



JITI

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The JITI Journal

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Welcome

Welcome to the JITI Journal, a bimonthly publication of the Japan International Transport Institute, USA (JITI), in which JITI will share information on transportation developments in Japan and elsewhere, as well as recent JITI programs. As a supplement to our regular events, we hope that the Journal will likewise be a resource for the transportation community.

In this issue, Deputy Representative Kazumasa Yamazawa reports on the expansion of railway through services in Japan. Additionally, Deputy Representative Tetsu Shimizu has written an article about Noto Peninsula and the unique efforts that local residents have made to help their small airport succeed.

This issue of the JITI Journal concludes with a roundup of transportation developments in Japan. We hope you enjoy the selection of transportation news articles.

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JITI Events

PAST: [Intersections Series: New Opportunities for the Hokuriku Region: Impact of Japan's Newest High Speed Rail](#)

This event offered our audience a chance to learn about the charms of the Hokuriku region, timed perfectly with the addition of a new Shinkansen line to whisk people from Tokyo to Kanazawa in about two and a half hours. Speakers shared information on attractions and tourist destinations in Hokuriku and the comforts and speed of the Shinkansen. If you were unable to attend or wish to review the presentations, please see the seminar page [here](#).

PAST: [Airport Seminar 2014: Enhancing Airport Value](#)

A slate of experts in airport management provided deep insight into what makes airports into effective gateways for travelers and goods and contributors to regional economic activity and job creation. Speakers discussed best practices from Baltimore, Kansai International (Osaka), Manchester, and San Francisco airports. Also, airport ratings and development

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were introduced. All in all, a lively discussion on airport management was had. Click [here](#) for access to the speakers' presentation materials.

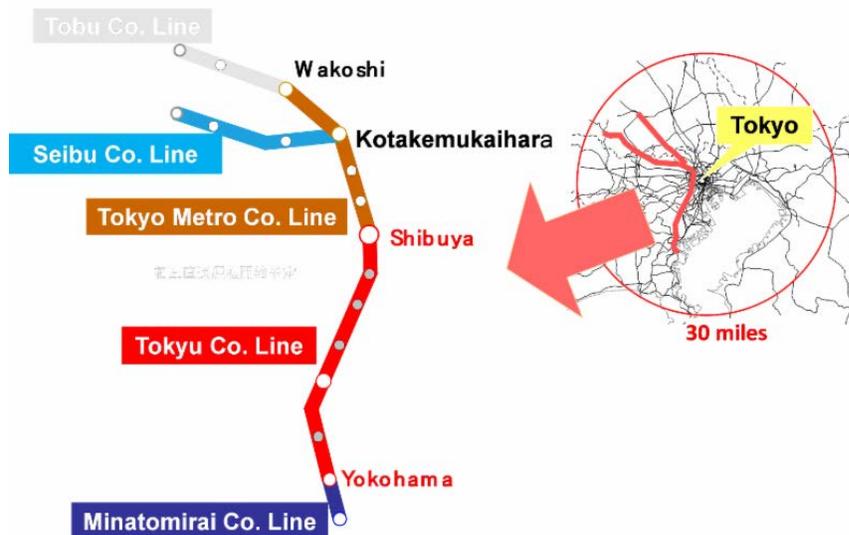
Railway Through Services in Japan

By Kazumasa Yamazawa

This report introduces Japan's unique focus on promoting the expansion of through services among different railway operators. Through services, also known in the United States as through-running, mean that rail lines managed by different operators start running their services on each other's tracks. Increasing through services also expands the potential for station redevelopment to enhance value capture.

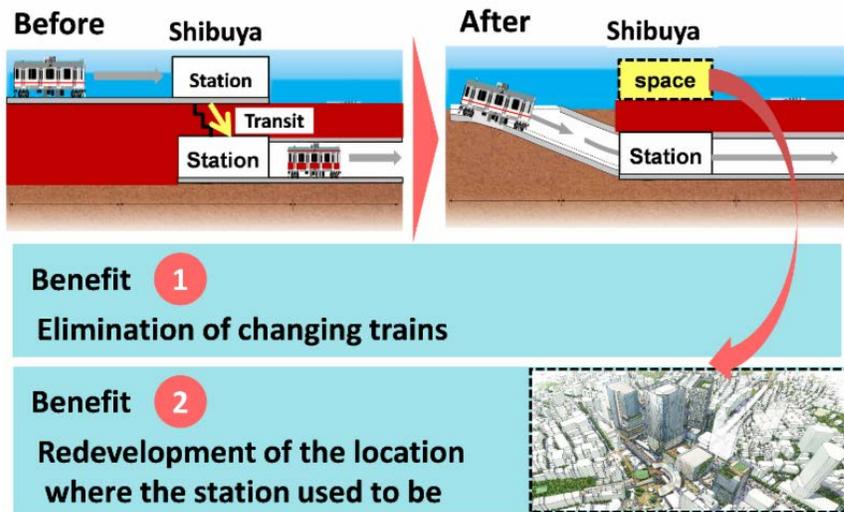
In Japan, where people are concentrated in large urban areas and population density is relatively high, railway systems play an important role in urban transportation, with the number of passengers being around 8.6 billion per year. To deliver a customer experience commensurate with riders' expectations in Japan, many railway operators are engaged in the world's most robust and complex railway system. There are over 20 such operators in Tokyo that widely support people's lifestyles and business throughout the metropolis with approximately 60 urban railways and 16 subway lines.

