Session 4
Building greater resilience to crisis

Resilient destination building & destination wellbeing

THE 17th UNWTO ASIA/PACIFIC EXECUTIVE TRAINING PROGRAMME
Navigating Post-Covid Challenges
13-16 November, 2023
Da Nang, Vietnam

Kumi Kato
Professor, Faculty of Tourism/Graduate School of Tourism, Wakayama University, Japan
Co-president, International Sociology Association RC50 (International Tourism)
Researcher, EarthCheck Research Institute
with Le Bao Ngoc, PhD Candidate, Graduate School of Tourism, Wakayama University, Japan
Faculty of Tourism
Wakayama University
Kansai airport (Direct to 21 countries, 54 routes)
- Proximity to **western centers** - Osaka, Kyoto, Nara, Kobe
- **World Heritage** Sacred Sites and Pilgrimage Routes in the Kii Mountain Range (2004/2016)

https://www.wakayama-kanko.or.jp/inquiries/icon/statement/
Faculty of Tourism, Wakayama University

• 2007 Bachelor of Tourism (Faculty of Economics)
• 2008 Faculty of Tourism
• 2011 Master of Tourism
• 2014 Doctor of tourism
• 2023 Master of Tourism – Destination Management

<table>
<thead>
<tr>
<th>Student no. 2023.4</th>
<th>Faculty of Tourism (International students)</th>
<th>Wakayama University (International students)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor</td>
<td>529 (5)</td>
<td>3966 (44)</td>
</tr>
<tr>
<td>Master</td>
<td>22 (3)</td>
<td>441 (70)</td>
</tr>
<tr>
<td>PhD</td>
<td>32 (13)</td>
<td>66 (17)</td>
</tr>
<tr>
<td>Total</td>
<td>583 (21)</td>
<td>4473 (131)</td>
</tr>
</tbody>
</table>

Tourism Nation 2004
Local revitalisation

Middle management level/DMO

UNWTO
PATA
GSTC
Bachelor 124cp
• GP Glocal Program: 50cp
• LPP Local Partnership Program - Collaborating with local destinations to solve specific problems
• GIP Global Intensive Project - Australia, Canada, Croatia, Spain

Graduate School
Master (2 years)
Doctor (3 years)

UNWTO Affiliate 2015
TedQual Certified 2016
Bachelor/ Master
PATA Student Chapter

New program, 2023
Sustainable destination engagement
## Destination engagement program

