

# **Initiatives on Tourism Resilience in Japan**

**Japan Tourism Agency**

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- 1. Tourism Resilience on Global Framework**
- 2. Tourism Resilience Summit 2024**
- 3. Initiatives in Japan**
- 4. Roadmap to 2027**

# 1. Tourism Resilience on Global Framework

# Discussions on resilience and tourism

9.11 2001

2001

In response to the 9/11 terrorist attacks, the UN Tourism established the **Tourism Recovery Committee** to assess the state of the tourism industry and recovery strategies.

SARS 2008

Financial crisis 2009

2017

Designated as the **International Year of Sustainable Tourism for Development**, saw the adoption of the Montego Bay Declaration, which emphasized ;

- (1) Global and local governments as well as public-private partnerships,
- (2) The integration of the tourism sector into crisis management and post-crisis response frameworks.

2019

The **Kutchan Declaration** was adopted at the G20 Tourism Ministers' Meeting, outlining voluntary measures to enhance tourist protection and strengthen the sector's recovery capabilities.

Covid-19 2019

2020

The G20 and the World Travel & Tourism Council (WTTC) confirmed the critical role of public-private collaboration in recovering from the COVID-19 pandemic. They jointly launched the **100 Million Jobs Recovery Plan**, which emphasizes continued investment in crisis preparedness and resilience.

2023

UN Tourism formally declared February 17 as **Tourism Resilience Day**.

## International Year of Sustainable and Resilient Tourism, 2027

On February 2024, the UN General Assembly unanimously adopted a resolution proposed by Uzbekistan designating 2027 as the International Year of Sustainable and Resilient Tourism.

# Sustainable and Resilient Tourism

## Economic

Alleviate poverty  
Create employment  
Empowerment of women, young people and indigenous people  
Local Community

## Environmental

Biodiversity  
Sustainable use of resources  
Sustainable consumption and production

## Social

Culture  
Heritage  
Understanding among people

## **2. Tourism Resilience Summit 2024**



# Tourism Resilience Summit 2024

in collaboration with UN Tourism

November 9-11  
Sendai City, Miyagi Prefecture

First ministerial meeting on tourism  
resilience in the framework of the Asia-  
Pacific region

Day 1 Symposium, Reception  
Day 2 Ministerial Meeting, Excursion  
Day 3 Excursion

# Sendai Statement - Tourism Resilience Summit Ministerial Meeting Joint Statement

Summarized the direction of future efforts to improve tourism resilience.

Confirmed that efforts will be made in collaboration and cooperation with a wide range of stakeholders.

## **1. Preventing and Minimizing the Impacts of Crises and Disasters Caused by Natural Hazards**

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



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

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.

Identifying necessary stakeholders and clarifying roles in advance to establish coordination systems that function effectively in the face of threats.

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.

Conducting training, simulations, and capacity building of both individuals and organizations for crises and disasters caused by natural hazards.

1

**Risk Assessment**

2

**Cooperation**

3

**Communication**

4

**Capacity Building**

# 3. Initiatives in Japan

# Risk Assessment

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.

## Guideline to Tourism Crisis Management Planning by Japan Tourism Agency

Create tourism risk matrix for the region for each stage of the 4Rs (Reduction, Readiness, Response, Recovery)

- What are the possible crises?
- Who needs to be taken into consideration?
- Who will play which role?



Promote local government and DMOs to develop tourism risk management plans based on this guideline

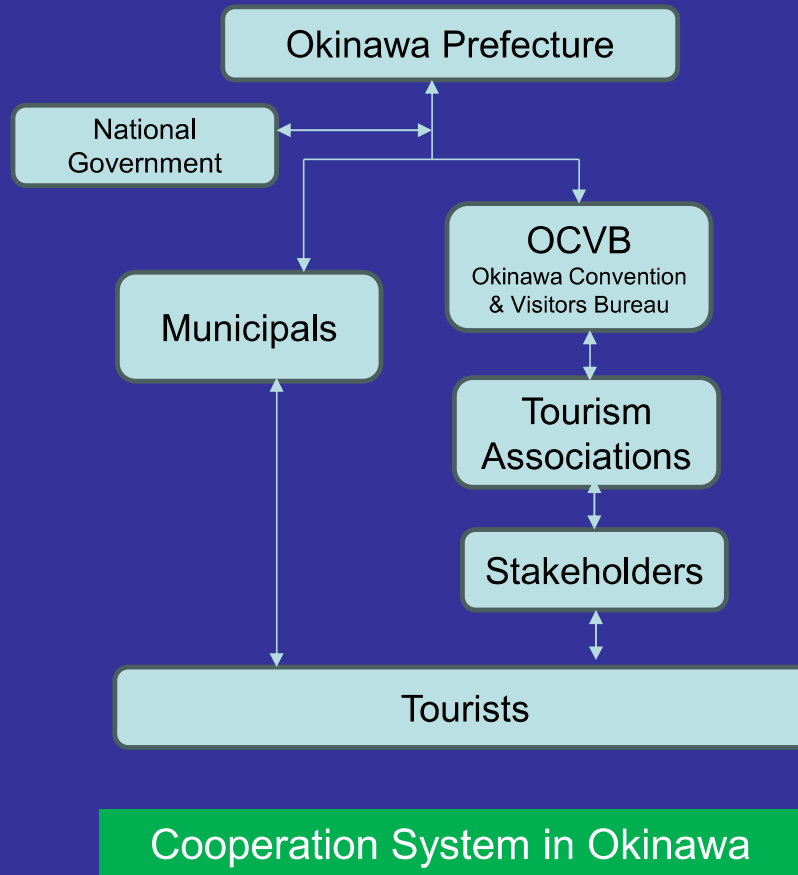
## Tourism Crisis Management Plan in Sendai

