



(Left) On trade day, many stakeholders visited the venue, where the trade negotiated at the exhibition booths / (Top right) A Mission of 10 nations in the Caribbean visited the venue to experience sake tasting and other activities. / (Center Right) A commemorative ceremony by key persons was held marking Hong Kong Tourism Year in 2019 / (Bottom Right) Manabu SAKAI, Deputy Minister of Internal Affairs and Communications, visited TEJ 2018 [On Right] Shigeto KUBO, President and COO, Japan Travel and Tourism Association [On Left]

DAY 3 22ND SEP.

● SCHEDULE

14:00~18:00

Tourism Industry Study Seminar  
(Conference Rooms 605/606)

< East Exhibition Halls >

9:30~17:30

VISIT JAPAN Travel & MICE Mart 2018  
(East Exhibition Hall 7)

10:00~18:00

Travel Showcase (General Public Day)  
(East Exhibition Halls 1-6)

## Range of Themes Underscores Japan's Readiness to Improve Luxury Travel, Digital Marketing, Overseas Travel Take to the Stage

In the second day of theme-based symposia and forum, it was clear that Japan is taking strides to improve itself as leader in the tourism world, especially Asia, a region where more businesses and travelers have their eyes on than ever before.

Digital marketing continues to make headway in the Japanese market but little is known about how Information and Communications Technology (ICT) is applied to marketing strategies in the push for community development. The keynote address by Naoki Tani gave his insight into what his company NTT Docomo Inc. is forging forward with in mobility combined with service known as "Mobility as a Service, or MaaS. This could pave the way for developing local areas in Japan.

Other applications of Artificial Intelligence (AI) and ICT through initiatives of DMO in Japan can further grow local regions, said Koji Tsurumoto, CEO and President of Travel Voice Japan, who served as the moderator.

How do you manage tourism in a sustainable way to create a perfect balance between business and local communities was a question of discussion at the Asian Tourism Business Leaders' Forum that was led by a keynote speech by Prof. Graham Miller of Wakayama University. As more destinations throughout the world embrace the 17 Sustainable Development Goals established the United Nations World Tourism Organization (UNWTO), introduced in 2015 with a target of achieving them by 2030, there is a concern about the compatibility of goals as expressed by Miller.

"For tourism," he said, "We need an overall vision of what sustainable tourism is trying to be," he said.

Still, his perspective provided discussion on how destinations such as Kyoto, which are facing overcrowding, is dealing with the issues of a booming tourism industry. Industry experts from Malaysia, India and Japan shared their successful projects that serve to boost the com-

munity, not just economically but also socially and cultural.

The entry of new services targeting high-end travelers from overseas interested in culture and lifestyle in Japan took center stage at the Luxury Travel Market Symposium.

Takahisa Kashiwagi, Executive Vice President, at the Japan National Tourism Organization (JNTO), said in his keynote address that luxury travelers today range in style, from those seeking "one-and-only" experiences to those who prefer "select luxury."

At the Overseas Travel Symposium, which featured companies dealing with overseas travel, panelists discussed how Japan could boost the count of outbound Japanese travelers in the future.

The target of 30 million by the year 2030 set by the Japan Association of Travel Agents is an ambitious one, half the target figure of inbound visitors to Japan set by the government in the same timeframe.



## Asian Tourism Business Leaders' Forum

### Blurred Example of Sustainable Tourism Fuels Different Images Destinations Define Themselves Toward Sustainability

Depending on destinations in and outside of Japan, their ideas toward achieving sustainable tourism differ in level depending on various factors and circumstances, natural resources, cultural background and level of management.

#### Keynote Speech / Global Trend and Challenges in Sustainable Tourism Measurements Required for Tourism Sustainability



**Prof. Graham Miller**  
Distinguished University Professor, Wakayama University / Deputy Director, Center of Tourism Research / Executive Dean, Faculty of Arts and Social Sciences, University of Surrey

Amid tourism's continual growth today, the world is facing increasingly problems such as overcrowding or over-tourism and the social impact associated with such growth.

Is sustainable management in tourism the answer, especially for Japan? For Prof. Graham Miller of Wakayama University, it is difficult to answer.

Inbound travel has been booming for Japan, leading to a strong economic performance of US\$107 billion contribution to the GDP, and visitor exports of US\$35 billion generated by

28 million arrivals. And the future can expect more as the Japanese government is aiming for 60 million arrivals by 2030.

