

Application Guidelines:

Sustainable Tourism Essay Contest

— Exploring New Paradigms in Sustainable Tourism Beyond Travel and Consumption —

1. Program Overview and Concept

ITOCHU Corporation and Japan Airlines Co., Ltd. (JAL) are pleased to invite undergraduate and graduate students enrolled in universities across Japan to submit research essays for the Sustainable Tourism Essay Contest.

Japan Airlines connects Japan and the world safely and reliably, becoming the first airline group worldwide to join the [Global Sustainable Tourism Council \(GSTC\)](#). ITOCHU Corporation, guided by its corporate philosophy of *Sanpo-yoshi* (good for the seller, good for the buyer, and good for society), operates globally across diverse markets.

Connecting people, goods, and insights, both companies seek groundbreaking ideas from next-generation leaders. This competition extends beyond traditional environmental conservation to address complex socio-economic challenges, including regional revitalization, respect for human rights, economic circulation, and cultural heritage preservation from a global perspective.

New discoveries made at destinations visited for travel or training camps, and the desire to "preserve this scenery forever" — sustainable tourism is the key to pass these emotions on to the future. Winners will receive prizes including JAL Travel Vouchers that can be used for overseas travel. We look forward to your applications.

2. Application Specifications and Contest Details

Application Period	October 1, 2026 (Thu) – January 11, 2027 (Mon, Japanese National Holiday) 23:59 JST
Theme	Tackling Social Issues in 2035: Vision for Next-Generation Sustainable Tourism
Evaluation Criteria (Key Pillars)	In this essay contest, JAL, ITOCHU Corporation, and the external judges will evaluate whether the following four key pillars are logically structured. While all submitted materials will be subject to review, the selection process will primarily focus on the research essay. 1. Issue Definition (Future Projection for 2035): Specifically define socio-environmental and tourism risks if current trends continue unaddressed by 2035. Predict quantitative/qualitative impacts on specific tourist destinations (domestic or international). (While proposals should primarily focus on 2035, applicants may also discuss longer-term possibilities beyond 2040.)

	2. Measures (Tech-Driven Sustainable Solutions): Please propose specific solutions for what sustainable tourism can do to prevent the projected future from becoming a reality and help transform society for the better. Your proposal should incorporate innovative, unprecedented approaches that actively leverage the latest technologies, including digital solutions and AI. 3. Value Creation (<i>Sanpo-yoshi</i> Realization): Please explain how your proposed measures will ultimately contribute to <i>Sanpo-yoshi</i>—being good for the seller, good for the buyer, and good for society. Design a model that clearly identifies the benefits for each of these three stakeholders, and specify the evaluation metrics used to measure its impact, such as well-being, job creation, and reduced environmental impact. 4. Global Perspective: Discuss the topic from a global perspective, without limiting your analysis to issues and examples within Japan.
Required Submissions and Word Count	Applicants must submit three items via the official web form: 1. Research Essay Paper: • Abstract: Approx. 200 - 250 words • Main Text: Approx. 2,000 - 2,500 words The word count applies to the main text only. The title, citations, footnotes, legends, and references are not included in the word count. *Figures and Tables: You are free to include figures, graphs, and photos. While they are not included in the word count, the total length of your submission—including the abstract and all figures/tables—must not exceed 10 pages (A4 size). *Format: A4 size paper (standard horizontal text) 2. Japanese translation of the paper 3. Presentation slides (for review and to be used for your presentation at the award ceremony) The presentation slides must be within five slides, including the cover slide. The cover slide must feature a photograph, either taken by yourself, one you have explicit permission to use, or a photo from a free stock site used in accordance with its terms of use. This photo will serve as the key visual for the award's promotional materials.
Panel of Judges	• Prof. Akemi Ori (Professor, Graduate School of Global Environmental Studies, Sophia University) • Prof. Norichika Kanie (Professor, Graduate School of Media and Governance, Keio University) • Yoshiya Omura (President and CEO, JALPAK Co., Ltd.) • Mio Kitayama (Senior Researcher, Industrial Research Center, ITOCHU Research Institute Inc.)

