

Creating the New Values of a Private Travel Agents Association

September 20, 2016

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1. The Japan Tourism Award for Responsible Tourism in collaboration with UNWTO

Specific Initiatives	Corresponding UNWTO Code Article No.
<p>JATA established “The Japan Tourism Award for Responsible Tourism in collaboration with UNWTO” for the first time in the world in 2015. The establishment of this award aims to expand and deepen the understanding of the Global Code of Ethics for Tourism in the Japanese government, tourism industry and local communities, and promote responsible tourism growth. This award is the flagship award for organizations and public companies for their outstanding achievements through the activities based on the purpose of the Global Code of Ethics for Tourism, and also their creation of the new value in the tourism industry.</p>  <p>Japan Tourism Awards ceremony (FY 2015)</p> <p>JATA associates itself with the “UNWTO Global Code of Ethics for Tourism,” which is the tourism industry’s standard for realizing responsible sustainable tourism, because the code is consistent with JATA’s vision and missions. On September 25, 2014, JATA, as the association playing a central role in Japan’s tourism industry, and six of its member companies led by the JATA Chairman, JATA Vice Chairmen, the Chairman of the Social Contribution Committee, and the Chairman of the Managerial Issues Committee signed the code. (Of the 12 companies and organizations that signed the code, seven are JATA and its members.)</p>  <p>Personnel from the companies and organizations that signed the UNWTO Global Code of Ethics for Tourism (September 2014)</p>	<p>Article 10-1 Cooperation in the implementation of the principles of the Global Code of Ethics for Tourism</p> <p>+</p> <p>Article 10-2 Contribution to the establishment of tourism brands</p>

■ Achievements and future directions

JATA has encouraged member travel agents and other companies and organizations to verify their businesses and activities and to take proactive measures for the sustainable development of the tourism industry.

JATA is making efforts to promote and disseminate spontaneous initiatives designed to realize a sustainable tourism industry among companies and organizations in the tourism industry (Article 10, Paragraphs 1 and 2 of the Global Code of Ethics for Tourism).

2. JATA Tourism EXPO Japan

Specific Initiatives	Corresponding UNWTO Code Article No.
<p>JATA has held “JATA Tourism EXPO Japan” since 2014, integrating multiple tourism events, in order to stimulate tourism demand.</p> <p>JATA Tourism EXPO Japan is composed of five key programs (Global Tourism Forum-international conference, booth exhibitions, business meetings, Japan Tourism Awards-commendation project, and JAPAN NIGHT-welcome festival). The Japan National Tourism Organization (JNTO) holds VISIT JAPAN Travel & MICE Mart at the same time. Various industries gather under the banner of “tourism” and participate in the EXPO, which is one of the world’s biggest, most comprehensive tourism events, in order to promote overseas travel, domestic travel, and travel to Japan in an integrated manner.</p> <p>JATA has held the Global Tourism Forum jointly with UNWTO since 2014 as an international conference that leads the world’s</p> <p>(1) Global Tourism Forum People in the tourism industry gather and discuss the sustainable development of the tourism industry.</p>  <p>On September 13, 2013, JATA concluded a comprehensive partnership agreement with UNWTO. The two organizations agreed to jointly implement tourism-related activities by mobilizing their resources and to enhance their roles in tourism, positioning the Global Tourism Forum as an international conference leading the world’s tourism industry.</p> <p>JATA exchanges information on tourism issues, etc. from a global point of view and discusses proposed themes with UNWTO senior officials. JATA also provides information on the role of the tourism industry specified in the Global Code of Ethics for Tourism, along with information to enhance the status of the tourism industry, within and outside the industry in Japan and abroad by such means as holding lectures by UNWTO senior officials.</p>	<p>Article 10-1 Cooperation in the implementation of the principles of the Global Code of Ethics for Tourism</p> <p>+</p> <p>Article 10-2 Contribution to the establishment of tourism brands</p>

(2) Booth Exhibition

The booth exhibition introduces the attractiveness of countries and regions and new styles of traveling, along with the possibility of tourism as a value-creating industry.



(3) Business meetings

Suppliers and travel agents from Japan and abroad gather to contribute to community creation through new tourism exchange.

(4) Japan Tourism Awards

The awards commend the companies, organizations, and individuals that have helped to stimulate demand, created and offered excellent tour products, in order to promote initiatives for establishing a tourism brand.

(5) JAPAN NIGHT

JAPAN NIGHT visualizes the value of tourism exchanges and the economic, social, and cultural benefits of tourism.



■ Achievements and future directions

The number of visitors and exhibitors in FY 2014 and FY 2015 is as follows:

- 2015: Number of visitors: 173,602
Number of exhibitors: 1,161 companies/organizations
- 2014: Number of visitors: 157,589
Number of exhibitors: 1,129 companies/organizations

Japan's tourism companies and organizations will continue to mobilize their strength for JATA Tourism EXPO Japan as a comprehensive tourism event presenting Japan as a tourism nation. JATA aims to establish the status of the EXPO as one of the world's three big tourism events including ITB and WTM, to present best practices of Japan's forward-looking tourism industry to Asia and the world, and to enhance the social and economic status of the tourism industry as a whole.

3. Tourism Recovery Projects (Projects to stimulate travel demand)

Specific Initiatives	Corresponding UNWTO Code Article No.
<p>JATA takes initiatives to restore travel demand with a focus on the destinations for which travel demand is decreasing. JATA has also held FAM tours, etc. on the anniversaries of the establishment of diplomatic relations in order to stimulate travel demand through bilateral councils.</p> <p>Private-sector exchanges, including the South-Korea MEGA FAM tour and the Japan-China Tourism and Culture Exchange Mission, helped to improve the Japan-South Korea relationship, Japan-China relationship, and other international relationships. In particular, the exchange served as a trigger for private exchanges in other industries in the Japan-China relationship.</p> <p>JATA also continues to work on the tourism industry's original projects to support the reconstruction of disaster-affected areas. These projects include conducting donation activities, providing accurate local information to prevent reputational damage, planning campaigns to send tourists to disaster-affected areas, and exploring, commercializing, and marketing local tourism resources by exchanging opinions with local tourism personnel.</p> <p>JATA's support for the reconstruction after the Great East Japan Earthquake is shared, as a best practice in the restoration of tourism, with organizations, associations, and enterprises in the tourism industry through international tourism conferences.</p> <p>(1) Initiatives to expand two-way exchanges in the private sector</p> <p>1) South-Korea MEGA FAM tour</p> <p>In December 2014, JATA organized the "South-Korea MEGA FAM tour" in cooperation with the Korea Tourism Organization, South Korean municipalities, and airlines in order to boost the momentum of sales of South Korean tours. Approximately 1,000 sales staff from JATA member companies participated in the tour.</p> <p>Sales staff from 10 cities in Japan visited South Korea on three courses (Seoul, Busan, and Jeju Island) and visited tourist sites. This experience gave them the confidence to sell tours to customers, and helped to improve the relations between the two countries.</p> <p>In 2015, on the 50th anniversary of the normalization of diplomatic relations, JATA implemented the 50th anniversary project in collaboration with relevant</p>	<p>Article 1-2 Tourism activities should be conducted with respect for the laws and practices of the host regions and countries.</p> <p>+</p> <p>Article 1-3 The education and training imparted to professionals contribute to a hospitable welcome.</p>