Today, tourism in Japan is not generating as many jobs proportionately as before. "I hope it is just not the pursuit of growth for the sake of growth, because this has consequences for the strain it puts on resources," he emphasized.

If tourism is to be a sustainable sector, then it needs to do more than just focus on the problems it has caused for itself such as overcrowding, said Miller. "There are wonderful examples today of how tourism can contribute to the 17 sustainable development goals (SDGs)."

The SDGs help to connect the work in the industry with the broader social issues facing the world. The challenge for the SDGs, however, is the incompatibility of some goals. He questioned: "What is the vision of the SDGs? What kind of world do they foresee?"

For tourism there needs to be an overall vision of what sustainable tourism is trying to be, said Miller, adding that there also needs to be an overall system to assess the sustainability of tourism such as the European Tourism Indicator System (ETIS).



#### Session 2 / Tourism Business and Community Wellbeing Malaysia, India, Japan Towns Look Inward

Under the theme of "Tourism Business and Community Wellbeing" – Tourism businesses support sustainable development of the destination communities," three tourism leaders from Asia shared examples of success case studies.

In Session 2 of Asian Tourism Business Leaders' Forum, the underlying message was sense of unity.

Datuk Rashidi Hasbullah, the Secretary General of the Ministry of Tourism, Arts and Culture in Malaysia, introduced the rural homestay program in 1995.

The Malaysia Homestay Experience Program sets forth a series of carefully devised requirements such as hygiene and security that communities need to meet that encourage and support those that have yet to improve while also providing hospitality training.

Many other communities started to follow suit once they saw the first successful example, not only economically but also in preserving the rural traditions and environment.

Paras Loomba, the Founder & CEO, Global Himalayan Expedition in India, leads expeditions that aim to install solar power generators in the remote villages in Ladakh, a mountainous area at high altitudes while enjoying the local culture and nature.

The expeditions consist of the staff



**Moderator :** Prof. Graham Miller  
**Panelists :** Datuk Rashidi Hasbullah, Secretary General, Ministry of Tourism, Arts and Culture (Malaysia)  
Mr. Paras Loomba, Founder & CEO, Global Himalayan Expedition (India)  
Mr. Akihiko Sugawara, Chairman, Kesennuma Chamber of Commerce & Industry (Japan)

members and tourists who want to make an impact on the world. Electricity opens up other possibilities.

Chairman Akihiko Sugawara of the Kesennuma Chamber of Commerce and Industry from Japan spoke about how the city of Kesennuma has recovered from the devastating damage of the Great East Japan Earthquake and ensuing tsunami by combining tourism and people engaged in other sectors such as fishery, one of the major industries in the region.

In Kesennuma, around 50 programs are available for tourists offering opportunities to visit the workplaces of the local people such as fish markets, seafood processing factories, and shipyards.

#### Session 1 / Managing Tourism for Sustainability Efforts Made Toward a Better Community



**Moderator :** Mr. Masato Takamatsu, Senior Executive Fellow, JTB Tourism Research & Consulting Co.  
**Panelists :** Mr. Daisaku Kadokawa, Mayor, City of Kyoto (Japan)  
Mr. Kentaro Yasuda, General Manager, Bus Transportation Headquarters Marketing Planning Department, Nishi-Nippon Railroad Co., Ltd. (Japan)  
Dr. Mario Hardy Pacific Asia Travel Association (PATA), CEO

By enhancing the level of quality, it can generate quantity while improving its environment, including the 50% reduction in waste. By focusing on seasonality, Kadokawa said that the city has been able to reduce overcrowding in the former capital city of Japan from a 3.6-fold to a 1.5-fold level.

Meanwhile, the completion of a highway system connecting most of Kyushu led to the introduction of the SunQ (a Japanese version of the words thank you) Pass, said Kentaro Yasuda, General Manager, Bus Transportation Headquarters Marketing Planning Department, Nishi-Nippon Railroad Co., Ltd. in Japan.

Available since 2015, the bus pass covers a network of 2,400 routes operated by 49 buses in Kyushu, said Yasuda.

The convenience of a single pass that covers the entire island has drawn more inbound visitors to Kyushu in 2017.

The company has invite bloggers to experience the pass. The bloggers provided Nishi-Nippon Railroad with invaluable feedback. "Bloggers noticed many things that we overlooked, they found things of interest in their travels with the pass." Yasuda added that use of trains and buses contribute to the sustainability of Kyushu's tourism industry.

