

# Of Tourism and the Japanese: Opportunities for Expansion?

By  
**Zarina Zainuddin**  
*Analyst, ISIS Malaysia*

**T**he tourism industry has come a long way from a small insignificant sector to one of Malaysia's top three income and foreign exchange generators. The first concerted effort to attract tourists came in 1990 with the launch of Visit Malaysia Year (VMY). The successful campaign saw the number of visitors increase from 4.8 million in 1989 to 7.4 million in 1990. Subsequently three more VMY campaigns were launched — VMY 1994, VMY 2007, and the latest being VMY 2014.

In 2013, 25.72 million visitors visited Malaysia generating RM65.44 billion in receipts, contributing nearly 12 per cent to the country's

Gross Domestic Product (GDP). The number of tourists increased about 2.5 times from 2000 to 2013 (10.22 million tourist arrivals were registered in 2000), while receipts jumped about 3.8 times (from RM17.3 billion in 2000).

For years, Japan has been and still is one of Malaysia's top ten tourist generating markets. In 2013, 513,000 Japanese tourists visited Malaysia, with Kuala Lumpur, Kota Kinabalu, Melaka and Penang being popular destinations.

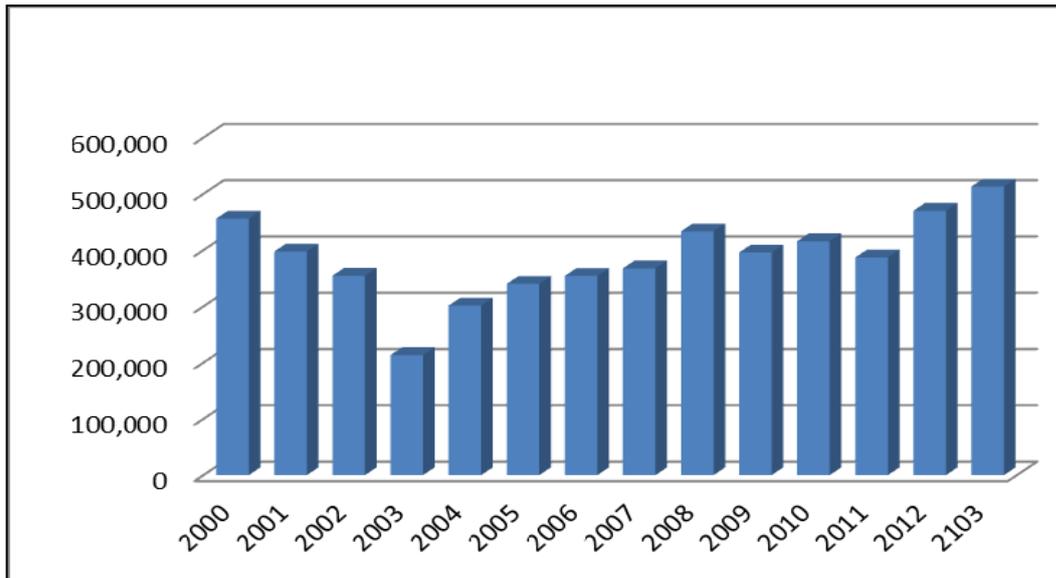
The year 2014 has been designated as Visit Malaysia Year and Malaysia targeted 600,000 Japanese tourists. Japanese tourist arrivals from

**Figure 1: Tourist Arrivals and Receipts to Malaysia**

| YEAR | ARRIVALS      | RECEIPTS (RM) |
|------|---------------|---------------|
| 2013 | 25.72 Million | 65.44 Billion |
| 2012 | 25.03 Million | 60.6 Billion  |
| 2011 | 24.71 Million | 58.3 Billion  |
| 2010 | 24.58 Million | 56.5 Billion  |
| 2009 | 23.65 Million | 53.4 Billion  |
| 2008 | 22.05 Million | 49.6 Billion  |
| 2007 | 20.97 Million | 46.1 Billion  |
| 2006 | 17.55 Million | 36.3 Billion  |
| 2005 | 16.43 Million | 32.0 Billion  |
| 2004 | 15.70 Million | 29.7 Billion  |
| 2003 | 10.58 Million | 21.3 Billion  |
| 2002 | 13.29 Million | 25.8 Billion  |
| 2001 | 12.78 Million | 24.2 Billion  |
| 2000 | 10.22 Million | 17.30 Billion |
| 1999 | 7.93 Million  | 12.3 Billion  |
| 1998 | 5.56 Million  | 8.6 Billion   |

