

An Economic Impact Study of Cultural Landscape
- A Case Study of Miyajima, Hiroshima-

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This article presents a case study on Miyajima, Hiroshima prefecture, about economic impact of tourist consumption who visits to cultural landscape. Miyajima was designated a World Heritage Site at 1996 and 1.4 million tourists visit there per year. It is one of the greatest cultural landscapes in Japan. For investigation, we conducted a questionnaire survey intended tourists who came there at November 2004 and March 2005 and analyzed the data using Input-Output analysis method.

The results are as following. Tourist consumption final demand is 40 billion yen within Hiroshima prefecture. The demands induce production of 60 billion yen, which is 1.49 times the demand, added value of 35 billion, employment of 6300 jobs and prefectural tax revenue of 0.8 billion yen. Accommodation and entrance fee have big economic impact per one unit of demand comparatively. The findings show that economic measure can be one of the important measures of cultural landscape.

Keyword: Economic Impact, demand for tourism, cultural landscape,
Input-Output Analysis, tobit model