Role of Travel Agency in Tourism Risk Management

Cutting Edge Safety & Security and Support for the Recovery

May 19, 2014

UNWTO Tourism and Climate Change Conference

Japan Association of Travel Agents

Yoshinori Ochi
Director of the Board, Secretary General
Profile

Mr. Yoshinori Ochi

Director of the Board, Secretary General
Japan Association of Travel Agents

Director, Japan Overseas Security Association (JOSA), Ministry of Foreign Affairs
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2. JATA Tourism EXPO Japan 2014

3. Tourism Risk Management

4. Destination Risk Management and Role of Travel Agents
JATA is a Strong Association with membership of leading travel agents

- Members: 1,108 companies
- Total of members employees: 70,000
- Total sales figure of members: 6 trillion Yen
  (US$ 600 billion)

Overseas Travel
  (100% Share Rate)

Domestic Travel

Inbound Travel
The Main Projects of JATA

- Lobbying Activities
- Business Support Activities
- Stimulating Travel Demand
- Consumer Protection Activities
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JATA Tourism EXPO Japan 2014
September 24 to 28, 2014, Tokyo

International Tourism Forum
Travel Showcase
International Business Meeting

Welcome Reception “Japan Night”

Commendation Awards

September 24 to 28, 2014 at Tokyo Big Sight
BtoB (Domestic/Overseas/Inbound Travel), BtoC (200,000 visitors)
Making Japan revitalized,
Contributing to Regional Development

The Power of Travel

JATA
Tourism EXPO
Japan
prospers communities
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Serious incidents impact heavily on Tourism

Reference: Number of Inbound & Outbound Japanese Nationals, Legal Affairs Bureau
The Risk surrounding Japan

DESCON (Destination Condition Scale)

D1: Global Travel Demand - 9.11 in NYC

D2: Impacting neighboring countries
- Tsunami in Indian Ocean, SARS

D3: Major regions in some country
- Political disturbance in Thailand
- Bali Terrorist Attack
- Earthquake, Typhoon, Flood

D4: Localized Risk - Crime, Demonstration

D5: Normal Condition - Bus accident, Hotel Fire
Statistics of the Fatalities of Japanese Nationals by Cause

- Disease: 74%
- Suicide: 9%
- Traffic Accident: 4%
- Leisure-related Accident: 1%
- Water-related Accident: 6%
- Other Accident: 1%
- Crime: 4%
- Other: 1%

Reference: Statistics on Aid to Japanese Nationals Overseas 2012 by Ministry of Foreign Affairs
Risk Map of Overseas Travel

Financial Impact

- Cost-effectiveness
- Appropriate effort

Terrorism

Infectious Disease

Accident, Crime

Disease, Injury

Bus Accident • Food Poisoning, Fire
Japan is the 3\textsuperscript{rd} safest country in the world; High standard of safety /security level
Safety and Security have a great Value
Making the choice based on standard safety performance + added value

Standard safety Performance

Added-value Performance
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The Destination Risk Management
& The Role of Travel Agents

<Destination> <Travel Agents>

Occurrence of Disaster
→ Rescue, Evacuation ⇔ Confirmation of Safety
  Supporting the return home

→ Dispatch information ⇔ Safety Investigation

→ Sustainable reconstruction plans
  Human resource development
  Tourism Promotion ⇔ Sending Travelers and Sustainable Support
Characteristic 1: Team Japan Tactics

Formed in 2003 against Iraq War and SARS

- JATA
- Overseas Travel
- Safety/Assurance Subcommittee

⇔

- The Ministry of Foreign Affairs
- Japan Tourism Agency
- Japan Overseas Security Association
- The Ministry of Foreign Affairs/Agency liaison committee

1. Report on confirmation of safety ⇔ Protection of Travelers
2. Investigation on site ⇔ Revision of Travel Advisory
Countermeasure against SARS:

Awareness Building Activities by JATA Task Force

SARSを知って、安全な海外旅行を！

2003年7月7日
（社）日本旅行業協会 監修／日本旅行医学会

※2003年7月7日現在、外務省でSARSの危険情報を発表している国・地域はありません。

■SARSって何？

Q1. SARSとはどんな病気ですか？

A

SARSはSevere Acute Respiratory Syndromeの略で、日本では「重症急性呼吸器症候群」とも呼ばれています。中国広東省に端を発し、北京、香港など中国の他の地域にも拡大している新しく発見された感染症です。

