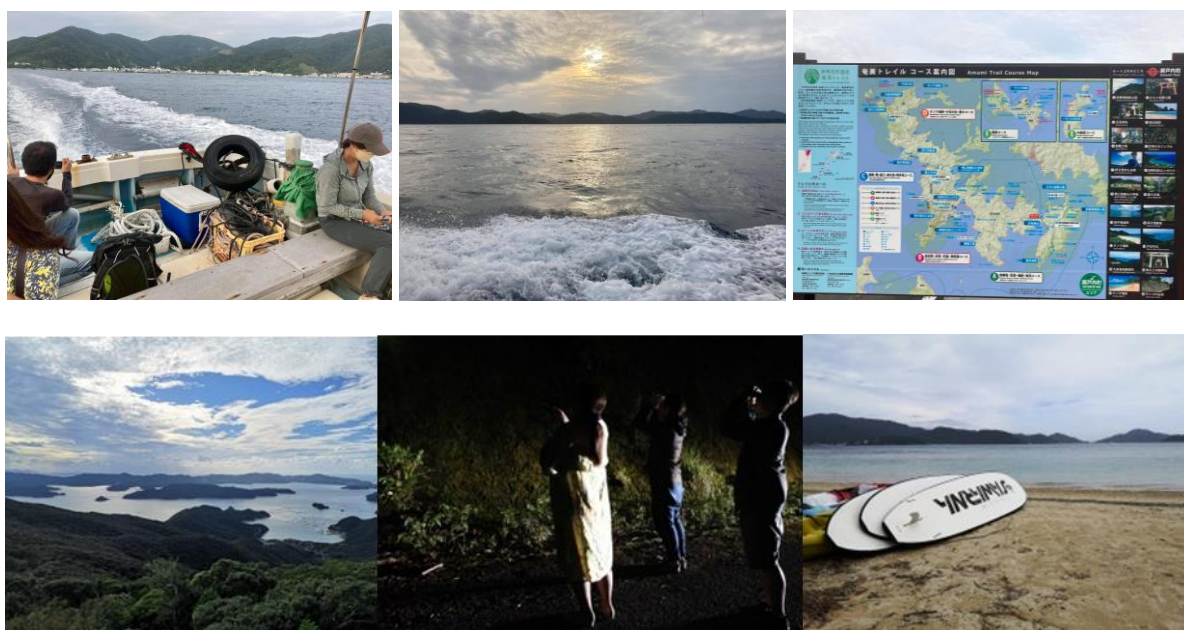




## Development of Sustainable and Transformative Tourism Experiences in Amami Oshima

Amami Oshima October 20<sup>th</sup> to 25<sup>th</sup>, 2021: As part of the efforts to develop and strengthen local capabilities for implementing sustainable tourism in Amami Oshima, participants from the tourism industry and other complementary fields took part on a prototype tour organized by the Amami Setouchi Tourism Association, stemming from the Ministry of the Environment, Government of Japan. The initiative, which aims to further SDGs (UN Sustainable Development Goals) in the southern Amami Oshima Island, hopes to preserve the environment, culture and communities of the island. Amami Oshima has been designated as a UNESCO Natural World Heritage in July 2021, as well as selected for the "Japan Sustainable Tourism Standard for Destinations". Journey for Change (JfC) joined the tour from 20th to 25th October, with participation of a TIAS 2.0 student (2<sup>nd</sup> year, Master's Program in 'Sport and Olympic Studies'; Rodrigo Nino) as part of the Internship Course. To re-state the purpose of this internship, and quoting Ms. Shinobu Hayama (CEO, JfC): *"is to serve as a crossroads for academic and cross-sector collaboration for the cultivation of next generation global citizens – through collaborative studies, research, community development and social innovations – leveraging the value of cross-cultural education, health and sport science in the pursuit of humanity and national-international development for solidarity"* (JfC).

Participants were expected to experience the different proposed activities and to provide feedback from their field of expertise as well as opinion and values. The tour activities were disseminated throughout the Setouchi District, which included the Kakeroma Island and the main Island. The activities were a mixture of different types of experiences, including opportunities for physically, emotionally and mentally immersing and contributing to Amami's natural environments and communities such as beach cleaning, snorkeling, star gazing and stand-up paddling. The feedback session took place during the last day. Recommendations centered around aligning the different experience through a common topic or theme that would allow travelers to reflect on the tour as an integrated experience. The importance of including different possibilities of movement, effort levels, team goals, and potential learnings was also pointed out as part of the recommendations.





Journey for Change is a social enterprise designing *change* (behavioral to systematic) for the above with expertise in sustainable development through education and travel – with the perspective that such requires the wellbeing of human (mind, body, humanity) and the globe (environment, society, economy), and either state

can only be achieved through its *connection*. As such, the objective of this program is to drive the above while addressing a relevant common agenda of the world and our planet – **sustainable and shared development through an interdisciplinary perspective – *wellbeing* on a personal and global level.**

THANK YOU, AMAMI-OSHIMA and the people living there...

Sincerely Yours,

2022.01.03

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Purpose: Create a world where people and nature evolve in harmony.  
(*Journey for Change is Member of the Global Sustainable Tourism Council, GSTC*)

&

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