



## Coronavirus Crisis, Japan's Tourism, Olympic History, Ethics and Sustainable Policy Implementation for Tokyo Olympics 2020

Shuraya Tasnoova<sup>1</sup>, Khan M Iqbal<sup>2</sup>

<sup>1</sup> Faculty of Business Administration, Japan University of Economics, Tokyo Shibuya Campus, 24-5 Sakuragaoka Shibuya-ku, Tokyo 150-0031, Japan

<sup>2</sup> CEO, Sakurajima Green Tea Company, Arata 2-23-11, Kagoshima 890 0054, Japan  
[tasnoova2000@gmail.com](mailto:tasnoova2000@gmail.com)

**Abstract:** Coronavirus is one of the big problem for world though it is not as strong as SARS and MERS. This is a reviewed articles and objective of the article was to write a summary on the Coronavirus impact on Japan 2020 Olympics, tourism industry, and sustainability. For objective of the article, it was based on secondary information especially worldwide news reports, published reports on online journals and newspapers. The article had following parts for discussion: 1 Worldwide impact of Corona virus and confirmed Cases and Deaths by Country, Territory of Coronavirus COVID, 2. Discussion on history and basic information of Olympics, 3. Tokyo Olympics 2020 and reason not to postpone the event, 4. UN SDGs for Olympics 2020, 5. Japanese Economy and tourism industry are reviewed and 6. Precautions for Coronavirus. This article was revealed that though Coronavirus was not strong, but made the world economy slow. Japan had huge impact on it and Japan Government was taken not only precautionary initiatives but also increased the fund to control the challenges. Government of Japan is still hopeful to hold the Tokyo Olympics 2020.

[Shuraya Tasnoova, Khan M Iqbal. **Coronavirus Crisis, Japan's Tourism, Olympic History, Ethics and Sustainable Policy Implementation for Tokyo Olympics 2020**. *Nat Sci* 2020;18(4):29-40]. ISSN 1545-0740 (print); ISSN 2375-7167 (online). <http://www.sciencepub.net/nature>. 6. doi: [10.7537/marsnsj180420.06](https://doi.org/10.7537/marsnsj180420.06).

**Keywords:** Coronavirus, Tourism, Olympic history, Sustainability

### 1. Introduction

The 2019 coronavirus started in the city of Wuhan (Hubei province) and belongs to the same group of viruses as SARS and MERS (Raphie Hayat et al, 2020). The emergence of a novel human coronavirus in late 2002 alarmed populations across the globe, elicited a massive public health response, gave rise to a multinational research network, gripped the news media, wreaked political havoc in China, and struck a blow to the tourism and travel industries of several countries. By the time this coronavirus, labeled SCoV, apparently receded from human hosts in July 2003, nearly 10 percent of more than 8,000 individuals who fit the probable case definition had died of the disease now known as severe acute respiratory syndrome (SARS) (World Health Organization [WHO], 2003a). Analyses of this epidemic could lead to improvements in the global community's preparedness for and response to future global outbreaks of infectious disease. For these reasons, the Institute of Medicine's (IOM's) Forum on Microbial Threats convened the workshop learning from SARS: Preparing for the Next Disease Outbreak on September 30 and October 1, 2003. Participants discussed the emergence, detection, spread, and

containment of SARS; political responses to the epidemic; its economic consequences; basic research on coronaviruses; preparations for a possible reemergence of SCoV and lessons learned from the SARS epidemic that could shape responses to future microbial threats. (Knobler S et al, 2004).

Coronaviruses (CoVs; order Nidovirales, family Coronaviridae) are positive-sense RNA viruses commonly associated with mild infections in birds and mammals. The family Coronaviridae is now organized into two subfamilies, Coronavirinae and Torovirinae, with the former including four different genera, Alphacoronavirus, Betacoronavirus, Gammacoronavirus, and Deltacoronavirus. Canine coronavirus (CCoV) belongs to the genus Alphacoronavirus and forms a unique species, Alphacoronavirus 1, along with feline coronaviruses (FCoVs), transmissible gastroenteritis virus of swine (TGEV), and its derivative, porcine respiratory coronavirus (PRCoV) (Carstens EB. 2010, Adams MJ, Carstens EB. 2012 and Decaro. N. et. al 2013).

According to CNN health news Titled "Coronavirus explained: What you need to know By Jen Christensen and Meera Senthilingam, January 22, 2020, A new Chinese coronavirus, a cousin of the

SARS virus, has infected hundreds since the outbreak began in Wuhan, China, in December. Scientist Leo Poon, who first decoded the virus, thinks it likely started in an animal and spread to humans.

"What we know is it causes pneumonia and then doesn't respond to antibiotic treatment, which is not surprising, but then in terms of mortality, SARS kills 10% of the individuals," Poon, a virologist at the School of Public Health at The University of Hong Kong, said.

It's not clear how deadly the Wuhan corona virus will be, but fatality rates are currently lower than both MERS and SARS. Experts stress that it will change as the outbreak develops. Here, Table1: was shown a comparison of three corona viruses.

Table 1: A brief comparison of three coronaviruses

	SARS	MERS-CoV	2019-nCoV
Origin	Southern China (Guangdong)	Saudi-Arabia, Middle-East	China (Wuhan)
Fatality rate	9.6% - 11.0% (mostly in China, HK, TW, CA and SG)	~35%	2-5% (mostly China so far)
Total cases	8098-8422	2494	7783 (29/1/2020)
Total fatalities	774-926	858	170
Period of outbreak	16 Nov 2002 - Jul 2003	2012Q4 -	8 Dec 2019 -
-Peak of outbreak	Feb 2003 - May 2003	Mar 2014 - End 2015	20 Jan 2020 -
Reproduction rate/infectiousness	2 - 4 (later reduced to 0.4)	"Does not pass easily human-human"	1.4 - 3.8
Incubation time	2-7 days (CDC)	2- 14 days (-5 avg, CDC)	2 - 14 days

Source: WHO, Wikipedia, CDC, Johns Hopkins University CSSE

Source, Raphie Hayat et al., RaboBank 30th January, 2020

Table 1 was shown that this virus is not as strong as SARS and MERS-CoV which were been seen in figure 1 and 2 growth factor and daily death respectfully. Daily death and Daily death Growth factor both were declining which is positive sign for human being and showing hope to whole world.

