



Top leaders from all over the world celebrated the authentic recovery of tourism after the pandemic



(Upper photo) Seven nation's Tourism Ministers and four international tourism organizations' senior executives joined the Roundtable

(Lower photo) The Tourism SDGs area features this year's main theme of Sustainable Tourism

TEJ 2022 Marks Beginning of Post-Pandemic Tourism Key in New Era - Sustainability

Tourism EXPO Japan 2022 (TEJ 2022) opened on September 22nd at Tokyo Big Sight. The travel industry celebrated the return of the annual event in the full format after its cancellation in 2021 due to the pandemic. Marking the new start of the travel industry in the post-pandemic era, the theme for the four-day event this year is "Taking on a New Era - Restart!" After suffering from two-and-half-year of hiatus caused by the pandemic, the travel industry is now enjoying its steady recovery as the travel restrictions gradually being lifted throughout the world.

At the opening ceremony, Kenichiro Yamanishi, Chairman of Japan Travel and Tourism Association (JTTA) stressed the timely opening of the event as Japan has recently announced easing of various requirements to enter Japan and the inbound tourism is expected to return. Ion Vilcu, Director of the Affiliate Members Department, World Tourism Organization (UNWTO) also spoke of the importance of bringing together global tourism leaders

from public and private sectors to mark the recovery of the global tourism and discuss the new challenges that the travel industry faces.

The pandemic has contributed to heightening the awareness of SDGs issues among tourists. According to the survey by the Economist Impact in Asia-Pacific, the 71.8% of respondents consider sustainable tourism as more important in the post-pandemic era. They are increasingly paying attention to sustainability engagement in choosing their travel destinations and methods. TEJ 2022 has focused on sustainable tourism. In the Keynote Speech titled "Challenges to Japan's Energy Strategy by the Scheduled Airline Association," Shinichi Inoue, Chairman of The Scheduled Airlines of Japan, and President of All Nippon Airways Co., Ltd., emphasized the importance and their commitment to building the sustainable airline industry. He explained the technical challenges of developing sustainable aviation fuels (SAF), CO₂ removal technology,

and initiatives by the aviation industry for carbon offsets and other operational innovations.

At the 5th TEJ Ministerial Round Table titled "Tackling Climate Change - Tourism Stakeholders' Endeavors," representatives from seven countries and four international organizations shared the climate change that each country is experiencing - deforestation or increased number and intensity of typhoons and hurricanes, and their policy initiatives to mitigate the impact on the tourism. Each representative also explained specific examples of public-private partnerships in respective country and by each organization. In the roundtable discussion, Edmund Bartlett, Jamaica's Ministry of Tourism talked of the importance of resilience in the travel industry which has become more apparent during the pandemic. In the roundtable discussion he has called for an establishment of "Global Tourism Resilience Fund" to tackle with possible disruptions in the tourism.

Keynote Speech | OUR CHALLENGE for the FUTURE WONDERFUL SKY

Technological Innovation and Collective Efforts to Tackle The Challenge of Airline Industry



Mr. Shinichi Inoue
Chairman, The Scheduled Airlines Association of Japan /
President and CEO, ALL NIPPON AIRWAYS CO., LTD.

Shinichi Inoue, Chairman of the Scheduled Airlines Association of Japan and President and CEO of ALL NIPPON AIRWAYS Co., Ltd., a special keynote speaker this year, addressed the opening ceremony of the Tourism Expo Japan 2022 on Thursday.

Inoue first introduced the Association, the organization with 19 member airlines based in Japan promoting the sound development of Japan’s air transportation business.

In his speech, Inoue shared the association’s decarbonization goal: Net Zero 2050. While the Association follows the common goals and schemes on CO₂ reduction and carbon offsetting set by the International Civil Aviation Organization (ICAO), he cited other reasons why Net Zero 2050 is critical to the aviation industry in Japan; firstly, the values of airline passengers has shifted toward sustainable transport and secondly, sustainability is essential for airlines themselves to “connect the world and leave the value created through the transportation of people and goods to the next generation.”