agencies of the two countries in order to revitalize and promote bilateral tourism exchanges.

As a joint project, JATA created a logo to stimulate and expand the demand for tours to South Korea, produced commemorative products incorporating events held in South Korea, and boosted mutual exchanges.

Additionally, JATA sets 2016-2018 as the years to visit South Korea (VISIT KOREA YEARS), and is continuously promoting measures to stimulate and expand the demand for tours to South Korea in cooperation with the Korea Tourism Organization, the Korean Association of Travel Agents, etc.

2) Japan-China tourism and culture exchange project

In May 2015, three tourism organizations including JATA sent a Japan-China Tourism and Culture Exchange Delegation comprising a total of 3,162 persons to China in full cooperation with China in order to restore the demand for tours between the two countries.

During the three-day visit, the Japan-China Tourism Exchange Evening (an exchange meeting with the participation of the delegation and 500 Chinese participants), business meetings between Japanese tourism personnel and Chinese travel agents, the Travel to Japan Fair, etc. were held in Beijing and other cities in order to promote exchanges at private-sector level.

In March 2016, JATA held the Extraordinary China Tour Recovery Forum, involving travel agents and other entities in the tourism industry. At the forum, travel bureau officials explained the current state of the Chinese market and explored new tour products utilizing new tourist spots and tour elements.

3) Initiatives taken by Team EUROPE

Team EUROPE started its activities in January 2013 as an activity body of tourism-related companies and organizations, including tourism bureaus, airlines, and travel agents, which promote new attractions of Europe to customers.



Team EUROPE strictly selected 30 villages in Europe to develop as new destinations. These “30 Beautiful Villages” are not widely known but have potential to attract tourists. The team aims to develop a new market by exploring and commercializing new destinations.

Travel agents actively incorporated the villages in their products in the first half of 2016, diversifying tour products to Europe.

“Team EUROPE” website



4) Destination seminars

JATA held 123 seminars and product planning surveys (FY 2015 results) jointly with tourism bureaus, embassies, OTOA, etc. as an opportunity to provide member travel agencies with information on the current conditions of relatively unfamiliar countries and regions, and their tourism resources.

JATA introduces the capacity of destinations and the points to note in product planning to enhance the product planning capabilities of travel agents.

5) Initiatives to vitalize local communities

JATA supports outbound travel events and fairs held in Nagoya, Kansai International Airport, Matsuyama, etc. to boost consumers' travel demand and to generate a community-led increase in outbound travel demand.



In addition, JATA holds business meetings across Japan as opportunities for on-site reconnaissance and for matching between local communities and travel agents in order to promote destination-specific optional tours that are expected to play a role in building communities. Thus, JATA is making efforts to vitalize the domestic travel market.

<p>(2) Support for the reconstruction of disaster-affected areas through tourism</p> <p>1) “Cheer up Japan! Smile through Travel.”</p> <p>In April 2011, one month after the Great East Japan Earthquake, JATA made a declaration for reconstruction under the slogan “Cheer up Japan! Smile through Travel.”</p> <p>In this declaration, JATA pledged to continue donation activities, actively promote volunteer activities for the reconstruction of tourist destinations, and invite children from disaster-affected areas to join tours, in addition to the following activities:</p> <ul style="list-style-type: none"> • Appealing Japan’s reconstruction in and outside Japan • Promoting tours depending on the conditions of disaster-affected areas and making efforts to cheer up people and society through the “Dynamism of Travel” • Appreciating the tremendous encouragement and support from tourism agencies and organizations around the world, and promoting outbound travel to highlight Japanese people’s energy • Promoting power-saving initiatives such as a travel style that encourages people to take a long summer vacation <p>JATA’s reconstruction support activities are focused on making the best of the “Dynamism of Travel” and implementing reconstruction support activities.</p> <p>"The Dynamism of Travel" consists of:</p> <ol style="list-style-type: none"> 1. The Power of Culture enables us to study and enjoy the history, natural environment, traditions, arts and crafts, scenery and lifestyles of different countries and regions and encourages their discovery, cultivation, preservation, and development. 2. The Power of Exchange contributes to the realization of a safe and peaceful society through the promotion of mutual understanding and friendship between different countries and regions. 3. The Power of Economy enables us to increase employment, regional and national development, and to reduce poverty by expanding the travel and tourism industry. 4. The Power of Wellness enables us to energize and vitalize the body and spirit by escaping the stress of everyday life and discovering fresh, new stimuli and excitement, enjoyment, comfort and relaxation. 5. The Power of Education enables us to expand personal development opportunities including increased understanding of different cultures, cultivating a sense of kindness and compassion as well as deepening family ties through travel and interaction with the natural environment and other people. 	<p>Article 5-1 Association of host countries and communities with tourism activities, and equitable sharing of the economic, social and cultural benefits generated by tourism</p> <p>+</p> <p>Article 5-2 Relationship with the local economic and social fabric</p>
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2) Tohoku Reconstruction Support 1,000 Project

In September 2012, one year and a half after the earthquake disaster, the trends of support activities as a whole shifted from direct support for disaster-affected areas to support for local industries that serve as the basis of continuous reconstruction and economic recovery. In response to these trends, JATA started to plan the Tohoku Reconstruction Support Project Involving 1,000 Participants, in the belief that the best way for the tourism industry to support the reconstruction of Tohoku is “human exchange and local economy revitalization” through planning and creating tour products to Tohoku and by encouraging many tourists to visit Tohoku.