And so, in Japan, focus has been placed on enhancing the convenience of connecting with other trains. Various measures have been implemented to make the current urban railway network more convenient. As a result, the convenience of riding Japanese urban railways is renowned worldwide. As a recent example of through services, in March 2013, five different operators started running on each other's tracks in Tokyo.



Through services among five different operators

Of these operators, one has renovated Shibuya station and integrated the above-ground station facilities with those underground, in tandem with commencing through service. Thanks to this, passengers can avoid changing trains at Shibuya station.



Improvement of Shibuya Station by utilizing through service

With respect to tickets when changing train lines, public transport IC cards (an advanced transit smartcard) can be used with different railway companies. Moreover, the IC cards have the same functionality as electronic money and can be used widely aside from public transport, such as for one's daily shopping. So, people are able to buy something at those shopping centers or lifestyle-focused stores in the stations after getting off the trains without carrying cash.

With Shibuya upgrading its facilities and the convenience that it brings, the operator will redevelop the old station area for new commercial businesses. Other Japanese railway operators are also actively undertaking the commercial redevelopment of railway stations and the surrounding areas to take advantage of the main feature of stations, namely, the ability to attract large numbers of people as activity centers. They carry out a broad range of development, from large shopping centers to lifestyle-focused stores, in accordance with the characteristics of each community; which, in turn, enhances convenience for people and enriches their lives. In this way, they seek to expand income sources beyond railway operations.

By means of this joint strategy of through services and commercial redevelopment, railway operators position stations as community hubs and revitalize these areas. The results are increased convenience, operational efficiency, and selection of amenities for riders.

Noto Peninsula: The Unique Approach to the Airport by the Locals

By Tetsu Shimizu

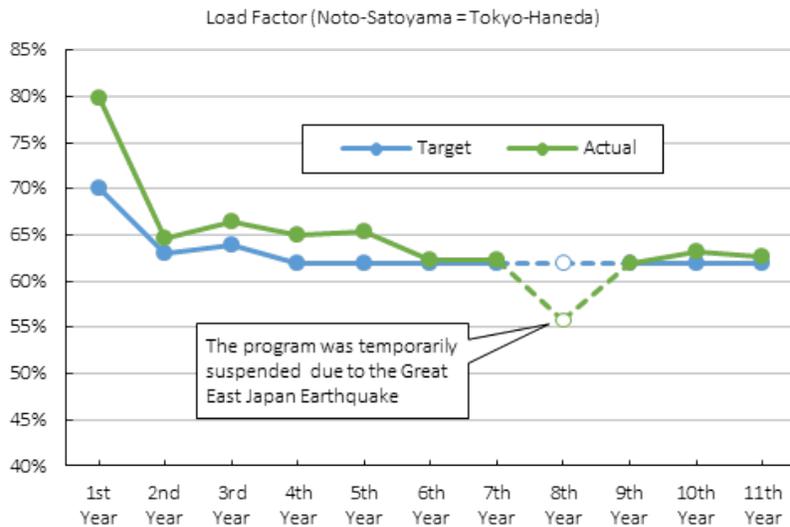
Noto Peninsula is located in Ishikawa Prefecture, in the central part of Honshu Island, protruding significantly into the Sea of Japan.



It has been an intersection of economy and culture since ancient times and an important transportation hub of the Sea of Japan, due to its geographic position. In addition, Noto's *Satoumi* (a sea or beach that is near a populated area and is closely connected with the residents' lives) and *Satoyama* (a mountain or hill that is near a populated area and is closely connected with the residents' lives) have seen the preservation of a system of traditional agriculture and farming methods that are consistent with the regional environment, rural culture, biodiversity, rural landscape and so on. In 2011, this system was designated as a Globally Important Agricultural Heritage System (GIAHS) by the Food and Agriculture Organization of the United Nations (FAO). This article introduces some efforts by the locals to increase usage of Noto-Satoyama Airport, which is located in the northern part of Noto Peninsula and was opened in 2003.

