



Tourism Resilience

Tourism Resilience Summit Ministerial Meeting
Joint Statement
10 November 2024, Sendai

Sendai Statement

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1. On 10 November 2024, Japan hosted the “Tourism Resilience Summit” in Sendai, in collaboration with UN Tourism. Sendai provided the site for the Summit as it has been working to recover from an unprecedented disaster. Sendai is also the place where the Sendai Framework for Disaster Risk Reduction 2015-2030 was adopted at the Third UN World Conference on Disaster Risk Reduction. The Summit aimed to contribute to more resilient and sustainable development of the global tourism sector.
2. The term ‘resilience’ has traditionally been associated with discussions on disasters caused by natural hazards and economic crises. However, the COVID-19 pandemic has highlighted the vulnerability of the tourism sector to external pressures.
3. As tourism is expected to grow substantially in both scale and influence, the likelihood of tourism-related risks affecting the economy and society will increase. In our ongoing efforts to achieve the Sustainable Development Goals (SDGs), the concept of "tourism resilience" holds critical importance, recognizing the interconnection between sustainability and resilience.
4. At the Ministerial Meeting, it was affirmed that advance preparation to prevent and minimize the impacts of crises and disasters caused by natural hazards is of utmost importance. At the same time, it was acknowledged that absorbing the impacts of crises and disasters caused by natural hazards and recovering through adaptation and transformation is necessary to better prepare for future threats. The meeting provided an opportunity for each country and international organization to share their experiences and knowledge, and to summarize the direction of initiatives to improve ‘tourism resilience’.

Preventing and Minimizing the Impacts of Crises and Disasters Caused by Natural Hazards

5. It is important to prepare in advance, ensure the effective function of response systems and collect and communicate accurate information to prevent and minimize the impacts of crises and disasters caused by natural hazards. We hereby affirm the following initiatives:
 - i. Anticipating and evaluating risks based on the geographical conditions and characteristics of the tourism industry in each region, subsequently applying this knowledge to the tourism sector.
 - ii. Identifying necessary stakeholders and clarifying roles in advance to establish coordination systems that function effectively in the face of threats.
 - iii. Informing tourists, tourism businesses, and residents about potential risks, establishing reporting lines in advance, collecting and disseminating accurate information promptly in the event of a crisis and disasters caused by natural hazards, and preventing and controlling damage caused by the spread of misinformation after the events.
 - iv. Conducting training, simulations, and capacity building of both individuals and organizations for crises and disasters caused by natural hazards.

Absorbing the Impacts of Crises and Disasters Caused by Natural Hazards, and Recovering through Adaptation and Transformation

6. It is essential to minimize the impacts and make progress toward recovery after a crisis or a disaster caused by a natural hazard. Adaptation and Transformation should be part of the recovery process, with an emphasis on preparing for future threats. We hereby endorse the following initiatives:
 - i. Applying insights gained from past experiences to develop a tourism strategy, aimed at improving responses to future crises and disasters caused by natural hazards.
 - ii. Strengthening cooperation between the public and private sectors to continue and resume tourism businesses, and to secure human resources in tourism destinations.
 - iii. Developing and promoting tourism products throughout the entire community in line with the future vision of each region through the process of recovery and creation of tourism demand.
7. These initiatives cannot be realized by focusing solely on the tourism sector. We pursue 'tourism resilience' through collaboration and cooperation with a wide range of stakeholders at the global, national, local, and private sector.