

# NTA × SDGs

- Tourism for Tomorrow -



## SDGs of NTA Group

Founded in 1905 as a travel agency, NTA Group has now branched out from travel into various other areas ranging from business to education. We aim to realize the value that clients seek through support in every interaction-related field. Our clients may have different goals, but the large tourist attraction known as Earth and the happiness of its people, along with the abundant cultures that are born there, are indispensable for realizing their values. Accordingly, with the goal of sustainable business for the future, we pledge to work on achieving SDGs based on “people,” “scenery,” and “culture” while carefully considering what can be done in the present.



## NTA promises



Create healthy, equal, and rich, energetic lifestyles.



Protect the nature and beautiful scenery that bless our lives.



Encourage the understanding of individual cultures and contribute to the establishment of a peaceful and fair society.

## NTA Sustainable Tourism





# Guiding principles for each SDG held by NTA



## Main Goals



To achieve our SDGs, we will proactively develop better products and contribute to resolving social challenges. While valuing the desires of our clients, we will address the culture behind tourism and propose sustainable tourism.



Our activities include educational trips for peace learning and involvement with the various countries and cultures for which we handle international travel (inbound), etc.  
The realization of eternal peace is indispensable for our business to become sustainable.



We, the tourism industry, have developed by connecting clients with related facilities and transportation, and by providing memorable experiences through travel. Moving forward, we will continue to value this origin and contribute to solving various challenges so that everyone can be happy.



## People

**3** GOOD HEALTH  
AND WELL-BEING



The continued health of our clients, related facilities, transportation, and our staff is essential for the development of the tourism industry. For this, we will propose trips which encourage health and productivity management, and we will promote work reform within our company.

**8** DECENT WORK AND  
ECONOMIC GROWTH



From hotels and transportation to tourism facilities and souvenir retailers, many people play a part in the tourism industry. Through the sustainable development of our business, a society in which many people find satisfaction in working can be realized.



## Scenery

**14** LIFE  
BELOW WATER



We are supported by the ocean, a tourist attraction itself which includes beach resort activities, cruise trips, and drift ice tours, etc. Protecting the rich ocean will allow our business to develop and ultimately lead to preservation of the global environment.

**15** LIFE  
ON LAND



Using abundant land resources, we have continued making products and providing them to clients. Diverse ecosystems are invaluable tourist attractions and their sustainable use is essential.



