**Title**
Ripple Effects and Quiet Revolution by the Power of Tourism Innovation: What tourism can do to realize the more sustainable world?

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**Citation**
The 4th Hokkaido University Sustainability Research Poster Contest. 2012年10月13日-21日. 北海道大学学術交流会館, 札幌市.

**Issue Date**
2012-10-13

**Doc URL**
http://hdl.handle.net/2115/50341

**Type**
conference presentation

**File Information**
poster1-6.pdf

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1 Problems
Difficult issues and problems around the world

- Environment
  - Issues of excessive industrialization & urbanization

- Traditions
  - Lost languages & cultures of ethnic minorities

- Diplomacy
  - Military bases in Okinawa & territorial controversy

What can we do to overcome such difficult situations?

2 Objective of our presentation
We would like to demonstrate the possibilities of new innovative forms of tourism and illustrate the ripple effect and quiet revolution that can be generated by the power of new innovative forms of tourism.

3 Keywords and definitions

- Mass tourism
  
  "Mass tourism refers to the steady stream of large numbers of tourists to holiday destinations. The sheer volume of tourists places the physical environment and culture of destination communities under great pressure." (Jafari, 2000)

- Sustainable tourism
  
  "Sustainable tourism is tourism that has a negligible, minimal or the least possible effect on the pre-existing economic, social/cultural and ecological situation." (Smith & Eadington, 1999)

5 Solutions

New innovative forms of tourism ⇒ Power to lead the world to be more sustainable

6 Conclusion

① The conventional forms of tourism ⇒ Passive practices
② The new forms of tourism ⇒ More active & mutual deeds
  (i.e. sustainable tourism)
③ Huge power to contribute to realization of the sustainable world

7 Future prospects and issues

- Finding out how to disseminate the power of new innovative forms of tourism in every society.
- Developing the social system that can allow and motivate more people to participate in new innovative forms of tourism.

8 References


4 Case studies

<Protection of Natural Environment>
<Reduce in Conflicts & enhanced Understanding>

<Protection of Traditions>

We would like to thank Professor Nishikawa, Associate Professor Yamamura, and Professor Miyashita for their support.