



TEJ2022 attracted many buyers from Japanese travel industry to meet with foreign sellers



(Upper photo) Many participants in TEJ2022 joined the thematic symposia of TEJ2022 Forum and Seminars

(Lower photo) Measures against COVID-19 are taken at the entrance of the venue

Sustainability and SDGs Are The Key in The Post-pandemic Tourism Beginning of A Tourism Renaissance

The second day of Tourism Expo Japan 2022 (TEJ2022), which is being held in Tokyo for the first time in four years amid the 7th wave of COVID-19 pandemic, took place on September 23rd. The heightened excitement among the participants was transparent as they recognized the large-scale travel event as the first step to the normalized international travel and to revitalize the industry. This emotion was also shared in discussions during the 5th TEJ Ministerial Round Table which took place on the first day.

The emerging areas of sustainability and SDGs, which are an inevitable topic in the post-pandemic travel industry, are the focus on the second day of TEJ2022. The audience in the two sessions of Sustainable Tourism Symposium engaged in the presentations by the experienced panelists and speakers shared their thoughts.

In the morning symposium, Kumi Kato, a

professor of tourism at Wakayama University gave an overall, yet comprehensive glance at the sustainability issues in the travel industry in her keynote speech. The panelists also emphasized the importance of local involvement in implementing sustainability into practice. One of the crucial aspects in sustainable tourism is to educate local communities and get them involved in the effort to work together. Another challenge the industry faces is to visualize its effort and the impact of sustainable engagement. Various evaluation systems in addition to key aspects in its selection were also introduced.

Sustainability and SDGs are the contributing factors to the domestic travel as well. In the afternoon symposium, the speakers shared some case studies of utilizing school educational trips to enhance school children's understandings on issues around SDGs topics.

The future path for the global travel

industry was already a topic of debate in the pre-pandemic era. The two symposiums gave a clear direction to the global post-pandemic tourism, which coincides with TEJ2022's theme "Taking on a New Era - Restart." Through the two symposiums, industry leaders collectively acknowledge "Sustainability" and "SDGs" as core values in the new tourism and promoted global cooperation in the engagement in the issues and challenges.

"VISIT JAPAN Travel & MICE Mart" and various business meetings took place during the TEJ2022 and attracted many participants. Vendors in the industry including some who flew into Japan for face-to-face meetings explored business opportunities in the anticipation for the new start of the global travel.

TEJ2022 has fulfilled its goal of taking a first step of "Restart" in the global travel industry.

Sustainable Tourism Symposium | - Tourism for the Post COVID-19 -
what you can do today to make tourism sustainable.

Promotion of Sustainable Tourism Should Be Led by Each Destination

Keynote Speech



Ms. Kumi Kato
Professor, Faculty of Tourism,
Wakayama University

Sustainable, Responsible and Regenerative Tourism Can Drive Social Transformation

On Sept. 22, Japanese Prime Minister Fumio Kishida announced the further ease of Japan’s border control measures as of Oct. 11. Against this backdrop, the recovery of tourism in a sustainable, responsible and regenerative way is much anticipated.

Considering the fact that 5% of the world’s emissions arise from tourism, more than 70% of which results from transportation according to a report published in 2008, environmental sustainability is no doubt a key issue to be addressed in the tourism sector. However, social sustainability that includes better working practices, respect for human rights and achievement of diversity is necessary too.

While the trend shows the rise of consumers’ awareness towards sustainable tourism, it is not enough to rely on their choices. It is service providers’ responsibility to make further efforts to offer good products and services and visualize their values. To achieve this, it is important to have a clear vision to share among various stakeholders, and to use various tools and guidelines available to measure, monitor and disclose their efforts such as certification systems and rankings. “Regenerative tourism” refers to the idea of “the more people visit, the better the place will be” by having existing regional values and wisdom rediscovered. I believe that tourism can be a great power to bring about social transformation.

Sustainable Tourism of Local Area, by Local Area, for Local Area

The global tourism trend is shifting to “sustainable” and “responsible” tourism.