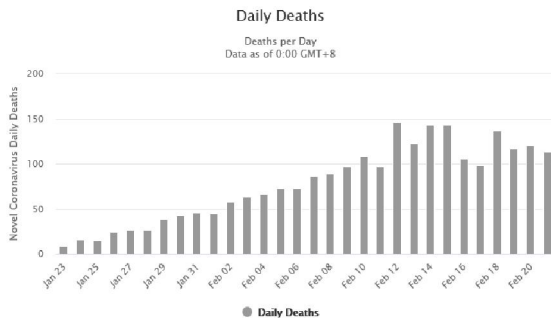


Figure 1: Daily Deaths rate from January 23th to February 21, 2020.

Source: Worldometers. Info February 22, 2020, (<https://www.worldometers.info/>)

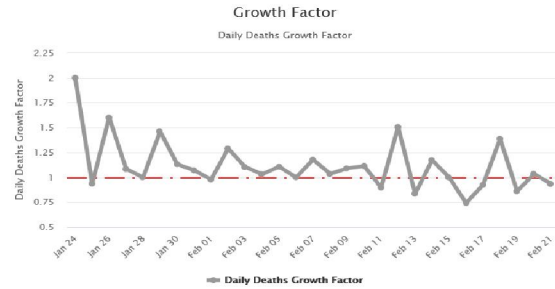


Figure 2 Daily Deaths growth factor rate from January 23th to February 21, 2020

Source: Worldometers. Info February 22, 2020, (<https://www.worldometers.info/>)

The authors' main aim and objective were to write a summary on the coronavirus impact on Japan 2020 Olympics, tourism industry, and sustainability.

**2. Methodology:**

This article was based on secondary information especially worldwide news reports, published reports on online journals and newspapers. It is a reviewed article. The article has following parts for discussion: 1 Worldwide impact of Corona virus and confirmed Cases and Deaths by Country, Territory of Coronavirus COVID were shown, 2. Discussion on history and basic information of Olympics, 3. Tokyo Olympics 2020 and reasons not to postpone the event, 4. Considering UN SDGs for Olympics 2020, 5. Japanese Economy and tourism industry are reviewed and 6. Precautions for Coronavirus.

**3. Discussion:**

**Worldwide impact of Coronavirus:** According to The New York times staff Alexandra Stevenson titled on "China's Improving Economic Data Masks Deeper Problems "Jan. 16, 2020. The report mentioned that the world's second-largest economy looks as if it may be shrugging off its worst slowdown in nearly three decades. China reported economic growth figures on Friday that suggest its economy is stabilizing after a year of consecutive quarterly declines. China's economy, a major engine of global growth, still faces some of its biggest challenges since it began opening up to the outside world four decades ago.

According to the report by HIS Market staff Rajiv Biswas with titled "China's stock markets slump on coronavirus black swan economic impact" on Feb. 3, 2020. He mentioned that Asian stock markets were a sea of red as mainland Chinese stock markets plunged after reopening at the end of the Lunar New Year holidays. The Shanghai Stock Exchange Index fell 8.2% by mid-morning on 3 February, with the Shenzhen Composite Index down

8.4%. The slump in mainland Chinese stock markets reflects escalating financial markets concerns about the economic impact of the coronavirus on overall economic growth.

He also reported that the Chinese Yuan has also fallen against the US dollar, breaking back above the 7.0 barrier on rising financial markets' concerns about China's worsening near-term economic outlook due to the virus pandemic. To help mitigate the impact of the virus economic shock, the People's Bank of China (PBOC) has injected CNY 1.2 trillion into money markets through reverse bond repurchase agreements on 3 February, and lowered its 7-day reverse repo rate by 10bps to 2.40%. Most Chinese provinces have postponed the reopening of factories and offices until Monday 10 February 2020, which will have a significant negative impact on China's industrial production in 2020. Factories and offices in mainland China were originally scheduled to reopen on 30 January 2020, so the delayed restart of industrial production is a major disruption to Chinese industrial production in the month of February 2020. This also creates a large negative shock to the Asian manufacturing supply chain as Chinese new orders for intermediate goods and raw materials slump in February. The coronavirus pandemic is escalating negative-impact effects on a wide range of Chinese companies at the forefront of the widening economic crisis, as factory output is significantly disrupted and many retail stores have closed in heavily impacted regions of China, notably Hubei province. Many foreign multinationals are also suffering negative-impact effects to their revenue in China, as increasing numbers of international firms announce temporary closures of their operations in mainland China due to the virus pandemic. Apple is shutting down all its mainland China retail stores until at least 9 February, while Starbucks has temporarily closed around 2,000 retail outlets in mainland China. Sweden's IKEA has also temporarily shut down all its retail stores in mainland China. The pandemic has become a black swan event for the Asia-Pacific tourism industry. The escalating travel bans by many Asia-Pacific countries on visitors from China over the past few days and cancellations of flights by many international airlines to China will be a massive negative blow for the Asia-Pacific tourism industry, which has become heavily dependent on mainland Chinese tourism visitors. The new travel restrictions and cancellations of many international airline flights to China will result in the total collapse of Chinese outbound tourism to the rest of Asia in the near-term, until the pandemic can be brought under control.

The rapid rise in household incomes in China has triggered a boom in Chinese tourist visits abroad, which have risen from 20 million in 2003 to 150

million in 2018. Consequently, the vulnerability of many Asia-Pacific economies to a slowdown in Chinese tourist visits has increased significantly over the past two decades. Thailand, Singapore, Malaysia, Vietnam, Hong Kong, Japan, South Korea and Cambodia are among the most vulnerable Asian economies to the negative economic shock from the collapse of Chinese tourism.

Thailand has been one of the most notable beneficiaries of the boom in Chinese tourism, with total annual Chinese tourist visits to Thailand having risen from 2.7 million in 2012 to 11 million in 2019. Chinese tourism has also become increasingly important for Japan's tourism industry, with total Chinese tourist visits to Japan having reached 9.6 million in 2019, accounting for 30% of total foreign tourist visits. A key concern for Japan is also the potential risk from the virus for tourism visits related to the Tokyo Summer Olympics in July-August 2020 if the virus has not been contained by early summer 2020. According the report the whole world will have an impact on it.