Announcement of Winners	Scheduled for early March 2027. Winners will be contacted individually by the secretariat via email.
Award Ceremony	March 16, 2027 (Tue) 13:00 JST at ITOCHU Corporation Tokyo Head Office (Minato-ku, Tokyo). Winners will deliver a brief presentation.
Prizes and Awards	• Grand Prize (1 person): JAL Travel Voucher (equivalent to 500,000 JPY). • JAL Award (1 person): JAL Travel Voucher (equivalent to 250,000 JPY). • ITOCHU Award (1 person): JAL Travel Voucher (equivalent to 250,000 JPY). • The above 3 winners + Honorable Mentions (7 people) will receive: - Outdoor brand products handled by ITOCHU Corporation - JAL SKY MUSEUM pair admission tickets
Eligibility	1. Undergraduate or graduate students currently enrolled in universities/graduate schools in Japan. (All academic years, faculties, Master's/Ph.D. candidates. Applications from first- and second-year undergraduate students are also welcome. Individual entries only; team entries are not permitted). 2. Must be able to attend the Award Ceremony held at ITOCHU Corporation Tokyo Head Office.
Application Method	Submit online via the official Google Forms application link with attached files. Google Forms *Max file size: 100MB per file *When submitting (uploading) application files, applicants are required to sign in with a Google Account due to Google's system specifications. The Organizers will not obtain or retain applicants' Google Account passwords or authentication credentials. Use of Google Forms is subject to Google's Terms of Service and Privacy Policy.
Organizers and Contact	Organizers: ITOCHU Corporation, Japan Airlines Co., Ltd. Co-organizers: JALPAK Co., Ltd., JAL Air Future Lab Co., Ltd. Secretariat Contact Email: jai-itochu-contest@itochu.co.jp

3. Terms and Conditions (Application Rules)

【Definitions】

The term 'Organizers' refers to ITOCHU Corporation, Japan Airlines Co., Ltd., JALPAK Co., Ltd., and JAL Air Future Lab Co., Ltd. 'Submitted Essays' includes research papers, presentation slides, and Japanese translations (if applicable).

【Originality and Intellectual Property】

All submissions must be original works authored solely by the applicant, previously unpublished, and not submitted to any other competition. Applicants guarantee that their entry does not infringe upon third-party IP rights. Any disputes shall be resolved at the applicant's sole responsibility and expense.

【Exclusivity and Disqualification】

Each applicant may submit only one entry. Applicants shall not publish or submit their entry to other contests prior to the announcement of results. False information, plagiarism, or double submissions, or other violations of these Terms and Conditions will result in disqualification or revocation of awards, requiring prompt return of all prizes. If an award is revoked, the applicant shall, at the Organizers' request, promptly return all prizes received, including any JAL vouchers.

【Minor Applicants】

Applicants who are minors must obtain formal consent from a legal guardian prior to submission. Submission implies that parental/guardian consent has been granted.

【Copyright and License Grant】

1. Copyrights remain with the applicant.
2. Applicants grant the Organizers a license to exercise the copyright in the Submitted Essays—including, without limitation, the rights to reproduce, publicly transmit, distribute, lend, translate, adapt, and use derivative works—for the operation and promotion of this program, the research and development of businesses and services, the evaluation of potential business opportunities, and other business activities of the Organizers (collectively, the “Purposes”).
3. Applicants shall not exercise their moral rights in connection with any use of the Submitted Essays by the Organizers or any third party sublicensed by the Organizers within the scope of the Purposes.
4. The names and affiliations of award winners, all or part of their Submitted Essays, summaries thereof, and photographs taken at the Award Ceremony may be published and used for promotional purposes.

【Handling of Personal Information】

Personal data (name, email, university affiliation, essay materials etc.) will be jointly used by the Organizers for the Purposes, managed by Japan Airlines Co., Ltd. Data will be shared with the judging panel for evaluation.

【General Provisions】

1. Submitted files will not be returned. Please be sure to retain a copy of your data.
2. The Organizers shall not be liable for any loss, damage, or delay in submission arising out of or in connection with any disruption to communication networks; any failure or malfunction of Google Forms or any other relevant system; any inability to log in; or any failure to receive, loss of, or corruption of application data. Applicants shall be solely responsible for retaining backup copies of all data submitted in connection with their applications.
3. Travel expenses (and accommodation if deemed necessary) for attending the Award Ceremony will be covered by the Secretariat.
4. Prizes cannot be transferred, resold, or redeemed for cash.
5. The Organizers will not respond to inquiries regarding the reasons for or details of the selection results.
6. This contest is independent of the Organizers' employee recruitment activities.
7. Governed by the laws of Japan. Exclusive jurisdiction: Tokyo District Court.