<table>
<thead>
<tr>
<th></th>
<th>Film tourism</th>
<th>Reviving forestry</th>
</tr>
</thead>
<tbody>
<tr>
<td>和歌山市</td>
<td>Roadside service station survey</td>
<td>和歌山県（田辺市龍神村）</td>
</tr>
<tr>
<td>岩出市</td>
<td>Local sweets</td>
<td>大阪府阪南市</td>
</tr>
<tr>
<td>紀の川市</td>
<td>Urban-rural partnership</td>
<td>大阪府岸和田市</td>
</tr>
<tr>
<td>海南市</td>
<td>Reviving rice terrace</td>
<td>Port festival</td>
</tr>
<tr>
<td>紀美野町</td>
<td>Mapping local resources</td>
<td>大阪府岸和田市</td>
</tr>
<tr>
<td>有田市</td>
<td>Multi-generational ICT</td>
<td>历史城镇风景</td>
</tr>
<tr>
<td>美浜町</td>
<td>Green orange</td>
<td>有田川町</td>
</tr>
<tr>
<td>那智勝浦町</td>
<td>History of American Village</td>
<td>濑戸内地域</td>
</tr>
<tr>
<td>烏野町</td>
<td>Local cultural resources - across generation collaboration</td>
<td>和歌山市【L活】</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Projects</th>
<th>Participants</th>
<th>实人数</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>6</td>
<td>42</td>
<td>33</td>
</tr>
<tr>
<td>2009</td>
<td>8</td>
<td>46</td>
<td>45</td>
</tr>
<tr>
<td>2010</td>
<td>3</td>
<td>18</td>
<td>17</td>
</tr>
<tr>
<td>2011</td>
<td>4</td>
<td>24</td>
<td>23</td>
</tr>
<tr>
<td>2012</td>
<td>11</td>
<td>80</td>
<td>73</td>
</tr>
<tr>
<td>2013</td>
<td>5</td>
<td>73</td>
<td>68</td>
</tr>
<tr>
<td>2014</td>
<td>10</td>
<td>139</td>
<td>122</td>
</tr>
<tr>
<td>2015</td>
<td>15</td>
<td>191</td>
<td>169</td>
</tr>
<tr>
<td>2016</td>
<td>21</td>
<td>227</td>
<td>217</td>
</tr>
<tr>
<td>2017</td>
<td>19</td>
<td>190</td>
<td>188</td>
</tr>
<tr>
<td>2018</td>
<td>13</td>
<td>194</td>
<td>188</td>
</tr>
<tr>
<td>2019</td>
<td>14</td>
<td>209</td>
<td>209</td>
</tr>
<tr>
<td>2020</td>
<td>16</td>
<td>231</td>
<td>231</td>
</tr>
<tr>
<td>2021</td>
<td>21</td>
<td>1,881</td>
<td>1,643</td>
</tr>
<tr>
<td>total</td>
<td>166</td>
<td>1,881</td>
<td>1,643</td>
</tr>
</tbody>
</table>
Professor, Faculty of Tourism, Wakayama University
Professor, Happiness Institute, Musashino University
Visiting researcher, The University of Queensland
Co-president, ISA RC50 (Tourism)
EarthCheck Research Institute
Advisor
Ministry of the Environment, Japan (National Parks)
Japan Tourism Agency (Sustainable Tourism)
Kyoto City (Tourism promotion)
Cultural Agency
Global Himalayan Expedition (India)
サステナビリティゼミ
持続性をクリティカルに考え、クリエイティブに表現し、伝える
Critically think about & Creatively communicate Sustainability
2023年3回生

ツーリズム
EXPO ジャパン
2023 Oct 26-29, Osaka
Session IV. Building greater resilience to crisis

• How can tourism policymakers prepare tourism workers for post pandemic tourism products?
• What skills do our tourism workers need to make the tourism industry more resilient to crises?
• What must we include in our training to enable tourism workers to face the climate crisis?
How can we facilitate tourism students/workers to be part of resilient destination building & destination wellbeing – approaches & activities
Destination Wellbeing

Post-COVID – climate change, overtourism?

↓

Land Ethic - When we see land as a community to which we belong, we may begin to use it with love and respect.

*A thing is right when it tends to preserve the integrity, stability, and beauty of the biotic community* (Aldo Leopold, *A Sand County Almanac*, 1949)

持続可能な観光 Light – enjoyment, happiness, wellbeing, benefits
Regenerative

• Gives back more than it takes.
• Adjust ecological losses and inequities in all aspects of the economic, social, and cultural elements for all stakeholders.
• Based on local value -cultivated in local culture, practices, traditional livelihoods, history and stories.
• eg Aotearoa New Zealand’s tourism policy - based on the Māori concept of *Tiaki* - respect for the land and people.

Connection- Collaboration

High level of connectedness (social capital) is the key to disaster preparedness, adaptation and recovery, which is really the essence of community resilience


After tsunami, many community try to restore graves and community shrine – they represent the connection with their people and the land. Relocation had to be decided as a community consensus.