Inoue went on to explain how the association aims to realize the goal, introducing two approaches suggested by the International Air Transport Association (IATA). One is the combination of several approaches, namely the use of sustainable aviation fuels called Sustainable Aviation Fuel (SAF), other new technologies, operational innovations, carbon offset and CO₂ removal technology called carbon capture. Another is unity among aviation-related stakeholders including airlines, industries, public-private partnership, fuel producers, investors and so on.

SAF is a prosperous fuel to replace petroleum-based fuel, as it is applicable in existing aircraft engines and other facilities. In Japan, however, SAF is still under the demonstration phase and is yet to be commercialized. Inoue went on to say that mass production and price reduction of domestically produced SAF are the major challenge for the aviation industry in Japan, and that various efforts have been taken through cooperation within the sector, across the sector, and through Public-Private Partnership to increase social awareness and to establish the supply chain of SAF.

Inoue also touched upon the industry’s other efforts to tackle the environmental issues and to promote sustainable tourism, joining hands with customers and the local communities in Japan.

Inoue concluded his speech by introducing the association’s commitment to “connecting sustainable air transportation and travel experiences to the next generation.”

The 5th TEJ Ministerial Round Table

Top Leaders Renewed Unity After COVID-19 Pandemic

Marjory Dewey, President of Connect Worldwide Japan Co., Ltd., kicked off the 5th TEJ Ministerial Round Table by welcoming the top leaders to work together to fight against the impact of COVID-19 and climate issues as common global challenges.

In the opening remarks, Mr. Ion Vilcu from United Nations World Tourism Organization (UNWTO) highlighted the need for a strong global collaboration to advance climate actions in tourism and to find solutions for coexisting in the post-pandemic world for the future of tourism.

Marjory mentioned that the recovery from COVID-19 has just begun, and pointed out that the pandemic changed travelers’ consciousness toward sustainable traveling and climate change.

Marjory encouraged the 11 panelists to share their insights with focus on two key topics, national policies and public-private partnership. The panelists exchanged opinions on how to collectively solve some of the critical matters in tourism.



H.E. Mr. Shahlimar Hofer Tamano
Undersecretary, Department of Tourism, Republic of the Philippines

Keys for Revival; Ecological Sustainability, Economic Sustainability and Equity

Moving forward in the post-pandemic world, the tourism sector takes a crucial role for mitigating climate change effects and promoting sustainable development while balancing business opportunities and social responsibility. Effective local governance, strong national government coordination, and each business’ efforts, of course, are required to be integrated for the mitigation and promotion. Then the elements of them are essential to revive the tourism industry; ecological sustainability, economic sustainability and equity. Philippines leads ASEAN members in climate change action and tourism.



H.E. Dr. THOK Sokhom
Undersecretary of State, Ministry of Tourism, Kingdom of Cambodia

To Be More Environmentally Friendly and World-Class Destination

Cambodia has established frameworks to ensure environmentally sustainable and socially responsible tourism development. It launched campaigns, including “One Tourist, One Tree” to reduce emission from deforestation and 3Rs campaign to reduce plastic waste, and set standards such as Cambodia Green Hotel Standard to save and preserve energy, to promote Cambodia as a more environmental-friendly nation and a world-class destination. It also built the private-public partnership to determine private sector’s needs and held meetings with tourism-related associations to materialize climate measures.



H.E. Mr. Aziz Abdulkhaimov
Deputy Prime Minister of the Republic of Uzbekistan, Minister of Tourism and Cultural Heritage, Republic of Uzbekistan

Promote Tourism Sector as An Economically Strategic Sector

The government launched special programs to support the tourism sector during the pandemic, devote significant financial resources to preserve historical sites, and will promote the use of smart and green technology because the sector is strategically essential for the economy. To overcome climate change, it makes efforts to solve “green issue” and preserve natural resources, and reduce greenhouse gas emission, launching initiatives, including the Green Economy Transition Strategy. Additionally, it focuses on the international cooperation, especially, among Central Asian nations.