*Source: Tourism Malaysia, 2014*

**Figure 2: Japanese Tourist Arrivals to Malaysia (in thousands)**



Source: Japan Travel Bureau, 2014

January to March reached 149,859, which is an increase of 7.9 per cent compared to the same period in 2013. However the twin tragedies of Malaysia Airlines Flights 370 and 17 are expected to negatively impact tourist arrivals from Japan and elsewhere.

During the last five years, Malaysia has made attempts to 'revitalise' and increase the number of Japanese visiting Malaysia. Figure 2 shows the number of tourist arrivals from Japan to Malaysia and despite concerted efforts the numbers could be described as 'stable' at its best or 'stagnant' at its worse.

In 2000, Japanese tourist arrivals registered at 455,981, the third highest from 2000 to 2013. Arrivals in 2012 and 2013 were the highest two registered. From 2000 to 2013, Japanese tourist arrivals ranged between 300,000 and 400,000. While Japanese tourist arrivals to destinations such as China, South Korea, Thailand and Singapore registered at higher levels than Malaysia, the stable-stagnant pattern also prevailed in these markets. Only Vietnam registered continued growth in Japanese tourist arrivals in the East Asian region.

#### **Japanese tourists: understanding the nuances**

Many factors contributed to and influenced the pattern of Japanese outbound tourists. Japanese

outbound tourists' sensitivity towards negative events, such as the 2003 outbreak of severe acute respiratory syndrome (SARS), 2004 Indian Ocean earthquake and tsunami, September 11 attacks, and global financial crisis, puts a damper on outbound tourism activities. The dips seen in tourist arrivals in Figure 2 corresponded with negative events — outbreak of the Nipah Virus in 2001 as well as SARS in 2002–2003, and the financial crisis in 2007.

Despite being the second largest outbound market in the region, at about 17.1 million in 2013, the ratio of Japanese households to outbound travel has never breached 40 per cent. This seems to be an anomaly among developed markets. In other words, less than 40 per cent of Japanese households travel overseas. Outbound travel in Japan also faces fierce competition from domestic tourism. Domestic tourism in Japan, which ranks high (14th in the world according to World Economic Forum), accounts for 90 to 95 per cent of total travel.

Japanese outbound tourists have many unique characteristics. Some of these characteristics include the tendency to travel in groups since the Japanese market is not as adventurous in overseas travel and there is a need to seek out destinations that offer 'something Japanese'. There is, however, an increase in specialised travel such as golf and honeymoon

travel. Japanese workers often take short holidays, using up an average of nine days of their entitlement, and tend to be big spenders. Japanese tourists have a preference for 'unique', 'exclusive' or 'limited edition' products. Japanese outbound tourists are also generally highly segmented and can be categorised by age, gender, income, and so on, with each segment exhibiting its own unique characteristics.

### **Promoting Malaysia: content, target audience and strategy**

The advertising campaign of VMY 2014 began at the end of 2013 and included posters on billboards and taxis as well as television commercials in Japan. Yet the segmented Japanese tourist market means that further consideration to details should be given in the promotion of activities.

The image of Malaysia remains fuzzy among the Japanese. In general, Japanese visitors come to Malaysia to visit the natural and scenic attractions as well as to shop and experience the local food and culture. Past surveys by Japan Tourism Marketing Co. (JTM) highlighted three factors that undermined Malaysia as a tourist destination: (i) first time Japanese visitors often felt that they had 'experienced almost everything in Kuala Lumpur' within a span of three to four days; (ii) many felt that other destinations in Asia were more exciting; and (iii) many of the attractions offered were 'easily experienced in Japan and in other destinations. Japanese tourists found little uniqueness in Malaysia'.