Dr. Mario Hardy, CEO of the Pacific Asia Travel Association (PATA), in closing the session, said that there are many examples of best practices of sustainability.

Session 1 of the Asian Tourism Business Leaders Forum revealed the philosophy and efforts made by destinations in efforts to reach equilibrium in terms of quality versus quantity and the impact on the community's well-being.

Daisaku Kadokawa, Mayor of Kyoto City in Japan, when he was elected to his post in 2008, moved forward to further improve the quality of life for its residents by introducing a tourism policy aimed at choosing quality over quantity.

Today, Kyoto is ranked among the top cities in Japan and world by various travel publications. "High rankings are good but it is not important for us," explained the mayor, emphasizing, "We want to increase the quality of our service."

#### Wrap-up Session / Future for Sustainable Tourism Business Wrap-up Discussion Thoughts

Prof. Graham Miller and Dr. Mario Hardy shared insights about the future of sustainable tourism business.

Miller said that Kyoto seemed to have



**Moderator :** Mr. Masato Takamatsu  
**Panelists :** Dr. Mario Hardy, Prof. Graham Miller

a clear plan and system to measure the impacts of tourism on various social factors such as waste and use of water and electricity. "It would help other cities with overcrowding and other issues if Kyoto's measurement system becomes a common indicator and extended to other parts of Japan," he said.

Miller said a balanced approach toward all the factors in a society is not realistic, explaining that taking an unbalanced approach to put more efforts into the weak points than to strong points makes more sense.

Hardy also mentioned that the project to put tourism and engineering together to bring electricity to the remote areas in Himalaya was a fascinating example that is changing the lives of people.



## Thematic Symposia

### Digital Marketing Symposium / Explore Winning ICT Marketing Strategies for Community Development Digital Marketing Can Identify Problems, Offer Value

Digital is an essential tool in the drastically-changing tourism environment with the use of internet. In Digital Marketing Symposium, opinions were exchanged under the theme of "Explore Winning ICT Marketing Strategies for Community Development".

Naoki Tani, Senior Vice President, Managing Director, IoT Business Department. Cooperate Sales and Marketing Division, NTT DOCOMO, Inc. gave a keynote address, introducing the company's initiatives in solving social issues in mobility that Japan faces today, such as increasing traffic at tourist destinations and securing transportation for the elderly in the aging society. Tani went on to introduce the importance of secondary transportation, transportation service using AI technologies, such as AI taxi and AI bus. He also stressed the possibility of new value creation through the integration of mobility and service as "Mobility as a Service (MaaS), and suggested that these innovations would lead to rejuvenate local regions in Japan.

In the panel discussion following Tani's key note speech, pioneers in the digital field exchanged opinions using a case example of Gero hot springs in central Japan of Gifu Prefecture, a popular travel destination among visitors from East Asia. Yasuhiro

Taki, President of the Gero Spa Tourist Association said that the association is making efforts to increase the number of visitors both within Japan and from other countries with its own marketing analysis.

Tomoe Makino, Country Manager, Tripadvisor K.K., pointed out that over 80% of travelers start planning trips using internet today. Gero hot springs, in comparison with neighboring Takayama hot springs in the same Gifu Prefecture attract more tourists from Chinese-spoken countries where neighboring Takayama hot springs attract more tourists from Western countries, pointing out that these differences in the length of visitors' stay and the total amount of money spent in each destination. He pointed out that how Gero hot springs draws tourists from Takayama and other major neighboring tourist destinations is a clue to promoting the area to the next level.

Noriyasu Taniguchi, Regional Development Chief Officer & Area Manager for Greater Osaka, Expedia Group Lodging Partner Service cited the difference between Japanese travelers and their western counterparts in their approach to holiday planning. Westerners tend to plan their trips and make reservations early, stay at destinations longer, and put focus on spending relaxed time and creating a lifetime memory with family and friends, while Japanese travelers plan their trips



Moderator: Mr. Koji Tsurumoto, CEO and President, Travel Voice Japan Ltd.  
Panelists: Mr. Kenji Yoshida, Global Strategy Headquarters Director, Japan National Tourism Organization (JNTO)  
Mr. Noriyasu Taniguchi, Regional Development Chief Officer & Area Manager for Greater Osaka, Expedia Group Lodging Partner Service  
Mr. Tomoe Makino, Country Manager, Tripadvisor K.K.  
Mr. Yasuhiro Taki, President, Gero Spa Tourist Association

relatively late, stay at destinations shorter.