1. Efforts made before airport opening:

Noto-Satoyama Airport is included in the Seventh Five-Year Airport Development Plan, which was established in 1996, and its construction started in November 1998. In March 2002, before the opening of the airport, Air Nippon (ANK), which was a subsidiary airline of All Nippon Airways (ANA) and merged with ANA in April 2012, said it would provide one flight per day between Noto-Satoyama Airport and Tokyo-Haneda Airport. Their offer was limited to one because it was difficult to secure slots at Haneda Airport and to ascertain the demand for such a new route. Ishikawa Prefecture and the municipalities, desiring more than one flight, negotiated with the airline many times, and finally proposed a "Load Factor Guarantee Program" for the first time in Japan. A "Load Factor Guarantee Program" is a mechanism by which Ishikawa Prefecture and the municipalities pay a subsidy to the participating airline if the actual load factor falls below an agreed-upon target, and the participating airline pays the sales promotion cooperation money to the prefecture and municipalities if the load factor exceeds the target. ANK took the proposal into consideration and decided to provide two flights per day between Noto-Satoyama Airport and Tokyo-Haneda Airport from the opening of Noto-Satoyama Airport in July 2003. Target load factor has been achieved in every year except for the eighth year, when the program was temporarily suspended due to the Great East Japan Earthquake.



2. Efforts to attract tourists from the metropolitan area:

Traditional fishing methods such as ama (female divers who collect sea life by hand) fishing are still popular in the region, and some of Japan's most prominent Satoyama landscapes such as many rice terraces seen on slopes, are in Noto Peninsula. In addition, traditional crafts such as Wajima Lacquer have been handed down.



Wajima Lacquer



Rice Terraces

Ishikawa Prefecture's efforts to broadly promote these tourism resources and bring more tourists to the region have included the following:

- Dissemination of information through a portal site for tourists called "Noto Net".
- Publication of a guidebook to provide tourist information and tips to enjoy a relaxing time in Noto's Satoyama and Satoumi regions.
- Improvement of quality of service and *Omotenashi* (the heart of Japanese hospitality) provided in tourist facilities and restaurants by disclosing tourist evaluations.
- Fan creation through "Burari Noto in Tokyo", a food event which introduces seafood of the season, such as oysters and traditional Japanese meals, in a bar associated with Noto.
- Formation of the "Noto-Satoyama Airport Cheering Party" and promotion of Noto-Satoyama Airport by its members.
- A course focused on promoting Noto-Satoyama Airport at the Morning University of Marunouchi (a citizens' college that people working in Tokyo can attend before work in the morning).

Furusato taxi (shared taxi) service is provided for passengers arriving at Noto-

Satoyama Airport by plane. The service is one of the means of transportation connecting tourist sites in Noto Peninsula and Noto-Satoyama Airport and operates based on the arrival and departure of flights. Per passenger, the Furusato taxi costs a fraction of a normal taxi fare.

3. Efforts to promote use of the airport by local residents:

For the promotion of flights to/from Noto-Satoyama Airport by local residents, local municipalities play the main role. They put their ingenuity into their efforts, which include subsidies for residents and planning tours to cheer for sumo wrestlers from Noto.

In a first for Japan, local government offices are attached to the airport terminal building. Local residents can receive administrative services such as applying for and receiving passports, personal seals, resident cards, etc. at a terminal building of Noto-Satoyama Airport.

In addition, many events, such as an Aviation Day festival, concerts of Japanese drum and koto, paper plane competitions, ground golf events, and cooking classes, are held almost every weekend in Noto-Satoyama Airport, and it provides local residents a place to socialize. In fiscal year 2013, about 54,000 people participated in a total of 75 events.



Event in Noto-Satoyama Airport

It is thought that these efforts lead local residents to feel a greater sense of ownership of Noto-Satoyama Airport, and enhance the value of the airport. Moreover, by reducing the distance between the airport and them, it is expected that more local residents will come to use Noto-Satoyama Airport as passengers.

4. Future activities:

It is planned that the Hokuriku Shinkansen will reach Kanazawa in March 2015. For this reason, Ishikawa Prefecture and other entities continue to make efforts to attract new tourist groups by establishing new itineraries, for example arriving at Kanazawa by the Hokuriku Shinkansen and leaving from Noto-Satoyama Airport, or vice-versa. Tour buses between Kanazawa and Noto-Satoyama Airport now operate for those tourists. There are also plans to consider measures to attract foreign tourists at Marunouchi Morning University.



©Ishikawa Prefecture Tourism League
Noto Kiriko Festival

It takes about one hour from Tokyo-Haneda Airport to Noto-Satoyama Airport by plane, and about two and a half hours from Tokyo to Kanazawa by the Hokuriku Shinkansen. Why don't you extend your journey to Noto Peninsula during your next visit to Japan?

Japanese Transportation News Roundup

Flood of Chinese tourists helps drive [record number of visitors](#) to Japan

Train companies take aim at airlines with [new shinkansen line](#)

Toyota affiliate breaks ground on Japan's first [hydrogen refueling station](#)

Haneda's [rise as international hub](#) reshaping Tokyo

Japan to create international framework for [Arctic research](#)

Shinkansen success primes JR Tokai for [eventual maglev train launch](#)

Haneda Airport [looks to Japan's past](#) to draw foreign travelers

Mitsubishi, partners looking to move into booming [regional airline business](#)

Honda [turns fuel-cell cars into mini power plants](#) with new technology

Japan's Hitachi targeting aggressive growth [to take on global train market](#)

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Thank you for reading the JITI Journal. Until the next issue, whatever your mode, travel safely!

The JITI Team