Even so, Malaysia is rich with natural attractions, for example, islands and beaches as well as rainforests and mountains. Other tourist attractions include heritage landmarks and big city shopping malls. Such diversity presents a challenge for the tourism board in terms of marketing and advertising. Efforts to understand cultural perceptions and the needs of tourists, especially those with distinctive characteristics, such as the Japanese, would go a long way to help formulate 'informed marketing strategies' targeted at new and repeated visitors. This is particularly important in light of the increasingly intense competition from various countries in the region for tourists.

For instance, in promoting Langkawi, an emphasis on the island's unique traits such as its status as a UNESCO-designated Geopark along with a feature on its many legends and myths would have a more immediate impact in attracting potential Japanese visitors. This strategy can also be used for promoting Penang and Melaka as both have earned the UNESCO World Heritage Site designation. In addition, uniquely Malaysian experiences — homestays, traditional massages and multicultural festivals, such as Eid al-Fitr, Deepavali, Penang International Dragon Boat Festival and Gawai Dayak — should be promoted.

The availability of direct flights also plays a role in the choice of Malaysia as a holiday destination, not only from Tokyo to Kuala Lumpur but similarly from major Japanese cities to popular destinations in Malaysia. Accessibility via direct flights is an important consideration given the short holidays taken by Japanese travelers.

Currently there are direct flights by Malaysia Airlines, AirAsia X and Japan Airlines from Tokyo (28 flights per week), Osaka (14 flights per week) and Nagoya (4 flights per week). While the number of flights has improved, it is still low compared to other Asian destinations; Thai Airways offers 48 flights a week between Bangkok and Tokyo while its Bangkok-Seoul route has 39 weekly flights.

Perhaps one of the most effective ways to attract tourists is to engage other relevant players — tour agents and travel reporters — in a familiarisation programme. Tourism Malaysia's Mega Familiarisation Programme has proven to be quite effective in promoting Malaysia, especially since tour agents and travel reporters are the very people who would be making recommendations to potential travelers. The overall enhancement of the country's tourism infrastructure and services include the employment of more knowledgeable

***Long-haul flights present opportunities to develop and expand transit tourism ..... Encouraging airlines to stopover at KLIA is a great way for Malaysia to introduce itself to new visitors.***

**Figure 3: Participants of MM2H by Countries**

| NO.          | COUNTRY OF NATIONALITY                               | YEAR       |              |              |              |              |              |              |              |              |              |              |              |              | TOTAL (2002 - APRIL 2014) | SHARE (%)    |
|--------------|--|------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------------------|--------------|
|              |  | 2002       | 2003         | 2004         | 2005         | 2006         | 2007         | 2008         | 2009         | 2010         | 2011         | 2012         | 2013         | 2014 (APRIL) |                           |              |
| 1            | People's Republic of China                           | 241        | 521          | 468          | 502          | 242          | 90           | 120          | 114          | 154          | 405          | 731          | 1,337        | 734          | 5,659                     | 22.2         |
| 2            | Japan  | 49         | 99           | 42           | 87           | 157          | 198          | 210          | 169          | 195          | 423          | 816          | 739          | 162          | 3,346                     | 13.1         |
| 3            | People's Republic of Bangladesh                      | 0          | 32           | 204          | 852          | 341          | 149          | 68           | 86           | 74           | 276          | 388          | 285          | 119          | 2,874                     | 11.3         |
| 4            | United Kingdom of Great Britain and Northern Ireland | 108        | 159          | 210          | 199          | 209          | 240          | 208          | 162          | 141          | 153          | 139          | 148          | 43           | 2,119                     | 8.3          |
| 5            | Islamic Republic of Iran                             | 0          | 2            | 8            | 7            | 9            | 59           | 227          | 212          | 227          | 286          | 201          | 51           | 8            | 1,297                     | 5.1          |
| 6            | Republic of Singapore                                | 96         | 143          | 91           | 62           | 94           | 58           | 48           | 61           | 73           | 78           | 83           | 145          | 29           | 1,061                     | 4.2          |
| 7            | Taiwan   | 38         | 95           | 140          | 186          | 63           | 31           | 16           | 36           | 49           | 70           | 85           | 151          | 37           | 997                       | 3.9          |
| 8            | Islamic Republic of Pakistan                         | 9          | 55           | 82           | 104          | 36           | 31           | 65           | 103          | 77           | 136          | 100          | 58           | 29           | 885                       | 3.5          |
| 9            | Republic of Korea                                    | 5          | 12           | 66           | 60           | 65           | 152          | 86           | 54           | 49           | 64           | 83           | 101          | 44           | 841                       | 3.3          |
| 10           | Republic of India                                    | 45         | 123          | 118          | 80           | 51           | 46           | 32           | 35           | 51           | 50           | 56           | 41           | 21           | 749                       | 2.9          |
| 11           | Others   | 227        | 404          | 488          | 476          | 462          | 449          | 432          | 546          | 409          | 446          | 545          | 619          | 175          | 5,678                     | 22.3         |
| <b>TOTAL</b> |  | <b>818</b> | <b>1,645</b> | <b>1,917</b> | <b>2,615</b> | <b>1,729</b> | <b>1,503</b> | <b>1,512</b> | <b>1,578</b> | <b>1,499</b> | <b>2,387</b> | <b>3,227</b> | <b>3,675</b> | <b>1,401</b> | <b>25,506</b>             | <b>100.0</b> |