Let's consider the aspect of GDP, according to the report by Economy stuff Alexandra Stevenson on Feb. 4, 2020. A technical recession is defined as two consecutive quarters of GDP contraction. China's economy grew 6.1% in 2019, marking its slowest GDP growth since 1990, with the world's second-largest economy recording GDP growth of 6% for the fourth quarter.

Meanwhile, Pantheon Macroeconomics Chief Asia Economist Freya Beamish said Chinese growth for the first quarter could fall to "less than 2%" year-on-year as a consequence of the shutdowns being enforced to curb the spread of the new coronavirus.

According to the report by Forbes stuff Sergei Klebnikov on February 11, 2020, he reported that as investors around the world continue to worry about the impact of the fast-spreading coronavirus outbreak on China's and the world's economy, experts are forecasting that global economic growth in 2020 will be reduced by 0.2% to 0.3%, while in the U.S. first quarter growth could take a 0.2% to 0.4% hit. Taking the outbreak into consideration, estimates for China's first quarter GDP now range from 0% to around 5.5%—down from the 5.9% current annual projected growth rate. The SARS outbreak, by comparison, knocked 2% off China's GDP yearly growth and was estimated to have cost the global economy up to 0.3%, according to Time.

With the Chinese economy today accounting for about 17% of global GDP, there is rising concern over what impact that could have on the global economy—as governments and companies around the world implement a large number of coronavirus-related work stoppages and travel restrictions.

Moody's Analytics and Barclays both estimate that the coronavirus is expected to lower global GDP by 0.3% in 2020, while Oxford Economics forecasts a 0.2% reduction for the year.

Back in the U.S., White House economists still only see a limited economic impact from the outbreak, with an expected 0.2% reduction in first quarter economic growth, the Washington Post reports. JPMorgan has slashed its U.S. first quarter GDP forecast by 0.25%, Goldman Sachs by 0.40% and Moody's by 0.45%.

In his semiannual testimony before Congress on Tuesday, Federal Reserve Chairman Jerome Powell addressed these concerns, saying that the central bank is "closely monitoring" whether the coronavirus will hurt the U.S. economy—though he also added that "it's just too early to say."

But, experts have also warned that the impact from the coronavirus could be worse than the 0.2% or 0.3% hit that most are predicting, depending on how severe the disease continues to be. According to a study by the World Bank, a more severe pandemic could cause economic losses amounting to nearly 5% of global GDP—more than \$3 trillion, while a weaker pandemic, like the 2009 swine flu, could wipe out 0.5% of global GDP.

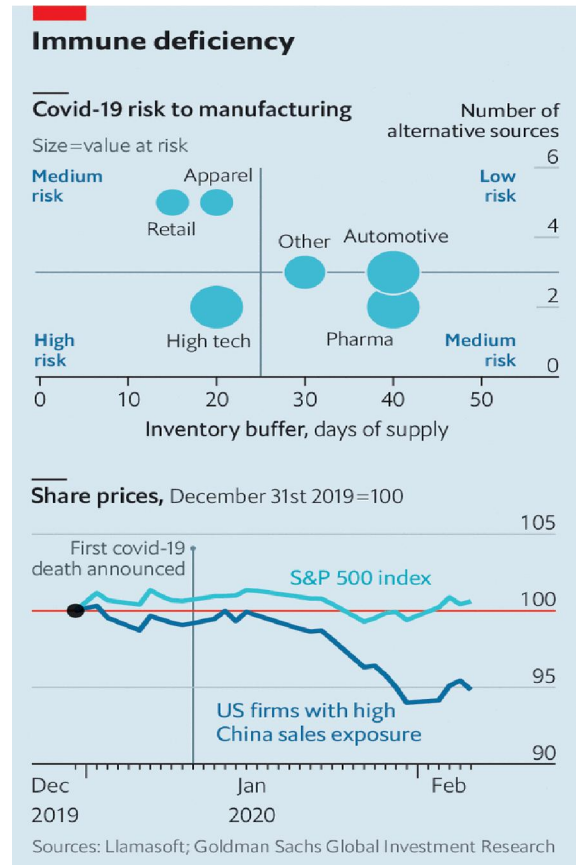
According to the Economist international reported on Feb, 13, 2020, this article appeared in the International section of the print edition under the headline "A deadly disease disrupts". The news explained about coronavirus on global businesses impact. Most multinational firms have been caught by surprise. This is not the first time they have suffered shocks to their Asian supply chains. The tsunami that hit Japan in 2011 and devastating floods in Thailand the same year disrupted production for many big firms. More recently, Donald Trump's trade war with China has exposed the risks of supply chains that rely too heavily on the mainland. But the bosses of such businesses have done little to prepare for shocks such as that inflicted by the outbreak of the new coronavirus.

Investors are punishing companies for this failure. The shares of American firms with strong exposure to China have underperformed the S & P500 index by 5% since early January, when news of the outbreak first broke (see chart1).

This news also described three reasons to think the coming months could prove even more unpleasant for many firms.

The first reason, big multinationals have left themselves dangerously exposed to supply-chain risk owing to strategies designed to bring down their costs. For example, many keep only enough stock on hand to last a few weeks, confident that they can always replenish their inventories "just in time". That

confidence is misplaced, argues Bindiya Vakil of Resilience, a consultancy.



The Economist

The second reason, vulnerability arises from the fact that giant firms are much more reliant on Chinese factories today than they were at the time of the SARS outbreak in 2003. China now accounts for 16% of global GDP, up from 4% back then. Its share of all exports in textiles and apparel is now 40% of the global total. It generates 26% of the world's furniture exports. It is also a voracious consumer of things such as metals, needed in manufacturing. In 2003 China sucked in 7% of global mining imports. Today it claims closer to a fifth.

The third reason, to think that big companies may experience a supply-chain shock is that the regions worst affected by covid-19 and the subsequent government lockdowns are particularly important to several global industries. The electronics industry is most at risk, according to Llama soft, a supply-chain analytics firm, because of its relatively thin inventories and its lack of alternative sources for parts.

Hubei province, where Wuhan is located, is the heart of China's "optics valley", home to many firms are making components essential for telecoms



networks. Perhaps a quarter of the world's optical-fibred cables and devices are made there. One of China's most advanced chip-fabrication plants, which makes the flash memory used in smartphones, is found there, too. Analysts worry that the epidemic in Hubei could reduce global shipments of smartphones by as much as 10% this year.

