

Parallel Session D

“Sustainable Tourism in the New Era”

1. Outline

Date:	13:00-15:00 JST, Wednesday, 27 October 2021
Format:	Online
Language:	Japanese, English, Chinese, Korean

2. Participant Information

City	Name	Post
Fukuoka	Yoshida Hiroyuki	Chief Executive, Economy, Tourism & Culture Bureau
Taizhou	Gu Ping	Vice Mayor
Kagoshima	Shimozuru Takao	Mayor
Miyazaki	Kono Taro	Vice Mayor
Nagasaki	Taue Tomihisa	Mayor
Vientiane	Phoukhong Bannavong	Vice Mayor
Vladivostok	Zhuravel Yurii Grigorievich	Head of International Relations Department
Da Nang	Tran Phuoc Son	Vice Chairman

	Name	Organisation
Moderator	Suzuki Hiroko	Deputy Chief, UNWTO Regional Support Office for Asia and the Pacific
Assistant	Oki Yohei	Researcher, Overseas Environmental Cooperation Center, Japan

3. Summary of Remarks on Parallel Session

1) Summary of Cities Presentations

Moderator	<ul style="list-style-type: none">• How should tourism be promoted in cities after the unprecedented COVID-19 crisis, and how should sustainable tourism look like for the next 50 to 100 years are important questions.• The tourism industry has been growing steadily, generating 10% of the world's GDP and 1 in 10 jobs globally. The promotion of tourism also contributes to peace by preserving local culture and protecting the environment.• The COVID-19 crisis caused a major impact not only on tourism facilities and accommodations, but also on local economies, including
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	<p>restaurants, retail and entertainment spots and primary industries that support local production for local consumption. In particular, SMEs which account for 80% of the tourism industry, suffered tremendous damage and it is estimated that approximately 100 million jobs are at risk in the entire world.</p> <ul style="list-style-type: none"> • UNWTO predicted that tourism will not return to pre-pandemic levels until 2024 or later. • The key word for tourism recovery is "Build Back Better" - not just returning to the original state before COVID-19, but using lessons learned from the past to improve recovery. It is necessary to promote tourism in a sustainable manner so that it does not place undue burden on local nature, culture and the lives of people, and tourism can benefit for local people.
Fukuoka	<ul style="list-style-type: none"> • As a gateway city to the Asian-Pacific region, Fukuoka City will work to promote sustainable tourism in cooperation with other cities participating in the Asian-Pacific City Summit. Also, Fukuoka City will work to promote sustainable tourism in the new era by addressing current issues that threaten sustainability, such as economic and cultural recovery, realization of zero carbon and the SDGs as well as improving local resilience and diversity. • Fukuoka City's vision is to be a leading city in Asia where people, the environment, and urban vitality are in harmony and it is important to develop and improve the three elements of the environment, society and the economy in a balanced manner. • Fukuoka City is one of the most compact cities in the world, has a unique traditional cultural experience and has faced tourism challenges as a model city in Japan. • In order to promote sustainable tourism in the new era, there are three challenges: 1) The Pandemic; 2) Carbon neutrality by 2050; and 3) Harmony with local communities. <ul style="list-style-type: none"> 1) Resilience to COVID-19 <ul style="list-style-type: none"> -Fukuoka City is promoting its resilience to COVID-19 by providing subsidies to approximately 10,000 stores and hotels for the installation of non-contact equipment and facilities. This has contributed to the reduction of CO2 emissions due to energy conservation as a result of upgrading to the latest equipment. -In order to flexibly respond to the changing needs of tourists, Fukuoka City is promoting work vacations where people stay for long periods of time for work and enjoy their vacations. -While many cultural events continue to be cancelled, Fukuoka

