



# Tourism EXPO Japan 2022 Forum Report

## Keynote Speech The 5th TEJ Ministerial Round Table

September 22, Thursday, 2022  
Tokyo Big Sight, Conference Tower

# Tourism EXPO Japan 2022 Forum Report

## C O N T E N T S

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### Theme of TEJ 2022

### Taking on a New Era – Restart!

#### Keynote Speech

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**Speaker:** Mr. Shinichi Inoue  
Chairman, The Scheduled Airlines Association of Japan  
Representative Director, President and CEO  
ALL NIPPON AIRWAYS CO., LTD.

#### The 5th TEJ Ministerial Round Table

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**Speakers:** 12  
Tourism Ministers/Secretaries from 7 countries  
Chief Executives from leading international tourism  
organizations





## Keynote Speech

# OUR CHALLENGE For The FUTURE WONDERFUL SKY

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



The Scheduled Airlines Association is dedicated to promoting the sound development of the air transport industry in Japan through research and study of all aspects of the industry. Currently, 19 airlines based in Japan are members. We are not only full-service carriers, but also LCCs and a cargo airline. Although we are competitors in the marketplace, we are working together to solve a variety of issues for the development of the

airline industry as a whole. Today, I would like to talk about the challenges of a sustainable airline industry, which is exactly what we are doing.

### **Two Perspectives on Overcoming Challenges in the Airline Industry**

The nature of international air transportation, which carries customers and cargo be-

tween various countries and regions, makes it difficult to determine to which country the CO<sub>2</sub> emitted from transportation belongs. For this reason, the International Civil Aviation Organization (ICAO) has established common targets and schemes. For international flights, ICAO has established CORSIA (Carbon Offsetting and Reduction Scheme for International Aviation), a scheme to reduce and offset CO<sub>2</sub> emissions. Domestic lines follow the laws and regulations and government policies of the countries in which they operate.

The aviation industry accounts for 2% of global CO<sub>2</sub> emissions. The aviation industry is working together not only to comply with the rules, but also to contribute as much as possible to the sustainability of humanity. Airline passengers are changing their values and demanding more sustainable air cargo and travel. Sustainability is essential for us, as airlines, to connect the world and leave the value we create through the transportation of people and goods to future generations.

The International Air Transport Association (IATA) has identified two key aspects of the goal of net-zero emissions by 2050. The first is a combination of approaches, including the use of sustainable aviation fuels (SAF), new technologies, operational innovations, carbon offsets, and carbon emissions reductions (CERs). Some of the technologies are challenging and require innovation, but the work to be done is well organized. The second is collaboration. This is not an issue that can be solved by airlines alone, but requires collaboration among all industries, public and

private sectors, including government support, fuel producers, investors, and airline users.

### **SAF Holds the Key to Achieving Net-zero Emissions**

SAF is the technology that will play the most important role in achieving net-zero emissions by 2050. The aviation industry has long relied on petroleum-derived jet fuel, but technological advances are enabling the use of conventional synthetic fuels from non-oil feedstocks, including exhaust gases and municipal solid waste. The value of SAF is that it is drop-in fuel, meaning that conventional infrastructure, such as engines and fueling facilities, can be used without modification. SAF contributes to the realization of net zero CO<sub>2</sub> emissions while using current internal combustion engines.

Conventional jet fuel is a one-way system that releases carbon dug up from the ground into the atmosphere; SAF is a carbon recycling system that uses the carbon already on the ground. Although SAF still emits CO<sub>2</sub> from the engine, it does not increase CO<sub>2</sub> emissions over its entire life cycle, making it a sustainable alternative. This is why it is called a sustainable aviation fuel.

However, replacing it with SAF does not guarantee a 100% reduction in CO<sub>2</sub> emissions. It can contribute to a reduction of up to 90% compared to conventional jet fuel, but it leaves behind 10% of the CO<sub>2</sub> emitted during the SAF production process and during the transportation of raw materials and products.