Summarize Impact on tourists

- by tourism area
- by type of disaster
- What damage?
- What impacts on tourists?
- What impacts on business and employee?
- Calculate expected number of tourists affected by event

# Cooperation

Identifying necessary stakeholders and clarifying roles in advance to establish coordination systems that function effectively in the face of threats.



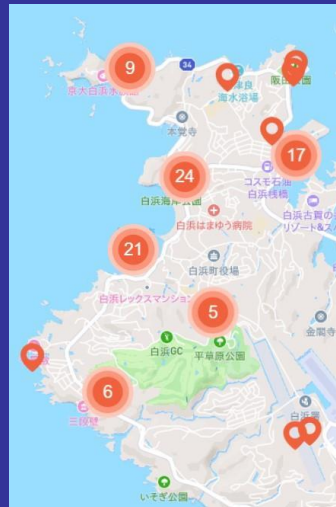
Inter-municipal Cooperation

# Communication

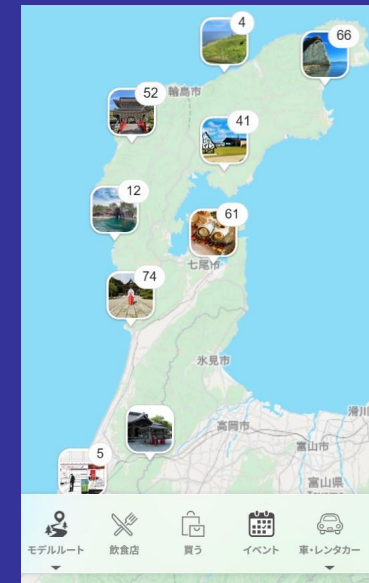
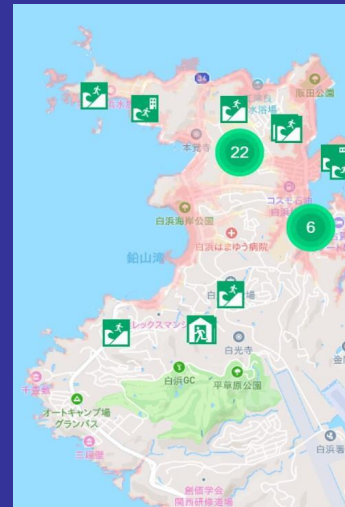
- Informing tourists, tourism businesses, and residents about potential risks, establishing reporting lines in advance,
- Collecting and disseminating accurate information promptly in the event of a crisis and disasters caused by natural hazards
- Preventing and controlling damage caused by the spread of misinformation after the events



Safety Tips



Tourism and Disaster Prevention Map



Promotion

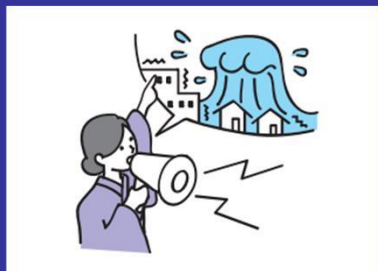
# Capacity Building

Conducting training, simulations, and capacity building of both individuals and organizations for crises and disasters caused by natural hazards.

Drill for explaining hazardous areas using pictograms



Study group



Drill of Evacuation guidance

Manual for hotels and training

# 4. Roadmap to 2027

# Roadmap to 2027

## International Year of Sustainable and Resilient Tourism

2025

The discussion will focus on preventing and minimizing the impacts of crises and disasters caused by natural hazards

### Actions

- ✓ Working-level Meetings
- ✓ Guidelines with best practices

2026

The discussion will focus on absorbing the impacts of crises and disasters caused by natural hazards, and recovering through adaptation and transformation

### Actions

- ✓ Working-level Meetings
- ✓ Guidelines with best practices

2027

The outcomes of the discussions at the Working-Level Meeting will be communicated to the international community, and further efforts will be made towards implementation.