



Sustainable Tourism through Adventure Travel

Tsuruga Resort Inc.
Ken Takada



TSURUGA RESORTS HOTELS Inc.



AMBASSADOR
ADVENTURE TRAVEL
TRADE ASSOCIATION



JAATO
Japan Adventure Tourism Organization



Agenda

- ◆ Introduction
- ◆ What is Adventure Travel ?
- ◆ Market scale
- ◆ AT & Sustainability
- ◆ Conclusion



Introduction

Who am I ? What's ATTA ?



Who am I ?



Kensuke Takada



Tsuruga Resort Inc. : Deputy Director of Marketing & International Project.
Japan Adventure Tourism Organization : Global Marketing Director
Adventure Travel Trade Association : Japan Ambassador

- Born in Lake-Akan (1990)
- Study abroad in Melbourne, Australia. (2005 - 2011)
- Working as Ski Instructor at RUSUTSU RESORT (2011 - 2012)
- Start working at Tsuruga Resort Inc. (2012)
- Assigned employee at JTB Research & Consulting (2019 - 2021)
- Starting up Japan Adventure Tourism Organization(2019). Becoming an Ambassador of Adventure Travel Trade Association (2020)
- Return to Tsuruga Resort Inc. (2021/Nov). Currently working as a Deputy Director of Sales and Marketing, also working as a lecturer of Adventure Tourism.





What is ATTA ?

The Adventure Travel Trade Association inspires, connects and empowers the global community to do good through travel. We're an ever-growing community of passionate travel professionals from destinations all around the globe. Inside our membership program and in-person events, you'll discover enthusiastic people just like you who dedicate their life's work to transforming people and places through adventure travel.





“ Inspire, connect and empower a global travel community to deliver experiences that protect natural and cultural capital and create shared economic value. ”

- ATTA Mission



ATTA's values statement



ATTA's Values Statement was formed through a collaborative process between the ATTA team, advisory board, members and input from the UNWTO. In signing, ATTA members state that they too will strive and move toward these values (in brief):

1

TOURISM ETHICS

The ATTA affirms and agrees with the UNWTO's Global Code of Ethics for Tourism

2

PROTECTION OF CHILDREN

The ATTA believes in the protection of children from harmful effects of tourism and is a signatory of TheCode.org

3

RESPONSIBILITY

The ATTA believes in the universal standards put forth by the Global Sustainable Tourism Council (GSTC), and that tourism businesses and destinations should adopt the criteria.

4

COMMUNITY PRINCIPLES

As established by the ATTA and its active Members.



What is Adventure Travel ?

Definition of adventure travel.



What is Adventure Travel ?



Adventure Travel defined:

- Connects people with nature (for mutual rejuvenation)
- Weaves culture and lifestyle in the nature-based experience
- Nature - traveler relationship based on respect and natural attitude of protecting and managing footprint (both for travelers and suppliers)

