

## How Japan Is Strengthening Tourism Resilience at the Local Level

### 【Challenges】

- Existing disaster prevention plans lack clear, concrete measures for tourists, making it difficult for local governments to determine appropriate actions during disasters.
- There have been challenges in coordination between local governments and tourism-related businesses, which play a frontline role during disasters.

March 2021

Formulated the “Guidelines for Preparing Manuals for Responding to International Visitors in Emergencies.”

March 2022

Formulated a “Guide for the preparation of Tourism Crisis Management Plans”.

From April 2022

Supporting the development of plans and manuals by local governments, DMOs, and related organizations.

# Overview of the “Guide for the preparation of Tourism Crisis Management Plans”

- Organized actions to be taken across all phases of disaster management, namely “Risk Reduction”, “Preparedness”, “Response”, and “Recovery.”
- Developed the “Guides” separately for local governments and DMOs, and for business operators.

## **Examples of Specific Measures in Tourism Crisis Management Plans**

- Development of a local tourism risk matrix
- Initiatives for disaster risk reduction
- Preparedness for crisis and disaster response (e.g., establishment of evacuation guidance)
- Crisis response (provision of information for international visitors, coordination with private sector.)
- Recovery from crises (dissemination of information on recovery status etc.)

# Initiatives for Supporting the Formulation of Tourism Crisis Management Plans

- Formulation of Tourism Crisis Management Plans, related preparatory surveys, and the dispatch of experts
- Implementation of workshops involving regional stakeholders
- Response drills based on Tourism Crisis Management Plans in the event of a disaster

## Advice from Specific Perspectives

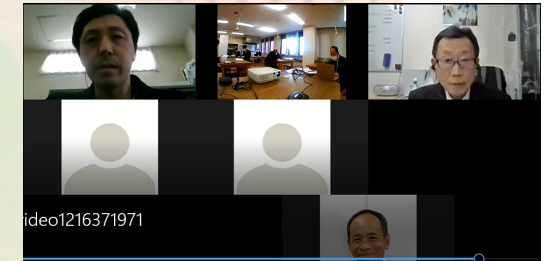
### Anxieties faced by tourists during disasters

- Personal and Family Safety
- Means and timing of returning home
- Securing temporary accommodation, water, and food



### Key Items to be defined in Tourism Crisis Management Plans

- Dissemination and provision of information
- Support for returning home
- Provision of temporary accommodation, water, and food
- Allocation of roles among stakeholders



**A workshop session involving the local government and tourism-related businesses**



**On-site investigations by experts**

# Examples of Initiatives in Okinawa Prefecture

## ○ Implementation of drills assuming the impacts of risks



- ◆ Operational drills for return-home support measures that enable participants to experience firsthand the anxiety and confusion faced by tourists
- ◆ Experiential disaster-response drills in a realistic setting using sound, visual, and lighting effects