High Touch in digital & AI era

- DX & AI - contactless, improved efficiency, filling staff shortage
- Staff shortage – 70% (Kyoto, 2023)
- Hospitality & services

(Kyoto City, 2023.9)
Facilitating tourism students/workers to be part of resilient destination building & destination wellbeing – approaches & activities

1. Responding to changing visitor awareness and needs
2. Ensuring risk-related procedure, information & communication
3. Facilitating visitor responsibility
4. Forming local unity & partnership with vision
5. Researching for destination sustainability
Facilitating tourism students/workers to be part of resilient destination building & destination wellbeing – approaches & activities

1. Responding to changing visitor awareness and needs
Sustainability - environment, social, economic

- Nature: responsible observation of wildlife
- Stay: reducing waste
- Culture: Choosing responsible operator
- City: Choosing sustainable hotels
- Learn: Sustainable volunteer activities

- Sustainable escape (2020)
- Low-carbon Europe (2020)
- The sustainable travel handbook (2021)
- Travel Babe. Adventure diary (2021)
- Sustainable travel. The essential guide to positive impact adventures (2021)
- The flightless traveller (2022)

Sustainable tourism: https://www.amazon.co.jp/ref=nav_logo

- Low carbon trip
- Reducing waste – how to pack
- Contributing to local economy, society & environment
- Finding authentic experience & products
Choosing secondary destinations

- Attractiveness of "different times and places"
- Avoid peak season 33% popular destinations 64%
- Choose secondary destinations 27%
- More willing to
  - travel during off-peak seasons (40%) or less preferred destinations (31%) to avoid crowds 31%
  - Chose less-known places so that the impact and benefits of visit are more equally distributed 64%

(Booking.com, Sustainable Travel Report, 2023)

Promoting alternatives with confidence
Designing morning, night, snow seasons, walking/cycling

https://avoid-crowds.com/venice/?date=2023-12-15
https://ja.kyoto.travel/comfort/kyoto/
Conscious about impacts on the destination (Kyoto City, 2022)

Have you been considerate to the destination? 71.8%

- Not leaving waste
- Respecting local rules
- Considerate to local residence
- Caring for the environment
- Using public transport, bikes, walking
- Buying local

Table: Destination management information - tourism income, transport, luggage, hotels etc

Public comment opportunities
Increased connection to culture and local communities

Bringing people and cultures closer together is what travel does best. Research reveals a growing desire amongst global travelers to get closer to culture and community when travelling, with 45% believing that protecting and learning about local cultures is part of sustainable travel.

This regenerative philosophy is influencing decision-making. By creating and offering more sustainable choices, it’s possible to create tourism opportunities that drive positive impact and trip satisfaction.

(Booking.com, Sustainable Travel Report, 2023)

Local experience & contribution

66% Experiencing authentic local culture
59% Making visited places better than before
27% Learn local culture before trip
25% Willing to spend more to contribute to local economy

Despite the appetite of global travelers to give back and connect during their travels:

34% said they don’t know how or where to find activities or tours that ensure they are giving back to the local community
29% think that travelers are responsible for reducing negative impacts of travel and tourism
32% would like travel companies to suggest things to do and places to visit while on vacation to ensure they are giving back to the local community

Local authenticity
Balancing sustainability & generosity
Safety, hygiene, health & wellness

- Safety, health, wellness, hygiene – in traveller consciousness & decision-making factor
- Flexibility, cancellation & changes
- WEF (2022) enabling factors
  - Safety & Security
  - Health & Hygiene
  - Human resources & Labour market
  - International openness
  - Ground and port infrastructure
  - Tourist service infrastructure
  - Environmental sustainability
  - Socioeconomic resilience

https://www.apahotel.com/nontouch/
Facilitating tourism students/workers to be part of resilient destination building & destination wellbeing – approaches & activities

2. Ensuring risk-related procedure, information & communication

1. Defining & facilitating visitor responsibility
2. Building a local partnership - supply chain
3. Being part of the local community
Guidelines & Manuals


Procedure, information, materials to prepare

**Hazard Map**

Visitor type
- Youth
- Senior
- Foreign
- First-time visitor
- Repeat visitor

(Okinawa Pref, 2021)

**Risk Management Guide**

- Ocean/Mountains & Rivers
- Tyhoos & Disasters
- Locally-specific features & rules
- Injuries & Illness
- Travelling with children
- Emergency contacts

- Risk depends on Visitor & Destination type (eg earthquakes)
- Behaviour - individual & unpredictable
- SNS - mass
- Climate change - extreme heat, rain and typhoon becoming more frequent & intense
For visitors

