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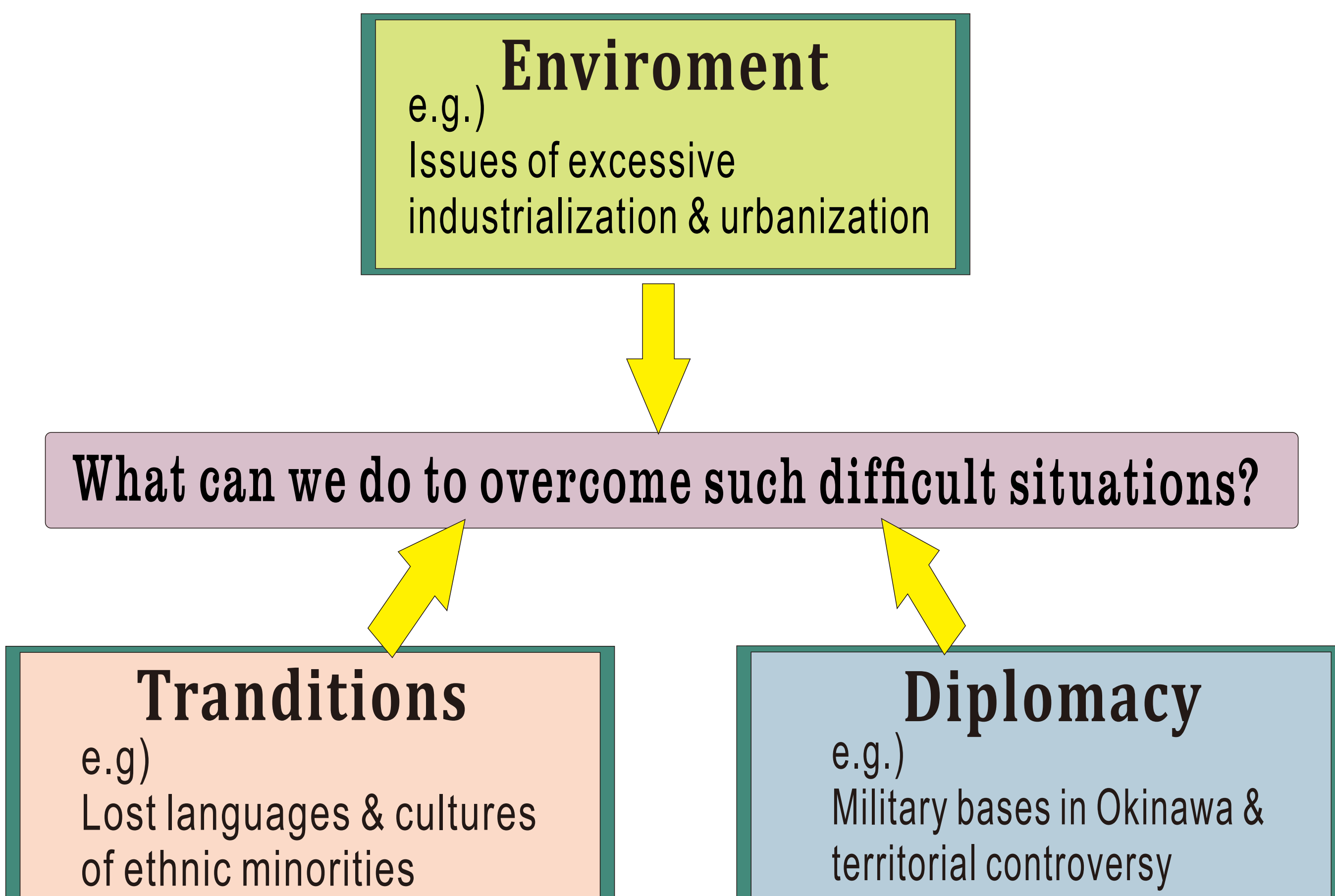
Ripple Effects and Quiet Revolution by the Power of Tourism Innovation

