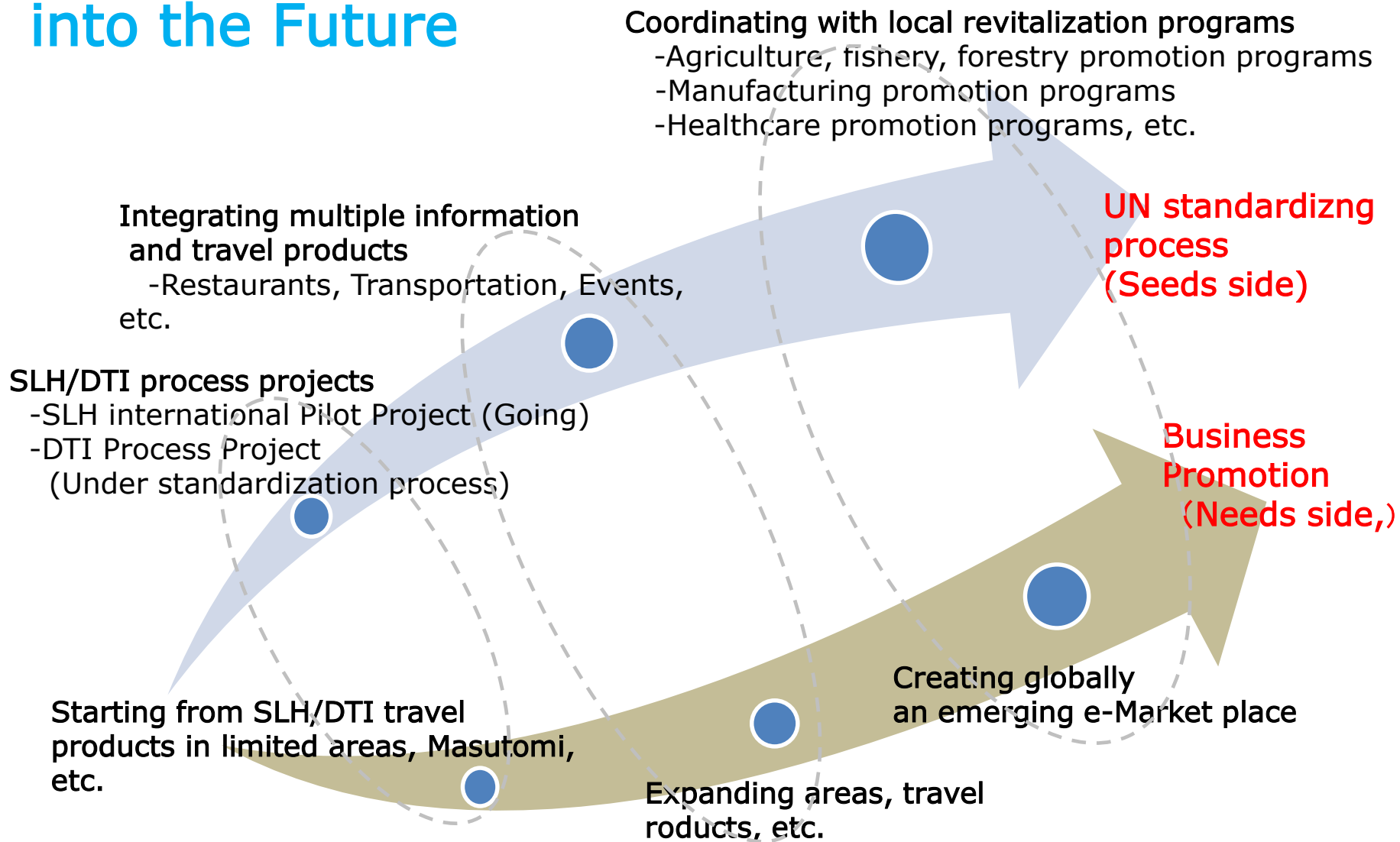


Green paper Production on Experience Program

29 March 2017

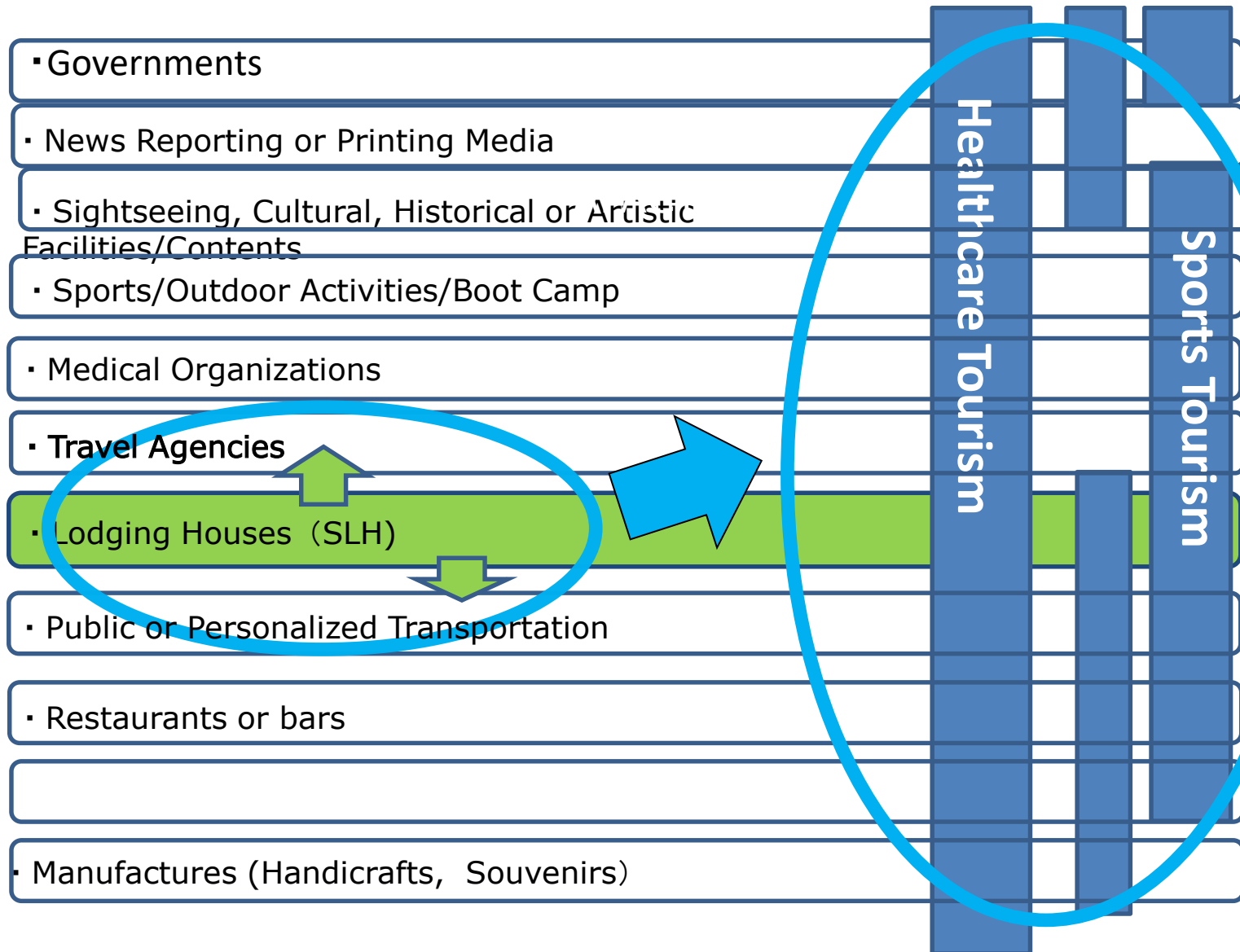
UNCEFACT Forum T/T Domain

Japanese Travel/Tourism Domain Activities into the Future



Emerging Tourism Market

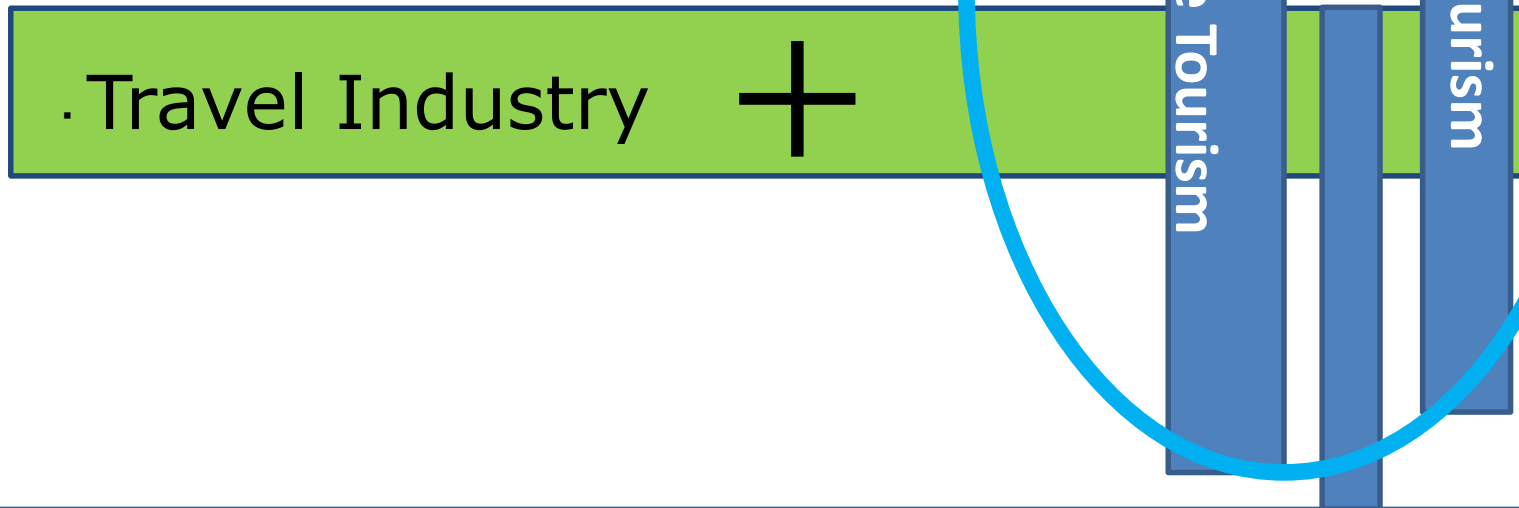
Experience Programs
(Theme-based Tourism)



Multiple Travel Products --- (Comprise Vertical Tourism)

Horizontal to Vertical
Products by Multiple Industry
Intervention

Multiple Travel Products



Green Paper Contents Creation for Experience Program

1. Contents in Green Paper

- 1) What is Experience Program (EP)
- 2) Why we need UNCEFACT standards for EP
- 3) Who will work to develop the standards
- 4) Preliminary study for the standardization
- 5) Road map for the work
