Sustainable Area Management Using Tourism

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1. Initiative by the Japan Tourism Agency
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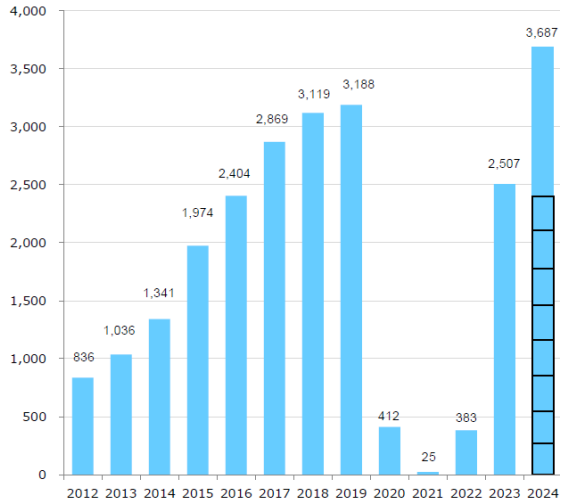
1. Initiative by the Japan Tourism Agency
(1) Recent tourism trends and challenges

- The number of international visitors to Japan has marked a record high; however, about 70% of them were concentrated in urban areas.
- As a result, negative effects such as congestion and poor manners have emerged, raising concerns about their impact on local residents and a decline in tourist satisfaction.

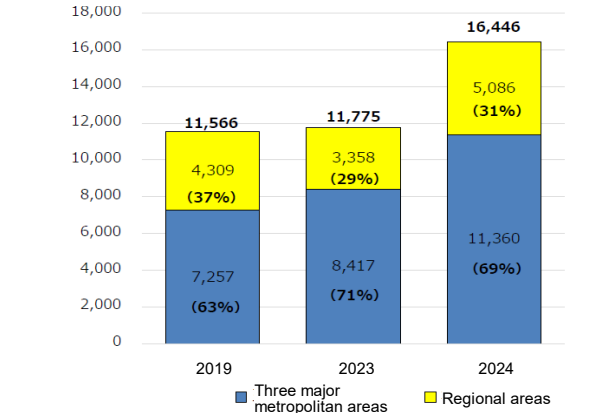
Ten thousand people

Trend of number of international visitors to Japan



Comparison of total number of guest nights by international visitors

Ten thousand guest nights



* Three major metropolitan areas include Saitama, Chiba, Tokyo, Kanagawa, Aichi, Kyoto, Osaka, Hyogo.

1. Initiative by the Japan Tourism Agency

(2) Initiatives

Development of *Japan Sustainable Tourism Standard for Destinations (JSTS-D)*

○The Japan Tourism Agency and the UN Tourism Regional Support Office for the Asia and the Pacific, jointly developed ***Japan Sustainable Tourism Standard for Destinations*** *(JSTS-D)* **which comply with the international standards** in June 2020.

○*JSTS-D* serves as **a tool for local governments and destination management organizations (DMOs) to implement sustainable area management**, **paying attention to both tourists and local residents**.

4 fields

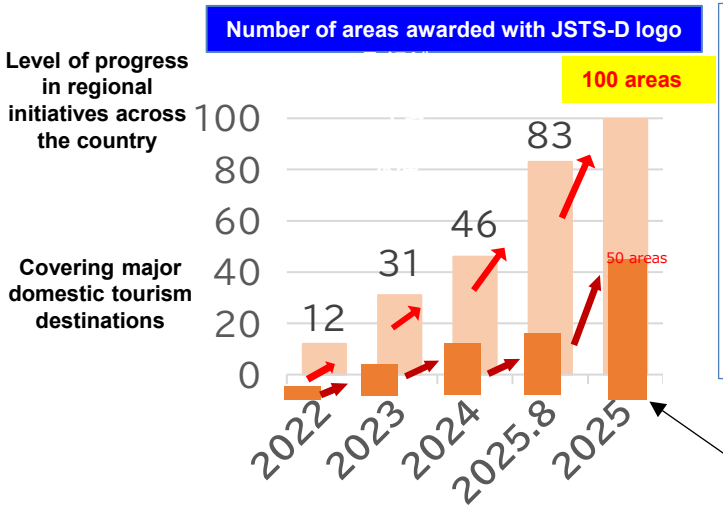
- **A Sustainable management**
- **B Socio-economic sustainability**
- **C Cultural sustainability**
- **D Environmental sustainability**

47 categories and 113 subcategories

1. Initiative by the Japan Tourism Agency
(2) Initiatives

○**The fourth Tourism Nation Promotion Basic Plan** sets an objective using **the number of areas implementing initiatives based on *Japan Sustainable Tourism Standard for Destinations*** as an index.
○Local governments and DMOs receive **support for their initiatives concerning the promotion of sustainable tourism in their areas**.