For operators

In case of

- Typhoon
- Power outage
- Earthquake
- Tsunami warning
- Fire

Ensure clear & accurate message

Infographics (Enjoy Respect Kyoto)
Mt Fuji

World Heritage 2013
ICOMOS advice – Control needed on:
• Visitor behaviour
• CO2 emission
• Landscape (built environment)

Visitor number (5th stage)
• 2.3 million (2012)
• 5 million (2019)

People attempting to summit (July-Sept)
• 11,525 (2022)
• 4 routes (9hrs return)
• Lodges: Capacity (7th stage) - 570
• Access : No private cars (3 routes, 7.10~9.10) “Bullet Summiting” (to see sunrise without staying at the lodge)

Lack of preparation (clothing, food, wet gear)
• Rescue case: 31 (July) ~ (2012 : 51)
• Non-Japanese climbers – lack of information & control

Voluntary conservation fee (1000 yen, 2013~ , 70%) - 2023 special tag
Possible imposition of number restriction - 4000/day
Light Railway (LRT) discussed since 2021
Dos & Donts for visitors

Kyoto-ites are pretty fastidious!

Akimahan
京都のあきままへん

of Kyoto

Don’t smoke outdoors

a fine of
1,000
YEN

Be polite when asking maiko for pictures

Say “ōkini” instead of tipping

Don’t take pictures where prohibited in some areas in shrines and temples

Remove hats and sunglasses in shrines and temples

Inspired by Iceland

ENROLL IN THE ACADEMY

YOUR DIPLOMA
YOU HAVE COMPLETED 0 OF 6 CLASSES

• Responsible traveller
• How to bathe in hot spring
• Safe selfie
• Driving on icy road
• Dress warm

Iceland  https://visiticeland.com/pledge
Pledge  https://pledge.visiticeland.com
Kranavatn  https://www.youtube.com/watch?v=wYd_51uwIC4
Hawaii  https://www.ponopledge.com/japanese/
Kranavatn ~ water (best drink in the world)
Mapping stories

3. Facilitating visitor responsibility
Honour your host and our common heritage

• Research your destination to learn about local customs, traditions, and social conditions.
• Experience and respect all that makes a tourism destination different and unique, from its history, architecture, religion, dress, and communication codes, to its music, art, and cuisine.

Support the local economy

• Buy products from local shops (avoid vending machine – not benefiting local community)
• Buy souvenir locally (not online)
• Participate in local activities
• Traditional crafts buy souvenir
• Take lunch/dinner at local restaurants

Travel safely

Be an informed traveller

• Ater travelling share information with other people through SNS
• Rules and regulations about local destinations

While travelling in NZ, I will care for land, sea and nature, treading lightly and leaving no trace. Travel safely, showing care and consideration for all. Respect culture, travelling with an open heart and mind.

Tiaki (Maori philosophy) care for the land and people. So that we can say “it is better than when we were little”

https://www.tiakinewzealand.com

Visitor Levy (Miyajima)

• Itsukushima Shrine (UNESCO World Heritage, 1996)
• Access: ferry -Mijyajima-guchi 10 min), Hiroshima (32 min) or Kure (45min)
• Population 1,400 (Hatsuka-ichi city 110,000)
• Visitor 4.6 million/year (1:3285 ), 220,000~500,000/month (1:157~1:357), 50,000/day (1:35)
• 90% day visit
• Duration of stay: 4.1hr (international); 3.3 (domestic)
• Zero Carbon Park Miyajima (2023.6.6)
• Carbon Zero City (Hatsuka-ichi city 2022.6.9)
• Visitor Levy（2023.10.1-）
• Adding to ferry fare (¥140/180）+¥100）
• *Exemption：Residents, Commuters, Students (at Miyajima school or on excursion), Pre-school age children, Welfare card holders.

https://tabetainjya.com/archives/hatsukaichi2/houmonzei/
https://another1000years-miyajima.jp
千年先も、いつかしむ。