The remaining CO<sub>2</sub> is the result of the SAF production process and the transportation of raw materials and products. Therefore, as IATA points out, a combination of methods is the key to decarbonizing the airline industry. The industry's goal is to achieve net-zero emissions through the use of state-of-the-art technologies such as carbon offsets and direct air capture, which captures CO<sub>2</sub> directly from the atmosphere.

### **Promoting SAF and Raising Awareness**

In Japan, JAL decided to invest in Fulcrum BioEnergy, a SAF manufacturer in the United States, in 2018. In 2019, ANA established a supply chain to import SAF from Neste in Finland, and became the first airline in Asia to offer scheduled flights to and from Haneda and Narita airports. Unfortunately, domestically produced SAF has not yet been commercialized. The mass production and price reduction of domestically produced SAF is a key to achieving carbon neutrality in the airline industry in the future.

The Japanese government is also taking advantage of Japan's technological capabilities to lead innovation in SAF, and is conducting multiple demonstrations of manufacturing technologies. The Ministry of Land, Infrastructure, Transport and Tourism (MLIT) established a dedicated organization -- the Carbon Neutrality Promotion Office -- in April 2022. It has also launched a public-private council for SAF production, which is working on a series of issues from raw material procurement to production and supply

chain construction in Japan. The public-private council includes airlines, fuel manufacturers, MLIT, the Ministry of Economy, Trade and Industry (METI), the Ministry of Agriculture, Forestry and Fisheries (MAFF), and the Ministry of the Environment, and an all-Japan structure is being established. On the other hand, it must be said that awareness of SAF is still low. Therefore, ANA and JAL have jointly prepared a report to raise awareness of SAF and promote its spread. In March 2022, "ACT FOR SKY," a voluntary organization that works to raise awareness of SAF across industry sectors, was also launched. "ACT" stands for "Action," and participating companies are working together to develop a supply chain that includes SAF production and procurement of raw materials. In addition, ANA is the first airline in Asia to launch a decarbonization program called the SAF Flight Initiative. Companies that want to reduce their indirect CO<sub>2</sub> emissions (so-called Scope 3 emissions) from air cargo transport and employee business travel are invited to participate in this program, which will help promote the use of SAF. Reduction of CO<sub>2</sub> emissions from transportation and employee travel thereby contribute to cross-sectoral decarbonization.

### **Environmental Initiatives with Travelers and Communities**

The airline industry is working with local communities and customers to address not only decarbonization, but also a variety of other environmental issues at home and

abroad. For example, we are promoting the so-called 4Rs (Refuse, Reduce, Reuse, Recycle), which include eliminating the use of plastic products whenever possible, reducing the amount of plastic products used, and reusing important resources. We have also introduced an industry-wide initiative to reduce food waste to zero, and we have introduced an upcycling program to revitalize maintenance clothes and uniforms.

We are also working to protect the natural environment. Examples include the preservation of rich coral reefs and rare plants and animals, extermination of invasive alien species, reforestation and beach cleanups for earthquake recovery. In addition, to prevent illegal trafficking of wildlife, all employees learn and stay vigilant in their day-to-day work. In this way, we are expanding our activities into the area of tourism with environmental conservation as a hook, and we are also promoting our environmental program, which allows our customers to experience the charms of nature, contribute to local com-

munities, and provide sustainable travel values. Three years of the COVID-19 pandemic has changed the way our customers think and their travel demands. We are trying to offer a new kind of tourism that is in tune with these changes.

My final message is "Collective Efforts for Future Wonderful SKY." The airline industry, through new technologies such as SAF, is transforming itself into a transportation infrastructure that does not increase CO<sub>2</sub> emissions by 2050. We are also working to solve various environmental issues with the cooperation of local communities and customers. In tourism, we will continue to work with local communities to provide sustainable travel experiences that allow people to travel comfortably around the world. We are committed to transcending the boundaries of the public and private sectors, as well as the boundaries of the industrial sector, to connect sustainable air transportation and travel experiences to the next generation. I hope you will look forward to the future of Japan.