As an industry-wide effort to boost the demand for tours to the Tohoku region, this project sent a total of 1,000 participants from domestic and overseas tourism organizations, etc., chiefly the employees of member travel agents, to six prefectures in the Tohoku region (Aomori, Iwate, Miyagi, Akita, Yamagata, and Fukushima prefectures). As a result, over 1,000 people participated in a total of 28 courses in a two-day one-night trip on December 3 and 4, 2012.

Course programs were designed to make participants visit old and new tourist destinations, which were collaboratively selected by JATA and the six prefectures, obtain the latest tourist information, and deepen exchanges with local entities through presentations, opinion exchange meetings, etc. in order to explore new attractions in each prefecture and contribute to local revitalization through specific tour planning and tour product marketing.



Team-forming ceremony of 1,000 participants held at Ueno Station

After the completion of the project, member travel agents took a central role in holding a tour product planning contest for the Tohoku region in order to sustain and build upon the effects of the project. In addition, the agents adopted the “Let’s go to Tohoku!” campaign logo, and used the logo on their tour brochures, etc. in order to identify their products designed to assist the reconstruction of Tohoku.



“Let’s go to Tohoku!”
campaign logo

Travel agents supported the reconstruction by creating and selling products, such as a compact course program in which tourists can listen to stories from people in the disaster-affected areas while tasting Tohoku's original seafood and other delicious food and visiting beautiful scenic sites.

3) JATA Trail Project (JATA-no-Michi Project)

In September 2013, Tokyo was selected for the 2020 Olympics and Paralympics, increasing the momentum of regional development through tourism toward the 2020 games. On the other hand, the number of tourists to the Tohoku region had not returned to the pre-earthquake level. Recognizing that it is necessary to implement reconstruction support activities to realize "new Tohoku tourism" leading to sustainable, autonomous regional development, JATA launched the JATA-no-Michi (JATA Trail) Project as the second stage of its Tohoku reconstruction support activity.

This project started in 2014 for the sustainable, autonomous regional development of the Tohoku region through tourism exchanges, utilizing the Michinoku Coastal Trail along the Pacific developed by the Ministry of the Environment.

Approximately 60 people, including employees of travel agents, people in the industry, and media reporters, visit a part of the 700-km Michinoku Coastal Trail every year (part of the trail is under development). Participants look for tourism resources from the local natural environment, traditional performing arts, food culture, etc. They install signposts along the trail, perform cleaning activities, and opinion exchanges with municipalities and local tourism entities in order to create and market tour products.

JATA member companies have created and marketed trekking tour products utilizing the attractions along the trail that can be experienced while walking along.

Additionally, JATA offers a follow-up program for foreign media reporters who visit Japan to report on Tourism EXPO Japan, as well as foreign reporters in Japan, for PR purposes. In this program, reporters visit the Tohoku region, walk along the Michinoku Coastal Trail, interact with local entities, and exchange opinions on effective promotion methods, etc. from the viewpoint of tourists to Japan.



八戸市内飲み屋横丁“れんぷ”
をめぐり海外メディア参加者
City.

4) Kyushu reconstruction activities after the Kumamoto Earthquake

JATA is planning to launch the “Support by Traveling: Let’s Visit Kyushu” campaign and to create a campaign logo, jointly with the Japan Travel and Tourism Association (JTTA) and the All Nippon Travel Agents Association (ANTA), in order to send tourists to Kyushu from all over Japan and promote



“Let’s visit Kyushu”
campaign logo

tourism in the disaster-affected areas and Kyushu as a whole (as of early June 2016).

In addition, JATA posted a banner on its website in late April 2016, immediately after the earthquake, recognizing that distributing accurate local information is necessary to prevent reputation damage, and has been providing the latest information on Kyushu tours, including accommodation and traffic.

In early June 2016, 12 member companies of the JATA Domestic Travel Executive Committee visited the area around Minami Aso Village, Kurokawa Onsen hotspring, Yufuin, etc. During the visit, the travel agents met with local people in the tourism industry, etc. and requested them to provide accurate information on wide-area traffic, particularly information on road conditions. The agents expressed opinions from a professional point of view and worked to restore tourism demand as soon as possible.



Tourism personnel visiting a disaster-affected area

■ Achievements and future directions

As globalization progresses, political or diplomatic issues frequently arise. However, the tourism industry serves to promote mutual understanding through exchanges at private-sector level and to make international social contributions toward peace, independently from these issues.

In particular, the South-Korea MEGA FAM tour and the Japan-China Tourism and Culture Exchange Delegation are such initiatives. JATA will continue to make efforts to stimulate tourism demand through voluntary, proactive initiatives in cooperation with various organizations, including tourism bureaus, embassies, and municipalities in Japan.

4. Cooperation with International Tourism Organizations

Specific Initiatives	Corresponding UNWTO Code Article No.
<p>To achieve the “realization of a tourism nation through two-way exchanges,” which is one of JATA’s goals, JATA strengthens the influence of Japan’s tourism industry, demonstrates JATA’s presence in the rapidly growing international tourism market by enhancing the “Japan” brand, and works on international exchange.</p> <p>(1) United Nations World Tourism Organization (UNWTO)</p> <ul style="list-style-type: none"> Conclusion of a comprehensive partnership agreement between JATA and UNWTO <p>In September 2013, UNWTO and JATA jointly implemented tourism-related activities, mobilizing respective industry players, and agreed to increase their roles in tourism.</p> <p>Specific joint activities are as follows:</p> <ul style="list-style-type: none"> UNWTO’s continuous participation in JATA Tourism EXPO Japan Joint organization of the Tourism Forum in JATA Tourism EXPO Japan Joint compilation of examples of initiatives as best practices taken to restore the tourism business after the Great East Japan Earthquake in 2011 JATA’s participation in UNWTO’s activity programs, particularly meetings and activities in the Asia Pacific region Effective use of UNWTO’s updates on world tourism trends and forecast data <p>JATA has steadily implemented joint initiatives since 2013. Specific actions are as follows:</p> <ul style="list-style-type: none"> In September 2014, JATA signed the UNWTO Global Code of Ethics for Tourism. In April 2015, JATA established “The Japan Tourism Award for Responsible Tourism in collaboration with UNWTO”. JATA has held the International Tourism Forum jointly with UNWTO since 2014 as the feature event of JATA Tourism EXPO Japan, and invited Dr. Rifai, UNWTO Secretary-General, as the keynote speaker. JATA delivers speeches at major UNWTO meetings held in the Asia Pacific region, instead of merely attending, and actively participates in the meetings. 	<p>Article 10-1 Cooperation in the implementation of the principles of the Global Code of Ethics for Tourism</p> <p>+</p> <p>Article 10-2 Contribution to the establishment of tourism brands</p> <p>+</p> <p>Article 9-4 Contribution to the development of the tourism industry by sharing the experience of workers in the foreign tourism industry</p>



Personnel from the companies and organizations that signed the UNWTO Global Code of Ethics for Tourism (September 2014)

(2) Asia Pacific Tourism Exchange Center (APTEC)

- JATA closely cooperates with APTEC which is UNWTO's regional support office.