Under the trend, regarding how to address sustainable tourism, Suzuki said, “We aim for sustainable tourism of the local area, by the area, for the area via enhancing its added value to win travelers’ satisfaction. That will bring job creation and economic benefits to the area. And collaboration with businesses is essential.”

“We also aim for coexisting with the local area. Our mission is to connect Shinshu with

the world by presenting exciting experiences based on the value of ecology. Taking advantage of the environment of Shinshu surrounded by mountains, we are aiming for creating sustainable accommodations. I think sustainable tourism leads to sustainable local areas that are fine for people to visit as well live in,” said Saito.

Jeng said, “While we are moving forward in the post-pandemic world, we are seeing the increase of the number of reservations made, especially in the West. According to our survey, over 70% of people want sustainable travels. We provide people online services to easily find sustainable travels around the world.”

About the economy and environment of the area, Saito said, “it is important for us to live with the area, focusing on its economy and environment based on our concept that we will make its culture and nature better via sharing our value with locals.” And Suzuki said, “I emphasize customer satisfaction as well as employee satisfaction and what brings benefits to the area to energize it by presenting its strengths and welcoming travelers who prefer them.”

Moderator



Ms. Rieko Nakayama
Executive Vice President, Japan
National Tourism Organization (JNTO)

Panelists



Mr. Tadamasa Saito
Owner/CEO, Tobira Holdings Co., Ltd.

Panelists



Mr. Koichiro Suzuki
President & CEO, Hokkaido Treasure
Island Travel Inc.

Panelists



Ms. Olivia Jeung
Area Manager (West?), Booking.com
Japan K.K.

Process to Gain Sustainability Certification Is to Be Sustainable

“We launched the ‘sustainable travel badge’ which is given to sustainable accommodations. The badge gives travelers information whether a facility where they will stay is sustainable. Asian nations, including Japan, however, are less conscious of sustainability than the West. So, we need to increase their awareness. The process to gain the badge is a process to be sustainable and an accommodation of choice,” said Jeng. “Following advice by Japan Alliance of Responsible Travel Agencies(JARTA), we accumulated evidence. The process put an extra load on staff,” said Suzuki. “We are the first agent, which gained the ‘Green T’ in Japan. It was, however, difficult to gain an understanding of staff. Being sustainable is costly as well as reduces costs. Moreover, it brought us new employees who are conscious of environment,” said Saito.

How do the two companies enhance locals’ consciousness of sustainability? Suzuki answered, “Detailed explanations are required.” And Saito said, “We need to share our value with locals.” At the end of the symposia, Nakayama concluded, “The promotion of sustainable tourism should be led by each destination. In addition, the process to be sustainable is endless and we are required to preserve our small efforts.”

VISIT Japan Travel & MICE Mart 2022 56 Overseas buyers handling inbound travel to Japan participated in face-to-face meetings

For three days on September 22th-24th, overseas buyers handling inbound travel to Japan has an opportunity to meet with business representatives from Japan’s travel-related companies. As the hybrid format is installed, participants has a choice of selecting face-to-



Face-to-face meetings at VJTM

face meetings or online meetings. 218 domestic groups/companies and 256 overseas buyers from 27 countries including 22 MICE buyers take advantage of the opportunity. Among them are 56 buyers visiting Japan from overseas for this event.

Sustainable Tourism Symposium | For the future of new educational travel based on SDGs

Entertainment and Joy of Travelling Is Key to Education Travel

■ Keynote Speech



Mr. Hideki Furuya
Professor, Faculty of International
Tourism Management, Toyo
University

Educational Travels and SDGs Help Deepen Learning

Educational travels that aim to provide students with hands-on experiences outside schools fit very well with the SDGs. It makes even more sense to more actively incorporate the essence of SDGs in school trips and classes held before and after the trips when we still see apparent lack of awareness toward risks related to climate change among youths in Japan according to some research.

Students will be able to gain not only knowledge but also skills to analyze differences and make comparisons, which is necessary in order to find what are the most pressing needs and issues of the place they are visiting and think how to solve them. It is also important to think comprehensively when they try to put their learning into actions by asking themselves questions such as “What merits and demerits could there be?” or “Will this lead to any measurable impact?”