- 6) Task force formation

2. Preliminary work being done in India and Japan

- 1) India---Mumbai
- 2) Japan---Masutomi

Definition of Experience Program(EP)

An EP could be regarded as a tour, but it should have a specific purpose and expected effects to be shown to participants.

An EP has a theme, which comprises a specific program of the tour. In the program, there are multiple activities, each of which also has its own purpose and expected effects.

Examples of EP

Themes of EP:

a. Health Care/ Wellness Tourism ----

Ex.1: Masutomi nature cure program

(Purpose: Health care Expected effect: : Improvements of Health)

b. Adventure Tourism-----

Ex.1: White water rafting on Ganges(Purpose: Thrill
Expected Effects: Improved energy and confidence)

c. Service Tourism-----

Ex.1: Nimboli Service Tourism

(Purpose; Support an uplift of tribal region Expected effect:
Bringing health care and comfort for the tribal region)

Example of Activities

Activities of Masutomi nature cure program:

a) Bathing in Masutomi_no_Yu Hot Spring (Purpose: Detox Expected effect: Improve health

b) Walking in Mizugaki Forest
(Purpose: Making mind and body balanced
Expected effect: Immune strength

c) Mustomi Starry Sky Meditation
(Purpose: Making mind relaxed Expected effect: Relaxing mind

Project Proposal on EP

We have an intention to submit a new project proposal on EP in the future by India, Japan, and one more country after the discussion at the coming AFACT Taipei Meeting, and following the proposal procedure of the UNCEFACT Forum.

