

Strengthening Tourism Resilience: Progress and the Way Forward toward 2027

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- 1. International Discussion on Tourism Resilience**
- 2. Japan's Initiatives on Tourism Resilience**
- 3. Outcome of Tourism Resilience Working-Level Meetings –Guideline and Best Practices**
- 4. Roadmap toward 2027**

1. International Discussion on Tourism Resilience

An Increasing Range of Risks Facing Tourism

① Natural Disaster Risks

- Earthquake / Tsunami / Extreme waves / Typhoon / Heavy rainfall / Snow damage / Landslide / Coastal hazards / Maritime accidents / Volcanic eruption

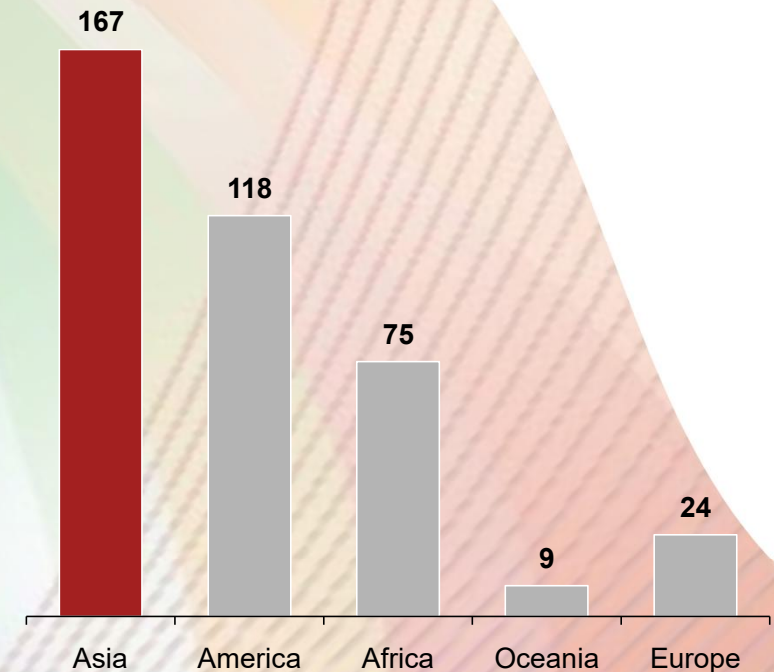
② Public Health Risks

- Infectious disease / Community health risks / Sanitation / Waste management

③ Geopolitical Risks

- Terrorism / Conflict / Others

Number of natural hazard-related disasters by Continent (2024)

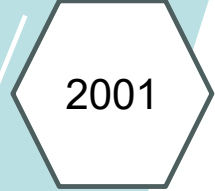


Source: EM-DAT (The International Disaster Database)

Evolution of International Discussions on Tourism Resilience



9.11 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



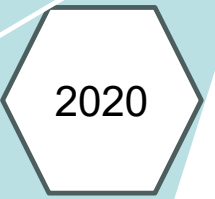
Designated as the **International Year of Sustainable Tourism for Development**, adopted the Montego Bay Declaration, which emphasized ;

- (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.



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



The G20 and the World Travel & Tourism Council (WTTC) confirmed the critical role of public-private collaboration in recovering from the COVID-19 pandemic.



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 adopted a resolution designating 2027 as the International Year of Sustainable and Resilient Tourism.

Tourism resilience goes beyond crisis preparedness and response, and is deeply linked to sustainability.

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. Japan's Initiatives on Tourism Resilience



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

Participants

○Countries

Fiji, Malaysia, Papua New Guinea, Lao, Korea,
Timor-Leste, Palau, Philippines, China

○Organizations

UN Tourism, United Nations Office for Disaster Risk Reduction,
Pacific Asia Travel Association, Japan Tourism Association,
Japan Association of Travel Agency, Japan National Tourism Organization

Sendai Statement – Tourism Resilience Summit Ministerial Meeting Joint Statement

Overview

- Reaffirming the vulnerabilities of the tourism sector following natural disasters and the COVID-19 pandemic.
- As the scale of tourism expands, its impact on the economy and society is expected to increase.
- Global efforts highlight the growing importance of tourism resilience.