The car industry has also been hit. The lack of parts from mainland-based suppliers forced Hyundai to shut all its car plants in South Korea (it is now partially reopening them). Nissan has temporarily closed one in Japan, and Fiat-Chrysler has warned that it could soon halt production at one of its European factories.

Fears of the virus are now affecting the global oil price. Chinese refiners are slashing output in anticipation of shrinking demand at home. Slowing Chinese demand is further darkening what was already a dismal outlook for natural gas. Chinese copper buyers have asked Chilean and Nigerian mining firms to delay or cancel shipments. Mongolia has suspended deliveries of coal to China.

Some Chinese firms are panicking. Dozens have received official "force majeure certificates", which they hope will allow them to slip out of contracts

without incurring penalties. They may not. Faced with faltering demand as well as closed ports and roads, CNOOC, a Chinese energy giant, recently used such tactics to avoid accepting LNG shipments. Total and Royal Dutch Shell, European oil majors, are rejecting the move.

According to report of the Economist, it is clear that the Chinese manpower has direct and indirect impact and contribution of world economy and whole world will suffer for that. That's also one barrier for sustainable development for whole world.

Now let's see the Confirmed Cases and Deaths by Country and Territory by table 2 and discussion about aspect of Japan.

#### **Confirmed Cases and Deaths by Country, Territory of coronavirus COVID were shown in table 2:**

The table 2 was shown that the novel coronavirus COVID-19 is affecting 32 countries and territories around the world and 1 international conveyance (the "Diamond Princess" cruise ship harbored in Yokohama, Japan). According the table 2 Japan is the second most infected country after china. And total infected cases were 744 and three of them were died.

Country, Other	Total Cases	New Cases	Total Deaths	New Deaths	Total Recovered	Serious, Critical	Region
Australia	21	+2			11		Oceania
Belgium	1				1		Europe
Cambodia	1				1		Asia
Canada	9				3		N.America
China	76,290	+826	2,345	+109	20,729	11,477	Asia
<i>Diamond Princess</i>	634		2		17	27	
Egypt	1				1		Africa
Finland	1				1		Europe
France	12		1		7		Europe
Germany	16				14		Europe
Hong Kong	69		2		6	6	Asia
India	3				3		Asia
Iran	18		4				Asia
Israel	1						Asia
Italy	22	+1	1		1	6	Europe
Japan	110	+1	1		22	5	Asia
Lebanon	1						Asia
Macao	10				6		Asia
Malaysia	22				17		Asia
Nepal	1				1		Asia
Philippines	3		1		2		Asia
Russia	2				2		Europe
S. Korea	346	+137	2		17	9	Asia
Singapore	86				47	5	Asia
Spain	2				2		Europe
Sri Lanka	1				1		Asia
Sweden	1						Europe
Taiwan	26		1		2	1	Asia
Thailand	35				19	2	Asia
U.A.E.	11				3	1	Asia
U.K.	9				8		Europe
USA *	35				6		N.America
Vietnam	16				15		

Source: Worldometers, February 22,2020.

(<https://www.worldometers.info/>)

So far, 744 people in Japan among 634 of whom are passengers and crew from a cruise ship Diamond Princes quarantined in Yokohama -- have been found to be infected with the pneumonia-causing virus.

According to national Daily newspaper “The Minichi” on Feb 1, 2020 that The latest cases in Tokyo and Hokkaido involved people with no recent travel history to China and came on the heels of Japan's first coronavirus death -- that of a woman in her 80s in Kanagawa Prefecture, whose son-in-law, a taxi driver, was also found to be infected with the virus.

While health minister Katsunobu Kato said there is "no reason for changing the government position that it has yet to reach a state of epidemic in Japan, “With the government scrambling to contain the virus, the Cabinet has decided to use 10.3 billion yen (\$94 million) from Japan's reserve funds for measures to stem the outbreak. Under a hastily compiled policy package worth 15.3 billion yen in total, the government will allocate most of the funds to meet emergency needs, ranging from developing rapid-test kits and a possible vaccine to enabling more hospitals to better treat symptoms caused by the virus.

#### **Tokyo Olympics 2020:**

2020 is very important year for creating new history for Japan. For 2020 Olympic, Japan had a huge micro and macro level policy and strategies to boost the economy.

According to “The Guardian” report on Fri 14 Feb 2020, it messaged that it is the ultimate sporting get-together: 11,000 athletes from 200 countries all striving to live up to the Olympic motto – faster, higher and stronger. Tokyo and IOC officials stress that Olympics are on despite coronavirus concerns. But, for now, however, the International Olympic Committee position is clear: there is absolutely no chance the Games, which are due to start in late July, will be postponed despite the growing global health emergency.

Let's go through the history of Olympic: According to the Olympic and Paralympic Textbook Junior High School Edition 2020, the ancient Olympic Games, held in the Greek city of Olympia, continued for about 1,200 years from 776 B.C. The modern Olympics, founded by Coubertin, are modeled on the ancient Olympics. Let's see what the ancient Olympics were like.

Olympics: A festival in honor of the god Zeus Around the eighth century B.C., there was constant fighting among the city-states (polis)\* of ancient Greece. The king of the state of Elis, distressed by war and the spread of an infectious disease, prayed at a temple in Delphi and received an oracle telling him to stop the fighting and revive the sports competitions

that had previously been held. Keeping with the oracle, the king made a truce and held a footrace in Olympia in 776 B.C. This is said to be the origin of the ancient Olympic Games. Because the ancient Olympic Games were a sacred festival held in honor of the god Zeus, it was forbidden to shed blood. Therefore a truce was proclaimed during a three-month period before and after the games, including the five days of the games, which was called “Ekecheiria (sacred truce).” Later on, Greece was conquered by Rome, which made the games of Olympia open to Romans as well. However, the Olympian religion was banned after the Roman Empire made Christianity its official religion in 392. Because of this, the ancient Olympics were brought to an end, with the last games held in 393.

Pierre de Coubertin and the Modern Olympics: The Modern Olympics was an idea proposed at the end of the 19th century by Pierre de Frédy de Coubertin, a French educator, who aimed to use them to promote world peace and raise young people with balanced mind and body achieved through sports.

