**Economic Commission for Europe**

**Executive Committee**

**Centre for Trade Facilitation and Electronic Business**

**Twenty-fifth session**

Geneva, 8-9 April 2019

Item 7 (c) of the provisional agenda

**Recommendations and standards:**

**Other deliverables for noting**

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**Sustainable Tourism (Experience Programs) use cases**

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**Summary**

The United Nations Sustainable Development Goals specifically target sustainable tourism and the promotion of local culture and products in its target 8.9. The use cases in this document are presented as an annex to the Green Paper on Sustainable Tourism (Experience Programs), document ECE/TRADE/C/CEFACT/2019/11.

Document ECE/TRADE/C/CEFACT/2019/INF.4 is submitted to the twenty-fifth UN/CEFACT Plenary for information.
Sustainable Tourism – Experience Programs Use Cases

1. The Sustainable Tourism Green Paper – Experience Programs (document ECE/TRADE/C/CEFACT/2019/11) has produced an annex of case studies to support its findings. Submissions for the case studies were open to all Experience Programs that wished to contribute with the condition that they used the below template. Submissions are presented as is and were only checked for grammar and spelling. The project team leader takes responsibility to ensure that all use cases were duly authorized by the entity being represented.

2. These use cases do not engage the United Nations or UN/CEFACT in any way and they do not constitute an endorsement of any kind.

Template for use-case submissions

<table>
<thead>
<tr>
<th>Use Case name</th>
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<tbody>
<tr>
<td>1. Experience Program (EP)</td>
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<td>2. Themes in the EP</td>
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<td>12. Other</td>
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</tbody>
</table>
**Use Case 1: Masutomi Healthcare Program – Japan**

| 1. Experience Program (EP) | **Hot spring**  
This is a three-day, two-night radium and radon hot spring bathing and health improvement experience program at Masutomi Village in the Mount Mizugaki District in Yamanashi Prefecture, Japan. Bathing and lodging facilities are owned by the public organization Gojinosato Tamayura. Health-conscious meals are provided. |
|----------------------------|--------------------------------------------------|
| 2. Themes in the EP | **Improving the health and stability of body, mind and soul**  
The program aims, with the guidance of a trained instructor, to improve and stabilize the physical and mental health of participants, and also that of the spirit. |
| 3. EP activities | a. **Radium and radon hot spring bathing with the guidance of a trained instructor**  
Participants bathe in radium and radon hot spring baths of various temperatures. Staying in the bath for a prolonged time will remove active oxygen and toxins. Participants may use a relaxation room after bathing in order to absorb negative hydrogen ion gas, which removes active oxygen from the body. Participants will lie down with packages of radium fango (to improve antioxidant power) and ingest enzymes to strengthen the power of cell energy reactions.  
b. **Checking the condition of participants’ health**  
The health and condition of the bowels is checked at the beginning and the end of the program using a specialized food questionnaire.  
c. **Dietary education**  
Every meal is served and carefully prepared using food-safe materials and without the use of pesticides, additives or preservatives. This prevents the reabsorption of toxins. |
| 4. Optional activities | 1. **Stress checking**  
This involves lying down calmly for a minute or so with a device mounted on the fingertip. The device measures blood vessel age and the health of the autonomic nervous system. Results are printed out a few moments later.  
2. **Qigong exercise**  
Participants exercise in the morning engaging all five senses.  
3. **Strolling on bare feet and walking in nature**  
This involves strolling barefoot along a natural walking road, basking in the radium and sunshine.  
4. **Concert in the woods**  
This involves walking in the woods and listening to a piano concert in a healing place.  
5. **Walking along the Life Trail**  
Guests participate in “natural forest bathing” which consists of walking through the woods, taking in the forest atmosphere using all five senses and performing light exercises at various points along the Life Trail walking road. This deliberately experiential approach to taking in nature is mentally and physically refreshing and helps to stimulates the autonomic nervous system.  
6. **Walking in nature and feeling the natural energy in Masutomi**  
Participants engage in qigong exercises while facing Mt. Mizugaki, and also in the woods. |
<table>
<thead>
<tr>
<th>7. Farming</th>
<th>Guests participate in farming activities in the vegetable gardens and rice fields.</th>
</tr>
</thead>
<tbody>
<tr>
<td>8. Walking on trails through the woods and along the valley of the Hontani Stream</td>
<td>Guests walk along lanes in Chichibu-Tama-Kai National Park</td>
</tr>
<tr>
<td>10. Meditating by looking at stars in the sky</td>
<td>Participants meditate while lying on the ground, looking at stars in the sky.</td>
</tr>
</tbody>
</table>

### 5. Contribution to regional vitalization and sustainability
This EP contributes to the health of the local economy and community, and promotes healthy living, respect for nature and environmental sustainability. All meals are prepared using local organic produce, grown sustainably using pesticide-free fertilizer.