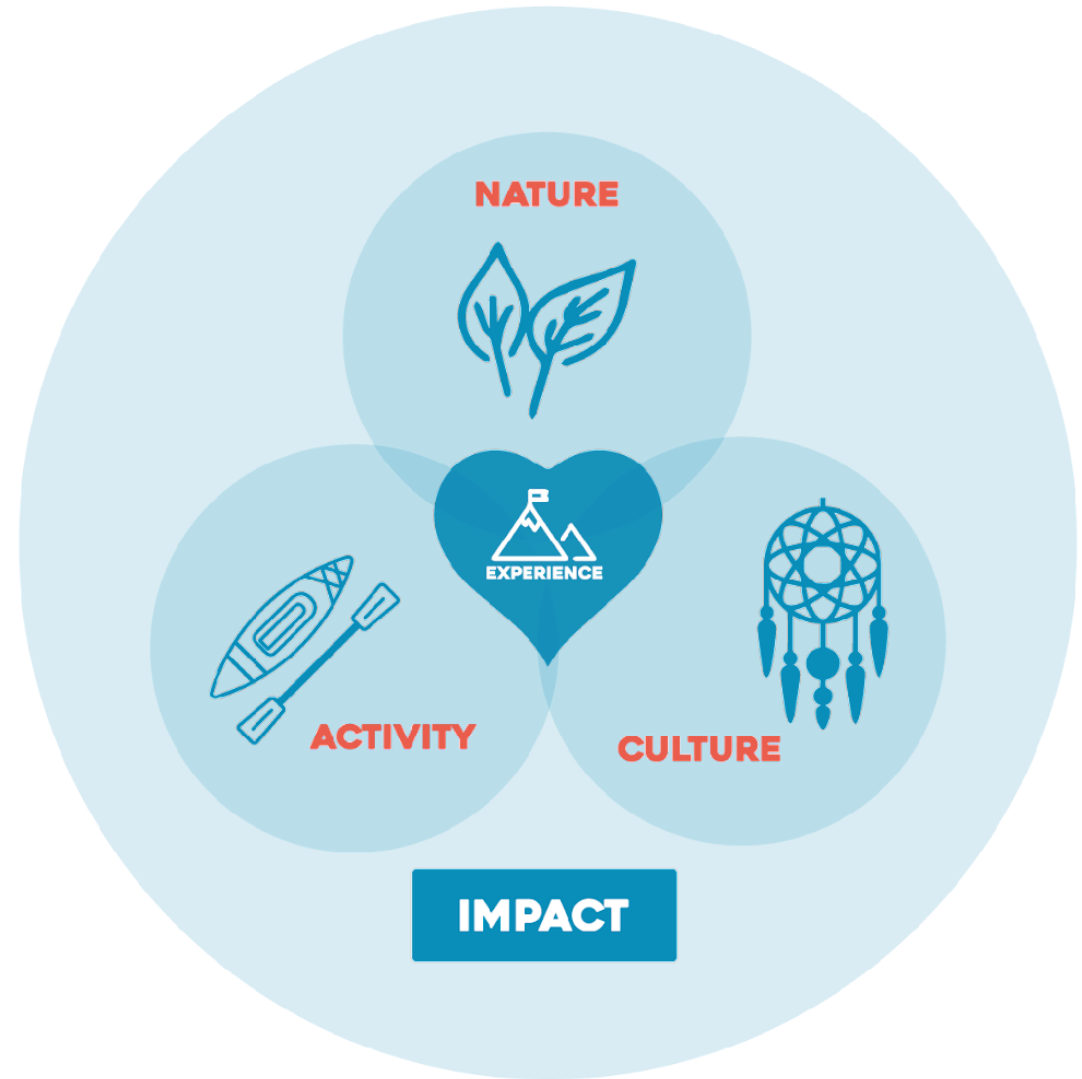


Adventure tourism incorporates and promotes the values of the tourism that we want - a tourism that respects cultural and natural assets, and protects the most vulnerable.