主な症状としては、38℃以上の発熱、咳、息切れ、呼吸困難などで、胸部レントゲン写真で肺炎などの所見が見られます。また、悪寒発熱、食欲不振、下痢、全身倦怠感、頭痛、意識混濁などの症状が見られることもあります。

原因となる病原体は世界保健機関（WHO）により新型のコロナウイルスであると決定され、SARSウイルスと名付けられました。今まで、ヒトにかせがもを起こすコロナウイルスがあることは知られていませんが、症状は軽度～中等度であり、SARSのように重症な病気をおこすものは知られていませんでした。

潜伏期間は通常2～7日間で、ほぼ10日以内と考えられています。したがって、11日以上経っても何の症状もないのべとんど心配ないと思われます。
Bali: Security Investigation Attended by Risk Consultants
Donation of the Security Vehicle to Bali Police Department
Northern Sumatra Earthquake: Asian Beach Joint Campaign
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Characteristic 2: JATA Safety Management

<Step 1>
- Collecting the information on safety to liaison with the Ministry of Foreign Affairs and Japan Tourism Agency.

<Step 2>
- Sharing the best practice
- Establishing JATA Guideline (Bus tour, Climbing tour)

<Step 3>
- Wide spreading of JATA Safety Management
Recent Incidents: Bus Accident & Climbing Tour Accident

April 29, 2012
Traffic Accident of Express Bus on the Kanetsu Highway
7 were dead and 38 were injured.

November 04, 2012
The Great Wall in Beijing
3 Japanese lost and found dead.
1) Appointment of safety-responsible person;
2) Adoption of the independent checklist;
3) Participation in disaster drills on 1st July, the Safety Day.
JATA Quality Assurance System for Tour Operator

- Established in the Travel Industry with the recommendation of Japan Tourism Agency.
- Assurance system of Inbound Tour Operator.
- 38 travel agency because have been certified so far.

Quality Assurance + Protection of Privacy Policy + Safety/Security
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The Great East Japan Earthquake & Tsunami

March 11, 2011: Approx. 20,000 people dead or missing
Recovery from the Great East Japan Earthquake & Tsunami
Recovery from the Great East Japan Earthquake & Tsunami (2011)

Comparison with the previous year (%)


Domestic Travel
Overseas Travel
International Travel
Characteristic 3: Recovery Support through Tourism

Confirmation of Safety / Evacuation Guidance

⇒ April 12, 2011: “Recovery Declaration” with a full-page advertisement in a nationwide newspaper.

1. Revitalize Japan through Travel, Smile with Travel.
2. Send tourists to the affected area (Domestic travel).
3. Appeal Japan is fine with appreciation (Overseas travel).
4. Suggest long-term overseas travel in accordance with power saving.

+ Money Donation, Volunteer Activities, Kids Invitation
Recovery Plan through Tourism

1. Volunteer activities in the affected area.

2. Invitation of 1,000 children to the TDR.

3. Tohoku Exhibition
   “Gambaro! Nippon” “Let’s go Tohoku”

4. Tohoku 1,000 tour planners project

5. “Tabihaku” Charity Auction

“WTTC Global Summit 2012” was held in Sendai and Tokyo
Tohoku 1,000 Tour Planners Project
Comparison Chart of Recovery Pace of Room Nights between Tohoku Region and Japan


TOHOKU

JAPAN

ALL

(%)
“JATA Way” Project for 2020

Continuous Support for the recovery of Tourism

“Shiokaze Trail”

- Develop a network road of 700 km.
- Putting guideposts
- Providing cleaning maintenance
- Sending Tour Group
Regional Development through Tourism

JATA will contribute to regional development through JATA Safety Management and Continuous Support to the affected region revitalizing domestic & international traffic as a member of “Team Japan”!
Turning a crisis into opportunity

危機 → 危険 + 機会

CRISIS  DANGER  OPPORTUNITY

BACK TO NORMAL

↓

BUILD BACK BETTER

(PATA)

Less Damage, Earlier Recovery, Stronger Sales
Thank you for your kind attention.