

Travelife Workshop 6–8 September 2026 | Awaji Island

Awaji Island, known in Japanese mythology as the “Island of Creation,” provides the setting for this unique opportunity to deepen your understanding and practice of sustainable tourism while experiencing the island’s local culture and natural environment.



We are pleased to welcome Anne de Jong from Travelife Headquarters, who will share the latest international developments and practical insights based on her extensive experience.

We hope this program will provide a valuable opportunity to explore the future of tourism together, drawing on both global trends and local perspectives. We sincerely look forward to welcoming you to Awaji Island.

【Program Overview】 <https://forms.cloud.microsoft/r/QR2F3V7ADj>

- **Date & Time:** 7 Sep, 09:30 – 17:00 and 8 Sep. 09:30 – 13:00
- **Training Format:** A two-day classroom-based training program. Please refer to the separate agenda for detailed session content.
- **Venue:** Conference facility in Sumoto City, Awaji Island
- **Language:** The trainer will conduct the sessions in English. Japanese interpretation and explanations will be provided as appropriate throughout the program.
- **Who Should Attend?:** Although Travelife was originally developed as a certification program for tour operators, the training is open to anyone who wishes to understand the essence of sustainable tourism and connect theory with practical implementation.
- **Participation Fee:** JPY 50,000 + consumption tax per participant.
For businesses registered with Travelife through JARTA, up to two participants may attend free of charge. From the third participant onwards, the fee will be JPY 25,000 + consumption tax per person.
- **Payment & Cancellation Policy:** As seating capacity is limited and places must be reserved, payment must be completed by the invoice due date. Cancellations made on or after 28 August 2026 (10 days prior to the event) are non-refundable.
- **What to Bring**
 - Writing materials
 - Laptop computer with Wi-Fi capability
 - Personal beverages, etc. (*Participants are encouraged to bring a reusable water bottle.*)

一般社団法人 JARTA (Japan Alliance of Responsible Travel Agencies)

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【Optional Field Study: Landing on Narugashima Island and Visiting Shunyo-so】

<https://kuniumi-awaji.jp/heritage 26.html>

- **Date & Time:** Sunday, 6 September 2026 10:00 – 16:00
- **Overview:** An optional field study will be offered around the Sumoto area. Participants will visit Narugashima, an uninhabited island in the Kitan Strait that is home to a wide variety of rare plants and wildlife. The programme will also include opportunities to interact with specialists in nature and culture, as well as a visit to Shunyo-so, a nationally registered tangible cultural property. A networking gathering is planned in Sumoto City following the field activities.
- **Participation Fee:** JPY 10,000 + consumption tax per participant (Includes honoraria for local guides, admission to Shunyo-so, and tea service.)
- **Additional Information**
 - Transportation will be by public transportation and on foot.
 - Participants are responsible for arriving at and departing from the meeting point independently.
 - Please bring your own packed lunch.
 - Transportation costs are to be paid individually on site (estimated ferry fare: JPY 300 round trip; local bus fare: JPY 920 round trip).
 - The cost of the networking gathering is not included and should be paid individually.

【Accommodation & Access】

Accommodation: A variety of accommodation options are available in and around Sumoto City. Participants are kindly requested to make their own accommodation arrangements.

<https://www.awajishima-kanko.jp/manual/index-stay.html?bid=&area=2>

Access to Awaji Island: Enjoy the beautiful scenery of the Seto Inland Sea as you travel to Awaji Island by ferry, train, bicycle, or other means of transportation.

<https://www.awajishima-kanko.jp/access/>

【Registration】

<https://forms.cloud.microsoft/r/QR2F3V7ADj> Email: secretariat@jarta.org

Message from Masaru Takayama, Representative Director, JARTA

As the implementation of the EU Empowering Consumers for the Green Transition Directive (EmpCo) approaches on 27 September, and interest in ecotourism continues to grow across Asia, sustainable tourism initiatives are becoming increasingly advanced in countries around the world.

Through this training program, we encourage you to rediscover the value of your region, enhance the quality of your services, and put tourism into practice as a tool for creating and protecting sustainable destinations. Deepen your understanding of Travelife, achieve Travelife Partner or Travelife Certified status, and let us celebrate your accomplishment together at ITB Berlin in March 2027!

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