In June 1894, Coubertin invited representatives of sports associations from Europe and the United States to Paris for an international Athletics meeting. At the meeting, he proposed his idea of reviving the Olympics. He argued that international exchange among young people through sports could serve world peace, and his proposal was unanimously approved. At this meeting, the International Olympic Committee (IOC) was established and a number of things were agreed. The first modern Olympics was to be held in Athens in 1896, and then every four years, in a different city each time.

#### **Let's discuss from the basic information of the Olympic:**

Firstly, let's see the symbol and motto of Olympic Games: for those information, let's see the Olympic and Paralympic Textbook for Junior High School Edition 2020. According to the book the basic principles of the Olympic Games are called Olympism, and activities for promoting Olympism are called the Olympic Movement.

In the past, doves, a symbol of peace, were released at the opening ceremonies. This phrase, the Olympic motto, was conceived by Henri Didon, a friend of Coubertin and the principal of a French high school. The motto expresses not only the aspirations to become more competitive in sport but also the lasting quest for personal excellence through continuous efforts toward ambitious goals.

Now, let see what is Olympism? Olympism is the philosophy of the modern Olympic Games, which were established at the end of the 19th century in response to a proposal by Pierre de Coubertin of

France. Olympism seeks to have youth to, through sport, train their body and mind with a spirit of fair play and understand each other and deepen friendship regardless of differences in cultures, countries, and other backgrounds, thus contributing to building a peaceful world. When you hear the word “Olympics,” you will probably think of competitions at the Olympic Games. However, the goal of the Olympics is not deciding the world champions of sports but nurturing youth with a balance of body and mind through sport and thus creating a peaceful society.

Secondly, what is the Olympic Charter? The Olympic Charter, which serves as the constitution of the Olympics, states what the Olympics aim to achieve. The charter contains the details of the Fundamental Principles of Olympism, the Olympic Movement and its activities, the roles of the International Olympic Committee (IOC) and other organizations, and the programs of the Olympic Games. In addition to the IOC, the National and Regional Olympic Committees that are recognized by the IOC, the Organizing Committees for the Games, and athletes taking part in the Games are all required to comply with the Olympic Charter. The charter has been amended by the IOC according to the needs of the times to become what it is today.

Thirdly, what is Olympic Movement? Activities carried out by various people and organizations, including the IOC and the Japanese Olympic Committee (JOC), to realize Olympism are called the Olympic Movement. Among those activities, the most famous one is the Olympic Games. Other activities include cultural programs, actions to eradicate doping, promotion of women’s participation, and financial support for athletes and coaches in economically challenged countries and regions. The Paralympic Games, the world’s top sport event for people with disabilities, is also a major part of the Olympic Movement.

#### **Why won’t Tokyo Olympic 2020 be postponed?**

Let’s go through the history of Japan Olympic under the urging of Kano Jigoro, a judo athlete, the Japanese Olympic Committee (JOC) was established in 1911. Japan has been an enthusiastic participant in the Olympic Games since the Fifth Olympiad, held in Stockholm, in 1912. The first two Japanese to participate as members of a Japanese team were Mishima Yahiko, a sprinter, and Kanaguri Shiro, a long-distance runner. Though the next games were to be held in 1916, they were canceled due to World War I. By the 1920 Games at Antwerp, Japan fielded a team of 15, and earned its first awards: a pair of silver medals in singles and doubles. Although Tokyo was eagerly promoted as the site for the 1940 Games, they were canceled due to World War II. The hosting of the 1964 Summer Olympics (Tokyo) and the 1972

Winter Olympics (Sapporo) were, respectively, the first summer and winter games ever held in Asia. The 1998 Nagano Winter Olympics marked the third time that Japan has hosted the games. (Japan fact sheet)

According to the report by The Japan times staff by Andrew McKirdy on Jan.2, 2017, The Olympic will hold for 16 days that it hosts the 2020 Olympics, as the concept of legacy gains more importance for global sporting mega-events. The legacy of an Olympics refers to the benefits that a host city and country gains once the event is over. That can take the form of new stadiums, redeveloped urban areas and updated transport networks — the so-called hard legacy — or a boost to the nation’s image and an inspiration for its people — the soft legacy.

The history of Olympic legacies is a mixed one, filled with cautionary tales of overspending and waste. Montreal took 30 years to pay off its debt from the 1976 Games, which almost bankrupted the city, and Athens is littered with crumbling, weed-strewn venues that have gone unused since the 2004 Olympics.

Understandably, Tokyo is anxious to avoid a similar fate. In July, the organizing committee drew up its Action and Legacy Plan 2016, which it will revise and update every year until 2020.

The plan established five specialist commissions to examine what action can be taken toward Tokyo 2020, in the fields of sports and health, urban planning and sustainability, culture and education, economy and technology, and recovery from the Great East Japan Earthquake in 2011.

Therefore, let’s see the core concepts of the Olympic 2020: In 2020, the Games of the XXXII Olympiad and Tokyo 2020 Paralympic Games, will be held in Tokyo. It is the Olympic and Paralympic Games that have the power to give dreams, hope, and excitement to the people of the world and invigorate a city.

#### **The following three concepts are outlined in the Tokyo 2020 Games Foundation Plan:**

1. “Striving for your personal best (Achieving Personal Best)”: Through flawless preparation and delivery, ensure a safe and reassuring environment that enables all athletes to give their best performance. Spectators and athletes alike will bring excitement to the Games. The world’s best technologies will be employed in preparing competition venues and operating the Games. All Japanese people, volunteers included, will welcome visitors from around the world with the best “omotenashi,” or hospitality.

2. “Accepting one another (Unity in Diversity)”: The people of the world will acknowledge their differences, readily accept these differences, and respect one another. The Games will be an event that newly raises awareness of Unity in

Diversity among the people of the world and serve as momentum toward creating an inclusive society.

3. “Passing on Legacy for the future (Connecting to Tomorrow)”: By hosting these Games, Japan, which is now a mature country, will bring positive change to the world, and connect these efforts to the future in the form of legacies.

