

March 31, 2016

JATA Business Activities and Objectives for FY 2016

The business activities and objectives of the Japan Association of Travel Agents (JATA, Head Quarters in Tokyo, Chiyoda-ku and Chairman Hiromi Tagawa) for fiscal year 2016 were determined at the Executive Officers meeting held on March 23rd, 2016.

While the soaring inbound tourism has attracted attention to the travel industry the outbound travel has been ailing. The industry has struggled to respond to terrorist attacks, bus accidents, and disability discrimination by tackling a pleyade of business challenges. JATA has supported the establishment of Japan as a tourism nation by organizing large-scale missionsn to China and Indonesia and promoting a life-style which facilitates holiday-making. In FY 2016, the association will continue to lobby for policies and legislative ammendments, market stimuli, research and business services, compliance, claim settlement and consumer protection. The objective of JATA is, by fulfilling its role in the afore mentioned fields, to further promote the advancement of the travel industry and its transformation into a value-creating one.

Below are the seven strategies through which JATA will support the business of its full members, the advancement of the industry and the establishment of Japan as a tourism nation.

1. Revitalization of overseas travel

In order to achieve the goal of 20 million Japanese overseas travelers, JATA will promote the revitalization of travel to China and South Korea, and advance the cooperation with Brand USA, the countries in Team Europe, ASEAN, etc.

In January this year, after the terrorist attacks in Paris in November 2015, JATA sent a mission of public and private organisations to France and Belgium with the objective of planning the recovery of Japanese travel to Europe. Based on a one-year promotion plan, and through the recovery of Japanese travel to France, JATA will work for the rehabilitation of travel to Europe as a whole.

Following the success of the large-scale missions to China and South Korea and the mega-familliarization tour to South Korea, JATA will actively promote the creation of new tour products including the tourism resources discovered during the visits to both countries.

In addition, JATA will continue its commitment to the promotion of overseas travel to young people through the “Passport Campaign” (JATA made a proposal regarding the campaign to the related authorities) and the deregulation of charter flights.

2. Continued support for the rehabilitation of travel to Tohoku

JATA will continue to work for the promotion of travel which involves overnight stays, and for the popularization of tours including on-spot bookings of local tourist attractions and services; JATA will support the national policy of “revatilizaton of local areas through tourism.” Five years after the Great East Japan Earthquake, JATA continues its support for the region by conducting the “JATA Trail” and other projects.

In addition, based on the proposition “Safety is prerequisite for travel” JATA will work with the related companies to set measures to prevent accidents such as the bus

crush in Karuizawa in February.

3. **Implementation of policies for reaching the 20 million inbound travelers target.**

In February this year, JATA made a “Strategy for the 20 Million Inbound Visitors Stage” proposal to the Japan Tourism Agency, a detailed outline of the policy of dispersion of travel demand through the seasons and local areas. JATA will continue to engage proactively in order to ensure the advancement of the quality of tour operators and the safety of the visitors to Japan.

4. **Strengthening of Japan’s leadership in international tourism**

Last year, after a period of 25 years, Japan became a permanent member of UNWTO. Dedicated to preservation of cultural heritage, JATA continues to support the leadership of UNWTO in enhancing the compatibility between culture and tourism and works for the popularization of UNWTO’s Code of Ethics in Tourism through revealing the achievements of the industry at international meetings and organizing awards for excellence in the field.

5. **Establish Tourism EXPO Japan as a core business event**

Tourism EXPO Japan, which has become one of the world class events was formed through the merger of JATA TABI HAKU and the TABI FAIR JAPAN, which is organized by the Japan Travel and Tourism Association. In the third year since its “birthday,” which is also the third of the “hop, step, jump” triade, Tourism EXPO Japan will be established as JATA’s core business event. In the four years before the Tokyo Olympics, it will turn into a platform from which Japan will appeal to the world and promote the Olympic and Paralympic Games.

6. **Training and acquisition of talented human resources**

The “Area Specialist” program has entered its second year. The program is designed to improve the professional knowledge of travel agencies’ staff. To facilitate attracting of talented workers, JATA will organize internships and promote the industry’s guidelines in order to advance human resource diversity through the recruitment of women, mid-career employment and employment of foreign nationals. Also, JATA will work along the project “Industry-University Collaboration for Nurturing Talented Human Resources,” which was initiated by the Ministry of Economy, Trade and Industry to deepen the connections and collaboration between the travel industry and academic organizations.

7. **Offering safe and comfortable travel**

The “improvement of risk management and compliance” is a major business challenge. JATA will remain committed to the popularization of travel safety management and promote the wide acceptance of July 1st as “Travel Safety Day.” Planning, coordination and provision of safety travel elevate the value and competitive edge of travel companies and JATA will continue to work for their advancement.

In addition, the Law for Eliminating Discrimination Based on Disabilities was enforced in April. JATA will provide guidance in order to popularize travel accessible even for people with disabilities and open a specialized counter for consultancy. The travel industry as a whole will make concerted efforts to create a more tolerant society.

For further information:

Japan Association of Travel Agents Public Relations Office

TEL : 03-3592-1244