Japanese Working for EP

Masutomi nature cure experience-based program

Product plan

「Orient medical care check plan」



JTREC Hotta

AGENDA

- (1) Introduction of the Masutomi district
- (2) Masutomi nature cure experience program

Product plan name:

「Orient medical care check plan」

- (3) Product planning support system



**(1) Introduction of
the Masutomi district**













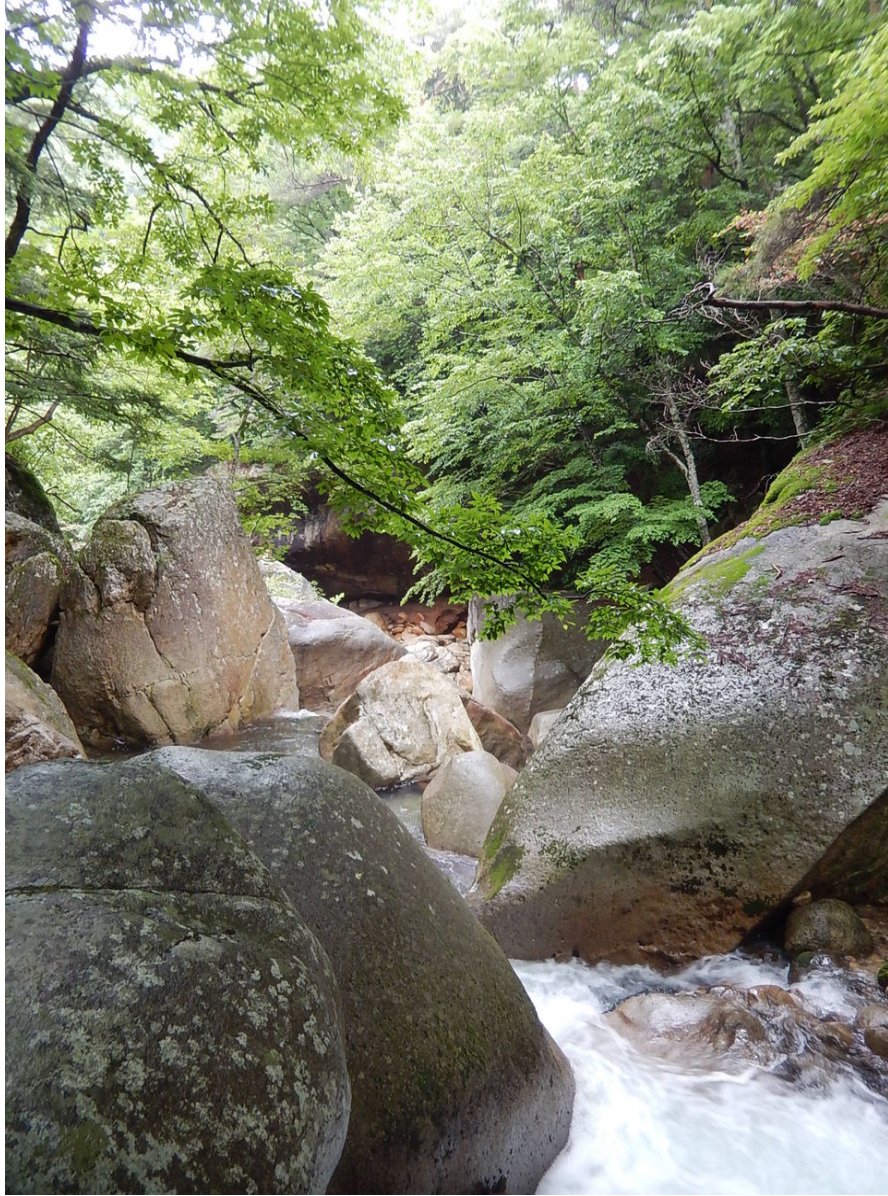
















Japanese Experience Program Example

(2) 「Orient medical care check plan」



「Orient medical care check plan」 the First day

14:00

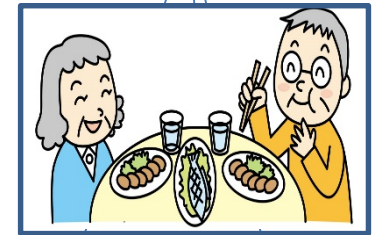
15:30~17:15

17:30~

Nakada Hospital
(Orient medicine
research institute)

SPA

Riesen Hutte



Medical examination
Food, Daily life
counseling

Bath
coaching

Hot spring
bathing

Healthy food

Exercises
method

Starry sky
meditation

「Orient medical care check plan」 the second day

7:00~13:00

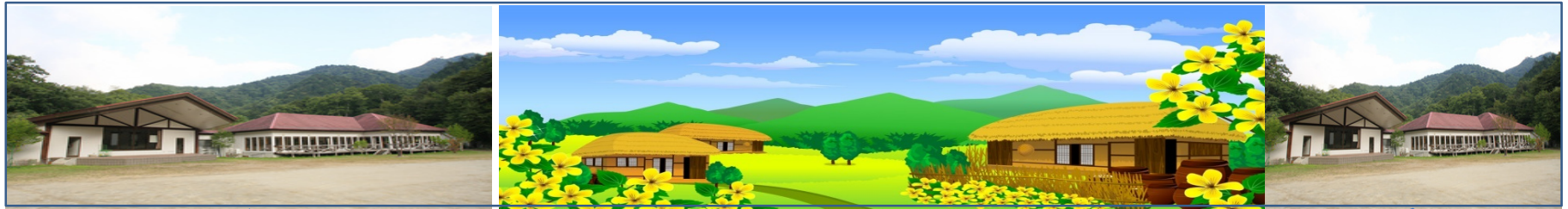