H.E. Mr. Hiroo Ishii
State Minister of Land, Infrastructure, Transport and Tourism, Japan

Promote Sustainable Tourism, Overcoming Climate Change and Coexisting with COVID-19

We have embarked on a path toward recovery from the pandemic. It made more people get conscious of “sustainable travel.” The UNWTO and governments should take a lead role to respond to the change. We, therefore, established our own Sustainable Tourism Guidelines together with the UNWTO. Tourist destinations also need to manage themselves sustainably from environmental as well as economy and social aspects. Public-private cooperation is essential to realize sustainable development by tourism, overcoming climate change and coexisting with COVID-19.

Tackling Climate Change – Tourism Stakeholders' Endeavors Coexisting with COVID in the Post-Pandemic World – Solutions for the New Tourism Industry



Mr. Benjamin Liao
Vice Chair, Pacific Asia
Travel Association (PATA)

For Tourism to Bounce Back Healthier in Every Way

In the Asia-Pacific region where the impact of climate change is dire, the rise of sustainability-conscious travelers and communities is a key trend to take into consideration in the recovery of tourism. To make not only tourism but also workplaces sustainable and fair, PATA has conducted many initiatives including Tourism Destination Resilience Program while advocating best practices in work culture, fair conditions and policies to reattract talents with an aim to bring back tourism to communities in a healthier form.



H.E. Mr. Fernando Valdés Verelst
Spanish Secretary of State of Tourism,
Kingdom of Spain

Tourism Destinations Play a Role for Reducing Climate Change

We've seen how figures have grown and maintained security and safety of residents and our studies. When passing the worst pandemic now, we can again face our main threats, one of which is obviously climate change. "Sustainability" is the main part of our strategy against the challenge. But it's not only for environment but for society. It is in tourism destinations where we can really make a change, efficiently work, reduce climate change with co-governance with local authorities and businesses.



Ms. Maribel Rodríguez
Senior Vice President,
World Travel & Tourism
Council (WTTTC)

Creating Roadmap to Net Zero 2050 in Tourism

Climate change is one of the greatest global challenges, and urgent actions are required to avoid devastating effects on destinations, businesses, and the economy. A climate-friendly travel sector has crucial roles to play, and the sector needs to accelerate efforts to scale up climate actions. Governments must support increased ambition through tourism climate mitigation and adaptation strategies. WTTTC in 2021 has developed the first sector-wide Net Zero Roadmap for Travel & Tourism for a sustainable growth to support these initiatives.



H.E. Mr. Edmund Bartlett
Minister of Tourism,
Jamaica

Human Capital Development is Key to Tourism Resilience

COVID-19 highlighted the need for greater global partnerships and re-definition of tourism. While leaders are making efforts to enhance tourism resilience through innovative solutions and Public-Private Partnership, all stakeholders must address emerging challenges to the global tourism, as "the recovery from pandemic is not linear but it will be more disrupted by the disruption of pandemic itself". As to sustainable tourism, we need to "educate, educate, and educate people" to appreciate the importance of environment and to take actions.



H.E. Mr. Lulama Smuts Ngonyama
Ambassador of the Republic
of South Africa to Japan

Mobilize Resource and Raise Awareness of The Green Tourism

The major challenges South Africa faces in combating climate change is the shortage of human and financial resources, lack of awareness and training on the climate change impacts and their management. We are trying to enhance public awareness of climate measures through public-private partnerships.

We have also developed a program to ensure that tourism responds rapidly and effectively to the impact of climate change, build resilience in the tourism sector to reduce GHG emissions from the tourism activities



Mr. Shannon Stowell
CEO, Adventure Travel
Trade Association
(ATTA)

Collective Power of Travel Sector to Climate Cause

Policies can motivate better behavior instead of punishing. Since a good proportion of travel-related businesses are from small operators, they require support in transforming to sustainable tourism, as in tax credits for companies shifting to electric vehicles and lodging providers transitioning to renewable energy. Government policies can encourage and support such actions. Since we live in an unpredictable world with climate change, we need to inform and incentivize stakeholders to take collective actions in solving social environmental issues.