Now let’s see the five pillars extending from the Tokyo 2020 Games into the future: The Tokyo 2020 Games is an event that has many “areas of expansion.” The Games must be successful, not just as a sporting event, but for its initiatives in areas such as culture and education. To that end, comprehensive efforts will be made on the basis of the following five pillars:

1. “Sport and Health,”
2. “Culture and Education,”
3. “Recovery (from the 2011 Great Earthquake), Nationwide Benefits, Global Communication,”
4. “Urban Planning and Sustainability,” and
5. “Economy and Technology,” and the Games will renew and reinforce the Olympic Movement, not only in Tokyo, but also throughout Japan, Asia, and the world.

Emphasizing UN SDGs for 2030 on Olympics 2020:

Japan has road map and huge contribution on UN’s development works and SDGs for 2030 which also shown through to consider “Sustainable Concept for the Tokyo 2020 Games” on chart 2.

The Tokyo 2020 Games follow the motto “Be better, together” as the core of its sustainable concept. With the future of the world and humanity in mind, the Games aim to contribute to the attainment of the Sustainable Development Goals (SDGs), international goals for a sustainable world, through cooperating with diverse people to prepare for and run the Games sustainably which was shown in the chart 2 The sustainability concept of the Tokyo 2020 Games.

Among 17 UN Sustainable Development Goals (SDGs), the following point were considered for sustainability:

1. Climate change: towards zero carbon, using exiting venues and using 100% renewable electricity.
2. Resource management; zero wasting, reuse or recycle 99% for procured items and goods, following a UN guiding principles for Business and human rights, for the harmony of the city and nature using recycled ran water.
3. Natural environment and Biodiversity: Dialogue was City within Nature/ Nature within the City. Other points were utilizing public transport, using sustainable sourcing code, Tokyo 2020 model project.



**Chart 2: The sustainability concept of the Tokyo 2020 Games.**

Source: Olympic and Paralympic Textbook 2020.

4. Consideration of human rights, labor and fair business practices: celebrating diversity such as operation BATON, building athletes’ village with Timber OI the Nation, using fuel cell vehicles.

5. Involvement, cooperation and communication: United in partnership and equality, development of the Tokyo 2020 accessibility guidelines (Olympic and Paralympic Textbook).

Olympics values are very important and there are three Olympic values: Excellence Friendship and Respect. Let see “the Olympic symbol”. The Olympic symbol was designed by Coubertin in 1914. The five interlaced rings of different colors— from left to right: blue, yellow, black, green, and red—represent the five continents, and express the message that people throughout the world foster friendship, cooperate with each other, and are bound together through the Olympics. The colors do not represent any specific continent. The Olympic symbol appears on the Olympic flag. These five colors represent the idea that “the world is united,” because the colors of almost all the national flags of the world can be reproduced through the combination of these colors and the white of the background. Those ethics are so important for making the world better place for all.

“It will also be a fantastic opportunity to demonstrate to the world how a city can use new technologies for the health and well-being of its residents to ensure universal accessibility.”

The huge cost of staging an Olympics, and the potential economic dangers for a host city, has thrown the issue of legacy into sharp focus in recent years. Japan almost finished those motto and invested millions of dollars for culmination of the achievements. Therefore, Japan will uphold the position to make the event most memorable for the world Olympic history.

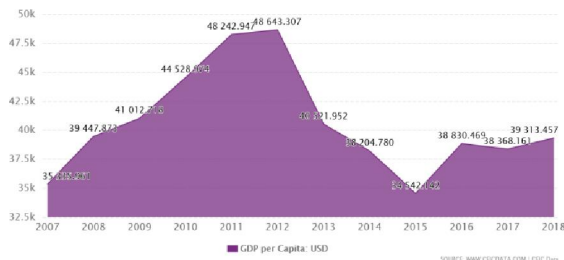
**Japan Government Investment for Olympic 2020:**



David Wharton reported that Japan could end up spending more than \$26 billion on the 2020 Summer Olympics and Paralympics — far more than the \$7.3 billion originally forecast. —according to estimates released on Friday. (DEC. 20, 2019) But in a separate report, the Board of Audit of Japan identified billions more in expenditures by municipal and national governments that were not included in the Tokyo 2020 ledgers. Japan has built numerous venues, including an expensive national stadium and athlete’s village, for the 2020 Summer Games. In their updated budget, organizers noted a \$300-million increase in expected revenue, saying they expect to generate \$5.9 billion, which would cover the direct spending they have projected. (References: 2020 Tokyo Olympics could cost Japan more than \$26 billion, David Wharton is a feature sportswriter for the Los Angeles Times. Friday DEC. 20, 2019)

**Review Japanese Economy by GDP:**

Let’s see Japan’s GDP per capita from 2007 to 2018 on figure 3: After Lehman shock Japan Government tried to boost up it with Abenomics (it is based upon "three arrows" monetary easing, fiscal stimulus and structural reforms). Here 2012 was the pick point for per capita GDP. After that it was shown the declining trend for per capita. Therefore, Japan had an enormous policy plan and hope to increase GDP by hosting 2020 Olympic and Paralympic.



**Figure 3: Japan’s GDP per capita from 2007 to 2018**

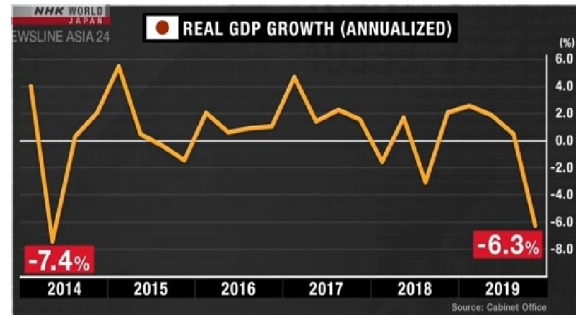
Source: <https://www.ceicdata.com/en/indicator/japan/real-gdp-growth>

According the NHK World Japan reported on Monday, Feb. 17, 2020 titled “Japan GDP Shrinks 6.3% in Oct. Dec 2019” which was shown in figure 4.

New figures from the Japanese government show that GDP shrank in the final quarter of last year, as the consumption-tax increase weighed on consumer spending.