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

1. **Risk identification and assessment** based on the geographical conditions of each region and the characteristics of the tourism industry
2. **Clarification of stakeholder roles** and the **establishment of coordination frameworks**
3. **Advance communication** of risks; **rapid and accurate collection and dissemination of information** in the event of a crisis or natural disaster; and **measures against reputational damage**
4. **Enhancement of the response capabilities of individuals and organizations** through training and simulations

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

1. **Utilization of lessons learned** from crises and natural disasters in **tourism strategies**
2. Ensuring the continuity and resumption of tourism-related businesses and securing human resources at tourism destinations through **public-private collaboration**
3. **Development of new tourism products aligned with each region's future vision** in the process of recovering and creating tourism demand

Tourism Resilience Working-Level Meetings

Overview

- Looking ahead to 2027, JTA have hosted Working-level meetings to strengthen tourism resilience by sharing initiatives across the Asia-Pacific region and addressing common challenges.
- In 2025, discussions have focused on the first pillar of the Sendai Statement, **“Preventing and minimizing the impacts of crises and disasters caused by natural hazards,”** and the outcomes of the meetings **are compiled as the Guidelines and Good Practices.**

[Schedule]

First meeting: July 18, 2025

Second meeting: December 10, 2025

[Format]

Online

[Participants]

First Meeting

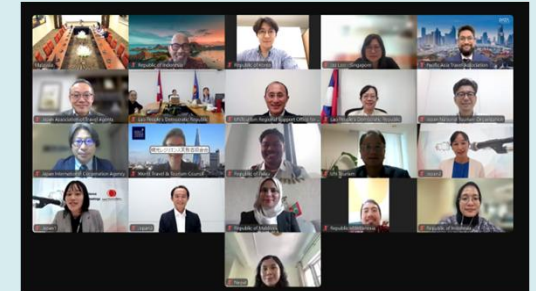
Participating countries: Indonesia, Lao PDR, Malaysia, Singapore, Palau, Republic of Korea, Maldives, Nepal

Participating organizations: UN Tourism, RSOAP, PATA, WTTC, JATA, JNTO, and JICA

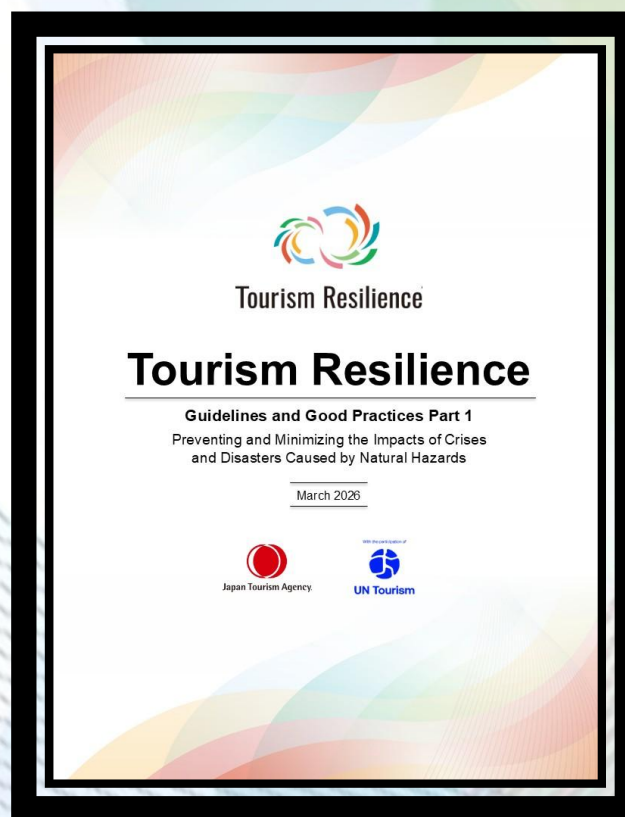
Second Meeting

Participating countries: Indonesia, Republic of Korea, Lao PDR, Maldives, Malaysia, and Fiji

Participating organizations: CDEMA, UN Tourism, RSOAP, PATA, WTTC, JATA, and JNTO



3. Outcome of Tourism Resilience Working-Level Meetings –Guideline and Best Practices



4 Key Considerations for



Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

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

1

Risk Assessment

- Anticipating and evaluating risks based on geographical conditions and characteristics of tourism industry in each destination
- Applying this knowledge to tourism planning

2

Cooperation

- Identifying necessary stakeholders
- Clarifying roles in advance to establish coordination systems that function effectively.

3

Communication

- Informing tourists, tourism businesses, and residents about potential risks,
- Ensuring timely collection and dissemination of accurate information ;
- Preventing the spread of misinformation after crises

4

Capacity Building

- Conducting training, simulations, and capacity building of both individuals and

(1) Risk Assessment

Guidelines for Initiatives

① Identifying region-specific vulnerabilities and conduct assessments driven by local stakeholders

- Identifying region-specific risks by regional stakeholders and developing destination-level guidelines

Lao PDR

② Assessing risks including both physical and psychological impacts of crises, and conducting regular reviews

- Assessing not only physical damage but also psychological and economic impacts
- Regularly reviewing risk assessments and using them for preparedness and crisis response

Okinawa, Japan

③ Establishing mechanisms for relevant government agencies to collect risk information in an integrated manner and incorporate it into tourism plans

- Sharing disaster, weather, and mobility data across ministries for integrated risk management

Indonesia

(2) Cooperation

Guidelines for Initiatives

① Establishing command, communication, and information-sharing frameworks among relevant organisations in normal times that function in times of crisis

- Establish coordination frameworks in normal times, including the clarification of roles among relevant organizations, cross-ministerial coordination, and the organization of command-and-control structures.

