

Vision for 2025

- Revive Tourism in a Sustainable Manner
 - Improved **Quality of Tourism**
 - Increased **Profitability and Productivity** of the Industry
 - Expanded Regional Exchange Population

Strategic Pillars

Establish Sustainable Destinations

- Add Higher Value to Destinations
- Promote Tourism Digital Transformation and address workforce shortage
- Keep balance with Nature and Cultural conservation

Recover Inbound Tourism

- Develop attractive products
- Attract High-value travelers
- Promote **Two-way tourism**

Expand Domestic Exchanges

- Promote Work-cation
- "A New Hometown" project
- Efforts to shift peak demand

Promotion of Sustainable Tourism in Japan



Global trend on tourism and travel

Conventional Forms of Travel

Environmentally Friendly Travel

Ex) **Use of transportation, lodging facilities** that -contribute to CO₂ reduction such as cycling tourism -conserve energy, reduce plastic waste, etc.

Developing sustainable tourism communities utilizing own local tourism resources

Tourism resources rooted in the community

- ·Natural environment, Scenery
- ·Culture, Tradition, History, Food
- ·Local industries (agriculture, forestry, etc.)

- Developing tourism products and service
- Improving conditions in receiving tourists

Enhancing Sustainability and Value of Tourism Service

Fostering of Leaders

Strategy Development & Effectiveness Verification

Community-Based Initiatives

Establishing Management System Using JSTS-D(*)

*JSTS-D
Japan Sustainable Tourism
Standard for Destinations

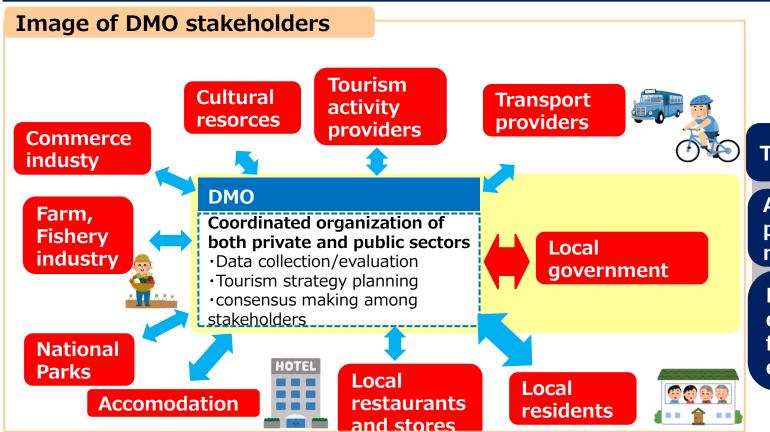
Ensuring Residents'
Understanding

Securing Workers & Improving Working Environment



Role of DMO

Involvement of local stakeholders not only in traditional travel and transport sectors, but in management body of cultural, natural resources, tourism activity providers, relevant farm ,fishery, commerce providers and local residents



Targeting

Attractive product making

Development of tourist friendly environment

Spread travelers nationwide /Increase visitor spending