

The JITI Journal

Volume 4, Issue 2
March 2017

Welcome

The JITI Journal is a bimonthly publication of the Japan International Transport Institute, USA (JITI), in which JITI shares 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 likewise serves as a resource for the transportation community.

In this issue, JITI staff member Sayaka Fukahori presents an article on package delivery services in Japan. Additionally, JITI staff member Yoshitaka Araki writes a short article on the unique onsen called "suna-mushi", found in Ibusuki.

In This Issue:

[JITI Events: Upcoming and Recent](#)

[Feature: Package Delivery Service in Japan](#)

[Article: "Suna-mushi" in Ibusuki](#)

JITI Events

PAST:

[JITI 2017 Aviation Workshop Carbon Offsetting and Reduction Scheme for International Aviation](#)



On January 27th, JITI hosted a workshop at the Hay Adams hotel, prior to

Quick Links

Visit our [website](#).

Follow us on [twitter](#)

Upcoming Events

On May 18th, 2017, JITI will be holding an aviation seminar on NextGEN. Further details will follow, please check our website [here](#) for more updates.

Our Sponsor



Join Our Mailing List!

the introduction of the GMBM. JITI invited an ICAO professional and Japanese and U.S. airline representatives, to discuss the content of the GMBM, the discussion leading up to it, the direction and design of the detailed system for the future, airline response, impact on users, and how to obtain the participation of States during the voluntary phase. Click [here](#) for an overview, presentation materials, and bios of the keynote speakers.

[JITI 2016 Aviation Tourism Seminar: Maximizing the Benefit of the New Haneda Daytime Services](#)



On October 27th, JITI hosted a seminar at the St. Regis Hotel in which experts and representatives from Japanese and US airline companies who will start Haneda daytime services, Japanese and US tourism agencies who play major roles in business and tourism exchange between the countries, tourism consultants and researchers, as well as academic experts who are familiar with both aviation and the tourism industry were invited to a discussion of the new Haneda daytime services. The speakers discussed a wide range of issues and ideas, as well as participating in a panel and Q&A session with the audience. [Click here](#) for an overview, presentation materials, and bios of the keynote speakers.

Package Delivery Service in Japan

by Sayaka Fukahori Mensah

Ever been annoyed that you stayed home all day because you were expecting a package- wondering when (if ever) it was going to be delivered? Ever had a package stolen from your doorstep?

We have seen a sharp increase in package delivery in the last couple of decades as e-commerce has changed the playing field of how people buy stuff, both in the U.S. and in Japan. Demand for delivery has drastically increased in Japan- totaling 3.7 billion packages delivered in 2015, a 16% increase from 2000, and is expected to grow even more in the coming years as e-commerce steadily increases its market share.

While logistic businesses in Japan are facing a sharp increase in their demand, they are continuing to make innovative changes to their services to improve the customer experience. This article will briefly introduce how home package delivery works in Japan and some of the problems they are facing in the introduction of new package services. (Source: Ministry of Land, Infrastructure, Transport and Tourism (2016))

WHAT SERVICES?

Yamato, Sagawa, and Japan Postal Service (JP) are the top three package delivery companies in Japan, totaling 3.4 billion packages handled in 2015. Here are some of the services that make Japanese delivery service unique compared to the U.S.

Delivery Time Selection

When sending/receiving packages, or purchasing items online to have them delivered, consumers are provided with the option to select a time frame for delivery. For example, Yamato and JP provide the following 6 time frames. If you miss a delivery, you can have the package redelivered during the date/time frame of your choice.

Before noon	12:00- 14:00	14:00- 16:00	16:00- 18:00	18:00- 20:00	20:00- 21:00
------------------------	-------------------------	-------------------------	-------------------------	-------------------------	-------------------------

"Cool" Delivery

If an item to be delivered is a refrigerated or frozen item, senders using Yamato can choose the "Cool" option enabling item such as ice-cream and fresh seafood to be delivered to their doorsteps. Yamato provides two "Cool" options, refrigerated delivery (item kept at 32F-50F) and frozen delivery (item kept at 5F)

Convenient Locations for Pickup and Drop off

Packages can get picked up at many of the convenience stores, in addition to getting them delivered to your house (more below) or at the delivery company stores. These convenience stores are open 24 hours and located all around.

Traveling to Japan? How about a convenient Airport Delivery?

Airport delivery allows travelers to send items such as luggage or ski equipment to the airport on the date of travel. In addition, Yamato provides services aimed at easing tourism by providing luggage transport to and from airports and hotels on the same day.



(Image from yamato.co.jp)

HOW PEOPLE RECEIVE PACKAGES

Back in the old days, deliveries were often made to neighboring houses, if the recipient was absent at the time of delivery. This tradition is long gone, and the way people receive packages has changed drastically. If you live in a condo or an apartment, it has become a standard feature for the complex to have delivery lockers in the common area to allow package drop-off in case the recipients are absent. These lockers are only accessible by logistic companies, to deposit the packages, and the resident recipients. This makes delivery secure and convenient, as well as reducing the demand for re delivery. Typically, residents will use their fob key, which are unique to each resident, to access the locker after receiving delivery notices.



(source <http://www.fts.co.jp/about/jiqyou/locker/>)

Single family homes, until recently, were not equipped with the above lockers, leaving re-delivery as one of the few options in the event of a missed delivery. Home manufacturers are responding to the current trend of lockers as the demand to receive packages while absent has risen in the recent years. Daiwa House, a major home builder, along with two other companies, has announced last month that delivery boxes will be a standard feature for future homes.