Source: Official Portal of MM2H Programme

competent tour guides, upgrading of public facilities and a better selection as well as packaging of local handicrafts.

Malaysia's tourism industry has evolved and is increasingly becoming more specialised with subsectors — long-stay tourism; school excursion; medical and health tourism; meetings, incentives, conventions and exhibitions (MICE) tourism; ecotourism; marine tourism; transit tourism; education tourism — being introduced and promoted. These subsectors present great avenues for Malaysia to attract additional Japanese outbound tourists.

In a recent survey on desired destinations, Japanese ranked Paris-France, New York-USA, Hawaii, Rome-Italy and London as their top five. Long-haul flights present opportunities to develop and expand transit tourism in Malaysia. Health concerns, particularly on deep vein thrombosis, have prompted many travelers on long-haul flights to opt for a transit point or overnight layover. Encouraging airlines to stopover at the Kuala Lumpur International Airport (KLIA) is a great way for Malaysia to introduce itself to new visitors.

### Malaysia My Second Home (MM2H) Programme

The triple disasters of 11 March 2011 as well as the devastating floods and landslides of July 2012 in Japan were a boon to the MM2H programme. Disaster fatigue and the desire to escape natural calamity have caused many Japanese to search for a second home in countries within the region. Many have chosen Malaysia as their second home based on the country's lack of natural disasters, good infrastructure and healthcare, educational opportunities, and accessibility to Japanese products and services. Moreover, MM2H is said to

be the most attractive long-stay programme in Asia.

In 2002, there were only 49 participants from Japan; the number increased from 2006 onwards after serious adjustments were made to the MM2H programme to attract more participants. In 2011, the year Japan faced the triple disaster of an earthquake-tsunami-nuclear reactor meltdown, the number of Japanese participating in the programme increased from 195 to 423. The number of participants grew to 816 as floods ravaged parts of Japan in 2012.

The behavioural pattern of Japanese participants has also changed. Initially, participants were mostly retirees who stayed on rented properties for three to four months to escape the summer's heat or winter's cold. As time goes by and as the retirees looked to stretch their yen, the length of stay increased to six months and many participants began to invest in residential properties. The demographic makeup of the participants has also changed to include young entrepreneurs seeking to grow and expand their businesses and young families wanting to expose their children to a multicultural society. As of April 2014, the Japanese made up the second largest group of MM2H participants at 3,346 after China.

On the whole, Malaysia has done a commendable job in promoting and expanding the tourism industry. However in light of increasing competition, particularly from countries around the region, more thoughtful and innovative efforts are needed to attract new and returning tourists to visit Malaysia. Indeed, the increased specialisation in the travel business now presents many opportunities for Malaysia to expand its tourism industry.