(3) World Travel & Tourism Council (WTTC)

- JATA closely connects private enterprises in major tourism fields with the world-level councils for the development of international tourism. JATA plans to jointly hold the first WTTC Networking event in Asia at JATA Tourism EXPO Japan in September 2016.

(4) Pacific Asia Travel Association (PATA)

- In April 2014, JATA concluded a tourism promotion cooperation agreement with PATA for the further development of the tourism industry in the Asia Pacific region, and plans to jointly work on promoting tourism and resolving issues.
- JATA jointly conducts "Asian Tour Market Analysis" in the International Tourism Forum of JATA Tourism EXPO Japan.

(5) European Tour Operators Association (ETOA) and World Travel Mart (WTM)

- JATA clarifies common issues with ETOA. In particular, JATA verifies specific case examples regarding Japan's standard terms and conditions of travel contracts, and shares the information with the Japan Tourism Agency.
- JATA participates in the WTM Ministers' Summit and deepens the relationship with tourism leaders around the world.

(6) International public relations

- JATA cooperates with many foreign media through international tourism activities, and has established an international media network. JATA publicizes its domestic and overseas activities, and is enhancing its presence.

■ **Achievements and future directions**

- Common issues in each country's initiatives for sustainable growth of tourism are becoming clearer.
- JATA has become able to actively create opportunities to demonstrate its presence through public-private collaboration.
- JATA has established the basic structure of a human exchange network, which is the foundation of international exchanges, and plans to expand the network.

JATA learns global standards through international exchanges, and clarifies the differences of Japan's standards (standard terms and conditions of travel contracts).

5. Promotion of Accessible Tourism

Specific Initiatives	Corresponding UNWTO Code Article No.
<p>(1) Promotion of Accessible tourism*</p> <p>* Accessible tourism refers to such tours that are created to enable anyone to participate and enjoy without hesitation regardless of age, disability, etc. (Source: Japan Tourism Agency website)</p> <p>JATA facilitates smooth daily operations and active initiatives by travel agents by such means as creating handbooks for travel agents and holding seminars in order to encourage the participation in tours regardless of age, disability, etc.</p> <ul style="list-style-type: none"> In 2004, JATA created the “Heartful Tour Handbook” for travel agents. The handbook summarizes the key considerations when arranging tours and accepting tour orders. (The handbook has been revised twice.) JATA conducts several seminars for member companies in Tokyo and local cities every year. The seminars incorporate programs that enable participants to learn key points through actual experience programs such as an elderly simulation program. <p>JATA also alleviates consumers’ concerns over going on a trip, and takes initiatives to increase the visibility of well-considered tour products.</p> <ul style="list-style-type: none"> In 2010, JATA created “Communication Card” to help communication with customers who have a hearing problem. This card contains common dialog that may be expected during a trip. JATA runs a “barrier-free booth” in the venue of “JATA Tourism EXPO Japan” every year to present travel information, tour products, contact points for inquiries, etc. and to accept inquiries from consumers and travel agents. 	<p>Article 2-2 Tourism activities should respect human rights (particularly, the human rights of children, the elderly, and the handicapped).</p> <p style="text-align: center;">+</p> <p>Article 7-1 Contribution to the expansion of opportunities for people to participate in tourism</p> <p style="text-align: center;">+</p> <p>Article 7-4 Promotion of tourism among youths, the elderly, and people with disabilities</p>
<p>(2) Compliance with the Act on the Elimination of Disability Discrimination</p> <p>As part of preparations for the enforcement of the law on April 1, 2016, JATA consolidated opinions of the tourism industry for the industry-specific “guidelines” developed by ministries and agencies, and created guidelines for the tourism industry, conducted seminars, and took the initiative to set up a consultation desk for members jointly with All Nippon Travel Agents Association (ANTA), etc.</p>	

JATA strongly requested the government to provide information in advance and implement enlightenment activities for people because promoting people's understanding of the law is very important to enlighten general consumers. In addition, JATA created a website and fliers, jointly with ANTA, to inform readers that JATA understands the objective of the law and plans to take proactive measures.

■ Achievements and future directions

According to the Japan Tourism Agency survey in FY 2015 (cited from the report on the verification of the effects of the promotion of universal tourism), approximately half of 65 responding travel agents replied that their attitudes against discrimination have improved. JATA will promote compliance with the law in order to adequately respond to the needs of a super-aging society.

