



Examination Committee (Tentative) ※Listed in Japanese syllabary order.



Committee Chairman:
Mr. Yoshiaki Hongo

Chief, Regional Support Office
for Asia and Pacific, UNWTO
Committee members

Mr. Yoshiro Ishihara
Director Editor-in-Chief, WING Aviation Press Co., LTD.

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Mr. Satoshi Seino
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Mr. Waichi Sekiguchi
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Mr. Kensuke Yabata
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Mr. Shirou M. Wakui
Professor, Landscape Architect (J.R.L.A.), Faculty of Environmental Studies,
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Advantages of Winning a Prize

1. The positive image of the "Japan Tourism Awards Prize" at the Tourism EXPO Japan event boosts organization ratings and aids discovery of new business partners.
2. Use of the Japan Tourism Awards logo for three years enhances trust amongst partners.
3. A wide range of promotional opportunities from the three sponsor organizations will boost motivation among members of winning groups and organizations.
4. Winning initiatives will be introduced on the Tourism EXPO Japan website.



Grand Prizes of the "JAPAN TOURISM AWARDS"

The First in 2015



"Red Pumpkin"©Yayoi Kusama, 2006
Naoshima Miyaura Port Square
Photo / Daisuke Aochi

Setouchi Triennale Executive Committee
**Regional regeneration initiative
via the Setouchi Triennale**

The Second in 2016



Hidatakayama Visit Japan Tourism
Promotion Council

**Bringing in / accommodating
foreign tourists via
government-private sector
collaboration**

The Third in 2017



Minami Sanriku Hotel Kanyo

**Community revitalization and social
interaction initiatives through the Storyteller
Bus, a project designed to help communities
retain lessons learned in the earthquake**

The Fourth in 2018

Snow Country Tourist Area Association
(Snow Country Tourism Zone)

**Creating new brand with the
Regional Cooperation DMO,
'Meet the wisdom hidden in the
white world'**



The Fifth in 2019

Hyakusenrenma Inc.

**Regional Invigoration
Service to Connect
"Farm Stays" with "The World"**



Contact (Inquiries Desk)

Japan Tourism Awards Application Office

TEL: +81-3-5246-7221 E-mail: info@jta.event-infodesk.com

Business hours / Weekdays 10am to 6pm



**JAPAN
TOURISM
AWARDS**



Application Guidelines for The 6th "JAPAN TOURISM AWARDS" in 2020

Tourism EXPO Japan

Application Guidelines

Application Period: March 2 (Mon) to May 29 (Fri). 2020



"Tourism EXPO Japan 2020 in Okinawa" Event Overview

〈Dates〉 Thursday, October 29 to Sunday, November 1st, 2020

〈Venue〉 Okinawa Convention Center And surrounding facilities.

〈Organizers〉
Japan Travel and Tourism Association (JTAA)
Japan Association of Travel Agents (JATA)
Japan National Tourism Organization (JNTO)

〈Concurrent Event〉 ResorTech Okinawa

〈Joint program〉 VISIT JAPAN Travel Mart 2020 -EAST ASIA- (planned)



In collaboration with



Winner of the 5th JAPAN TOURISM AWARDS Minister of Land, Infrastructure, Transport and Tourism's Award Hyakusenrenma Inc. (Regional Invigoration Service to Connect "Farm Stays" with "The World")

Since the foundation of our company, we have worked under the mission "Creating an appeal so powerful that it cannot be overlooked". We are striving to set the world standard of farm stay programs while working to reinvigorate our communities through these farm stays. We are creating and managing unique lodging facilities which are promoted and attract guests through the company's Stay Japan website.
Our mission is to build more unique loggings throughout Japan to highlight the unique architectural and cultural features of each region.
We will continue to put all our energy into vitalizing the interaction and exchange between the travelers and the local communities they visit.