# The 5th TEJ Ministerial Round Table

## Main Theme: Tackling Climate Change – Tourism Stakeholders' Endeavors

### Sub Theme: Coexisting with COVID in the Post-Pandemic World – Solutions for the New Tourism Industry

# Top Leaders Renewed Unity After COVID-19 Pandemic

The 5th TEJ Ministerial Round Table was attended by ministers and top tourism leaders from seven countries and a total of 11 representatives from four international tourism organizations, including the World Tourism Organization (UNWTO). From Japan, Mr. Hiroo Ishii, State Minister of Land, Infrastructure, Transport and Tourism attended the round table. Followed by remarks from Mr. Ion Vilcu, Director of the Affiliate Members Department, UNWTO, presentations was made by the participants who later exchanged opinions on the new public-private partnership between the government and the private sector.



### Moderator

#### 'Tourism Stakeholders' Contribution to Tackling Climate Change



#### Ms. Marjorie Dewey

President  
Connect Worldwide Japan Co., Ltd.

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."

### Welcome Speech

#### Changing Our Perception Toward Tourism Today



#### Mr. Ion Vilcu

Director of the Affiliate Members Department  
World Tourism Organization (UNWTO)

The COVID-19 pandemic has been a major blow to the tourism industry, highlighting its vulnerabilities. Among the many uncertainties, one of the biggest challenges is climate change. If tourism is to meaningfully accelerate climate action, the sector as a whole needs to be more ambitious. New voices and ideas must be heard and worked together more than ever before. Strong public-private partnerships will be an essential tool in finding solutions for the future of tourism.

**Panelists**

**Keys for Revival; Ecological Sustainability, Economic Sustainability and Equity**



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

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.

**To Be More Environmentally Friendly and World-Class Destination**



**H.E. Dr. THOK Sokhom**  
Under Secretary of State, Ministry of Tourism  
Kingdom of Cambodia

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.

**Promote Tourism Sector as An Economically Strategic Sector**



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

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.

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



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

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 economic and social aspects. Public-private cooperation is essential to realize sustainable development by tourism, overcoming climate change and coexisting with COVID-19.

**For Tourism to Bounce Back Healthier in Every Way**



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

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.

**Tourism Destinations Play a Role for Reducing Climate Change**



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

We've seen how figures have grown and maintained security and safety of residents as well as tourists. 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 autonomous communities and local entities.

## Panelists

### Creating Roadmap to Net Zero 2050 in Tourism



**Ms. Maribel Rodriguez**  
Senior Vice President  
World Travel & Tourism Council (WTTTC)

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.

### Human Capital Development is Key to Tourism Resilience



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

COVID-19 highlighted the need for greater global partnerships and redefinition 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.

### Mobilize Resource and Raise Awareness of The Green Tourism



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

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.

### Collective Power of Travel Sector to Climate Cause



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

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.

### Summary



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

The panelists said that PPP -- public-private partnership -- must be promoted at the regional level. I think we were able to share the importance of this approach here. As a platform, multi-stakeholder cooperation and collaboration are necessary. Tourism should be promoted in various fields, including global, regional and local. In particular, tourist attractions and destinations should participate. It is important to educate people about local issues and learn lessons from them. We must also keep in mind that consumers have already changed after the pandemic. In the face of climate change, travel destinations will change, and more people will travel in a socially and economically responsible manner. Both the public and private sectors must adapt to this change. In addition, a broad shift in perceptions must be considered. Government political agendas will also change. I think this is true on a global level.

Paradoxically, the pandemic has created a political opportunity. In order to seize this opportunity, the UNWTO is united and will continue to support such efforts. We want to bring together people from government, business, local communities to work on climate change in particular.



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The Power of Travel



**Tourism  
Expo  
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