

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



Committee Chairman
Mr. Yoshiaki Hongo
Chief, Regional Support Office for Asia and Pacific, UNWTO

Mr. David Atkinson
President, Konishi Decorative Arts and Crafts Co., Ltd

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

Mr. Yoshiyuki Oshita
Professor, Doshisha University

Mr. Hitoshi Saimyou
President, Japan Travel and Tourism Association

Mr. Koji Takahashi
Executive Senior Vice President, Japan National Tourism Organization

Mr. Waichi Sekiguchi
Representative Director, MM Research Institute, Ltd

Ms. Akiyo Miyagawa
Manager, Development Bank of Japan Inc.

Mr. Hiroyuki Takahashi
Chairperson, Japan Association of Travel Agents(JATA)

Ms. Masami Morishita
Professor, Department of International Tourism Management Faculty of International Tourism Management, Toyo University

Mr. Masayuki Wakui
Professor, Landscape Architect (J.R.L.A.), Faculty of Environmental Studies, Tokyo City University

***One person from the Japan Tourism Agency to be appointed**

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

Setouchi Triennale Executive Committee
Regional regeneration initiative via the Setouchi Triennale



The Second in 2016

Hidakayama 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



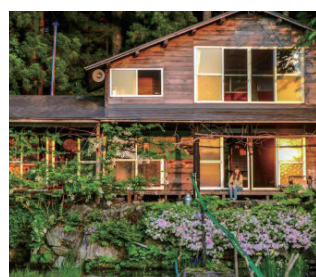
The Fourth in 2018

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”



The Sixth in 2020

Amami Innovation Co., Ltd.
Expanding “(Daily) Tourism of everyday life experience” Created by Village Culture With “Denpaku + Magun Square” Both Domestically and Internationally



The Seventh in 2023

Ensen Marugoto Co., Ltd.
“Ensen Marugoto Hotel” By considering the area along the railway line as one hotel, it is designed to revitalize this declining regions so the visitors can enjoy the charms of the whole railway line.



Contact (Inquiries Desk)

Japan Tourism Awards Application Office

TEL:+81-3-5246-6061
E-mail:info@jta.event-infodesk.com
Business hour / Weekdays 10am to 6pm

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JAPAN TOURISM AWARDS



The 8th “JAPAN TOURISM AWARDS” in 2024

Application Guidelines

Application Period: April 1 to May 31, 2024

Tourism EXPO Japan

Travel, An Encounter With New Value Awaits



“Tourism EXPO Japan 2024 Event Overview

Dates : Thursday, September 26 to Sunday, September 29, 2024

Venue : Tokyo Big Sight East Exhibition Halls

Organizers : Japan Travel and Tourism Association (JTTA),

Japan Association of Travel Agents (JATA),

Japan National Tourism Organization (JNTO)



**Winners of the 7th JAPAN TOURISM AWARDS
Minister of Land, Infrastructure, Transport and Tourism ‘s Award
Ensen Marugoto Co., Ltd.**

We are very honored and surprised to receive this prestigious award, the Japan Tourism Awards, and, at the same time, we feel a great sense of responsibility. We are a very small company, established in the middle of the Corona disaster, with an office in an unstaffed station in the unexplored area of Okutama, Tokyo.

Our “Ensen Marugoto Hotel” is a project to transform local issues to values to the local community as a whole by using Tokyo Adventure Line of the JR Ome Line to resemble a hotel, with slogans of turning “unstaffed stations into front desks of the hotel,” “vacant houses into hotel rooms” and “residents into hotel cast members.” As the shape of travel changes in the post-Corona era, we will strive to create new tourism together with local residents.



Application Guidelines for the 8th "JAPAN TOURISM AWARDS" in 2024

Purpose








In order to adapt to the various paradigm shifts taking place in the world, it has become imperative for tourism to shift toward a new normal. To begin with, tourism needs to cater to the well-being* of travelers and consumers, regardless of the difficulties and constraints that may exist. In addition to revitalizing local economies and societies through the creation of new employment opportunities, there is also a need to deepen our mutual understanding in a manner that transcends national and regional borders, spur growth in Japan and other countries around the world, and ultimately achieve world peace. Tourism must continue to evolve in order to ensure the revival and sustainability of the "power of travel."

To achieve this goal, tourism needs to be engaged in addressing a diverse range of issues, including contributing to local communities, ensuring safety and security, enhancing productivity, and protecting our environment.

The Japan Tourism Awards will recognize the efforts of organizations, companies, and groups and individuals that play a major role in ensuring the revival and sustainability of the "power of travel" by drawing attention to their exemplary initiatives. The awards-winning initiatives will be widely publicized throughout the world in collaboration with Tourism Expo Japan as model cases with the aim of contributing to the future development of tourism.

*The World Health Organization (WHO) has defined "health" as "a state of complete physical, mental, and social well-being."