### 6. EP supplier and operation
1) Supplier name & contact information: Office of Masutomi Hot Spring/ Sudama Machi Hishi 6438, Hokuto City, Yamanashi  
   Tel: +81 551 20 6500, Fax: +81 551 20 6515  
   Email: info@masutominoyu.com
2) Licence of operation: Permitted by the local government, Hokuto City
3) Area of operation: Masutomi Hot Spring area and vicinity
4) Season of operation: May to early November
5) Duration of program: 3 days and 2 nights (Each program is operated once per week)
6) Description: Reservations can be made with the supplier’s office. A detailed itinerary of the program is available. Activities begin at 08:30h (with breakfast) and end after supper.

### 7. Expected customer
1) Gender: All are welcome
2) Age range: No age restrictions, but mainly for adults
3) Health status: Participants with disabilities or food allergies are requested to inform the supplier office at the time of reservation
4) Certificate needed: No certificate needed
5) Number of customers: Min. 10 to Max. 20 participants per program week

### 8. Pricing model
Base price per person for the general program; each option charged separately.
Note: All optional activities are guided by an instructor. Participants should make reservations in advance. Times are approximate.
Note: No reimbursement are provided in the case that a participant’s biometric scores are not significantly improved after participation in the program activities.

### 9. Additional information as a travel product
1) Arrival meeting place & time: Masutomi-no-yu, 14:00
2) Departure place & time: Masutomi-no-yu, after 14:00 whenever Participants may depart when desired.
3) Lodging facility: Participants stay at Mt. Mizugaki Riesen Hytte, which is included in the program cost.
4) Meals: 6 meals are provided by the program.
5) Travel: Participants must make their own travel arrangements to and from the meeting place.
6) Weather: In case of rain, exercises are performed indoors.
| 10. More information | 1) Website: https://www.masutominoyu.com/
                           2) Description: The website is provided in multiple languages. |
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>11. Other tour information recommended by the supplier</td>
<td>No information available.</td>
</tr>
</tbody>
</table>

Image 1.1: Mount Mizugaki and outdoor exercise
# Use Case 2: Service Tourism – India

<table>
<thead>
<tr>
<th>1. Experience Program (EP)</th>
<th>Voluntourism (service tourism) at the Nimboli village (Maharashtra, India): Creating opportunities for sustainable development in the region through volunteer tourism.</th>
</tr>
</thead>
</table>
| 2. Themes in the EP       | **A day of seva (service)**  
The goal of this EP is to improve the health and daily life of the local inhabitants of a small, remote village in Maharashtra, India. Every day women must face a more than two-hour journey to get clean water for domestic use. The creation of a water collection and storage system has been introduced to improve the lives and safety of thousands of people. |
| 3. Activities             | **a. Collaboration with local villagers**  
Both men and women are involved in the building of the water storage system in cooperation with Medtronic employees visiting Nimboli.  
The drainage system is made of stones collected from the area. Water from monsoon rains can be collected and transferred to a containment vessel where it is stored. It may then be used by the locals as needed or delivered directly to their homes. |
|                           | **a. Yoga classes**  
Fire Mountain has a dedicated space for yoga classes. Some guests are yoga teachers seeking a green or eco-friendly location to hold their yoga and meditation retreats.  
**b. A tour with the local inhabitants**  
English-speaking locals are available as tour guides for guests who wish to explore the cultural features of the area and the traditions and daily life of the rural community. This promotes intercultural understanding. (see image 2.2)  
**c. Local homemade Indian food**  
Cooking classes are available for guests who wish to learn about the local Indian cuisine and how to prepare it.  
**d. Other seva projects in collaboration with local inhabitants**  
- Building smokeless chulhas (smokeless cooking systems) (see image 2.1)  
- Painting local schools (see image 2.3) |
| 4. Optional activities     | Revitalization of this rural area will stimulate the local economy and lead to an improvement in local rural lives. Also, development of the village may raise its profile as a tourist destination.  
Activities are coordinated in harmony with the natural environment and occur in nature.  
EPs promote intercultural understanding.  
Ayurveda treatments are not only at the root of Indian culture, but also serve to augment the general wellbeing of guests who visit Nimboli. |
6. Supplier and operation