6. Promotion of Environmental Conservation Activities

Specific Initiatives		Corresponding UNWTO Code Article No.																											
<p>JATA has provided grants to NPOs' natural and cultural asset protection projects, such as the project to install bio-toilets on Mt. Fuji for mountain climbers, in order to promote both tourism and environmental protection.</p> <p>JATA has also implemented cleaning activities, involving member companies and placing a focus on tourist destinations having natural tourism resources, such as the foot of Mt. Fuji and Kamikochi. JATA is working to raise the environmental awareness of the tourism industry, considering how to use limited natural resources in daily business activities in a sustainable manner.</p> <p style="text-align: center;">JATA's environmental conservation activities in the past</p> <table border="1"> <thead> <tr> <th>FY</th> <th>Activity</th> <th>Outline</th> </tr> </thead> <tbody> <tr> <td>1993</td> <td>Establishment of the Declaration as an Earth-friendly Tourist</td> <td>JATA's environmental slogan advocating the preservation of the natural environment and the protection of cultural assets</td> </tr> <tr> <td>1998</td> <td>Creation of the Ecotourism Handbook</td> <td>A guide to plan and conduct eco-tours that meet consumer needs while giving consideration to the environment</td> </tr> <tr> <td>1998</td> <td>Establishment of the JATA Environmental Fund</td> <td>The fund was established so that the tourism industry, which heavily depends on the natural environment and cultural assets, will actively work on the conservation and protection of the resources of tourist destinations.</td> </tr> <tr> <td>2001-2008</td> <td>Grant for civil activities</td> <td>The grant was provided to 33 projects of activity groups related to the conservation and protection of the nature and cultural assets of tourist destinations (installation of bio-toilets, etc.).</td> </tr> <tr> <td>2003-2014</td> <td>Grant for earth-friendly environmental learning</td> <td>The grant was provided to support the "environmental learning" of elementary school pupils who will be responsible for environmental conservation in the future and to lead the learning to future conservation activities. 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2009-	"JATA Forest" Fund	This reforestation activity includes tree planting and thinning on Mt. Hodo in Nagatoro-City, Saitama Prefecture; implemented to contribute to the prevention of global warming, and the creation of colorful scenery.																											
2009-	Brochure recycling system	This system is designed to collect member companies' unneeded travel brochures free of charge and to use the revenues from selling the brochures for the JATA Environment Fund.																											

	<p>356 offices of 141 companies have participated in this system, resulting in a total of approximately 2,794 tons of brochures and revenues of approximately 2.42 million yen (as of February 2016).</p>	
		<p>+ Article 4-1 Rights and obligations of communities to tourism resources</p>



Grant for installing bio-toilets on Mt. Fuji



Participants (employees of member companies) in "JATA Forest" weeding



Small folding container for the brochure recycling system



Commendation of a school receiving a grant for earth-friendly environmental learning



Participants of member companies after cleaning at the foothills of Mr. Fuji

7. Promotion of the Quality Assurance System for Tour Operators

Specific Initiatives	Corresponding UNWTO Code Article No.
<p>In FY 2013, JATA introduced a certification system that assures the quality of tour operators in order to enhance the quality of travel to Japan and to allow inbound tourists to enjoy safe, secure, high-quality tours.</p> <div data-bbox="679 300 1050 474" style="text-align: center;">  </div> <p style="text-align: center;">"the quality assurance system for tour operators" logo</p> <p>The Examination Committee composed only of experts and government officials evaluates tour operators from three aspects (1. Compliance with laws and regulations, 2. Quality management and service level, and 3. CSR), in addition to their travel arrangements, itinerary management, etc. The committee certifies tour operators that meet the above criteria.</p> <p>This initiative is expected to increase repeat travelers, control the impact of rapidly increasing inbound tourists, and lead to the sustainable growth of inbound tours by securing both quantity and quality.</p> <p>■ Achievements and future directions</p> <p>As of April 2016, 48 companies are registered as certified tour operators.</p> <p>This system is operated by a third-party organization outside JATA's business framework in order to maintain fairness.</p> <p>JATA plans to participate in overseas business meetings, and other events, in addition to receiving support and accreditation by the Japanese government, in order to increase the recognition of the quality assurance system and registered companies among travel agent associations and travel agents in foreign countries. JATA aims to increase inbound tourists and repeat travelers to Japan by improving the quality of the industry as a whole as a result of the increase of certified tour operators.</p>	<p>Article 3-1 Safeguarding the natural environment to satisfy equitably the needs and aspirations of present and future generations</p> <p style="text-align: center;">+</p> <p>Article 3-4 Cooperation for limitations or constraints required to protect areas that are particularly sensitive to tourism development, such as nature reserves</p> <p style="text-align: center;">+</p> <p>Article 6-1 Providing clear and accurate information to customers and offering fair travel contracts</p> <p style="text-align: center;">+</p> <p>Article 9-6 Partnership between enterprises of generating and receiving countries for the sustainable development of tourism and an equitable distribution of benefits</p>

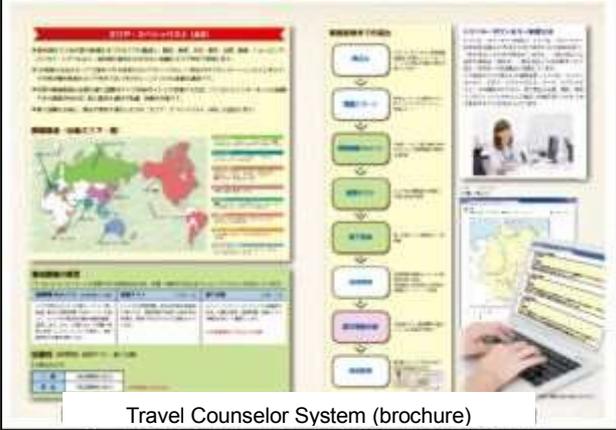
8. Initiatives for Human Resources Development and Education

Specific Initiatives	Corresponding UNWTO Code Article No.
<p>(1) Human resource acquisition</p> <p>JATA is encouraging students to work in the tourism industry and making efforts to secure excellent human resources.</p> <ul style="list-style-type: none"> • JATA joint internship JATA has offered an internship program since FY 2013, using its original programs. The approximately 10-day internship is composed of lectures and practical training at two member companies engaging in different types of businesses and having different business sizes. (In FY 2015, 25 member companies accepted 45 participants from 13 universities.) • Tourism industry study seminars JATA holds panel discussion seminars for college students who hope to work for travel agents. At these seminars, young employees frankly talk about the attractiveness of their work, etc. (In FY 2015, 289 students from 39 universities participated in the seminars.)  <p style="text-align: center;">FY 2015 Tourism Industry Study Seminar</p> <p>(2) Education, training and human resources development programs for the tourism industry</p> <ul style="list-style-type: none"> • Human resources development program for industry-academia service management (Ministry of Economy, Trade and Industry) In collaboration with the Department of International Tourism Studies of Toyo University, JATA developed a tourism human resources development program in order to contribute to the development of human resources who can adapt to market globalization and who have strong managerial skills. The program also aims at offering an education/training program integrating theory and practice as a skills improvement program for working people. 	<p>Article 9-3 Freedom of access to the tourism industry</p>

The program was selected as a supplementary program for the Ministry's human resources development program for industry-academia service management again in FY 2016.

