



A NUMBER OF TRAVEL AGENCIES IN JAPAN UNITES TO ENGAGE IN THE SUSTAINABLE DEVELOPMENT THROUGH TOURISM

The inauguration ceremony of Japan Alliance of Responsible Travel Agencies (JARTA) takes place in Kyoto on May 28, 2018

16 May 2018

Asia including Japan is projected to be one of the most active regions for travel and tourism. While she enjoys the positive influx of tourists and economic benefits, we must also think if this trend is good for the host communities, environment, and long-term socio-economic gains. JARTA comprises fully-licensed travel agencies based in Japan committed to learn and practice responsible tourism that do not just want to sell tourism products, but to help create and sell the unique experiences that our buyers and clients also positively contribute to the people and valuable assets in Japan. JARTA firmly believes that sustainable and responsible tourism can be a good tool for sustainable development for the generations to come and plays an important role in achieving the Sustainable Development Goals.

Japan's travel and tourism has been known for mainstream packaged products to deal with the larger groups where benefits to the host communities were limited due to the issue of economic leakage. It makes more sense that the local communities along with the responsible travel agencies develop and market the unique products to ensure positive benefits remain at the host destinations while minimizing the negative impacts or so-called unsustainable practices. JARTA commits to become an authority to help educate and train the tourism sector particularly among the travel agencies and tour operators the ways of practicing responsible and sustainable tourism complying with the United Nations' initiative, Global Sustainable Tourism Council's criteria, adopted worldwide.

The branding and target marketing to the responsible tourism sector will be another focus on the agenda. JARTA creates a global opportunity to engage with the right kind of people that speak the same harmonious language while establishing the collaborative bonds among stakeholders for cross-learning such as DMOs, governments of all sizes, policy makers, tourism associations, educational institutions, local people, local SMEs, and the visitors.

MISSION

JARTA raises awareness of the roles of tourism, collaborates closely with visitors, destinations, tourism associations, local communities, government of all sizes, and other pertinent stakeholders, and strengthens the sustainability of tourism.

OBJECTIVES STATED IN THE BY-LAWS

1. Introduction and/or assistance to introduction to the benchmarking and certification schemes on responsible tourism for the travel and tourism service providers
2. Implementation of education, training, and conducting seminars to the travel and tourism sector
3. Planning, selling, and conducting travel agency businesses complying with the Japanese Travel Agencies' Law
4. Research and Consulting on the tourism development
5. Information collection and dissemination on travel and tourism
6. Publication on travel and tourism
7. Planning and executing various events
8. Mail-order and Tele-marketing via Internet ... the list goes on

FOUNDING BOARD LINE-UP

- Masaru Takayama, Spirit of Japan Travel, Kyoto <http://eco-tourism.jp/>
- Kennichiro Iki, Reborn Japan, Saitama <http://reborn-japan.com/>

- Yukiko Inoue, Cerca Travel and Tabikyo Japan, Kyoto <http://www.tabikyo-japan.com/>
 - Junji Kametsu, Discover Walks, Fukuoka <https://www.discoverwalks-j.com/>
 - Kouichiro Suzuki, Hokkaido Treasure Island Travel, Hokkaido
<http://hokkaido-takarajima.com/>
 - Noriko Tada, Kumano Travel, Wakayama
<http://www.tb-kumano.jp/kumano-travel/about/>
 - Raisa Nishiya, Tabisuke, Aomori <http://www.tabisuke-hirosaki.jp/>
 - Auditor, Kei Tamura, Kyoto
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SAVE THE DATE!

JARTA Inauguration Ceremony

Horai Garden, 6th floor 507-6 Nakanocho

Kamigyoku, Kyoto city (5 min walk from Nijo-mae subway station)

Google Map Link <https://goo.gl/maps/ahmNcPYCuSU2>

JARTA is pleased to invite media to our

Inauguration Ceremony

to be held on

Monday, May 28th, 2018

From 11am to 12pm

Please RSVP by May 25

by calling Masaru direct +81(0)90-4309-7973 or Email us at jartasecretariat@gmail.com