| 1) Supplier name & contact information: Shiva Mandir Road, Village Nimboli, Taluka Wada, District–Palgher, Maharashtra, India Tel: +91 9820133188 Email: zubilant.co.in@gmail.com |
| 2) Licence of operation: Permitted by the local government |
| 3) Area of operation: Ganeshpuri area |
| 4) Season in operation: All year |
| 5) Duration of the program: suggested min. 2 days for seva activities; 1 week for cultural experiences with locals and yoga/meditation/Ayurvedic retreats. |
| 6) Description: Reservations are available at the supplier’s office. A detailed itinerary of the program is available. |

7. Expected customer

| 1) Gender: All are welcome. |
| 2) Age range: Both children and adults are welcome |
| 3) Health status: None specified, but those who have some disability or food allergies should inform the supplier office at time of reservation. |
| 4) Certificate needed: No certificate needed |
| 5) Number of operational customers: Min. 10 to Max. 20 participants |

8. Pricing model

Base price per person for the general program; each option charged separately.
Note: Extended program at an additional cost is possible

9. Additional information as a travel product

| 1) Meeting place & time: SNET / Fire Mountain Retreat Center, check-in from 12:00 PM |
| 2) Ending place & time: SNET / Fire Mountain Retreat Center, after 14:00. Participants may depart at will. |
| 3) Lodging facility: Accommodations at Fire Mountain which are included in the program cost. |
| 4) Meals: All meals are provided by the program / customization of meals is possible |
| 5) Payment: Payment is made onsite. |
| 6) Weather: In case of rain, exercises are performed indoors. |
| 7) Notes: Transfers to and from Mumbai (the closest main city and domestic / international airport) are possible, upon request. |

10. More information

| 1) Data source: www.zubilant.co.in |
| 2) Description: English-language website. |

11. Other tour information recommended by the supplier

Nimboli can be visited in combination with other local cities or green places of the Maharashtra state. A longer circuit can be undertaken by connecting the Mumbai–Nimboli circuit with the South India circuit or North India circuit (tour customization available).

12. Other
Image 2.1: Making a smokeless fireplace which consumes 70 per cent less fire wood

Image 2.2: A tour with local inhabitants

Image 2.3: Painting local schools
Use Case 3: Rural Tours - India

| 1. Experience Program (EP) | Rural tours for Indian nationals and international tourists. Rural tours are a concept developed to encourage cooperation and to deepen knowledge between local Indian villagers and Indians coming from urban and developed areas (or international travellers) and to allow them to experience the essence of daily rural Indian life. |

| 2. Themes in the EP | Experience rural India
The purpose of this EP is to minimize the intercultural knowledge gap that may exist between Indians and foreigners about the daily life of local inhabitants of small and remote villages all over India. The aim is to encourage a deeper understanding of the simple but fascinating rural life. A plethora of activities have been developed to allow the visitor to be an active player in the daily routine of local farmers. By doing so, the visitor can also help to improve the locals’ lifestyle in a unique win-win, eco-friendly and sustainable way. |

Through direct contact between guests and locals, guests are introduced to folk dances and local music. They attend the reunions of the villagers at the end of the day, experience discussions about family and village affairs and learn about the history and traditions of the local culture. (See image 3.1)
b. Farming activities
Guests can participate in the main activities of the villages and experience the seasonality and timing of nature. They interact with nature in a respectful and sustainable way and contribute to the economic production and wellness of the locals. (See image 3.2)
c. Observing & experiencing nature
Innumerable trekking and sightseeing activities are available to introduce participants to the fascinating landscapes and nature of rural Indian life (e.g. villager-guided birdwatching, a safari in the forest, and sightseeing and trekking to sites off the beaten path). |