はるか昔から、神が宿ると説められてきた宮島に、
厳島神社が創建されたのは1400年前のこと。
やがて、島を守る人の営みがはじめまり、
神と、自然と、人が、ともに生きる奇跡の循環を繰り返してきました。
これから訪れる人にも、住まう人と同じように、
島の守り人になってもらいたい、それが、宮島の願いです。

原生林に息づく無数のいのち。
月と海の数多くの美の満ち引き。
匠の技と知が宿る海上の神殿。
時を超えて受け継がれる文化的香り。

気高く、美しく、尊い、宮島のすべてを未来へつながるために、
原生林に息づく無数のいのち。
月と海の数多くの美の満ち引き。
匠の技と知が宿る海上の神殿。
時を超えて受け継がれる文化的香り。

気高く、美しく、尊い、宮島のすべてを未来へつながるために、
今を生きる私たちが背負って、できることをはじめませんか。

https://another1000years-miyajima.jp/index.html
Facilitating tourism students/workers to be part of resilient destination building & destination wellbeing – approaches & activities

4. Forming local unity & partnership with vision
Community unity

**Collaboration**
- Multi-day stay (luggage transfer, food preference etc)
- Day ticket - 3 (28) spas
- Scenic amenity (color, amenities)
- Environmental protection (Tree planting, soaos)

**Day ticket**
- Wooden tags – made by senior association
- Souvenir
- Avoid overcrowding

**Unity**
- Wooden clogs & Umbrellas
- Signage (removed 200 signs – Kurokawa (black))
- Soaps & amenities

---

Sustainable tourism
Resource equality

- Central Control system (1971)
- 84 hotels
- 45°〜84°54′
- 12 spring source
- Public 200ℓ150yen 300ℓ200yen
1．地域サステナビリティの現状

○STARs診断結果と分析

<table>
<thead>
<tr>
<th>SECTION A: 53pt</th>
<th>SECTION B: 57pt</th>
<th>SECTION C: 54pt</th>
</tr>
</thead>
</table>

- 雇用・経済的な観点で地域に貢献
- 文化遺産・文化的保護に注力できている

- 環境に関するモニタリングが不十分な箇所がある

1. 地域サステナビリティの現状

- 持続可能な観光ガイドライン
- STARs診断結果と分析
- 雇用・経済的な観点で地域に貢献
- 文化遺産・文化的保護に注力できている
- 環境に関するモニタリングが不十分な箇所がある

STARs
- Free open source
- Benchmarking, monitoring, assessment
- Evidence storage
- Annual progress
- Training
- Manual, tutorial
- STARs communicator [https://sustourism.net](https://sustourism.net)
Sustainable Guesthouse Standard (Yoron Island)

Interview: 47 guesthouses

- Facility
- Food
- Transport
- Energy, Water, Resources
- Risk management BCP
- Future prospects (succession)

Reference:
- Booking.com sustainability handbook
- Hostel International Standard
Business network under a vision (Kyoto moral)
Business commitment to Kyoto Moral
1. to inform and educate tourists about Kyoto Moral, to raise awareness about local rules and customs respecting local community.
2. to encourage tourism business and workers to understand and practise Kyoto Moral.
   • Align tourism with local resident life, contributing local community and culture
   • Ensure environmental and landscape conservation
   • Provide quality services and products; and human resources development opportunities
   • Enhance resilient to disasters, infectious diseases and other crises

Registration 250+
Good practice award
Heritage Tourism program
Sacred Sites and Pilgrimage in the Kii Mountain Range

- How local partnership is formed
  Local business: Guesthouses, luggage transfer, catering, guide, forestry/ farming/ fishing communities

- Role of spiritual heritage,
  Conservation principle (National Park)

- Risk & safety

2024.1.5~8
Respecting traditional values

Tourism development
- Skills & knowledge about sustainability
- Self-regulation & rules
- Festivities & annual events
- Beliefs & customs
- Connection (people, generation, environment)
- Stories, folklore, saying
- Dialects & expressions
Facilitating tourism students/workers to be part of resilient destination building & destination wellbeing – approaches & activities

5. Researching for destination sustainability
A Photovoice Study of Local Residents’ Place Attachment and Everyday Responsibility in the Hue Capital Citadel, Vietnam

Heritage tourism is one of the most notable and widespread types of tourism in terms of visitors and attractions. As issues facing heritage sites become more complex, the management approach must accommodate the shift to a broader, more inclusive approach to heritage management and a greater emphasis on community engagement.

