

## MASARU TAKAYAMA >>



### SHORT BIOGRAPHY >>

Masaru Takayama founded and chairs the first ecolodge association in the world since 2003, Japan Ecolodge Association. Masaru has extensive working experience in the energy conservation and eco-products for green accommodations in U.S.A and Japan. Currently working as an independent ecolodge/ecotourism consultant and a certified energy conservation advisor under Japanese national energy conservation program, Masaru tries to apply his knowledge to the existing accommodations to improve sustainability and reduce energy consumption while increasing the level of welfare in neighbouring communities.

Masaru also serves as a board member of The International Ecotourism Society and an advisory member of forthcoming Global Ecotourism Conference 2007 in Oslo. Working knowledge in English and Spanish also helps Masaru to further interweave the ecotourism network and has enabled to speak on behalf of the organisations in countries of Japan, China, ROC(Taiwan), Malaysia, Thailand, Indonesia, Sri Lanka, Australia, Belarus, Costa Rica etc.

“Our policy is to gather information and promote sustainable accommodations in Japan under international standards”.

### ABOUT THE JAPAN ECOLOGE ASSOCIATION >>

Japan Ecolodge Association (ECOLA) endeavors to disseminate the ecolodge concepts by offering Japan Ecolodge Checklist. We firmly believe that locally operated nature-based lodges of low-impact facility with educational and interpretative programs can lead to help conservation and improve sustainability of surrounding nature while revitalising local economy. We have generated 110 item ecolodge checklists to raise the awareness of conservation and sustainability for ecolodge members.

### ABOUT JAPAN >>

Japan is often regarded as a country not blessed with nature but with more than 80% of mountainous national land and over 34,000km of coastline offers true nature to be enjoyed. Staying at ecolodges is certainly one of the options that responsible tourists can appreciate the countryside, more traditional Japan.

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