13:30~17:15

17:30~

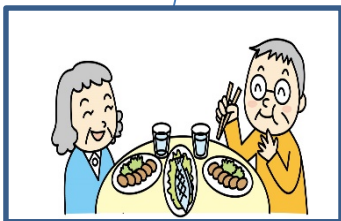
Riesen Hutte

SPA

Riesen Hutte



Qigong exercises



Healthy food

Walking barefoot

Walking/designated path

Farm experience



Music good selfcare concert of the forest



Exercises method

Walking "a long-lived way"



Hot spring bathing

or
Starry sky meditation

「Orient medical care check plan」 the third day

7:00~13:00

13:30~17:15

17:30~

Riesen Hutte

spa

Riesen Hutte

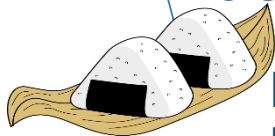


“Qigong” exercises

Natural energy experience



“Qigong” at the clear stream side



Healthy food

Healthy rice ball lunch



Hot spring bathing



Exercises method

Starry sky meditation

「Orient medical care check plan」 the fourth day

14:00~15:30

7:00~11:15

11:30~13:30

Riesen Hutte

spa

Nakada Hospital
(Orient medicine
research institute)



“Qigong
”exercises

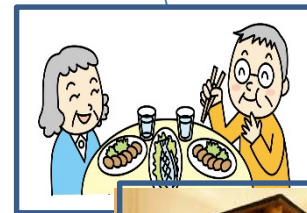
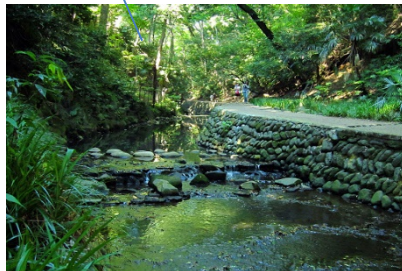