- What tourism can do to realize the more sustainable world? -

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1 Problems

Difficult issues and problems around the world



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

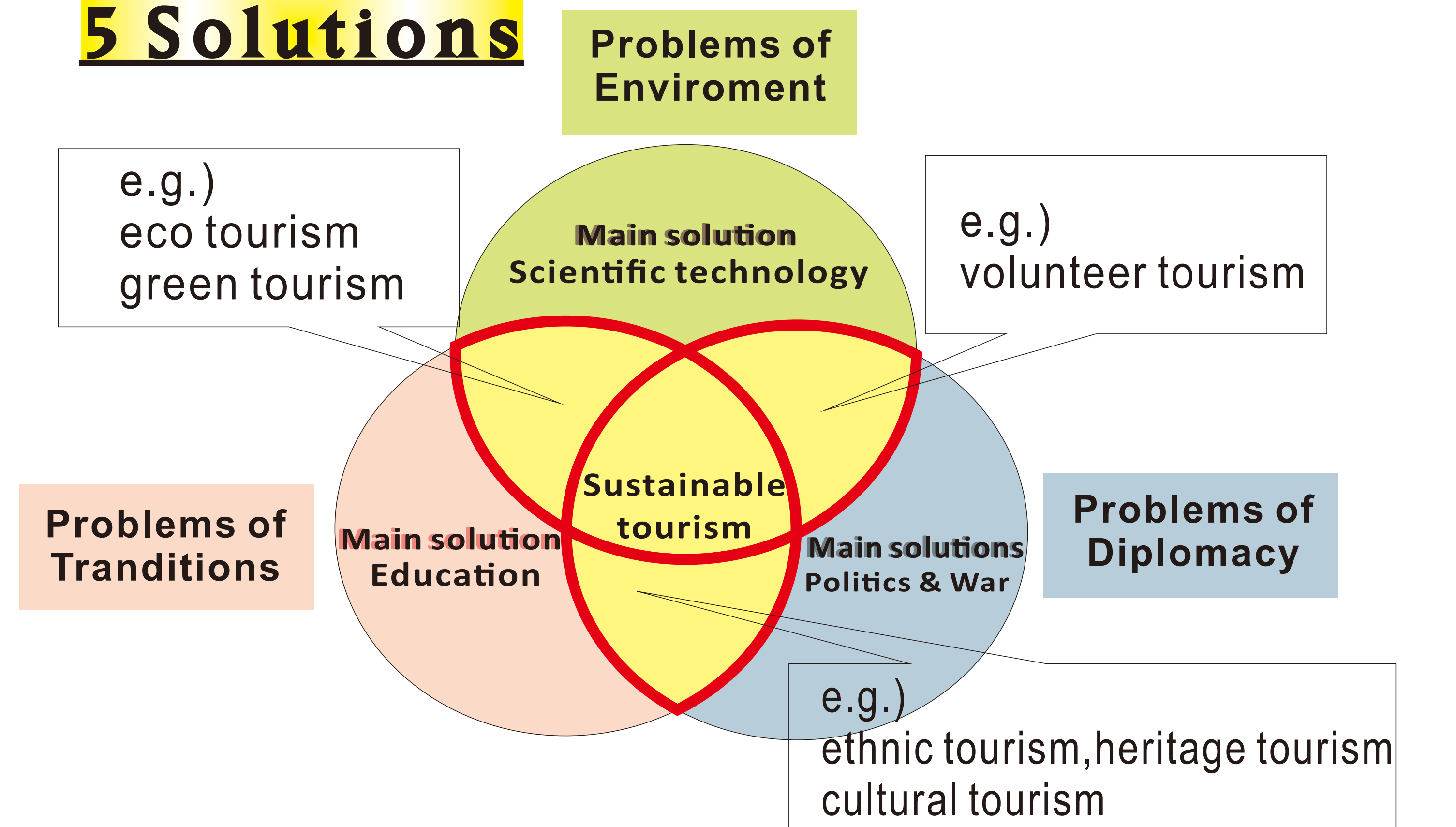
Mass tourism

"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)
 - More opportunities to share the natural environment, different traditions & different culture in more sustainable ways.
 - Reduce in conflicts and enhanced understanding among different cultures and nations.
- 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

- ★ Jafari, J. (ed.) (2000) *Encyclopedia of Tourism*. London, Routledge the society.
- ★ Smith, V. L. & Eadington, W. R. (1999) *Tourism Alternatives: Potentials and Problems in the Development of Tourism*. Philadelphia, John Wiley & Sons.

4. Case studies

<Protection of Natural Environment>



<Protection of Traditions>

<Reduce in Conflicts & enhanced Understanding>