Awards (Tentative)

 <p>Minister of Land, Infrastructure, Transport and Tourism's Award</p> <p>1 selected Certificate of Commendation will be awarded.</p>	 <p>Minister of Economy, Trade and Industry's Award</p> <p>1 selected Certificate of Commendation will be awarded.</p>	 <p>Japan Tourism Agency Commissioner's Awards</p> <p>3 selected Certificate of Commendation will be awarded.</p>
 <p>Executive Committee Award</p> <p>1 selected Certificate of Commendation will be awarded. Initiatives that contribute to synergy effects with Tourism EXPO Japan will be recognized.</p>	 <p>UN Tourism Awards</p> <p>2 selected Certificate of Commendation will be awarded. UN Tourism is the common name for the United Nations World Tourism Organization (UNWTO)</p>	 <p>Jury's Special Awards</p> <p>Total of 10-15 Certificate of Commendation will be awarded.</p>
 <p>Japan Tourism Award elected by students</p> <p>1 selected Certificate of Commendation will be awarded.</p>	<p>Approximately 20 Student Examination committee who study sightseeing will select outstanding efforts based on their own perspective</p>	 <p>Winners</p> <p>Total of 15-20 Certificate of Commendation will be awarded.</p>

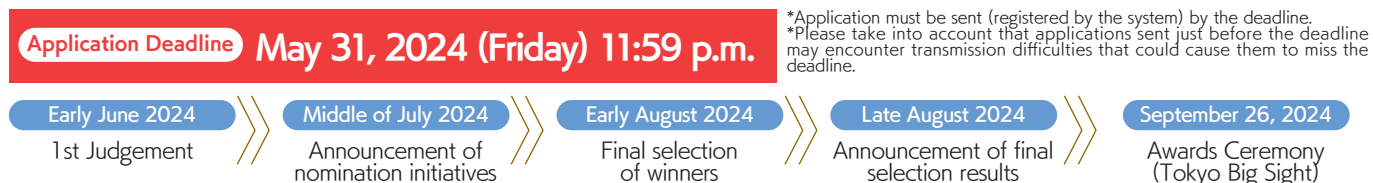
Assessment

Awards are decided by examination committee composed of experts from a number of industries including tourism (See back cover for information on the examination committee.) based on the application materials.

Judging Criteria

Innovation	<ul style="list-style-type: none"> Does the initiative promote innovation and create a new market as a new business model? Does the promotion of tourism DX contribute to improve the convenience of travelers and improve the productivity of the tourism industry and local industries? Does the innovation initiative bring new expansion to stimulate the local economy and to improve the sustainability of the region, industry, etc.?
Profitability	<ul style="list-style-type: none"> Does the initiative contribute to the realization of a "profitable region" and the improvement of the profitability of the tourism industry, such as by adding high value to tourist destinations and the tourism industry? Is the initiative expected to secure revenue and financial resources, and is it also accepted by the market, such as obtaining high user satisfaction? Does the initiative enhance the continuity and effectiveness to promote sustainable tourism? <p>* Clearly state the specific results such as handling number of people, number of visitors, handling number of cases, number of operations, amount of tourism consumption, economic effect, etc.</p>
Contribution to sustainable tourism	<ul style="list-style-type: none"> Is it possible to implement the initiative on a sustainable basis? Does the initiative contribute to the realization of sustainable society through protection of the environment, utilization and preservation of local resources such as historical and cultural inheritance, human resource development, universal design, diversity and risk management? Is it a resilient initiative?
Contribution to regional revitalization	<ul style="list-style-type: none"> Is the initiative contributing to the development of the local community in cooperation with various stakeholders?

Schedule



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 2024 Official Website
<https://www.t-expo.jp/biz/program/award>

You can also access with the QR code on the right.



*Maximum of 6 photos and 30 MB in size for attachment.

*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.

*As a prerequisite for application, the business of the initiative must be started at the time of application.

*Entry of numerical targets are required

*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.

Field of Domestic and Inbound Travel

Initiatives to promote or invigorate domestic or inbound travel

Fields of Outbound Travel

Initiatives to promote or invigorate international travel demand from within Japan

Application Eligibility

Organizations, companies, groups and individuals who have contributed to the promotion and development of tourism, that have developed businesses that contribute to the expansion of tourism such as governments, tourism offices, embassies, local authorities, tourism associations, DMOs, NPOs, travel agencies, transportation companies, accommodation facilities, food industries, ICT, agricultural, forestry and fishery industries, traditional craft industries, TV stations, newspaper companies, publishers, film commissions, sports commissions and industrial tourism.

Initiatives eligible for application

- (1) Initiative to promote a sustainable tourism region
- (2) Initiative to promote international mutual exchange
- (3) Initiative to expand domestic exchange
- (4) Initiative to expand outbound travel

Supplementary item

1. Possession of/type of corporate status are not considered.
2. Joint efforts by multiple associations or organizations are also eligible.
3. Repeat applications are allowed (if your initiative was the subject of a previous application, be sure to attach documents that explains how it has developed since then).
4. Multiple applications are acceptable from the same group or organization if the initiatives are clearly different.
5. The program must have already started at the time of application.
6. The applicant must not be any crime syndicates, their member, a company or organization affiliated with them, a person affiliated with them, or any other antisocial force.

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)
- "The award has given momentum to come up with new ideas with the goal of winning consecutive awards at the next Japan Tourism Awards." (Municipalities and regional councils)
- "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." (Tourist information agencies, travel agencies)
- "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 are getting more inquiries from potential customers. It's really helped us with our branding." (Accommodation facilities, travel agencies)