

Pengaruh program Visit Japan Campaign (VJC) terhadap revitalisasi ekonomi Jepang = The impact of Visit Japan Campaign (VJC) program on Japan's economic revitalization

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Abstrak

[ABSTRAK
 Jepang sebagai negara industri maju mulai melirik potensi sektor pariwisatanya sebagai salah satu upaya revitalisasi perekonomiannya yang sempat mengalami kemunduran. Skripsi ini membahas mengenai program Visit Japan Campaign (VJC) yang diluncurkan oleh pemerintah Jepang pada tahun 2003 di bawah naungan Japan Tourism Agency (JTA) dan Japan National Tourism Organization (JNTO) berikut pengaruhnya terhadap revitalisasi ekonomi Jepang. Hasil dari penelitian ini menunjukkan bahwa sektor pariwisata yang dipromosikan lewat program tersebut berperan penting dalam revitalisasi ekonomi Jepang sekaligus pemerataan pembangunan dan kesejahteraan masyarakat Jepang.<hr>

ABSTRACT Japan as one of the advanced industrial countries began to look at the potential of the tourism sector as one of the efforts to revitalize its economy that had suffered economic recession. This thesis mainly discusses about the Visit Japan Campaign (VJC) program launched by the Japanese government in 2003 under the auspices of the Japan Tourism Agency (JTA) and the Japan National Tourism Organization (JNTO) following with its impact on Japan's economic revitalization. Results from this study indicate that the tourism sector which is being promoted through this program plays an important role in Japan's economic revitalization and promotes equitable development and welfare among Japanese people.;Japan as one of the advanced industrial countries began to look at the potential of the tourism sector as one of the efforts to revitalize its economy that had suffered economic recession. This thesis mainly discusses about the Visit Japan Campaign (VJC) program launched by the Japanese government in 2003 under the auspices of the Japan Tourism Agency (JTA) and the Japan National Tourism Organization (JNTO) following with its impact on Japan's economic revitalization. Results from this study indicate that the tourism sector which is being promoted through this program plays an important role in Japan's economic revitalization and promotes equitable development and welfare among Japanese people.;Japan as one of the advanced industrial countries began to look at the potential of the tourism sector as one of the efforts to revitalize its economy that had suffered economic recession. This thesis mainly discusses about the Visit Japan Campaign (VJC) program launched by the Japanese government in 2003 under the auspices of the Japan Tourism Agency (JTA) and the Japan National Tourism Organization (JNTO) following with its impact on Japan's economic revitalization. Results from this study indicate that the tourism sector which is being promoted through

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