The Hue Capital Citadel has distinct characteristics where residents live near the heritage site (often old residents), and their habitats are visually separated from those of other Hue residents as physical differences might hinder different levels of place attachment, place identity, sense of responsibility, and the concern they express over emerging tourism issues.

My photovoice project reveals that with or without 'officially documented stake', locals are and will always act out their responsibility toward their lived dwelling. Thus, any tourism development and management efforts need to always acknowledge and address locals’ share in the plan.

Tourism pledge and its possibility of making heritage tourism responsible

PERFORMANCE TURN IN TOURISM:

National destination pledges have been developed to engage with visitors’ emotions, require (often public) action, and aim to involve visitors in the interpretation of the pledge commitments.

Visitors’ act of pledging is an active response to a destination and visitor management intervention, which they can be exposed to even before entering the destination.

The 'tourist gaze' suggests that people travel to destinations because of their striking visual qualities. The performance turn highlights how tourists experience places in multi-sensuous ways that can involve multiple bodily sensations: touching, smelling, hearing, etc.
Tourism for GOOD
Sustainability projects
- increase worker motivation

• Pride/satisfaction of being involved in socially meaningful & highly valued projects
• Positive outlook – aiming for improvement, efficiency, innovation
• Continued learning, growth and development
• Respecting equality, diversity, WLB, QOL


https://www.futurelearn.com/info/courses/sustainable-business/0/steps/78350
Choosing companies for Social Contribution - judging by ESG, SDGs, CSR Reporting

<table>
<thead>
<tr>
<th>2021年卒</th>
<th>2020年卒</th>
<th>2019年卒</th>
</tr>
</thead>
<tbody>
<tr>
<td>社会貢献度が高い</td>
<td>30.0</td>
<td>社会貢献度が高い</td>
</tr>
<tr>
<td>将来性がある</td>
<td>28.5</td>
<td>給与・待遇が良い</td>
</tr>
<tr>
<td>職場の雰囲気が良い</td>
<td>26.5</td>
<td>将来性がある</td>
</tr>
<tr>
<td>給与・待遇が良い</td>
<td>25.9</td>
<td>仕事内容が魅力的</td>
</tr>
<tr>
<td>福利厚生が充実している</td>
<td>25.5</td>
<td>福利厚生が充実している</td>
</tr>
<tr>
<td>大企業である</td>
<td>23.6</td>
<td>有名企業である</td>
</tr>
<tr>
<td>仕事内容が魅力的</td>
<td>23.1</td>
<td>職場の雰囲気が良い</td>
</tr>
<tr>
<td>有名企業である</td>
<td>21.2</td>
<td>大企業である</td>
</tr>
<tr>
<td>希望の勤務地で働く</td>
<td>20.1</td>
<td>休日・休暇が多い</td>
</tr>
<tr>
<td>業界順位が高い</td>
<td>19.4</td>
<td>希望の勤務地で働く</td>
</tr>
</tbody>
</table>

Career-Tasu Research

Footprint → Handprint
Negative (impact) to Positive (contribution)

https://www.cscp.org/our-work/handprint/
https://www.handprint.fi
https://go-positive.co.uk/what-is-a-carbon-handprint

Sustainable tourism
Tourism promoting resilience & wellbeing

Force for Good
Love your place  Share it with the world
Japan World Tourism Film Festival 2024.13-15 March

Call for Film 2024, international

Now, we are calling for films. The deadline for international competition is 1st December, 2023. Please read our regulation carefully and apply via google form.

Apply Now

Regulation of JWTFF2024

https://jwtff.world