Food analysis
& visceral
check



Medical examination
Food, Daily life
counseling

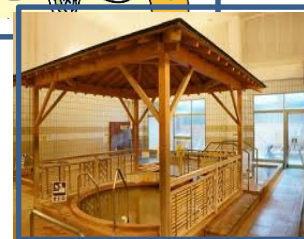
Walking
barefoot



Healthy food



Valley and
forest
walking



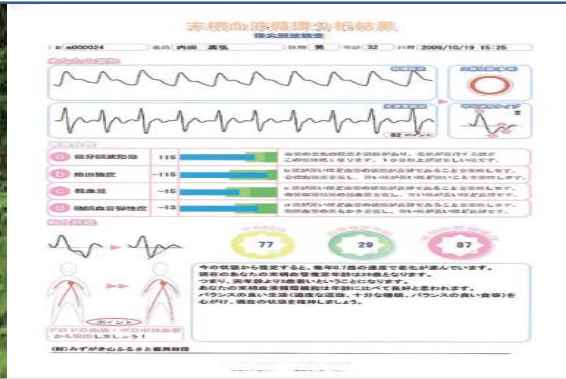
プロダクトプランニング サポートシステム

(3) Product planning support system

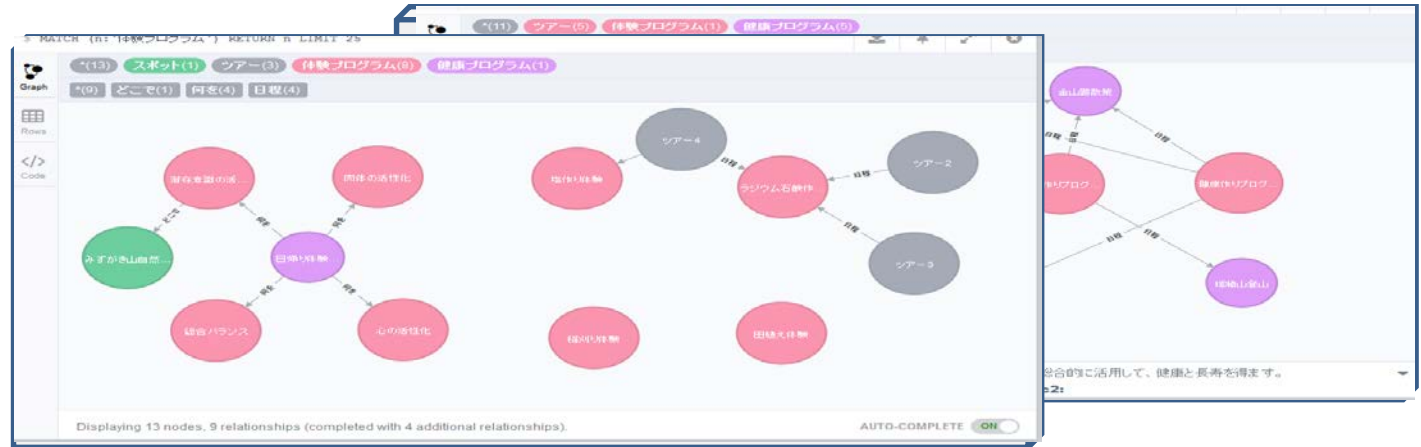
⊖ 増富の自然環境を観察する
Natural environments of Mashitomi



⊖ 体験プログラムのアクティビティを企画する
Activity of the experience-based program



③ グラフデータベースのノードにデータ登録
Registration of the relationship of data



④ 体験プログラム商品企画・管理
Product planning support



プログラム名 1泊2日 療養チェックプラン

旅程 1泊 2日 消費エネルギー 14 Labelメッツ

構成要素

カテゴリ	名	称	車+徒歩・30時間	徒歩・18時間	徒歩
(その他) (同慶)	麿子の人穴		6	13	
(森・林) (〇)	針の山原生林		3	14	
(温泉施設) (日帰り)	増富の湯			61	
(バス) (停留所)	JF筆崎駅			104	
(医療施設) (医療)	中国医学研究所		車・30分	112	
(散策) (〇)	命の径10		0.1	135	
(散策) (〇)	命の径2		0.1	138	