- Taleb Rifai
former UNWTO Secretary General





ESSENTIAL ELEMENTS

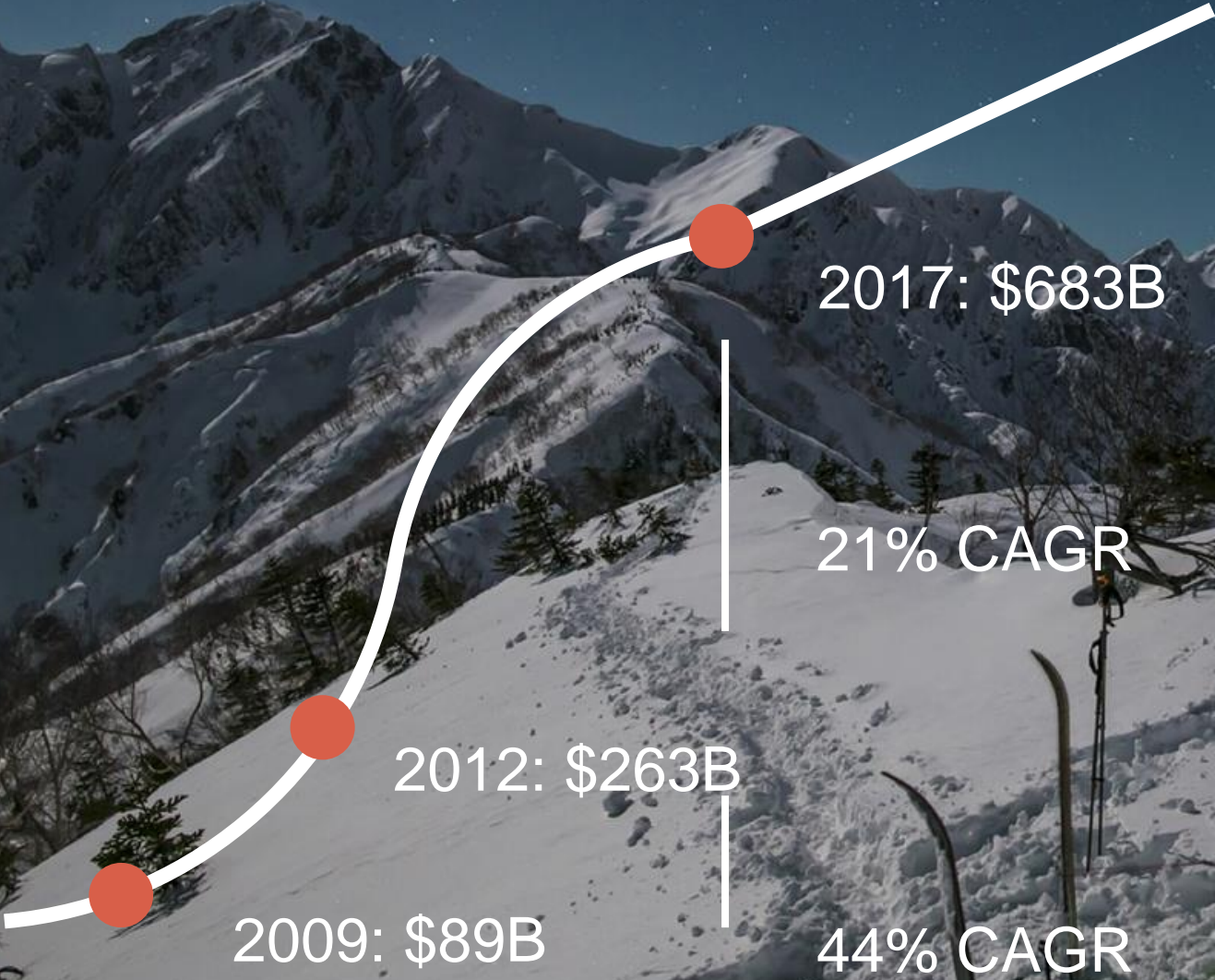


Market Scale

How big is the Adventure Travel markets are?



CAGR: Compound annual growth rate



Adventure Travel compared to Global Industries



Cruise Industry
\$119B



Global Textile
Mills Market
\$667B



International
Adventure Market:
\$683B



Global
Prescription
Drug Sales
\$774B



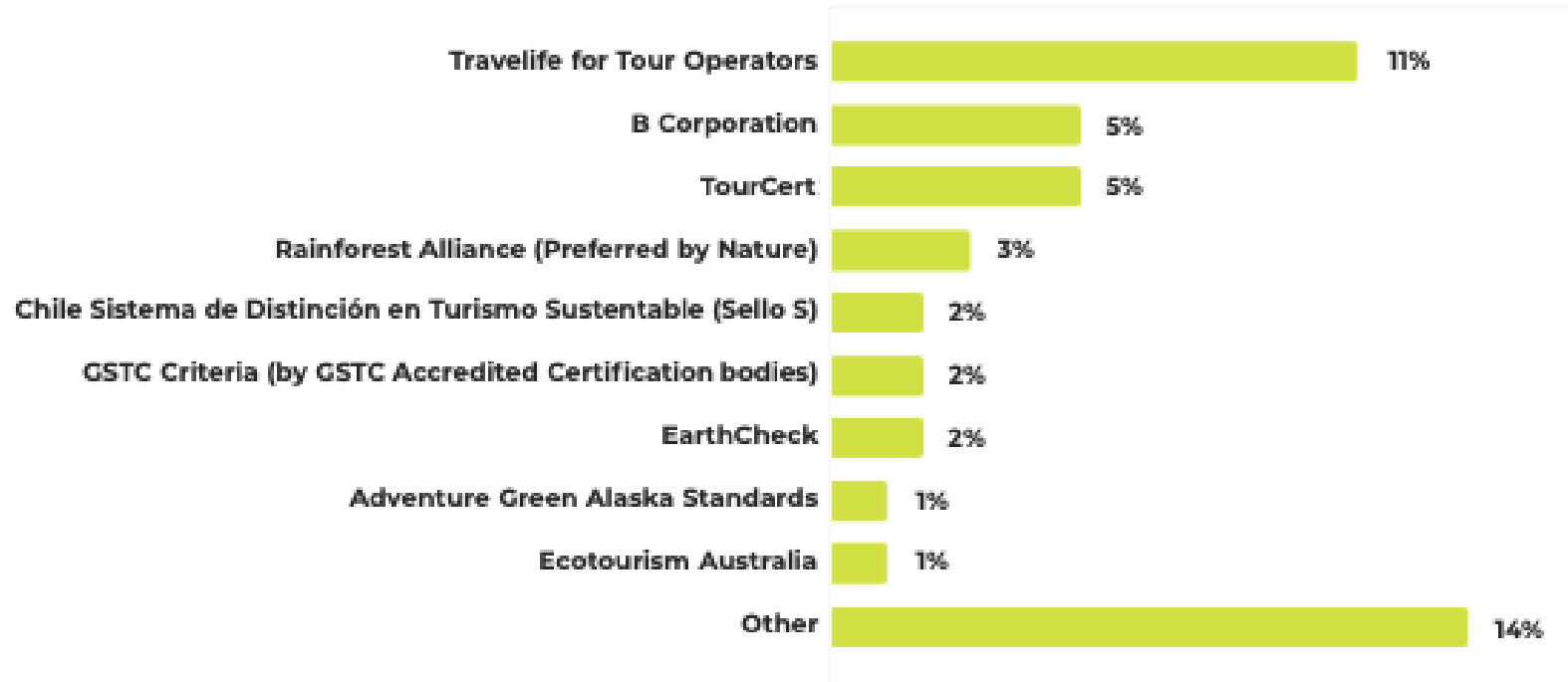
AT & Sustainability

Sustainable Tourism through Adventure Travel





SUSTAINABILITY CERTIFICATION



Q40: Does your business currently hold (or are you working to acquire) any kind of sustainability certification?