	<p>City is introducing digitalization, including online distribution and crowdfunding and is working to preserve cultural traditions such as continuing Japan's largest festival, which has attracted visitors for over 800 years.</p> <p>2) SDGs and carbon neutrality</p> <ul style="list-style-type: none"> -Fukuoka City aims to become carbon neutral by 2040 and the tourism industry is also promoting the introduction of renewable energy, energy saving and carbon offsetting. -Fukuoka City is promoting the Fukuoka East & West Project to enhance the attractiveness of the seaside and is working on healthy tourism by introducing e-bikes. <p>3) Inclusion & Diversity</p> <ul style="list-style-type: none"> -Fukuoka City is promoting the spread of a model in which hosts and guests come together at camping facilities to create a community and promote coexistence between tourism and the local community. -Fukuoka City is working to improve its environment and services that accept diverse tourists including those with different ideologies, religions, allergies, health and food preferences.
Moderator	<ul style="list-style-type: none"> • The content of the presentation was very stimulating, with a wide range of advanced initiatives including the promotion of tourism using traditional culture as well as the use of digitalization, carbon neutrality and coexistence with the local community.
Taizhou	<ul style="list-style-type: none"> • As Marco Polo praised this city over 700 years ago, “Taizhou is not a big city, but it has various earthly happiness.” Taizhou's tourism concept is to be a healthy and happy city, with sustainable tourism being an essential goal. To achieve this goal, Taizhou is working on the following three points: <ul style="list-style-type: none"> 1) Tourism development and events that consider regional characteristics. <p>Taizhou holds events such as the International Tourism Festival, the Rape Blossom Festival, festivals focusing on gourmet food and events specializing in traditional culture such as the Beijing Opera Art Festival.</p> 2) Strengthening the city's tourism image and brand power. <p>Taizhou has one "National 5A" tourist attraction, 10 "4A" tourist attractions, one key village for rural tourism and one national eco-tourism model. Taizhou has been working to increase its name recognition through tourism promotion activities in various countries over the years.</p>

	<p>3) Tourism incentive policy.</p> <p>A total of 50 million yuan in tourism campaign coupons have been issued to improve the business conditions of tourism-related enterprises in order to promote the recovery of the tourism industry whilst taking measures against COVID-19.</p>
Moderator	<ul style="list-style-type: none"> It was very interesting to hear the presentations on various festivals and events that take advantage of the characteristics of the region.
Miyazaki	<ul style="list-style-type: none"> Looking at the city's industrial structure, the service industry - including the accommodation and restaurant industries - accounts for a high 18% of the total, and tourism-related industries support the city's economy. Today, Miyazaki City would like to make a presentation on the construction of tourism policies with an eye on “coexist with COVID-19 and post pandemic”. Last year, the number of incoming tourists was 3.8 million, down 39% from the previous year and the number of overnight guests was 1.5 million, down 42% from the previous year. In particular, the number of foreign guests decreased by 87.1% from the previous year to about 25,000. As for the path to recovery in tourism, the first step is to capture demand from nearby areas such as in-prefecture and the Kyushu Region. The next step is to capture demand for medium to long distance domestic travel. Regarding inbound tourism, Miyazaki City plans to strategically bring back tourism demand by reinstating international flights to and from Miyazaki Prefecture. Miyazaki City is promoting tracking of the infection situation using cell phone location data etc., as well as workcation. For the latter, Miyazaki City is also promoting the establishment of a one-stop contact point for companies and individuals to provide all support. At this summer's Olympic and Paralympic Games, Miyazaki City hosted a pre-Olympic training camp for 324 members of 12 teams from 8 countries in 6 sports. Since the city has been accepting athletes for camps in a variety of sports, we have applied our know-how on infection prevention measures and have not had a single positive case during the events. This strength, which is the key to overcoming the COVID-19 crisis will be utilized in the development of future tourism policies.
Moderator	<ul style="list-style-type: none"> This was a very useful case study of the use of digital technology to understand people's movements and needs in order to promote tourism, marketing and workcation under the pandemic situation.
Nagasaki	<ul style="list-style-type: none"> Nagasaki City would like to introduce three initiatives to meet the

