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<th>Ripple Effects and Quiet Revolution by the Power of Tourism Innovation: What tourism can do to realize the more sustainable world?</th>
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1 Problems

Difficult issues and problems around the world

e.g.) Environment
Issues of excessive industrialization & urbanization

What can we do to overcome such difficult situations?

Trade
e.g.) Lost languages & cultures of ethnic minorities

Diplomacy
e.g.) Military bases in Okinawa & territorial controversy

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>

<Reduce in Conflicts & enhanced Understanding>

<Protection of Traditions>

5 Solutions

Problems of Environment

e.g.) eco tourism
green tourism

Problems of Trade

Main solution
Scientific technology

Sustainable Tourism

Main solution
Education

Problems of Diplomacy

e.g.) ethnic tourism, heritage tourism
cultural tourism

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


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