Instead of forecasting the future based on the current state, we need to take a backcasting approach – create a vision of what the future should look like and think what needs to be done to achieve that. Educational travels will be even more effective if such a thinking process can be built into it.

SDGs As New Trend of Education Travel

In the opening remarks, Kubota reviewed difficult times that the tourism industry faced during the COVID-19 pandemic, and that how people renewed their awareness on the importance of education trips for the well-being of children. He also said that the United Nation’s Sustainable Development Goals (SDGs) are attracting attention as key subjects of education trips today and that putting these ideas into education travel will be the sources of growth for the young generation.

Takano talked about a trend in education travel, explaining that the impact of COVID-19 and decennial revision of the school curriculum guidelines have shifted the education travel toward SDGs and Education for Sustainable Development (ESDs) in the context of supporting the growth of children to create a sustainable society for the future. He highlighted that inquiry-based approaches, SDG topics, and focus on regional unique identity are the pillars of education travel.

Tsubota introduced rich tourism resources that Fukui Prefecture offers and its efforts in supporting learning of tourists. The Prefecture provides worksheets for inquiry-based learning and grants for education trips, and creates guidebooks specialized in tourist destinations offering SDG-related learnings.

Nakajima introduced a school trip program her company offers which is set to trigger

environmental learning among students. She said that education travel is a great way to achieve Net Zero 2050 as it helps to raise awareness among students on SDG issues. The tour inspires students with the ideas of carbon offsetting; prior to the travel, students learn about carbon footprint and actions to reduce them, and they put these actions into practice during the course of travel. Nakajima said that the program gives students an opportunity to learn the idea of carbon neutrality and expects that the learning will spread from students to their family members, and eventually to the entire community and beyond.

Inquiry-Based Learning Enhances Students Learning

In the panel discussion, Nakajima pointed out that difference in perception and willingness among regions and individual schools poses difficulty in promoting study tours among schools, and suggested that subsidies and corporate

■ Speakers



Mr. Minoru Kubota
PRESIDENT & COO, Japan Travel
and Tourism Association



Mr. Mitsuhiro Takano
Executive Director, Japan School Trip
Bureau



Mr. Akio Tsubota
Executive Director, Fukui Prefectural
Tourism Federation



Ms. Yuka Nakajima
Team Leader, Kinki Nippon Tourist
Co., Ltd.

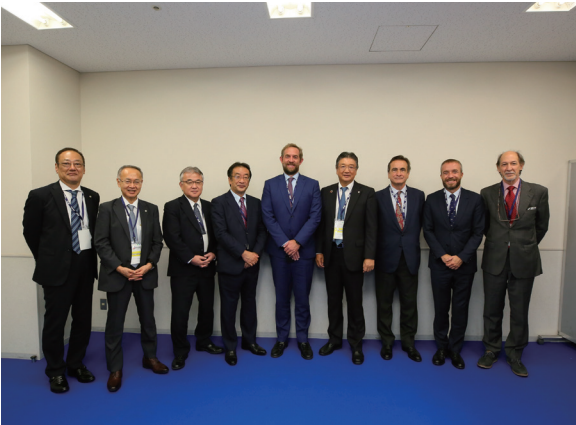
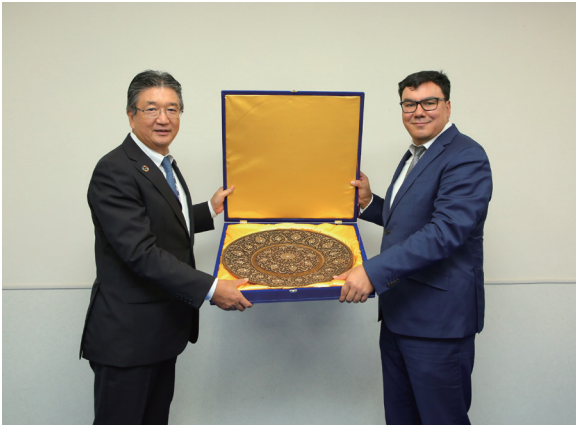
efforts would help fill in these gaps. She also discussed that streamlining excessive services for the sake of carbon offsetting may be viewed as deterioration of quality hospitality in Japan and sought cross-industrial initiatives to renew consumer awareness.