Left: Mr. Hiroshi Tabata Commissioner of Japan Tourism Agency
Center: Mr. Kamiyama / Right: Miss-greenery



Application Guidelines for the 6th “JAPAN TOURISM AWARDS” in 2020

Purpose

Tourism, as part of Japan's growth strategy, plays a major role in the social and economic advancement of the country. Travel and tourism engage a wide range of industries, streamlining the nation's efforts to revitalize its local communities through the sustainable development of domestic, inbound and outbound travel. The Japan Tourism Awards recognize the efforts of business entities, public organizations and entrepreneurs who contribute to the development and expansion of the tourism industry through sustainable initiatives. The Japan Tourism Awards at Tourism EXPO Japan strive to promote sustainable development and to inform the industry and the general public about the efforts to further augment Japan as both a domestic and international travel destination.

Eligible Applicants

On-going projects, initiatives, services and products which already have or are expected to contribute to the sustainable development and expansion of tourism.

Awards (Tentative)



Minister of Land, Infrastructure, Transport and Tourism's Award

1 selected

Certificate of Commendation will be awarded.



Awards for Excellent Partner

1 selected

Certificate of Commendation will be awarded.



Special Awards for DMO Promotion

Up to 2 selected

Certificate of Commendation will be awarded. Awarded in recognition of exceptional DMO initiatives that promote regional tourism.



Special Awards for Media/Promotion NEW

Up to 2 selected

Certificate of Commendation will be awarded. Awarded in recognition of media entities implementing effective promotion.



The Japan Tourism Award for Responsible Tourism in collaboration with UNWTO

Up to 2 selected

Certificate of Commendation will be awarded. Awarded in recognition of exceptional initiatives that resolve local challenges and improve value through tourism. *UNWTO Global Code of Ethics for Tourism: <http://ethics.unwto.org/content/global-code-ethics-tourism>



Special Awards for Risk management NEW

Up to 2 selected

Certificate of Commendation will be awarded. Awarded in recognition of initiatives implementing effective management with regard to risk factors such as natural disasters.



Japan Tourism Agency Commissioner's Awards

3 selected

Certificate of Commendation will be awarded.



Japan Tourism Awards elected by students

1 selected

Certificate of Commendation will be awarded. 20 Student Examination committee who study sightseeing will select outstanding efforts based on their own perspective.



Special Awards for Digital Utilization

Up to 2 selected

Certificate of Commendation will be awarded. Awarded in recognition of initiatives that use digital technology to promote tourism.



Special Awards for Entertainment NEW

Up to 2 selected

Certificate of Commendation will be awarded. Awarded in recognition of initiatives promoting tourism involving entertainment.



Special Awards for Start-ups NEW

Up to 2 selected

Certificate of Commendation will be awarded. Awarded in recognition of innovative initiatives which have been running for less than three years since the start.

Total of 15-20 certificate of commendations will be awarded to the winners.

Assessment

Awards are decided by an examination committee composed of experts from a number of industries including tourism (Committee Chairman: Yoshiaki Hompo, Chief, Regional Support Office for Asia and Pacific, UNWTO) based on the application materials.

Judging Criteria

Points on which applications are judged

Innovation and novelty

- ◆ Does the initiative promote innovation?
- ◆ Does it create a new market as a new business model?

Profitability

- ◆ Sustainability: Does it generate enough profit or are there financial resources to sustain the initiative?
- ◆ Acceptability: Is it acceptable in the market and can it gain repeaters?

* Give the number of users, number of visitors, number of uses, number of operations, or amount of tourism spending, economic effect, over, at the most, the last five years

Expandability

- ◆ Can the initiative work as a model for other areas?
- ◆ Can the initiative be expected to develop further for tourism exchange?

Contribution to Societies

- ◆ Does the initiative seek to grow together with the region and contribute to problem solving and attracting tourism?
- ◆ Does the initiative contribute to the realization of sustainable society through preserving historical and cultural inheritance, protecting the environment, human resource development, or implementing universal design, diversity and risk management?



SDGs

The Sustainable Development Goals (SDGs) are a series of goals put forth by the United Nations to be achieved by 2030 in order to facilitate the sustainable development of society. They consist of 169 targets across 17 goals, and tourism is considered to have an important role to play in their achievement.

<https://www.undp.org/content/undp/en/home/sustainable-development-goals.html>

Collaborative awards (Three new awards will be introduced in 2020)

- Sports culture Tourism Award (Sponsors: Japan Sports Agency, Agency for Cultural Affairs, Japan Tourism Agency)
- Ecotourism Award (Sponsors: Ministry of Environment, Japan Ecotourism Society)
- Industrial Tourism and Town Development Award (Sponsor: Japan Industrial Tourism Promotion Association)



Schedule

Application Deadline

May 29, 2020 (Friday) by 11:59 p.m.