Base: All respondents excluding those left blank (n=166)

Source: 2021 Adventure Tour Operator Snapshot Survey

40%

**have or are
working toward
a sustainability
certification**

(60% are not)

TOURISM + CONSERVATION ISSUES



Q42: What tourism and conservation issues do you believe deserve the most attention?

Base: All respondents excluding those left blank (n=166)

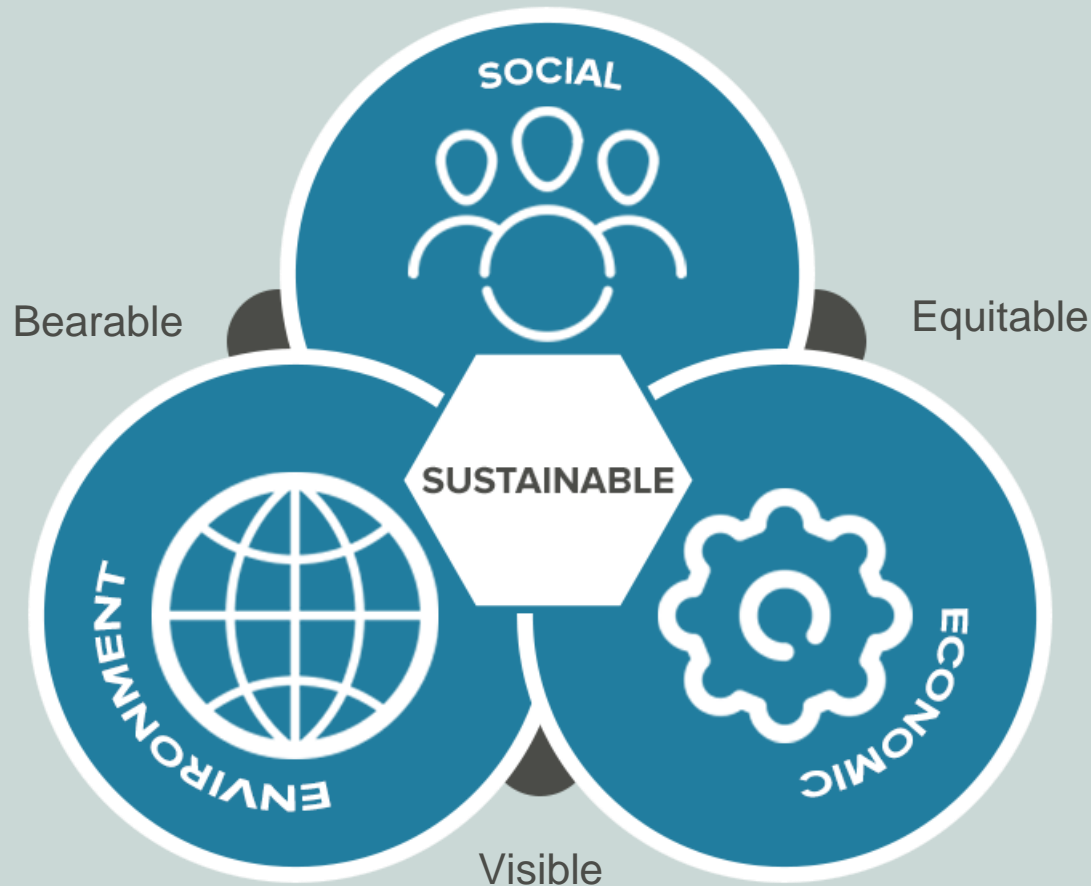
Source: 2021 Adventure Tour Operator Snapshot Survey



Key Principles

Travel that balances economic development objectives with local environmental and social needs:

- Increases profits for local economy
- Increases number & quality of local tourism jobs
- Respects & enhances community traditions
- Preserves landscapes & biodiversity





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- ATTA Mission





Conclusion

- Tourism depends on assets like natural, cultural and man-made attractions that motivate travelers to embark on a journey.
- Tourism should be done in a way that does not damage or destroy the very assets that drive motivation.
- Tourism should be done in a way that enhances the livelihood of local residents and not damage it.





Thank
You



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