	<p>changing needs of tourists for post-pandemic tourism.</p> <ol style="list-style-type: none"> 1) A city that is resilient to infectious diseases and where people can enjoy safe and secure travel. Nagasaki was the first city in Japan to receive Western medicine and has a history of attracting many excellent medical experts from all over Japan. Nagasaki University is preparing to build Japan's first BSL-4 research facility as a center for research and education on infectious diseases. Under the supervision of the university, it has formulated its own COVID-19 countermeasure guidelines within the city and is developing a system to certify lodging and tourist facilities that adopt measures in accordance with these guidelines. 2) A hybrid exchange city combining face-to-face and online systems. In addition to tourists, a full-scale convention facility is scheduled to open in this November with the aim of increasing the number of business travelers. The facility is equipped with a 5G communication environment for smooth online meetings, ventilation capacity that exceeds the national standard, UV sterilization devices to eliminate viruses in the air, and anti-viral coating on desks and chairs to prevent infectious diseases. 3) An attractive city that makes use of local resources. Nagasaki City is working to create attractions that can only be enjoyed by actually visiting the city, such as the enhancement of reception venues that use historical buildings to give a sense of Nagasaki as well as the enhancement of experience content unique to Nagasaki that makes use of local resources.
Moderator	<ul style="list-style-type: none"> • This was a unique example of an effort to promote a safe and secure environment by utilizing the strengths of accumulated infectious disease research and making the most of local resources.
Vientiane	<ul style="list-style-type: none"> • As the capital city of Laos with a long history, rich archaeological sites, and beautiful culture, the city of Vientiane has been implementing policies to develop and promote cultural, natural and historical tourism with the aim of building cooperative relationships with the international community, ASEAN and friendly countries around the world. • Specifically, it has been developing parks and riverbanks as scenic spots and restoring important archaeological sites and geosites to maintain their cultural value. • The following are the three directions for the future: <ol style="list-style-type: none"> 1) Introduction of a coordination mechanism to exchange

	<p>information on sustainable tourism;</p> <p>2) Modification of the tourism model in light of the outbreak of infectious diseases; and</p> <p>3) Creation of unique travel products in each city and joint promotion of tourism.</p>
Moderator	<ul style="list-style-type: none"> • In addition to tourism that utilizes unique cultural resources such as culture, temples and traditional lifestyles, the content was positive, including the development of urban infrastructure, human resources in tourism, environmentally friendly tourism, and a cooperative mechanism to promote sustainable tourism.
Vladivostok	<ul style="list-style-type: none"> • Vladivostok is working on a new era of sustainable tourism focusing on increasing the attractiveness of the business environment, supporting competitiveness, supporting promising businesses and building cooperation with investors from all sectors. • In addition to city-owned parks, squares, riverside paths and promenades for citizens and tourists, a total of 26 public spaces have been developed by the end of this year. • Vladivostok is actively promoting the concept of a tourist route which will create a promenade in the center of the city and taking advantage of the city's historical and cultural features. As a future priority investment project, the city is also developing tourism infrastructure outside the city center, including the construction of an amusement park and a world-class golf course, the construction of a cultural center, a large-scale complex that will house a branch of the Hermitage Museum and the renovation of a riverbank that will connect two popular destinations for citizens and tourists via a cycling and running route.
Moderator	<ul style="list-style-type: none"> • It was very interesting to see the steady development of various infrastructures, routes to major tourist attractions, parks and public spaces and cycling routes in order to recover from the COVID-19 crisis.
Da Nang	<ul style="list-style-type: none"> • Da Nang is a hub for connecting tourist attractions scattered throughout central Vietnam and has an international airport that connects to major regions in the Asia Pacific as well as attractive spots such as the Golden Bridge. In the past, Da Nang has hosted APEC and various sporting events and festivals. • As tourism development is one of the five socio-economic development breakthroughs, Da Nang is focusing on quality improvement and sustainability, optimizing the tourism space in conjunction with the urban structure and strengthening the introduction of smart technology in order to formulate an ecosystem. The city's various efforts to become more environmentally friendly have earned it the right to become a