## Culture

**4** QUALITY  
EDUCATION



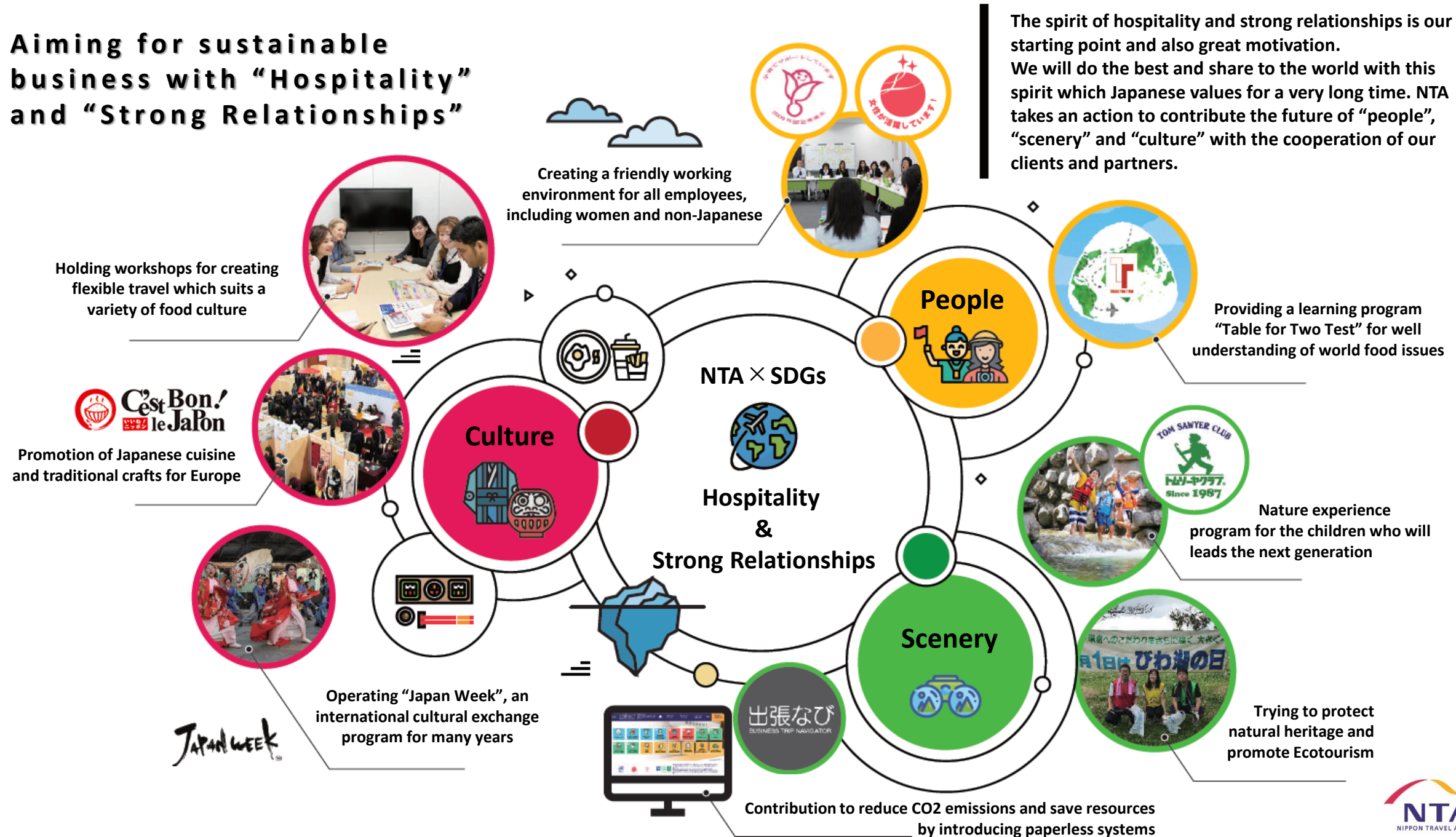
**By allowing us to discover a variety of other cultures, traveling is also a learning opportunity that can encourage mutual understanding, new interaction, cultural integration, and mutual development. Educating children also leads to the inheritance of cultures and support for development.**

**11** SUSTAINABLE CITIES  
AND COMMUNITIES

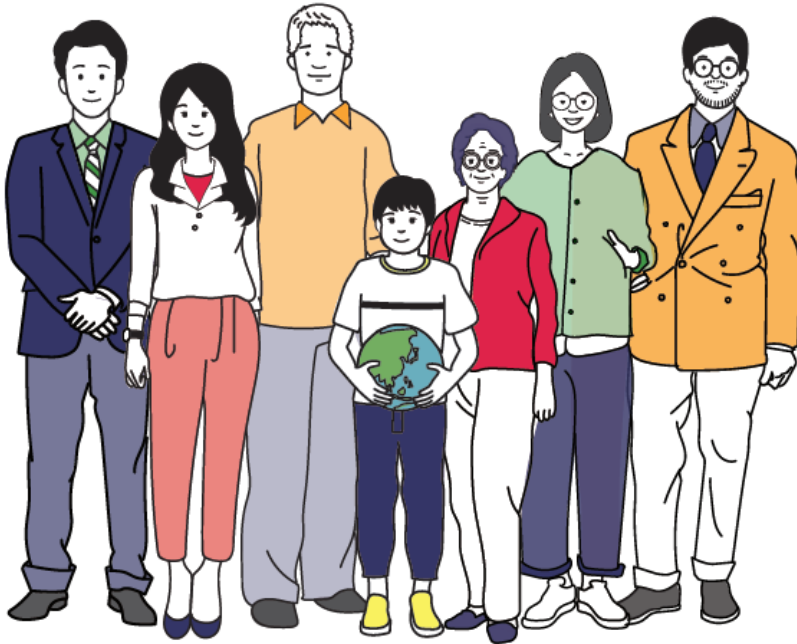


**We will protect locally-rooted cultural assets, including World Cultural Heritage sites and Japan Heritage sites, and work to increase the number of visitors. We will also be proactively involved in solving local issues such as over-tourism, and support the development of communities in which tourists and local residents can coexist.**

# Aiming for sustainable business with “Hospitality” and “Strong Relationships”



**Thank you!**



**《 Contact 》**

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