- Travel counselor system

JATA has developed a qualification system to develop tourism professionals who have a wide knowledge and are able to appropriately respond to customers' travel needs. By designating eight geographical areas, the qualification system focuses on the development



Travel Counselor System (brochure)

of area specialists by encouraging workers to acquire area-specific essential knowledge for tour marketing, including geography, nature, and food. Approximately 1,000 persons have qualified to date and are now working as professionals in the tourism industry.

- Training for travel agents

In its efforts to develop human resources in the industry as a whole, JATA conducts training for the employees of travel agents, including basic training for new employees, improvement training for certified travel supervisors, upgrade training for tour conductors (joint project with TCSA), and overseas on-site training of comprehensive itinerary management.

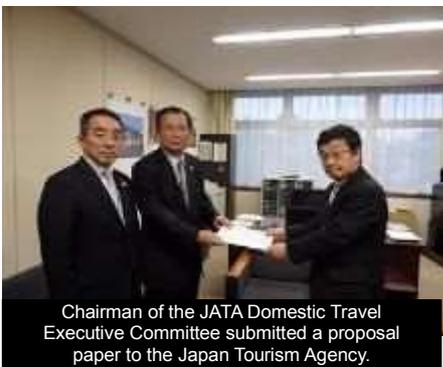
- Practical education and training for managers

JATA offers practical education and study seminars for corporate managers on new market studies and business model studies in response to the changes of the times such as globalization, digitization and networking.

(In FY 2015, a total of 10 seminars were held with a total of 619 participants.)

Article 9-2
Rights and obligations of workers in the tourism industry to receive appropriate and continuous training

9. Policy Recommendation

Specific Initiatives	Corresponding UNWTO Code Article No.
<p>In April 2015, JATA submitted a policy proposal on overseas travel, domestic travel, and inbound travel to the Japan Tourism Agency, anticipating the “age of 40-million persons mutual exchange.”</p> <p>The public and the private sectors, including relevant ministries and agencies, Keidanren (Japan Business Federation), and organizations and enterprises including airlines, collaborated, shared issues and opinions on the direction of focusing on promoting tourism demand.</p> <p>With regard to overseas travel, JATA proposed 10 action plans, including spreading the use of the leave system and support for youth internationalization. In particular, the “Get a Passport Campaign” jointly conducted by JATA and the airport companies of New Chitose Airport, Sendai International Airport, Chubu Centrair International Airport, Kansai International Airport, and Hiroshima Airport in cooperation with foreign tourism bureaus resulted in a locally-led increase in demand for outbound travel through passport acquisition.</p> <p>Regarding domestic travel, JATA made 12 proposals, including the realization of a “comprehensive tourism platform” to promote the basic plan for tourism, as initiatives for revitalizing local economies linked to the government’s community creation. JATA aims to develop attractive tour products in collaboration with municipalities.</p> <div data-bbox="715 1115 1158 1482" style="text-align: center;">  <p>Chairman of the JATA Domestic Travel Executive Committee submitted a proposal paper to the Japan Tourism Agency.</p> </div> <p>In the “proposal to achieve 20 million foreign tourists to Japan,” JATA proposed the widening of tourist destinations, the promotion of the use of Ryokan (inns) which are a part of Japanese culture, securing safety and security for inbound tourists, greater use of the quality assurance system for tour operators, etc. Many of these proposals were reflected in the “Action Program 2015” announced by the Japan Tourism Agency in June 2015.</p>	<p>Article 10-1 Cooperation in the implementation of the principles of the Global Code of Ethics for Tourism</p> <p style="text-align: center;">+</p> <p>Article 10-2 Contribution to the establishment of tourism brands</p>

<ul style="list-style-type: none"> • JATA gives lectures at seminars for consumer specialists held by consumer affairs centers, etc. (In FY 2015, JATA gave a total of seven lectures.) <p>(3) Travel Industry Fair Trade Council</p> <p>JATA helped to establish this council on January 23, 1985 although it is a separate organization. JATA still works with the council and encourages JATA members to join it.</p> <p>■ Achievements and future directions</p> <p>JATA takes measures to improve the skills at preventing and resolving complaints of the employees of travel agents, and continues to engage in activities to achieve the objectives of the Travel Agency Act and JATA's articles of incorporation.</p>	<p>Article 1-4 Providing protection for tourists and their belongings</p>
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11. Voluntary Restriction on Gun Shooting Tours

Specific Initiatives	Corresponding UNWTO Code Article No.
<p>In order to restrict opportunities to come in contact with guns at outbound travel destinations for the sound development of the outbound travel market, JATA has requested member companies since 1998 to refrain from including or advertising a shooting experience in their outbound tour brochures and advertisements. Member companies have voluntarily restricted themselves to date.</p> <p>■ Background</p> <p>A Japanese student studying in the USA was shot to death in 1992. Japanese society was thus reminded that the USA is a gun society and that Japan's peace is maintained by strict regulations on guns.</p> <p>In October 1998, the Stop Gun Caravan visited the JATA Secretariat and pointed out that some tourists sent by Japanese travel agents participate in shooting tours abroad. The caravan requested JATA to restrict opportunities to come in contact with guns at outbound travel destinations, emphasizing the importance of creating an environment that prevents customers from casually experiencing shooting at overseas travel destinations.</p> <p>In order to create a social environment and develop a sound outbound travel market as mentioned above, the JATA Outbound Travel Executive Committee decided to cooperate with the caravan in the prevention of gun crimes, and agreed to handle overseas shooting tours as follows:</p> <p>■ Agreed matters</p> <ul style="list-style-type: none"> • Shooting experiences must not be included in the itinerary presented in brochures or advertisements of overseas tours. • Shooting tours must not be included in optional tours presented in brochures or final itineraries. <p>■ Achievements and future directions</p> <p>JATA has requested its member companies to voluntarily restrict gun tours since 1998, and the voluntary restriction has been practiced to date. JATA is proud of this achievement, which is unprecedented in the world.</p>	<p>Article 1-5</p> <p>Opposition to trafficking in products and substances that are dangerous or prohibited by national regulations</p>

Requesting your Cooperation to Eliminate Gun Crimes!

Recently, serious incidents involving victims of gun violence have been increasing. The Stop Gun Caravan is working to eliminate the use of guns and aims to achieve a "safe Japan with no guns" with support from the National Police Agency. As part of its activities, the representative of the caravan visited the JATA Secretariat on October 28 to request "voluntary restrictions on gun tours."