	<p>member of the Rockefeller Foundation's 100 Resilient Cities.</p> <ul style="list-style-type: none"> • Da Nang is also working to develop professional human resources by providing guidance and training by business and management experts, to strengthen regional tourism cooperation and tourism resource management and to develop regional tourism supply chains and inter-regional tourism products.
Moderator	<ul style="list-style-type: none"> • This was a very advanced initiative to promote tourism while making use of the unique tourism resources of the region as well as to utilize smart technology and build a system that benefits the local people and businesses.
Kagoshima	<ul style="list-style-type: none"> • Kagoshima City would like to introduce the city's original efforts to create sustainable tourism by coexisting with Sakurajima, an active volcano that erupts more than 1,000 times a year at the most and is visited by about 90% of foreign tourists staying in the city. • The fan-shaped land created by mud and stone flows is suitable for growing citrus fruits and radishes, and the farmers produce Sakurajima small oranges, the world's smallest with a diameter of 5 cm, and Sakurajima radishes, the world's heaviest with a weight of over 30 kg. • Kagoshima has many attractive spots, such as a geo-tour of 36 km around Sakurajima, sea kayaking in Kinko Bay, and beaches with hot springs. The citizens are making use of the treasures created by the volcano and the sea in their daily lives and industries. • The tramway of the streetcars that run through the city has been greened to alleviate the heat island effect and the foundation is made of blocks made of white sand, a volcanic eruption material that drains well. This has fostered the wisdom of utilizing the sometimes threatening volcano as an effective resource, and has enabled sustainable coexistence through strong disaster-risk reduction measures. • In cooperation with Kyoto University, a world-class monitoring system has been established, and drills based on the evacuation plan have been conducted for more than 50 years with the participation of citizens, including foreign tourists. Tourism that utilizes one-of-a-kind attractions is made possible by the people who live there and the solid disaster risk reduction system.
Moderator	<ul style="list-style-type: none"> • This is an excellent example of a city that is promoting sustainable tourism whilst living in harmony with Sakurajima, an active volcano, and creating unique tourism products and experiences using nature and agricultural products, as well as promoting resilience through environmental considerations and evacuation drills etc.

2) Summary of Remarks during QA and Discussion

Moderator	<ul style="list-style-type: none"> • The following three points are common to the efforts made by each city to better recover from the COVID-19 crisis: <ol style="list-style-type: none"> 1) Protect and utilize the locals' unique natural, cultural and other important resources and create region-specific tourism products and experiences; 2) Harmony with local people and consideration for the local community; and 3) Utilization of digital technology, innovation of tourism services, creation of new demand and promotion of safe and secure tourism in order to respond to changing needs. • We would like to have a more in-depth discussion on the initiatives for tourism in the post pandemic era, considering what is necessary for sustainability as a tourist destination and what we should aim for.
Fukuoka	<ul style="list-style-type: none"> • We have a question on Vladivostok and Da Nang. • In response to the former question, what kind of measures can be taken to make the city attractive not only to citizens but also to tourists? • Regarding the latter question, we would like to know what points were evaluated in the selection of the city as one of the 100 Resilient Cities and how the perspective of sustainable tourism was utilized in the selection process.
Vladivostok	<ul style="list-style-type: none"> • A large two bridge were built to connect two popular destinations for citizens and tourists for a cycling and running route. These initiatives made it possible to go to the beach in the summer and to the ski resort in the winter season. • As for other innovations, restaurants that offer clean and delicious food not far from the city center and also cruise ships are big attractions for foreign tourists.
Da Nang	<ul style="list-style-type: none"> • We believe that the reason for the selection of Da Nang is that it has been recognized for its conservation and management of the natural ecosystem. The Rockefeller Foundation has given us a lot of advice and Da Nang has made improvements based on that advice and has been working on it as a city policy. • In addition, Da Nang is currently working on 99 initiatives related to natural ecosystems. In addition, the city is currently working on 99 initiatives related to natural ecosystems and all of these factors have contributed to Da Nang's environmental efforts being highly evaluated.
Moderator	<ul style="list-style-type: none"> • I would like to hear more about the efforts and difficulties you have faced in creating local characteristics.
Kagoshima	<ul style="list-style-type: none"> • Kagoshima City is proud of its foodstuffs, such as the world's smallest