*Applications must be sent (registered by the system) by the above deadline.
*Please take into account that applications sent just before the deadline may encounter transmission difficulties that could cause them to miss the deadline.

June 2020

1st Judgement

Middle of July 2020

Announcement of nomination initiatives for awards

Beginning of August 2020

Final selection of winners

End of August 2020

Announcement of final selection results

October 29, 2020

Awards Ceremony
(Venue : Okinawa Convention Center)

How to Apply

Please apply by filling in the required information according to the application form on the JATA Tourism EXPO Japan official website. Accompanying images and other media can also be uploaded through the application form.

Tourism EXPO Japan Official Website

<https://www.t-expo.jp/en/okinawa/program/award>

You can also scan the QR code to access the website.



- *1 Maximum number of images: 5 pieces
- *2 Maximum total size of the attached images: 25MB
- *3 Regarding the copyrights of the materials submitted as part of the applications, such as photos and other images: If the applicant receives an Award, the applicant grants permission to place said attachments on a list of winning projects (or other printed materials) compiled by the organizers.
- *4 In general, initiatives must have been running for at least one year at the time of application
- *5 Performance figures must be provided
- *6 Partially completed applications can also be saved and performance figure added at a later time

Applications

The JAPAN TOURISM AWARDS accept applications under the following fields and categories.

About Fields

Field of Domestic and Inbound Travel

Initiatives to promote or invigorate domestic or inbound travel

Field of Outbound Travel

Initiatives to promote or invigorate international travel demand from within Japan

《IMPORTANT》

As of this year, application guidelines have been relaxed. Applicants may apply with projects that have already been launched as of the time of application. For such projects, since actual performance figures are not yet available, use projected values on the application form instead.

Application Eligibility

Organizations, groups and individuals providing a lasting effect on cultural exchange through the use or promotion of regional content, such as the government, tourist offices, embassies, local authorities, tourism associations, NPOs, DMOs, TV Station, Newspaper publishing Company, Publisher, film commissions and sports commissions. * Performance figures may relate to numbers of invitations (persons, groups), economic outcomes or other performance indicators.

Examples

Regional tourism development by DMOs, promotion using regional content (including video and posters), efforts to convey regional traditions, culture or craftworks, promotion using regional products, event development, promotion using mascots, regional tourism development which enables access for persons with disabilities (universal tourism), initiatives to encourage international visitors to Japan (promotion, infrastructure, hospitality, etc.), disaster recovery initiatives and tourism personnel training

▼ Supplementary item

- Possession of/type of corporate status are not considered.
- Joint efforts by multiple associations or organizations are also eligible.
- Repeat applications are allowed (if your initiative was the subject of a previous application, be sure to explain how it has developed since then).
- Repeat applications featuring award-winning initiatives are also allowed (however, the program must have been expanded or further developed).
- Applications based on progress made since applications submitted last year are also accepted.
- The program must have already started at the time of application.



From the winners:

- Since winning the Award, our employees are more motivated and the quality of our work has improved." (Tourist information agencies, accommodation facilities, tourism associations)
- "We've been interviewed by local TV stations and newspapers." (Municipal governments, regional councils, DMOs, travel agencies)
- "After winning the Award, we put the pennant up in the tour buses, which helps our guests to appreciate the quality of our tours. We are also happy that we'll be able to print the Awards logo on our next pamphlet to bring more positive attention to upcoming tours."
- "We've been asked by other municipalities to give lectures and also to be on panels." (Municipal governments, tourist information agencies)
- "We've been featured in local PR magazines." (Regional councils, DMOs)
- "After winning the Award, we printed the Japan Tourism Awards logo on pamphlets and also posted the logo at our offices, and we've noticed that we've now got more inquiries from potential customers. It's really helped us with our branding." (Accommodation facilities, travel agencies)



The Awards logo on our next pamphlet (Yuda Dam)

Winning the Award, we put the pennant up in the tour buses (JTB)