JATA wishes to inform the details of the request to its member travel agents, and the Outbound Travel Executive Committee plans to discuss how to handle this matter.

Request for Voluntary Restriction on Shooting Tours

To: Mr. Isao Matsuhashi,
Chairman of the Japan Association of Travel Agents

Koichi Sunada,
Representative of Stop Gun Caravan

Japan's well-maintained public peace has been achieved by strict regulations and control over guns. Japan is proud of having far fewer gun crimes than other countries.

However, the gun situation is gradually worsening, and shooting incidents targeting or involving innocent citizens occur throughout the country, threatening public peace in Japan.

In response, the government and prefectures have set up Gun Control Promotion Headquarters and taken various measures. However, the sense of hesitation or rejection of guns may decrease because everyone can now travel abroad easily and have more opportunities to come in contact with guns. Some tourists visiting foreign countries on the tours of Japanese travel agents participate in shooting tours while abroad.

In order to prevent Japan from turning into a gun society, I believe it is necessary to widely inform the nation that guns are weapons used to kill people. It is important to raise people's awareness of the destructive power and terror of guns, as well as strict punishment against gun crimes, and to develop an environment in which individual people avoid possessing or casually shooting a gun while in foreign countries.

For this purpose, I would like to make three requests to travel agents.

Requests to Travel Agents

- Not to plan, operate, or advertise "overseas shooting tours"
- Not to invite, advertise, intercede or introduce "shooting tours" planned by overseas travel agents
- To post advertisements, etc. for eliminating gun crimes in brochures for tourists wherever possible

12. Promotion of Activities to Protect Children’s Human Rights

Specific Initiatives	Corresponding UNWTO Code Article No.
<p>The travel and tourism industry standards of ethical behavior to prevent child prostitution (Code of Conduct) are the ethical standards of the tourism industry designed to eliminate child prostitution at tourist destinations. The code was developed by an international NGO (ECPAT Sweden) in cooperation with UNWTO, United Nations Children's Fund (UNICEF), etc.</p> <p>In Japan, UNICEF Japan played a central role in establishing the Code Project Promotion Council in March 2005. The council has supported anti-child prostitution projects by Japanese companies with the participation of the Overseas Tour Operators Association of Japan (OTOA), JATA and their approximately 80 member companies.</p> <p>The Code Project Headquarters in Thailand has changed its operation policy and introduced a membership fee system to strengthen its activities. Currently, under the new system, the council is operated primarily by member companies.</p> <div data-bbox="715 882 1177 1077" data-label="Image"> </div> <p style="text-align: center;">"The code" logo</p> <p>JATA encourages its member companies to participate in the project in order to eliminate child prostitution at tourist destinations, and continues to help member companies implement the code through seminars, etc.</p> <p>■ Six standards of ethical behavior required of participating companies:</p> <ul style="list-style-type: none"> • Establishing a corporate policy and procedures against the sexual exploitation of children • Conducting education and training for employees • Incorporating provisions for rejecting the sexual exploitation of children in contracts with business partners • Providing information to tourists • Providing information to and cooperating with key persons • Reporting relevant activities every year 	<p>Article 2-3</p> <p>Measures to eliminate the commercial and sexual exploitation of children</p>

13. Promotion of Travel Safety Management

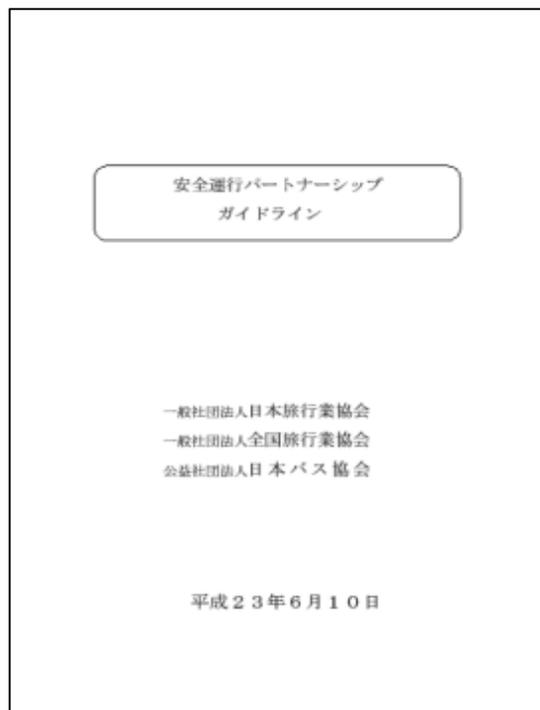
Specific Initiatives	Corresponding UNWTO Code Article No.
<p>JATA creates manuals and guidelines in collaboration with the Japan Tourism Agency and relevant organizations so that travel agents can avoid serious troubles or promptly take measures if any trouble occurs. JATA ensures that travel agents are aware of their roles, including risk management and consumer enlightenment, and aims to create the world's best tourism industry.</p> <p>(1) Travel safety management</p> <p>JATA encourages the tourism industry to establish a specific system based on the PDCA cycle described below, and is working to raise the industry's awareness and to ensure the travel safety system:</p> <ul style="list-style-type: none"> • Appointment of a person responsible for travel safety (safety manager) • Development of a basic policy on safety and security • Voluntary inspection of travel safety management, using a checklist • Development of a next-term plan reflecting improvement measures and the promotion of in-company education/training <p>In 2014, in addition to conventional initiatives, JATA designated July 1 as Travel Safety Day, and has conducted simulation training for member companies in case of overseas accidents and earthquakes. JATA identifies issues in the emergency contact system and other emergency measures by confirming the safety of customers and employees, as well as performing role-plays for media handling, and is working to strengthen the emergency management system.</p> <div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div data-bbox="231 1377 566 1713" style="text-align: center;">  <p data-bbox="300 1742 507 1769">"Travel Safety Day" logo</p> </div> <div data-bbox="662 1384 1157 1657" style="text-align: center;">  <p data-bbox="667 1662 1133 1787">Consolidating information in simulation training conducted by member companies on Travel Safety Day</p> </div> </div> <p>(2) Development of guidelines</p> <p>JATA has developed the following guidelines, etc. in collaboration with relevant ministries, agencies, and organizations, as well as various service providing agencies, in order to offer safe travel services. JATA provides information to</p>	<p>Article 6-2 Confirmation of assistance and systems for health protection and safety, and cooperation with the public authorities for accident prevention</p> <p style="text-align: center;">+</p> <p>Article 6- 5 Providing accurate, up-to-date information on dangers at the destination to nationals, and providing advisories</p>

member companies through seminars, newsletters, and periodical e-mails, and is strengthening travel safety and safety management.