	<p>mandarin oranges as well as the world's heaviest radishes which have won awards in a contest called the Wagyu Olympics. However, local restaurants consider that it is normal for them to handle such ingredients, and they have a tendency not to tell such episodes to tourists. As such, the challenge is to share the awareness with restaurants and citizens that we have such rare and proud ingredients and to develop restaurants in the city.</p>
Moderator	<ul style="list-style-type: none"> • It is said that providing the story of the local culture and the history behind it concurrently is very important when creating a tourist experience. This is a wonderful initiative that puts that into practice.
Taizhou	<ul style="list-style-type: none"> • Gourmet food such as Shanghai crab and xiaolongbao (steamed dumpling) is one of the unique tourism resources of Taizhou. It is the responsibility of the local government to promote these gourmet foods to the whole country and the world. Therefore, the local government is putting a lot of effort into tourism that is characterized by gourmet food. International tourism festivals and other events are also opportunities for Taizhou to increase public awareness, hence the city holds many of these events. The city is also promoting Taizhou's gourmet food combined with its beautiful scenery which is the main purpose of the city planning.
Moderator	<ul style="list-style-type: none"> • In addition to the promotion of local specialties, a festival is also planned to promote the natural scenery of the region, which is a very helpful approach.
Fukuoka	<ul style="list-style-type: none"> • Although it is still in the development stage, a system to efficiently operate the festival by introducing digital technology is being promoted. For the festival organizers, the logistics of the festival can be completed with a single smartphone and for the audience, the fixed-point camera images can be viewed from home which is beneficial for both parties. • The festival is maintained by corporate sponsorship, however Fukuoka City is considering a system of crowdfunding donations to make up for the shortfall. Fukuoka's festival attracts the largest number of visitors in Japan, but the current situation under the COVID-19 crisis is not conducive to attracting visitors. Thus, Fukuoka City is working on an approach to increase the audience online and receive donations from them through crowdfunding.
Moderator	<ul style="list-style-type: none"> • This is a very informative attempt to maintain traditional culture and attract more visitors through digital transformation. • Miyazaki City is using cell phone location data and other data to reflect the movements of people in tourism promotion and marketing. I would like you to share your findings and difficulties.
Miyazaki	<ul style="list-style-type: none"> • Although we are still in the analysis stage, Miyazaki City has found two