(Image from daiwahouse.com)

Japan's Challenges and Community Delivery Locker as Social Infrastructure

While the above services sound wonderful, Japanese logistics companies have been facing an uphill battle with meeting increased demands and retaining quality services, all while facing chronic shortage of truck drivers. It has been reported that roughly 20% of packages are being re-delivered, putting additional strain on the logistic infrastructure. Aiming to overcome

the challenges, there has been a collaborative effort between Japanese government entities and private entities to equip delivery lockers as part of a social infrastructure in various public places, including train stations. This could help to reduce demands for re-delivery and these lockers are expected to be installed in many locations in the coming years.



*(Image of "PUDO" locker which stands for "Pick Up & Drop Off station."
Image from www.keikyu.co.jp)*

While there are possibilities of drone and self-driving truck deliveries in the somewhat near future, as seen in Uber's OTTO autonomous truck startup that delivers beers in CO, for the majority of deliveries we still rely on people making deliveries by human-driven-trucks. An expansion of the above services would make delivery more technology dependent and personalized, and would relieve logistics industries from driver shortages in the face of continually increasing demand. The introduction of the above mentioned delivery lockers as a part of the social infrastructure is expected to contribute to alleviating clogged up delivery traffic in the urban area, cutting back on carbon emissions, and ultimately benefiting society as a whole.

"Suna-mushi" in Ibusuki

by Yoshitaka Araki

It's well-known that there are many hot springs all over Japan.

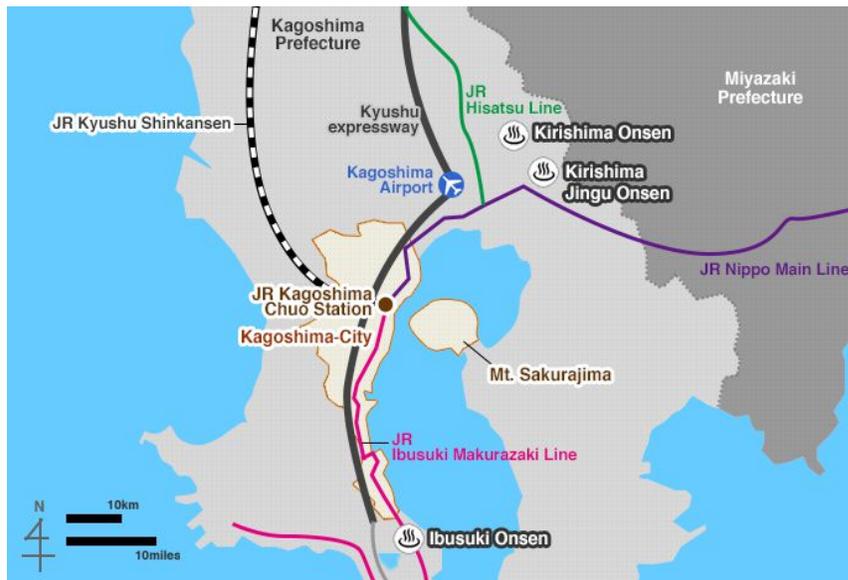
Although most people when they imagine hot springs have the image of pools or bathtubs filled with hot spring water for bathing, there are unique "Onsen" different from in Japan.

In this article, I will introduce a novel type of onsen.



1-1 Kagoshima Prefecture / Kagoshima Prefectural Visitors Bureau

Ibusuki city is in Kagoshima prefecture, on Southern Kyushu island. Because of the warm climate there, the French soccer team held a camp in Ibusuki, just before the FIFA World Cup in 2002, and a marathon is held there every January.



1-2 Ibusuki City / JNTO

It takes about an hour to get to Ibusuki, by train, from central Kagoshima, which is the principal city of southern Kyushu. It takes an hour and a half by plane from Tokyo to Kagoshima.

To get to Ibusuki from central Kagoshima, there is a special limited express called "Ibusuki no Tamatebako". "Tamatebako" is a treasure box from the tale of "Urashima Taro", which is a fairy tale that is well known around Japan.



2-1 Ibusuki no Tamatebako / JNTO

The train is made exclusively for this area, and travelers can enjoy the interior, as well as the scenery that passes by during the hour long trip.



2-2 Interior the train JNTO

The Ibusuki onsen, also known as Surigahama onsen, is famous for Sunamushi- a natural sand bath. This hot spring itself, located near the sea, is too hot to bathe in directly; indeed it warms up the sand along the beach for about 1km. This sand is used to warm up the bodies of visitors to this special onsen. This custom has continued for over 300 years, not only among the local ordinary people, but also the feudal lords in the area used to enjoy the natural sand baths.



3-1 Yukata & Beach / JNTO

To enjoy the onsen, first visitors must change into "yukata", a kimono made of cotton. There are hotels, inns, and public facilities along the beach which will lend visitors a suitable yukata.



3-2 Suna-mushi / JNTO

After changing, visitors move to the beach. An attendant will cover their bodies with warm sand, and they can "take a bath". The effect of the hot sand on the human body is different from the effect of hot water. The sand warms up the body and accelerates sweating and metabolism. Even on rainy days, there are roofed properties where one can enjoy the sand bath.

In Ibusuki, you can enjoy a unique trip, different from visiting the metropolitan areas such Tokyo and Osaka. Next time you are visiting Japan, why don't you take the "Ibusuki no Tamatebako" train and visit the natural sand baths of Ibusuki?

Stay in Touch with JITI

Please follow the Japan International Transport Institute Twitter feed at [@JITIUSA](https://twitter.com/JITIUSA) or check back with our website to get the latest information on workshops and seminars.

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