Mr. Ion Vilcu
Director of the Affiliate
Members Department,
World Tourism Organization
(UNWTO)

Changing Our Perception Toward Tourism Today

The tourism sector has bounced back after hit hard by the COVID-19 pandemic, proving itself to be one of the most resilient sectors. The pandemic, however, also highlighted our vulnerabilities, and its impacts are not fully recovered yet in the Asian and the Pacific region.

This roundtable is held as the world begins to open up again. In Today's uncertainties and difficulties, we are here to discuss one of the greatest challenges of our time; climate change and the endeavor of the tourism sector.

The UN Climate Change Conference COP 26 held in Glasgow last year brought our attention to a strengthened climate ambition and actions for the future, and it also secured strong actions and commitment from the tourism sector to cut tourism emissions at least in half over the next decade and to reach Net Zero emissions before 2050.

To tackle these challenges and advance climate actions in tourism in the post-pandemic world, a strong Public-Private Partnership as a platform is required. "The crisis has shown what we can - and must - do better."

It is therefore critical for us to share our strategic views on tourism from various perspectives including policymakers and governments and to establish a common approach for the future of international tourism at this roundtable. The behavior of consumers is changing after the pandemic, and they will be and must be economically and socially more responsible to the climate causes when traveling. The COVID-19 has brought us the biggest opportunity to change our perception and our agenda.



Ms. Marjorie Dewey
President, Connect
Worldwide Japan Co., Ltd.

'Tourism Stakeholders' Contribution to Tackling Climate Change

Seven nation's Tourism Ministers and four international tourism organizations' senior executives joined the Roundtable. Under its main theme "Tackling Climate Change through Tourism Stakeholders' Endeavors," they addressed their nations' or organization's climate challenges, countermeasures, how the nations incorporate the measures into their national policies, and public-private partnership to overcome the challenges and promote tourism in the post-pandemic world depending on their circumstances. It's notable that a key word "education" is noticed by a speaker on top of "sustainability."

22nd Photo Sketch



Brilliant cutting tape ceremony at the opening ceremony



The falg of TEJ was handed over to Osaka from Tokyo at the opening reception



Cheers at the opening ceremony

Travel Solutions 2022

DX Companies Gather to Talk with Tourism Industry



The event has attracted great expectations as an event that opens up the future of the tourism industry

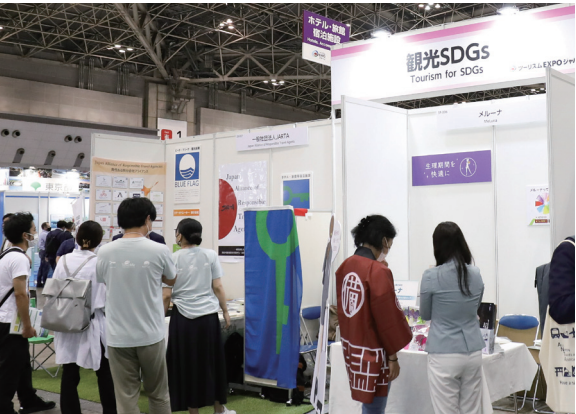
Travel Solution 2022 took place at the same time co-sponsored with TEJ 2022. DX companies developing support tools for local revitalization or booking systems and providing analysis of people's movement are among 50 companies participated in the fair. Visiting tourism industry people, including travel agents, hoteliers, and transportation companies, and exhibitors have engaged in business talks face-to-face. In addition, an online meeting space was set up for hybrid business talks with business partners located afar.



Saudi Arabia, appearing fot the first time in TEJ, focuses on the Japanese market



Many buyers visited the booth of Okinawa where the golden jubilee was celebrated for returning to mainland Japan



Special area for Tourism SDGs appears first time this year



Adventure Tourism is emerging as an attractive theme in recent years



The Japan Recreational Vehicle Association appears in Drive Tourism area



Okinawa appeals a workation destination