Korea

② Establishing councils with the participation of diverse stakeholders

- Establishing councils involving industry, local communities, and academic institutions to discuss crisis response and reflect local knowledge in policymaking

Singapore

Korea

③ Developing manuals that support cooperative frameworks and present practical measures for crisis response

- Develop manuals tailored to local situations, presenting role assignments during crises as well as response flows for travelers and tourism businesses.

Sendai City, Japan

(3) Communication

Guidelines for Initiatives

① Providing clear and accessible safety information in multiple languages in normal times

- Provide multilingual safety information through digital platform such as SNS and websites, and tourist information services.

Japan National Tourism Organization

② Establishing information dissemination frameworks that enable the rapid and accurate sharing of information during a crisis

- Developing systems in normal times to enable rapid identification of damage to accommodation facilities during crises

Japan Association of Travel Agents

③ Building digital platforms enabling the centralized management and retrieval of Tourism-related data and safety information

- Shared digital platforms for tourism marketing in normal times and crisis information dissemination, enabling integrated management and effective use of tourism and safety data

Japan National Tourism Organization

(4) Capacity Building Guidelines for Initiatives

① Providing business continuity plans on a proactive and ongoing basis through collaboration among diverse stakeholders, tailored to local conditions

- Analyze the gap between pre-disaster plans and actual disaster impacts, and update business continuity plans after each disaster to strengthen regional capacities to respond to disaster-related crises.

Caribbean Disaster Emergency Management Agency

② Conducting training, education, and capacity-building programmes that account for multilingual needs and the behavioural characteristics of tourists

- Provide practical capacity-building programs, tailored to the specific disaster risks faced by each destination, in multiple languages.

PATA

③ Promoting capacity development based on expert knowledge through collaboration with universities, research institutions, and specialized organisations

- Providing training and educational materials based on expert knowledge, in collaboration with universities and government, to improve safety, hygiene, and environmental management

Indonesia

Example of the Case Studies (Korea)

Establishment of a Public-Private Partnership Framework for Tourism Crisis Management

Republic of Korea



K-Tourism Innovation Task Force

In the Republic of Korea, a robust framework for collaboration between the government and the private sector has been established for tourism crisis management.

The National Tourism Strategy Meeting, established in 2017 with the participation of relevant ministries and agencies, treats tourism crises and resilience as top priorities. Furthermore, in 2025, the government launched the K-Tourism Innovation Task Force, a public-private consultative body, to strengthen preparedness and capacity in the tourism sector. Opinions consolidated through this Task Force are submitted as key agenda items to the National Tourism Strategy Meeting and are reflected in national tourism policy.

① Risks

- Organizing which disasters and crises each initiative is designed to address

Risks

- Natural hazards: Climate Change, etc.
- Non-natural hazards: Infectious Disease

③ Initiatives

- Summarizing each initiative by focusing on how it functions in practice to support tourism resilience

Initiatives

Establishment of a Public-Private Partnership Framework for Tourism Crisis Management

(1) National Tourism Strategy Meeting

The National Tourism Strategy Meeting was established in 2017 to enable integrated decision-making on tourism policy as a national strategy and was elevated in 2026 to a presidential-level meeting presided over by the President. All ministries and several related agencies jointly deliberate and coordinate tourism measures, formulating cross-ministerial tourism strategies and policies. In light of the significant impact of the COVID-19 pandemic on tourism, response to tourism crises and the strengthening of resilience have been positioned as priority agenda.

(2) K-Tourism Innovation Task Force

The K-Tourism Innovation Task Force was established in 2025 as a public-private consultative body bringing together experts, businesses, and non-profit organisations in the tourism sector. In addition to addressing issues such as promoting inbound tourism and revitalizing regional tourism, the Task Force discusses tourism crisis analysis and response measures. The consolidated opinions are reflected as agenda items in the National Tourism Strategy Meeting described in (1) and are utilized in policy making.

④ Key Points

- Defining key elements essential for making tourism resilience operational

Stakeholders



Key Points

- Establishment of a government-led discussion platform involving all ministries and agencies and a public-private task force composed of tourism stakeholders

② Stakeholders

- Mapping the stakeholders involved in each initiative according to their roles

4. Roadmap toward 2027

Roadmap toward 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 and good 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 and good 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.

Tourism resilience is key to ensuring a sustainable and secure future for tourism.

Thank you very much for your attention.