	<p>things. First, there has been a sharp increase in the number of people visiting nearby places such as golf courses. Secondly, sales at tourist and logistics facilities such as "roadside stations" increased more during the pandemic than during normal times.</p> <ul style="list-style-type: none"> • Since it is possible to grasp on a real-time basis what kind of flow of people is affected and how much they will recover from the data, Miyazaki City would like to analyze this kind of big data carefully and utilize it in promoting city policies.
Moderator	<ul style="list-style-type: none"> • This is an excellent example of how the city is analyzing what kind of people are visiting the city and for what purpose, and taking measures to recover tourism by using the latest technology. • I would like to hear more about the case of Nagasaki City, which is developing initiatives to make travel safe and secure.
Nagasaki	<ul style="list-style-type: none"> • The guideline introduced in the presentation, which was formulated under the supervision of experts from Nagasaki University, is an initiative called "Team Nagasaki Safety." Initially, Nagasaki City and two other cities in the prefecture collaborated to start this system. However, the prefectural government wanted to expand it to whole cities in Nagasaki prefecture and now whole municipalities are working on it. • Rather than closing tourist facilities after the infection has completely spread, we received informative advice from experts that closing tourist facilities during the period when the infection is spreading will reduce the spread of the infection and speed up the recovery process and it actually worked. Therefore, Nagasaki City would like to continue cooperating with experts in dealing with tourism and the operation of conference halls etc.
Moderator	<ul style="list-style-type: none"> • In the pre-COVID-19 era, the tendency for the satisfaction of local residents to decrease in inverse proportion to the increase in the number of tourists has been a frequent problem in tourist areas. The coexistence and harmony between tourists and residents were frequently mentioned in the presentations by each city. • I would like Fukuoka City to share more about the inclusion system and camping facilities that allow tourists to be involved in community-building together with residents.
Fukuoka	<ul style="list-style-type: none"> • Fukuoka City believes that the campground introduced in the previous presentation can be a model for coexistence with the local community. The campground is a completely private facility and is still in the process of development. In the future, the campground will be developed into one that is in harmony with nature and Fukuoka City is also working to build the facility together with the local residents by having tourists

	<p>become temporary residents. Also, Fukuoka City is supporting the campground in making contact with local fishermen and farmers, or in creating products in collaboration with them.</p> <ul style="list-style-type: none"> • The campground is unique in that it has a clear vision of becoming a member of the local community and operated with the idea that it should not be a burden to the community and that the facility itself should be part of the community.
Moderator	<ul style="list-style-type: none"> • I would like to discuss further the case studies of cities that are working from the perspective of sustainable tourism to spread the benefits of tourism to local residents, small businesses and local business.
Da Nang	<ul style="list-style-type: none"> • In order to realize sustainable tourism, responsible tourism is necessary. For this reason, many campaigns have been launched within the city so far. In 2017, the Vietnam National Administration of Tourism has already launched the theme of responsible tourism. This is a movement to promote tourism as a whole, involving citizens and SMEs as stakeholders. • In Da Nang, SMEs are also actively participating to promote tourism initiatives undertaken by the city. In addition, the city is currently implementing the Da Nang Smile Campaign, which calls on each citizen to be friendly to tourists. Local tourism can be developed by having businesses, citizens and local communities work together to formulate community-based tourism strategies.
Moderator	<ul style="list-style-type: none"> • This was a very helpful case study of how to develop a community-based tourism policy while collaborating and learning from various stakeholders in the community. • Next, I would like to hear more specifically about the efforts to improve the level of happiness of the residents introduced in the presentation by Taizhou.
Taizhou	<ul style="list-style-type: none"> • Happiness is also linked to the development of sustainable tourism and Taizhou believes that if a city does not develop, its residents will also not feel happy. Last year, Taizhou was voted the happiest city in China thanks to the 50 million yuan investment in the tourism industry which helped drive the recovery after it was devastated by the COVID-19 crisis. Taizhou has also been selected as an excellent city in Jiangsu Province and we are convinced that the residents are proud to live in such a city.
Moderator	<ul style="list-style-type: none"> • The well-being of the residents is closely related to the development of the city, the economy and the preservation of culture and from this point of view, it was very clear to me that it is necessary to have a full range of tourism policies. • Vientiane announced that they are also working on human resource