Target for 2025: 100 areas



○ **Areas implementing initiatives** for sustainable tourism destinations in line with ***JSTS-D*** **are awarded with the JSTS-D logo**.

(Requirements)
- Tourism plan based on *JSTS-D*
- Staff training

○Applicants with this logo receive preferential treatment when applying for JTA subsidies.

Some areas aim to acquire international certifications.

Of the areas awarded with the logo, the number of the areas internationally certified or recognized(*) (*) Green Destinations (GD)、UN Tourism Best Tourism Villages (BTV)

2. Sustainable Area Management Using Tourism

(1) Pathway to Solving Local Issues

What is sustainable area management?

Recent Issues

- ✓Low birth rates and aging populations
- ✓Threats to unique resources (natural environment, culture, traditional industries)
- ✓Fiscal deterioration
- ✓Need for carbon neutrality

Sustainable Area Management

➢A comprehensive approach to leveraging collective strength amid resource constraints

2. Sustainable Area Management Using Tourism

(1) Pathway to Solving Local Issues

What is sustainable area management?

- Sustainable area management aims to maintain and improve the living environment and residents' QOL for the future.
- The first step is to discuss and share a vision for the area's living environment 50 to 100 years ahead, considering current measures and potential issues.

Long-term care, Welfare

Relocation to local areas

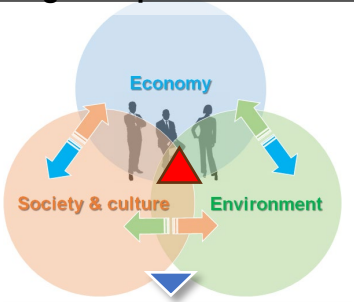
Agriculture

Tourism

Response to social demands:

Sustainable area management

Continue to resolve issues comprehensively, targeting all aspects of the area



Vision

2. Sustainable Area Management Using Tourism

(1) Pathway to Solving Local Issues

Reasons for using tourism for sustainable area management

Tourism can be used to fulfill sustainable area management requirements

Characteristics of tourism

(1) Tourism affects all aspects of an area, including social, cultural, environmental, and economic dimensions.

(2) Tourism impacts various industries and a wide array of people.

(3) Leadership from top officials and interdepartmental collaboration are necessary for planning and implementation.

(4) While tourism is quick to both overheat and cool, it is also a source of employment and can underpin regional economy.

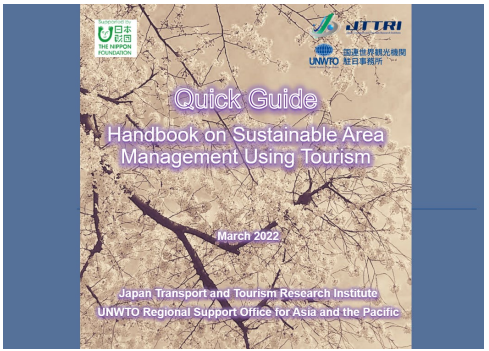
2. Sustainable Area Management Using Tourism

(1) Pathway to Solving Local Issues

The Handbook: Practical Guide on Sustainable Area Management Using Tourism

- The Handbook, developed by JTA and the UNWTO Regional Support Office for Asia and the Pacific, draws on the UN Tourism Guidebook and incorporates recent examples.
- It outlines the necessary steps in realizing sustainable area management.
- The Handbook promotes an evidence-based approach, enhancing residents' quality of life.

Take tourism as an entry point to resolve regional issues!



2. Sustainable Area Management Using Tourism

(2) Key Points of Sustainable Area Management Using Tourism

Steps for sustainable area management using tourism

Preparing to Start

- ✓Defining the reasons and purpose of sustainable area management using tourism
- ✓Identifying and organizing related plans, measures, issues, indicators, and data
- ✓Facilitating the participation of other departments and related business entities

Clarify issues and vision for the area's future **Phase A**	**Step 1: Define the destination** **Step 2: Identify and involve stakeholders** **Step 3: Identify tourism assets and current risks** **Step 4: Clarify issues and vision for the area's future**
Identify priority issues, craft initiatives, and design indicators **Phase B**	**Step 5: Identify priority issues, build consensus among stakeholders** **Step 6: Consider and share initiatives to resolve priority issues** **Step 7: Consider indicators based on priority issues and initiatives** **Step 8: Select indicators and design the measurement process**
Measure, analyze, share, and improve **Phase C**	**Step 9: Collect data and measure indicators** **Step 10: Analyze, report, and share on movement of indicators** **Step 11: Improve by adjusting indicators and management**

