The current status of sustainable tourism destination management in Japan from a private business perspective point

November, 22nd, 2023
Madrid, Spain
About JTB Group

- Founded in 1912, the JTB Group, specializes in tourism, is the largest travel agency in Japan and one of the largest travel agencies in the world.

Commemorative photo at the time of foundation

March 1912
JAPAN TOURIST BUREAU is founded

March 2022
110th anniversary
About JTB Group

- JTB’s extensive global network allows us to do what we do best all around the world...seamlessly.

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<th>Domestic Presence</th>
<th>Overseas Locations/81 Cities/35 Countries &amp; Regions</th>
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<td>Japan All 47 Prefectures</td>
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<td>China 11 Locations/3 Cities</td>
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About JTB-TRC

• JTB-TRC provides a wide range of research and consulting services, most notably outbound tourism research, to domestic and international clients.

Outbound Tourism
We conduct market analysis, consumer behavior analysis, demand forecasting, and more

Inbound Tourism
We offer global lifestyle marketing services that focus on the diverse needs and values of consumers’

MICE
We offer total services from planning to operation so that MICE invitation and creation give a ripple effect to regional economy.

Digital Marketing
We provide comparative studies and usability evaluations of tourism-related websites, web strategy development, web design, and more

Local Promotion
We help local governments to promote their destination and able to attract tourists

Destination Management
We have experts working in the design and implementation of events, activities and other logistics

Crisis Management
We host seminars and symposiums that raise tourism crisis management awareness

Tourism Education
We provide services that will enable to create human resources for the future travel industry
Japan Tourism Agency’s Vision

- The Japan Tourism Agency is responsible for promoting and regulating the tourism industry in Japan, focusing on enhancing tourist experiences while ensuring sustainable development and cultural preservation.

Establishment

October 1, 2008

First Commissioner

Mr. Yoshiaki HOMPO

What They Do?

- Support the creation of internationally competitive and attractive tourism destinations.
- Expand tourism exchange with other nations.
- Support advances in the tourism industry to meet traveler needs.
- Promote human resource development and utilization in the tourism field.
- Create a tourist-friendly environment through the promotion of vacationing and implementation of safety measures for Japanese travelers abroad.

Building a country good to live in, good to visit.

Achieving a tourism nation

The Japanese government does not have authority over the private sector. Instead, its primary role is to formulate policies and offer training opportunities for communities and businesses to promote sustainable tourism.
JTA’s Initiatives to Create Sustainable Destinations

- Local governments and DMOs should spearhead comprehensive tourism management, utilizing multifaceted and objective data to develop strategies that balance the needs of both tourists and local residents in the short and long term.

Initiative 1
- Model projects for the development and introduction of sustainable tourism guidelines.

Initiative 2
- Dissemination of information on etiquette awareness at home and abroad.

Initiative 3
- Organization and dissemination of best practices.
Release of Japan Sustainable Tourism Standard for Destinations (JSTS-D)

• The Japan Sustainable Tourism Standard for Destinations (JSTS-D), which is based on the GSTC Criteria for Destinations, was released by the JTA in June 2020 together with the UNWTO Regional Support Office for Asia and the Pacific.

Purpose

• To help local governments and tourism regional development corporations (DMOs) manage their tourism destinations in a sustainable manner.

Contents

• JSTS-D was compiled as a comprehensive booklet, including a range of resources, how-to use manual, good practices, glossary, templates, and useful links.

Actions

• Efforts to form a model regions through JSTS-D practice
• To host GSTC-approved training programs for model regions

JSTS-D can be downloaded for free from the JTA HP: https://www.mlit.go.jp/kankocho/content/001350849.pdf
Best Practices in Japan

• Initiatives are being developed to enhance Japan's tourism destinations for greater sustainability.

*One region joined

*Totally 6 regions awarded
*1 region for Upgrade Programme

*Totally 10 regions awarded in 2023, including Kamaishi

*Biei
*First INSTO member from Japan

*Niseko
*Awarded for 6 consecutive years since 2018

*Kamaishi

*Asuka
*Selected to participate in the Upgrade Programme

*Hakuba

*Shirakawa

*Oku-Matsushima

*Miyama

*Gifu Prefecture

JTB Tourism Research & Consulting Co.
Tourism Digital Transformation in Kumamoto, Japan

• The JTB ticket distribution digital platform has helped address issues of overtourism at popular tourist destinations in Japan by enabling SMEs in local communities to adopt and implement it in collaboration with tourist destinations.

Oguni Town, Kumamoto

Nabegataki Falls in Oguni Town

Data Share

Guest  Ticket Vendors  TicketHUB®  Tourism Operators

- Connects ticket facilities and vendors
- Helps in implementing overtourism measures
- Solves traffic congestion
- Selected as one of the world's top 100 Green Destinations in 2022.
Contributing to Environmental Sustainability through Green Mobility

• Nikko MaaS is a groundbreaking service combining the conventional transportation features of a MaaS platform with the convenience of one-stop online shopping for tickets to tourist attractions and outdoor activities in the Nikko area.

Shrines and Temples of Nikko

Nikko, Tochigi

World Heritage Site

JTB Tourism Research & Consulting Co.
Promoting SDGs Initiatives of Business Partners

• In the brochure for domestic travel products, JTB has included examples of hotels and inns taking initiatives related to the SDGs.
Joining Forces with Local Tourism Bureaus to Expand Sustainable Travel Options

- JTB has signed agreements with Destination Canada and Switzerland Tourism to advancing sustainable tourism in the post-COVID era.
Tourism Masterplan Development for Petra, Jordan

• JTRC and JTB Group company are collaborating with JICA and GSTC to assist the Jordanian government in developing and implementing a new Sustainable Tourism Master Plan in the Petra Region, and provided GSTC-Approved training in Petra, Jordan.
Conclusion

• Our goal is to enable the seamless incorporation and adoption of the UNWTO INSTO framework across Japanese destinations, aiming to establish a comprehensive and sustainable tourism destination management system.

Through extensive research and consulting services, we aim to engage in dialogues with:

• Central and local governments
• Related business entities and organizations

We seek to collaborate with:

• UNWTO Headquarters in Madrid, Spain
• UNWTO Regional Support Office for Asia and the Pacific in Nara, Japan
• UNWTO INSTO members

In the Travel and Tourism (T&T) industry, which encompasses a broad spectrum of areas, there is a strong imperative to focus on sustainability, including the management of sustainable tourism destinations.

The UNWTO INSTO framework stands out as an ideal solution for sustainable development in these destinations.
Muchas gracias!

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