### 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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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)

4. Case studies

<Protection of Natural Environment>

<Protection of Traditions>

<Reduce in Conflicts & enhanced Understanding>

5. Solutions

Problems of Environment

- Example: eco tourism, green tourism

Problems of Traditions

- Example: Military bases in Okinawa & territorial controversy

Problems of Diplomacy

- Example: ethnic tourism, heritage tourism, cultural tourism

Main solutions

- Education
- Politics & War

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


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