2. Sustainable Area Management Using Tourism

(2) Key Points of Sustainable Area Management Using Tourism

The Handbook includes …

- Model case of the management structure
- Formats and worksheets to support each step
- Lists of indicators that address major challenges
- Introduction of international and domestic good case studies ; Action taken by each step

3. Case study

Gifu Prefecture, JAPAN:
Using tourism to create new core regional industries

Regional issues:

- **A steep increase in tourists has had negative impacts on residents. Some claim that the economic effects of tourism have not been returned to their areas.**
- **With the aging population, the number of those who inherit traditional industries and traditional fishing methods has been decreasing.**
- **Response to frequent heavy rain disasters.**
- **Change in travel style.**
- **The need for core industries that are unaffected by external factors like economic fluctuations, and underpopulation decline.**

Population: 1.98 million
Area: 10,621 km^2
Annual guest nights: Domestic visitors 5.64 million,
International visitors 1.66 million

Gifu Sustainable Tourism Observatory | UN Tourism (unwto.org)

3. Case study

ACTION

Clarify issues and vision for the area's future Phase A

- With the local government at the center, it invited residents and local stakeholders to identify and clarify the region's unique tourism resources and related challenges.
- Appointed an executive responsible for promoting the SDGs within the prefecture, and established the collaboration system involving all sectors of the prefecture.

Identify priority issues, craft initiatives, and design indicators Phase B

- Worked on the Japan Sustainable Tourism Standard for Destinations (JSTSD), and strengthened branding.
- Formulated a working group composed of regional stakeholders.
- Conducted a survey on the satisfaction level of local residents with tourism.

Measure, analyze, share, and improve Phase C

- Set indicators for the economy (regional economic benefits, employment, tourism seasonality), society and culture (regional satisfaction levels, governance, accessibility, cultural preservation), and the environment (conservation, etc. of the natural environment), and monitored them periodically.
- Gathered and analyzed the data and utilized them to develop regional strategies.
- Acquired an international certification related to sustainable tourism and enhanced international promotion.

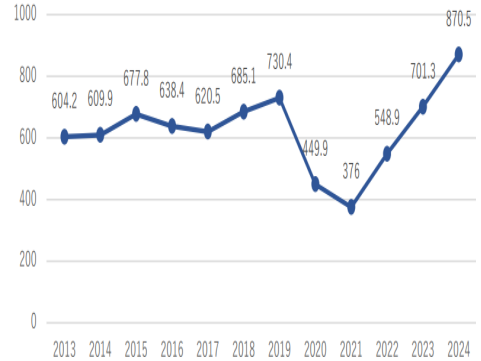
3. Case study

RESULTS

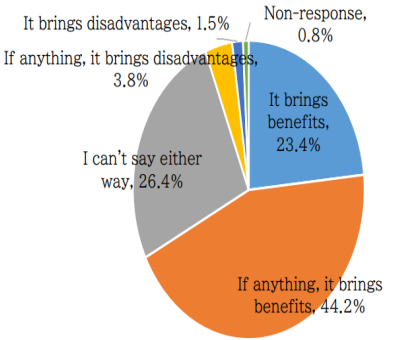
- **Boosting tourism by strengthening regional appeal and promoting overnight travel**
- **Fostered civic pride and understanding of the importance of local traditional culture.**
- **Positive environmental impact, including waste reduction.**

- **Develop tourism as a new pillar in the area's industry by identifying and communicating on various new resources.**

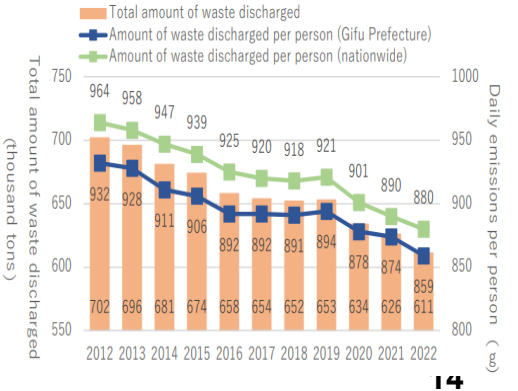
Number of overnight guests (total) (10,000 people)



Perception on benefits and disadvantages of tourism promotion



General waste discharge: 1,000 tons



Thank you for listening!

Should you have any questions, please feel free to reach out.