

PRESS RELEASE

Japan Foundation for International Tourism
Skal International Tokyo
January 4, 2023

The Japan Foundation for International Tourism and SKAL International Tokyo Sign Partnership To Develop Future Generation of Tourism Industry Leaders

(Tokyo, Japan) The Japan Foundation for International Tourism (President: Takeshi Sakimoto) and SKAL International Tokyo (President: Hisamasa Takei) have agreed to work together to develop young student leaders for the future of the tourism industry. Representatives of the two organizations signed the agreement on December 30 at the Shinagawa Prince Hotel.

Currently, students can study tourism at 240 universities and junior colleges and 132 vocational schools throughout Japan (source: "Study Supplement" (https://shingakunet.com/searchList/gl_cd010/gs_c1020/) an information site for higher education). However, only a small percentage of these students go on to work in the tourism industry after graduation, and tourism-related businesses such as hotels, inns, travel agencies, and tourist facilities face a major management challenge in continuously securing human resources for the future. The travel and tourism industry has been severely affected by the spread of the COVID-19 infection, which has made students more cautious about seeking employment in the tourism industry. Deregulation and travel demand recovery measures implemented since this summer have brought back tourism, but many businesses are unable to operate at full capacity or are suffering a decline in service due to an inability to secure the necessary staff.

Members of the Japan Foundation for International Tourism want to see more students who study tourism work in the tourism industry. Those expectations overlap with the

needs of SKAL Tokyo members who want to see more young people who have studied tourism be more active in the tourism industry. By bringing together these two organizations representing academia and business, which have had limited interaction in the past, the organizations hope to provide more opportunities for students studying tourism to come into contact with the tourism industry so that they can better understand what the tourism industry does and become more interested in working in the industry.

The two organizations are considering the following collaborative activities:

- Dispatch SKAL Tokyo members as lecturers to universities and vocational schools where JAFIT members teach.
- Invite SKAL Tokyo members to serve as lecturers at JAFIT annual meetings, national conventions, study group meetings, etc.
- Encourage SKAL Tokyo members and the companies to which they belong to cooperate to the extent possible in educational and research activities in the field of tourism at universities and vocational schools where JAFIT members teach.
- Invite SKAL Tokyo members and companies affiliated with SKAL Tokyo members to cooperate and participate in student events organized by JAFIT (e.g. student tourism video contests).
- Encourage SKAL Tokyo members and member companies to accept students from universities and vocational schools where JAFIT members teach as visitors or interns, and provide them with opportunities to find employment in the tourism industry.
- Provide opportunities for students from universities and vocational schools where JAFIT members teach to participate in meetings and events held by SKAL Tokyo and promote direct interaction between students and SKAL Tokyo members.
- Encourage JAFIT members to provide opportunities for students of universities and vocational schools where JAFIT members teach to interact with students studying tourism in other universities and young professionals in the tourism industry through the activities of Young SKAL, which SKAL Tokyo will support.

Commenting on this partnership, Mr. Sakimoto, President of the Japan Foundation for International Tourism, and Mr. Takei, President of SKAL International Tokyo, said:

(President Sakimoto)

We are very pleased to be partnering with SKAL International Tokyo, one of the largest tourism organizations in the world and a gathering of leaders in the tourism industry in Japan. The tourism industry is facing a difficult time due to the Covid-19 pandemic, and I hope that this agreement will be an opportunity for industry-academia collaboration to develop the tourism human resources that will lead the industry in the future.

(President Takei)

SKAL International Tokyo has been engaged in various activities for the sound development of the tourism and travel industry, and we hope that this alliance will further contribute to the development of human resources for the future.

For inquiries regarding this matter, please contact the following.

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