| 4. Optional activities | a. Social activities with children and students
Guests are involved in the development of local schools and educative institutions through volunteering activities: painting schools, language lessons (English or Hindi), recreational activities with children, etc.
b. Social activities and interaction with local women
Visitors can participate in the activities of the women of the village: cooking, water storing, stitching, etc.
c. Milking cows and feeding animals
The participant’s relationship with nature is enhanced by contact with farm animals. Guests can learn how to milk a cow or to feed the animals that are essential to the locals. (See image 3.3)
d. Cooking classes with simple ingredients
Cooking classes are provided by local women, using natural ingredients produced from locally raised plants and animals.
e. A day experience with elephants
Elephants are a symbol of India. Close contact with them reveals a lot about these sensitive animals. Activities related to the elephants are feeding, washing (also buffalos), painting the elephants (to decorate the animal), etc. |
5. Contribution to regional vitalization and sustainability

Revitalization of this rural area will stimulate the local economy and lead to an improvement in local rural lives. Also, development of the village may raise its profile as a tourist destination. Activities are coordinated in harmony with the natural environment and occur in nature. This EP promotes intercultural understanding as travellers learn to respect nature and to understand rural life.

6. EP supplier and operation

1) Supplier name & contact information: Zubilant–brand of Stuti Tourism Pvt Ltd.; 4, Dwarkadas Apartments, Kasturba Road No. 5, Borivali East, Mumbai 4000066 (Maharashtra, India)
   Tel: +91 9820133188; Email: zubilant.co.in@gmail.com
2) Licence of operation: Permitted by the local government
3) Area of operation: India/international
4) Season in operation: All year
5) Duration of program: Suggested min. 3 days / max 1 week
6) Reservations can be made at the supplier’s office. A detailed itinerary of the program is available.

7. Expected customer

1) Gender: All are welcome.
2) Age range: Both children and adults are welcome
3) Health status: Those who have some disability or food allergies are requested to inform the supplier’s office at time of reservation.
4) Certificate needed: No certificate needed
5) Number of operational customers: Min. 10 to Max. 20 customers

8. Pricing model

Base price per person for the general program depending on the number of days. Packages range from 3, 4, 5, 6 or 7 days.
Note: Extended program at an additional cost is possible

9. Additional information as a travel product

1) Meeting place & time: dependent on pick-up location
2) Ending place & time: dependent on drop-off location
3) Lodging facility: Guests may stay in huts or homestays, depending on the program.
4) Meals: All meals are provided by the program. Customization for meals provision may be possible.
5) Notes: Arrangements for transfers to and from Mumbai (and other main cities and domestic / international airports)

10. More information

1) Data source: www.zubilant.co.in
2) Description: English-language website.

11. Other tour information recommended by the supplier

Rural EPs can be combined with other domestic or international circuits or destinations and/or thematic tours.
Image 3.1: Cultural dance with local women

Image 3.2: Visiting an organic farm

Image 3.3: Milking cows
# Use Case 4: Hualien Taitung Scenic and Cultural Tour – Taiwan (Province of China)