	development with an eye on development under COVID-19 crisis, but what kind of human resource development are they aiming for?
Vientiane	<ul style="list-style-type: none"> • Vientiane has been restricting the acceptance of tourists for the reason of preventing the spread of infection up to now. However, with the completion of the high-speed railway, the city plans to resume accepting tourists from China as early as early December and is prioritizing human resource training for service delivery.
Moderator	<ul style="list-style-type: none"> • Da Nang is also promoting the development of tourism human resources, but what aspects do you think should be strengthened in the future?
Da Nang	<ul style="list-style-type: none"> • Due to the COVID-19 crisis, there are 40,000 unemployed people in the city. Da Nang is providing support to companies to keep them employed and is also continuing to provide programs and training. • In the long term, Da Nang is also working with vocational training facilities and educational centers to create a system for continuous training of human resources in the tourism industry, including those in hotels and travel agencies. Since global hotels such as Marriott and Four Seasons are located in the area, efforts are focused on securing human resources including of executives in both quality and quantity.
Moderator	<ul style="list-style-type: none"> • In Vladivostok, the city has developed a cycling route in order to utilize nature for tourism. I would like you to share with us whether the purpose is to disperse citizens from the city center or just focus on regional development in the suburbs as well as the current situation.
Vladivostok	<ul style="list-style-type: none"> • Cycling is very popular not only for citizens but also for tourists. However, there are many hills in the city center and cycling in the suburbs is more suitable from the viewpoint of comfort level and safety. It is a good experience for both citizens and tourists in terms of physical and mental health.
Moderator	<ul style="list-style-type: none"> • The discussion was full of hope and expectation for the future development of such initiatives for sustainable tourism. Parallel Session D summarized the following points: <ul style="list-style-type: none"> - Conservation of unique local tourism resources and creation of products and tourism experiences; - Creation of safe and secure tourism products and innovation of tourism services, such as cycling and other nature-based tourism; - Harmonization and participation of local people; - Use of the latest digital technology; and - Creation of demand.

4. Parallel Session Report

1) Current situation and issues surrounding cities

- I) The tourism industry has been growing steadily, generating 10% of the world's GDP and 1 in ten jobs globally. However, the number of international tourists in 2020 decreased by 74% compared to the previous year due to the outbreak of the COVID-19 pandemic. By region, Asia-Pacific suffered the largest decline with 83.5% drop.
- II) Tourism has a cross sectorial industry supporting a variety economic sector of a country, but it is vulnerable to external influences. The COVID-19 crisis had a major impact not only on tourism facilities and accommodations, but also on the local economy, including restaurants, retails, entertainment, and primary industries that support local production for local consumption. In particular, SMEs which account for 80% of the tourism industry, suffered tremendous damage, and it is estimated that approximately 100 million jobs are at risk.
- III) It is predicted that tourism will not return to pre-pandemic levels until 2024 or later.

2) New perspectives and ideas

- I) In the reconstruction process, under the concept of "Build Back Better," it is necessary to devise ways to prevent the reoccurrence of tourism related issues such as carrying capacity of destinations, which have been a problem in the past.
- II) Due to the travel restrictions caused by COVID-19 crisis, there is a growing awareness on the promotion of nearby tourism attractions and authentic experiences, and it is becoming more important to not only set quantitative goals of increasing the number of tourists, but also to balance with the preservation and utilization of local cultural and environmental resources, and to seek harmonization of tourism development and growth with the well-being of local residents' livelihoods.
- III) Tourism should be a mutually beneficial relationship between tourists and local community. Hence, there is a need to introduce systems in which tourists also contribute to the sustainable tourism development in destinations. Also, it is important to understand the comprehensive impact of tourism on the community, and promote evidence-based tourism management, digital technologies, and awareness raising on responsible tourist behaviors.
- IV) In addition, it is necessary to work on developing tourism products with low risk of infection and avoiding congestion of tourists, since appropriate countermeasures against infectious diseases in tourism areas are now required.

3) Direction of initiatives

- I) Cities must promptly implement all necessary measures to support the tourism industry.
- II) For the recovery of tourism, it is important for local tourism stakeholders to work together to reduce the burden and improve sustainability by measuring and evaluating the impact and contribution of tourism to the local society, culture, and environment.

- III) It is also necessary to promote responsible tourism, implementation of marketing promotions that respond to changing circumstances, transformation of tourism services, and creation of demand by utilizing digital technologies as well as development of new tourism products that utilize natural and cultural resources.
- IV) Cities will work together with various tourism-related entities and local communities to improve the environment for welcoming tourists in a safe and secure manner.