To show my appreciation toward them and also my family

and friends who continuously supported my challenge during those years, I would like to return the courtesy to the society by working and engaging in Tourism field from now on.

November, 2015

Rieko Ando