■ Major guidelines related to safety management:

- Basic guidelines for the selection and operation of overseas bus companies
- Basic matters on tour operator contracts
- Safe travel partnership guidelines
- Mountain climbing tour guidelines
- Natural disaster initial response manual for inbound tourists

JATA studies safety measures that should be taken by travel agents, such as encouraging member companies to indicate the name of the bus company on brochures, etc. to ensure the safe travel of chartered buses.



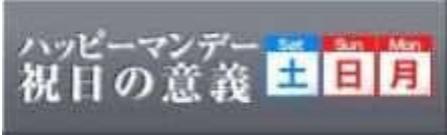
Cover of "Safe travel partnership guidelines"

■ Achievements and future directions

In the FY 2015 simulated travel safety management training, participating companies could check their emergency contact system in about 30 minutes on average. This is less than half the time required in the FY 2014 training, demonstrating the effect of promoting safety management.

Article 6-2
Confirmation of assistance and systems for health protection and safety, and cooperation with the public authorities for accident prevention
+
Article 6-5
Providing accurate, up-to-date information on dangers at the destination to nationals, and providing advisories

14. Submission of Requests for the Relaxation of Regulations and for Systems

Specific Initiatives	Corresponding UNWTO Code Article No.
<p>(1) Request for the easing of charter service regulations</p> <p>JATA has made requests to the government for the revision of rules to promote regional and international tourism by promoting the use of international charter flights. As a result, requirements have been revised, resulting in as abolishment of some accommodation requirements and expansion of the scope of direct marketing.</p> <p>■ Major revisions in the past</p> <ul style="list-style-type: none"> • Abolishment of accommodation requirements (“5% Rule” obligating accommodation in the country of arrival) <ul style="list-style-type: none"> → Creation of a variety of reasonable products • Expansion of direct marketing (individual marketing) to flights from and to local airports <ul style="list-style-type: none"> → Stimulation of the demand for private tours departing from or arriving at a local airport • Permission to use an airline of a third-party country <ul style="list-style-type: none"> → Availability of a wide range of airlines in consideration of cost and procurement • Permission to wholesale seats for comprehensive tour products <ul style="list-style-type: none"> → Reduction of purchasing risks 	<p>Article 8-1 Tourists’ liberty to move without being subject to excessive burden or discrimination</p> <p style="text-align: center;">+</p> <p>Article 8-4 Contribution to the simplification of procedures and the reduction of financial burden for widespread access to international tourism</p>
<p>(2) Initiatives for the paid leave system</p> <p>In response to a move to a partial revision of the “Happy Monday System” (three consecutive holidays including a national holiday) that leads to the creation of long holidays, JATA promoted people’s understanding and awareness of the significance of national holidays on its website, logo, etc., and worked to maintain the system.</p> <div style="text-align: center;">  <p>“Happy Monday System” promotion logo</p> </div> <p>JATA intends to continue to request the government to maintain the system because consecutive holidays at different times of the year have various effects, such as balancing travel demand, increasing the productivity of the tourism industry, ensuring stable employment, and reducing the environmental burden.</p>	<p>Article 8-1 Tourists’ liberty to move without being subject to excessive burden or discrimination</p> <p style="text-align: center;">+</p> <p>Article 3-3 Even distribution of holidays</p>

Popularization of well-planned long holidays



Realization of comfortable life with relaxation



Contribution to higher productivity of enterprises and reinforcement of international competitiveness

■ Achievements and future directions

JATA intends to work on easing the charter service regulations and continuously reducing the burden of tourists in order to promote people's unrestricted participation in tours.

15. Improvement of the Work Environment

Specific Initiatives	Corresponding UNWTO Code Article No.
<p>JATA actively promotes the improvement of the work environment in the tourism industry, and takes initiatives to maintain a good work environment.</p> <p>(1) Japan Travel Industry Employee's Pension Fund (currently, Tourism Industry Pension Fund) Previously, Japan's tourism industry did not have its own pension system. In order to support the livelihood of workers in the industry, the JATA Welfare Committee (currently the Managerial Issues Committee) played a central role in establishing the fund on November 1, 1981 with the cooperation of relevant organizations and government agencies. The fund was later renamed the Tourism Industry Pension Fund (TIPF), and now covers not only travel agents but also the hotel and other industries, serving as a pension fund for a wide range of the tourism industry as a whole and supporting the health and welfare of workers in the industry.</p> <p>(2) Travel Industry Health Insurance Association (Currently the Tourism Industry Health Insurance Association) As is the case with the pension fund, in order to maintain and enhance the health of workers in the tourism industry which is dominated by small and medium-sized enterprises, the JATA Welfare Committee (currently the Managerial Issues Committee) played a central role in establishing the health insurance association on April 1, 1988 with the cooperation of relevant organizations and government agencies. Currently, the association is renamed to the Tourism Industry Health Insurance Association, and covers not only travel agents but also the hotel and other industries, serving as a health insurance association for a wide range of the tourism industry as a whole and supporting the health and welfare of workers in the industry.</p> <p>(3) Management of tour conductors' overtime work In response to the revision of the Worker Dispatch Act (September 30, 2015), JATA invited the Ministry of Health, Labor and Welfare to give a briefing on the period restriction, etc. of tour conducting, which is one of the 26 jobs designated by a government ordinance, in order to ensure legal compliance and the provision of a proper work environment.</p> <p>(4) Activities to encourage employees to take paid leave In order to encourage employees to take paid leave, JATA considers that</p>	<p>Article 9-1 Guaranteeing the fundamental rights of workers in the tourism industry in consideration of the characteristics of the tourism industry</p> <p>Article 9-1 Guaranteeing the fundamental rights of workers in the tourism industry in consideration of the characteristics of the tourism industry</p>

<p>it is essential to first increase the rate of paid leave taking in the tourism industry as a whole, and so conducted a fact-finding survey on paid leave taking among JATA member companies.</p> <p>↓</p> <p>JATA intends to increase the leave-taking rate among employees in the tourism industry and to encourage employees to take long vacations, aiming to raise the rate in order to expand tourism demand, together with other tourism organizations.</p>	
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