Tsubota said that he puts value on creating travel programs that are easy to use and easy to learn, by enhancing the information on websites to enrich learning before visiting destinations and by creating “trigger for learning” at each destination. He also stressed that having full-time professional workers in the areas such as agriculture and traditional craft-making is the strength of Fukui Prefecture, and that capitalizing this strength to expand the tourist programs would benefit all stakeholders contributing to sustainable tourism.

In closing the discussion, Takano emphasized that adding in the essence of entertainment and joy of traveling in addition to learning is key to successful and fulfilling education travel.



23rd Photo Sketch



Many VIPs from foreign countries made courtesy calls to TEJ

Many VIP people, including ambassadors to Japan and leaders in public and private travel sector, made courtesy calls to TEJ on the 2nd day of TEJ2022.

Visiting VIP people: Spanish Secretary of State of Tourism Kingdom of Spain/Korea Association of Travel Agents/Ambassador to Japan from Italy/Vice President, Tourism Authority of Thailand/Southern African Development Community(Ambassadors to Japan from Botswana and Namibia)/Deputy Prime Minister of the Republic of Uzbekistan/Minister of Tourism and Cultural Heritage/Republic of Uzbekistan/Ambassador of Tunisia,Tunisian Federation of Travel and Tourism Agencies/Director of the UNWTO Affiliate Members Department, World Tourism Organization/The Committee on the Tourism Development under the Government of the Republic of Tajikistan/Director of Tourism Marketing of Visit Indonesia Office



Many people came to the event inspite of the rainy day

GOOD LIFE Fair 2022
Suggesting an enriched life Brought by New life style



Customers are talking up delicious oysters from the region

Asahi Shimbun Company is hosting “Good Life Fair 2022” on September 23-25th in the site of Tourism Expo Japan 2022 (TEJ2022). The fair which is themed “Good Life from Now for Tomorrow (Future)” presenting six categories of daily lives - food, clothing, and housing, and “SDGs Market.” Various merchandise made from natural materials are in the display for sales. They also set up a corner to offer an opportunity to experience online consultations. Christel Takigawa and Sakana-kun were invited as guest speakers and entertained the audience.



The Osaka-Kansai Japan Expo appeals the public in a colorful booth



Philippine staff and visiting buyers in front of the booth



The safety and charm of cruising was shared in the professional seminar

Asia's leading tourism trade show

Tourism Expo Japan2023

2023 OCT.26 Thu - OCT.29 Sun

VENUE Intex Osaka **VISITORS** (Estimated) 130,000 Visitors (Trade/Press: 50,000, General Public: 80,000)

ORGANIZED BY Japan Travel and Tourism Association (JTTA), Japan Association of Travel Agents (JATA) and Japan National Tourism Organization (JNTO)

JOINTLY HELD/ Travel DX Solutions Exhibition 2023 (Tentative) / GOOD LIFE Fair 2023 (Tentative)

As a comprehensive tourism industry event leading a new era in tourism, “Tourism EXPO Japan” promotes “sustainable tourism” and supports the dissemination of a wide range of “new forms of travel.”

5 Benefits of Exhibiting at Tourism EXPO Japan

1 The venues are located in a large-scale commercial area which represents the gateway to Western Japan with the three Kansai airports. High-quality business discussions about domestic travel, outbound travel, and inbound travel to Japan can be conducted.

2 Travel agency buyers (previous event: 645 companies) from not only the Kansai region but also from throughout the country, including the metropolitan Tokyo and Kanto areas, will participate and business meetings will be held for two days based on appointment matching system.
* Based on results of Tourism EXPO Japan 2019 OSAKA/KANSAI.

3 Participants will be able to choose to engage in in-person business meetings through at the Exhibition booth or online business meetings the inteviarnet.

4 This will be an outstanding opportunity to promote a new style of travel directly to the general public from the Kansai region. [Expected number of visitors: 80,000]

5 “VISIT JAPAN Travel & MICE Mart (VJTM) 2023,” an Inbound travel business meetings organized by the Japan National Tourism Organization to be held jointly. * Tentative

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