構成素材の位置図

針の山原生林

命の径10

命の径2

Label1

Label1

Label1

Label1

機能 (Functions)

- ⊖ ノード登録・修正機能 a.Registration of Nodes and their Updates
- ⊖ 関連性登録・修正機能 b.Relationship Registration and their Updates
- ⊗ 地図情報作成機能：ノード情報を地図上に配置する。
c. Allocating Nodes on Maps
- ④ API機能：SLH仕様 d. Provision of API based on SLH artefacts
- ⑤ ヘルスプログラム作成機能 e. Creating Healthcare Programs
- ⑥ 参加者（被験者）記録機能 f. Logging data of participants



Health Care Plan Creation Screen

Relation Category

Relation Category	Category	Node Name	Access Time	Mets
Lodging	(Lodging) (Ryokan)	Riesenhutte	on foot	
Balanced diet	(Trekking) ()	Hari no yama trekking		10
Mystical Point	(Hot spring cure) ()	Source bathing and radium ondol ba		
Forest therapy	(Agricultural Exper	Rice reaping		3
HotSpring therap	(Agricultural Exper	Rice planting		3
PickUp & Acces	(Manufacturing Exp	Salt making		1.5
Walking	(Manufacturing Exp	Radium soap or candle		1.5
Trekking	(Stress Control) ()	Forest therapy		4.5
Mountaineering	(Stress Control) ()	Starry sky obsevation		
Experience	(Medical diet) ()	improvement diet		
Scene & Watch	(etc) ()	Free shuttle bus		
Heaith	(etc) ()	Spa therapy		
Stress control	(etc) ()	Healthy diet		
Souvenir ,Specia	(etc) ()	Bathing with a source		
Executive agenc	(Oriental medicine	Oriental medicine check plan		
Naturopathy				
Et cetera				

New Plan Name

TTL.Time TTL.Mets

Search

Customer

- Male
 Female
 Alone
 2-4
 5More
- Child(6mets)
 Adult(8.5-10mets)
 Seniors(7.5-9mets)
- Autonomic analysis
 Peripheral blood vessel

Component List

Choos

Create

Discription of NODE

【CATEGORY】(Lodging) (Ryokan)
 【NODE NAME】Riesenhutte
 【RELATIONS】[(Bus Stop)Masutomi_Onsenkyo]
 【FITNESS】
 【DISCRPTION】
 "Mizuaki Mountain Riesenhutte" is a stay type facility that "just relaxes your heart with nature".
 Among the large site, you can use it for various recreation such as 8 room accommodation facilities, vast ground, homemade classroom's Yamashima Studio, barbecue facilities, camping / training camp and various events.

PICTURE



Plan Name: Oriental medicine therapy 3 nights plan

Itinerary: 3 Nights, 4 Days, Physical fitness 17.5 Mets

Check

Category	Component NODE List	Access Time	Mets
(Lodging) (Ryokan)	Riesenhutte	on foot	
(Trekking) ()	Hari_no_yama trekking		10
(Agricultural Exper	Rice planting		3
(Stress Control) ()	Forest therapy		4.5
(Stress Control) ()	Starry sky obsevation		
(etc) ()	Free shuttle bus		
(Oriental medicine	Oriental medicine check plan		

Arrangement of NODE



Riesenhutte



Hari_no_yama trekking



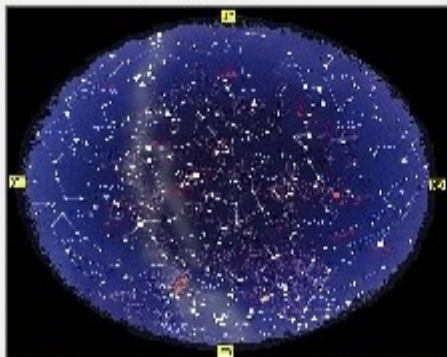
Rice planting



Forest therapy



Starry sky obsevation



Free shuttle bus



Oriental medicine check plan