GDP fell by an annualized 6.3 percent in the October-December period. It was the first contraction in five quarters. It was also the biggest fall since the tax was last raised in 2014. In the second quarter of that year, GDP fell 7.4 percent. Personal consumption makes up more than half of Japan's GDP. It fell by 2.9

percent following the increase in the tax from 8 percent to 10 percent at the beginning of October last year. Sales of cars and electrical appliances tumbled. A warm winter and a series of powerful storms contributed to the drop. Corporate investment was down by 3.7 percent. Exports fell by 0.1 percent. Both figures were largely due to the global economic slowdown caused by the trade dispute between the US and China. Tourism industry is good also contributor and facilitator to grow up the GDP. So, let’s review the tourism industry in Japan.



**JAPAN GDP SHRINKS 6.3% IN OCT.-DEC.**

**Figure 4: Japan GDP shrinks 6.3% in October-December, 2019**

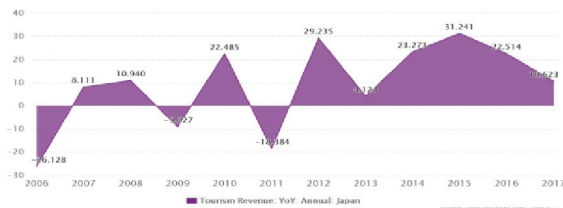
Source: NHK World Japan reported on Monday, Feb. 17, 2020

**Japan Tourism Industry:**

Tourism industry play an important role to increase economy. According to the World travel & Tourism Council’s (WTTC) annual report on 2019, March 20, Japan retains position as third- largest Travel & Tourism economy in the world. In 2018, Travel & Tourism contributed a total of JPY40,604.2 billion to the country’s economy. This is the equivalent of US\$367.7 billion which made Japan the third largest Travel & Tourism economy in the world placing above Germany where tourism contributed a total of US\$344.8BN.

For over 25 years, WTTC, which represents the global private sector of Travel & Tourism, has compared the Travel & Tourism sector across 185 countries. The 2018 research shows that Travel & Tourism in Japan: Grew at an annual rate of 3.6% to contribute JPY40,604.2 billion to the country’s economy. This represents 7.4% of all economic activity in Japan. Supported 4.6 million jobs, or 6.9% of total employment. Was primarily driven by leisure travelers: 68% of the Travel & Tourism spending was generated by leisure visitors and 32% from business travelers (well above the global average of 21.5%). Was driven strongly by spending from domestic travelers: 82% of the tourism spend came from domestic travel and 18% from international travelers.

Let's see the figure 5 tourism revenue growth rate from 2006 to 2017. Here was the up and down revenue trend.



**Figure 5 Tourism revenue growth rate from 2006 to 2017**

Source: <https://www.ceicdata.com/en/indicator/japan/real-gdp-growth>

From 2011 to 2015, Japan's inbound tourism grew by 33 percent a year (Japan National Tourism Organization Statistics, 2011–2015), among the fastest rates in the world. This growth was driven in large part by external factors (depreciation of the Japanese yen and China's economic growth) as well as onetime policy changes (airline deregulation and the relaxation of visas for tourists from China, Malaysia, and Thailand) that helped to make the country more accessible to outside visitors (Ministry of Foreign Affairs of Japan, January 2015). The rewards of bolstering Japan's tourism industry are great: in 2015, international tourists contributed JPY 3.5 trillion (approximately USD 35 billion) to the Japanese economy (Japan Tourism Agency, 2015). Japan's leaders, recognizing that inbound tourism could be a powerful economic engine, have set an aspirational target to double annual inbound tourism from 19.7 million visitors in 2015 to 40 million in 2020. The government also seeks to nearly triple the annual number of visitor nights in non-metropolitan areas to harness tourism as a catalyst for the revitalization of these less-populous regions (Cabinet Office, March 2016).

These goals are not impossible to achieve, but ensuring that inbound tourism can grow sustainably will require more robust infrastructure, capabilities, outreach, and internal collaboration. To become a "tourism-oriented country" by 2020 calls for a shift in Japan's growth path (McKinsey, 2016).

Let's see the figure 6 which was shown tourist arrival information on 2010 January to 2019 December.

After Coronavirus, all over the world have negative impact on tourism industry and economy as well as Japan.

The World Health Organization (WHO) declares global emergency over virus from China on January 30th, 2020. But, WHO didn't tell it epic or pandemic. Organization offered guidance to countries on how

they can prepare for it, including how to monitor for the sick and how to treat patients. Therefore it has huge hope to control the situation before Olympic 2020 for Japan.



**Figure 6: Tourist arrival information on 2010 January to 2019 December**

Source: <https://www.ceicdata.com/en/indicator/japan/real-gdp-growth>

### Precautions for Coronavirus:

The World Health Organization is recommending that people take simple precautions to reduce exposure to and transmission of the virus, for which there is no specific cure or vaccine. The UN agency advises people to: Frequently wash their hands with an alcohol-based hand rub or warm water and soap. Cover their mouth and nose with a flexed elbow or tissue when sneezing or coughing. Avoid close contact with anyone who has a fever or cough. Seek early medical help if they have a fever, cough and difficulty breathing, and share their travel history with healthcare providers. Avoid direct, unprotected contact with live animals and surfaces in contact with animals when visiting live markets in affected areas. Avoid eating raw or undercooked animal products and exercise care when handling raw meat, milk or animal organs to avoid cross-contamination with uncooked foods. Whole world is working together and taking the precautions measures.

So, Japan Government have also taken all above precautions policies to reduce exposure to and transmission of the virus as well as flight cancellations, trade and travel restriction are applying and checking arrival passenger's health and stepping up awareness to the public about not to be panic on it and avoid joining mass gathering Updating information frequently, Emperor Naruhito also expressed his sympathy to those affected by the COVID-19 outbreak. Coronavirus fears forced the cancellation of the emperor's public birthday celebration on Sunday, Feb. 23th, 2020. The Japanese government has unveiled its new strategy to deal with the growing coronavirus outbreak. Major measures include telecommuting, working staggered hours, and accepting patients at general hospitals in areas of high infection.

Members of the government's task force decided on the new policy at their meeting at the prime minister's office.

It calls on people and businesses to take steps to prevent further infections. Companies are urged to have employees stay at home if they have a fever or other symptoms of a cold.

The policy stops short of demanding that events be cancelled. But it does ask organizers to carefully consider whether to go ahead with them.