| 1. Experience Program (EP) | Hualien Taitung scenic and cultural tour  
Hualien county and Taitung county border the Pacific Ocean to the east and are surrounded by the Central Range to the west. Hualien and Taitung are popular with local and international tourists for their world-class scenic attractions and their indigenous tribes. |
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>2. Themes in the EP</td>
<td>Visit Taiwan (Province of China)’s unique forest landscapes and experience the culture of the Amis and Bunun tribes. Taiwan (Province of China)’s indigenous people had lived on the island for 15,000 years before Han settlers from China arrived in the 17th century. The Amis and the Bunun are two of 16 officially recognized indigenous tribes in Taiwan (Province of China). Guests can experience these aboriginal cultures by visiting our selected attractions. (see image 4.1)</td>
</tr>
</tbody>
</table>
Experience bamboo rafting while enjoying the gentle ocean breeze and beautiful scenery along the picturesque Xiuguluan River. Take a traditional bow and arrow and aim at the target to see if you have the potential to be a hunter of the Amis Tribe.  
b. Wild Monkey Adventure Land  
Facilities include zip lining, top rope climbing, and rope swinging. This is a great place to enjoy Taiwan (Province of China)’s unique forest landscapes while having fun by participating in some exciting outdoor activities.  
c. Sazaso tribe - the hidden attraction  
Located in the south of the Coastal Mountain Range, Haian Range, the people of Bunun tribe are proud of the heavy primal forest that surrounds their homes. Locals will lead visitors through the rainforest, show them traditional Bunun houses and invite them to an authentic Bunun feast.  
d. National Museum of Prehistory, Taitung  
The National Museum of Prehistory, Taitung is an archaeological site in the most complete residential condition. Guests can learn about the archaeological history of Taiwan (Province of China). |
| 4. Optional activities | |
| 5. Contribution to regional vitalization and sustainability | To help build local cultural industries in aboriginal tribes. |
| 6. EP supplier and operation | 1) Supplier Name/Contract Address: Siloam Travel Service Co., Ltd./14F.-3, No.137, Sec. 1, Fuxing S. Rd., Da’an Dist., Taipei City 106, Taiwan (Province of China)  
Tel: +886-02-2721-7300  
Email: en.service@taiwanday.com  
2) Area of Operation: Hualien, Taitung  
3) Season in Operation: All Season  
4) Length of the program: 2 nights and 3 days.  
5) Tour package reservation is available at the supplier’s office. |
<table>
<thead>
<tr>
<th>Section</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Office hours</strong></td>
<td>9:00 AM to 6:30 PM (UTC+08:00)</td>
</tr>
</tbody>
</table>
| **7. Expected customer** | 1) Gender: Anyone is welcome.  
2) Age range: No age range.  
3) Health status: Physical ability to travel.  
4) Certificate needed: No certificate needed  
5) Number of operational customers: Min. 20 to Max. 30  
Notes: The above itinerary can be customized according guest interests and requirements. |
| **8. Pricing model** | Price per person & duration. A deposit must be paid within two days of reservation by wire transfer or credit card. |
| **9. Additional information as a travel product** | 1) Meeting place & time: Taipei Train Station 07:30  
2) Ending place & time: Taipei Train Station 22:44  
3) Lodging facility: Fullon Hotel Hualien, Sheraton Taitung Hotel  
4) Meals: All 9 meals are provided by the program.  
5) Description: All activities are planned for the program. In case of rain, there may be indoor activities. |
| **10. More information** | Website: https://taiwanday.com/  
Description: English-language website. All package information is updated regularly. |
| **11. Other tour information recommended by the supplier** | |
| **12. Other** | |
### Use Case 5: Dark Sky Tourism – Taiwan (Province of China)

| 1. Experience Program (EP) | Trip to the Dark Sky Park  
Dark Sky tourism in Chinese Taipei at Mount Hehuanshan (合歡山); ChingJing Farm (清境農場). |
|----------------------------|----------------------------------------------------------------------------------------------------------------------------------|
| 3. Activities              | Visit the Dark Sky Parks  
Dark Sky tourism in central Chinese Taipei and wild birdwatching. (See image 5.1) |
| 4. Optional activities     | a. Visiting the Tourist Centre of the National Yu-san Park (玉山國家公園塔塔加遊客中心).  
Visit the NCU Lulin Observatory (國立中央大學鹿林山天文台)  
b. Wild birdwatching |
| 5. Contribution to regional vitalization and sustainability | a. Contribution to regional vitalization: Contributed to light pollution control  
b. Sustainability consideration: To protect the night sky and environment the Nantou county government should limit the number of visitors to 200 per night. |
2) Season in Operation: All four seasons  
3) Duration of program: 2 nights, 3 days. |
| 7. Expected customer        | 1) Gender: All are welcome  
2) Age range: No age range  
3) Health Status: No restrictions  
4) Certificate: Certificate from The International Dark Sky Association (IDA)  
5) Number of operational customers: Min. 10 to Max. 200 |
| 8. Pricing model            | Payment is made onsite. |
| 9. Additional information as a travel product | 1) Article: ‘The hand seems to reach the stars! 6 astronomical observation spots in Japan’ (2016/11/4)  
2) Taipei Times  
3) Chinese Taipei Dark-Sky Preservation Alliance, TDPA  
4) Nantou County Government |
<table>
<thead>
<tr>
<th>11. Other tour information recommended by the supplier</th>
</tr>
</thead>
<tbody>
<tr>
<td>12. Other</td>
</tr>
</tbody>
</table>

Image 5.1: Viewing the sky in the darkness