To secure adequate medical care for those in serious condition, the guidelines say people with mild symptoms will be required in principle to rest and recuperate at home in areas with a significant increase in infections. General hospitals will also be asked to accept patients after putting in place separate hours and treatment areas to prevent cross-infection.

Japanese Prime Minister Shinzo Abe said, "It's important to curb the speed of the growing number of patients as much as possible and to control the spread of the disease. In order to do so, we will take further measures based on this new policy, according to each local government's situation." (NHK News Feb. 25, 2020)

#### 4. Conclusion:

According to the reviewed information, following conclusion could be made.

1. Though Coronavirus has expanded 32 different countries until now, but total infected rate and death rate is declining which gave the hope for the world.

2. Coronavirus disaster made the world economy slow and it will have long term impact on world economy. But, gradually it will be good.

3. Before Olympic 2020, hopefully Coronavirus will be controlled because huge number of people were infected by cruising ship Diamond Princes. Japan Government also trying to find the root of infection. That's one of the good initiative to control the virus.

4. Olympics event are knocking the door. Otherwise, Japan has long history for Olympic and it is an important global focal point of commerce, technology, cuisine, popular culture, and shopping.

5. Although Japan is the third-largest economy in the world after United States and China, but, international tourists are still not fully aware of the country and its assets. Japan has many mind blowing natural and cultural assets. Therefore Japan could take the measurement and initiative to boom the tourism industry and it needs to ensure that tourists across the world have a greater awareness of all it has to offer.

6. For flourishing, the tourism industry the government of Japan is currently working on it to turn the tide and accelerate Japan's GDP growth, as well as

public and private sectors are working to deliver a great experience for world athletics and visitors. Olympic 2020 will contribute, promote and endeavor the Japan tourism industry in long way to go future.

7. Japan Government have been taken all initiatives to make the Tokyo Olympic 2020 successful.

8. Japan government is not only trying to increase the economic growth as well as working directly for UN Sustainable Development Goal (SDGs).

9. Japan government has been considered also precaution which included WHO. as well as impose the flight cancelations, trade and arrival restrictions to control the situation.

10. Four theme of Olympics (sprit, sport, culture and environment) and four actions of Olympics (study, watch, do and support) will be the power of control new challenges of Coronavirus.

11. For the highest achievement of Tokyo Olympics 2020, Japan government has generated, accelerated and implemented direct and indirect, long run and short run, micro and macro level policy issues with local and central government and public and private institutions and stakeholders to ramp up the economy and sustainable development. Security and human rights were highly preferred and considered as well as educated nation to take the challenges and make the world peaceful with harmony.

The emperor Naruhito said he was hopeful about the Tokyo 2020 Olympics and Paralympics not only as sporting events, but also as a step toward creating an inclusive society.

And the emperor mentioned that, "I am hopeful that for the Japanese, for youths in particular, the games will become a chance to enrich their understanding of the diverse world and to foster a global perspective, whereas for people from abroad, a chance to learn about Japan," he said. (Japan Times, Feb.23th, 2020)

#### Corresponding Author:

Shuraya Tasnoova (Lecturer)

Faculty of Business Administration, Japan University of Economics,

Tokyo Shibuya Campus, 24-5 Sakuragaoka Town, Shibuya-ku, Tokyo 150-0031, Japan

Email: tasnoova2000@gmail.com

#### References:

1. Raphie Hayat et al., RaboBank 30th January, 2020.
2. World Health Organization (WHO). Summary of probable SARS cases with onset of illness from November 2, 2002 to July 42, 2003. 2003. [accessed December 17, 2003]. [Online]

- Available:  
[http://www.who.int/csr/sars/country/table2003\\_09\\_23/en/](http://www.who.int/csr/sars/country/table2003_09_23/en/) [Reference list]
3. Knobler S, Mahmoud A, Lemon S, Mack A, Sivitz L, and Oberholtzer K. 2004: Learning from SARS: Preparing for the Next Disease Outbreak: Workshop Summary. Institute of Medicine (US) Forum on Microbial Threats Washington (DC): National Academies Press (US).
  4. Carstens EB. 2010. Ratification vote on taxonomic proposals to the International Committee on Taxonomy of Viruses (2009). *Arch. Virol.* 155:133–146.
  5. Adams MJ, Carstens EB. 2012. Ratification vote on taxonomic proposals to the International Committee on Taxonomy of Viruses (2012). *Arch. Virol.* 157:1411–1422.
  6. Decaro N, Cordonnier N, Demeter Z, Egberink E, Elia G, Grellet A, Poder SL, Mari V, Martella V, Ntafis V, Reitzenstein MV, Rottier PJ, Rusvai M, Shields S, Xylouri E, Xu Z, Buonavoglia C. 2013: *Journal of Clinical Microbiology* Vol. 51(1) p. 83–88.
  7. Olympic and Paralympic Textbook Junior High School Edition: Tokyo Metropolitan Board of Education.
  8. Japan fact sheet for more detailed information on Japanese government policy and other such matters, see the following home pages. Ministry of Foreign Affairs Website <http://www.mofa.go.jp/> Web Japan <http://web-japan.org/>
  9. 統計データ・国籍別 訪日外客数 [Number of arrivals by nationality], Japan National Tourism Organization Statistics, 2011–2015, [jnto.go.jp](http://jnto.go.jp).
  10. 中国人に対するビザ発給要件 [Relaxation of the visa requirements for Chinese], Ministry of Foreign Affairs of Japan, January 2015, [mofa.go.jp](http://mofa.go.jp). 「観光立国の実現に向けたアクション・プログラム」の取組状況について [Updates on the action program to become tourism-oriented countries], Japan Tourism Agency, September 2015 [mlit.go.jp](http://mlit.go.jp).
  11. 訪日外国人消費動向調査 [Survey on the behavior of inbound tourists], Japan Tourism Agency, 2015, [mlit.go.jp](http://mlit.go.jp).
  12. 明日の日本を支える観光ビジョン [The Development of a Tourism Vision to Support the Future of Japan], Cabinet Office, March 2016, [kantei.go.jp](http://kantei.go.jp).
  13. The future of Japan's tourism: Path for sustainable growth towards 2020 McKinsey Japan and Travel, Transport and Logistics Practice October 2016.
  14. <https://www.worldometers.info/>
  15. <https://www.ceicdata.com/en/indicator/japan/real-gdp-growth>

2/24/2020