Kenji Yoshida, Director, Global Strategy Headquarters, Japan National Tourism Organization, stressed the importance of quantitative digital survey as well as involving stakeholders not directly engaged in digital marketing is a key to truly incorporating digital marketing in the promotion of tourism.



Keynote Speech: Mr. Naoki Tani (Senior Vice President, Managing Director, IoT Business Department Corporate Sales and Marketing Division, NTT DOCOMO, INC.)  
[Theme] Future Local Traffic to Destination by Utilizing AI

### Luxury Travel Market Symposium / Promotion for Luxury Inbound Travel Luxury Travel Market Now Requires 'the One and Only Experience'



Moderator: Mr. Takahisa Kashiwagi, Executive Vice President, Japan National Tourism Organization (JNTO)  
Panelists: Mr. Masami Kono, Founder & CEO, CRIL Privée & Cie  
Mr. Tomohiro Muraki, Marketing Adviser, Setouchi Tourism Authority, President & CEO, Intheory, Inc.  
Ms. Aiko Imaizumi, Chief Concierge, Grand Hyatt Tokyo Vice President, Les Clefs d'Or Japan

Takahisa Kashiwagi from the Japan National Tourism Organization (JNTO) pointed out the significance of the government's commitment toward regional revitalization to realize its strategic economic growth. JNTO defines wealth population as "travelers who consume more than one million Japanese yen per travel in Japan."

Kashiwagi stressed that the government has set goals by expanding the foreign travelers' consumption of 3.7 trillion yen in 2016 to be 8 trillion by 2020 and 15 trillion yen by 2030.

Panelist Masaomi Kono, Founder and CEO of CRIL Privée & Cie, ignited the talk on a mindset change of wealthy travelers. He said, "Generally speaking Arabic luxury

travelers tend to prefer classic with "All Luxury." What is happening now is not "All Luxury or Selective Luxury" but the mixture of these on the ground".

Aiko Imaizumi, Chief Concierge at Grand Hyatt Tokyo/Vice President of Les Clefs d'Or Japan, said Arabic luxury travelers tend to prefer "All luxury" travel type.

Tomohiro Muraki, Marketing Adviser, Setouchi Tourism Authority; and President & CEO, Intheory, Inc., said that "in terms of consumer marketing, my perception is the same as other panelists that mix of classic and modern luxury depending on the individuals." Muraki added that "to know the guest is the most important." He said he respects the process in preparing for a customer journey map during their Japan visit.

### Overseas Travel Symposium / Identifying the potential of the Japanese outbound travel market in preparation for 90 million exchange visitors by 2030 Outbound Travel on Upward Momentum



Moderator: Mr. Yoshiro Ishihara, Director, Editor in Chief, Wing Aviation Press Co., Ltd.  
Panelists: Mr. Tetsunori Dambara, Managing Director, Miki Tourist Co., Ltd.  
Mr. San Ho Kwon, Managing Director / Japan Global Business Div., Hanatour Service Inc.  
Mr. Kenji Inaoka, Executive Vice President & COO, ANA Strategic Research Institute Co., Ltd.

Kenji Inaoka, the Executive Vice President and COO of ANA Strategic Research Institute Co., Ltd. gave a keynote speech in the Overseas Travel Symposium on the theme, "Outlook of Japanese Outbound Market."

JATA has set the target of outbound travelers at 30 million by 2030. "With new international policies in place such as relaxing visa requirements, we have seen a spike in the number of tourists from overseas. The drastic growth of Southeast Asia has also been a driving force," said Inaoka.

However, the number of outbound travelers remains low at 14% of the Japanese population compared to the global

average of 18%.

A panel discussion was moderated by Yoshiro Ishihara, the Director and Editor-in-Chief of Wing Aviation Press Co., Ltd. with panel members Tetsunori Dambara, the Managing Director of Miki Tourist Co., Ltd.; and San Ho Kwon, the Managing Director of the Japan Global Business Division of Hanatour Service Inc., a Korean travel agency.

Kwon said that regional airports should be used more effectively to ease the shortage problem. Inaoka suggested that Narita, Haneda and Kansai international airports should consider building new runways.

Dambara said that Japanese tend to have a sense of guilt in taking a holiday. "It is possible to see a sudden surge in outbound tourists once their mindsets changes."



## Extended Period at Exhibition Booths for BtoB Talks Business Talks Showed Strong Activity

This year's exhibition BtoB meetings were held in the exhibition booth in a Meese-style common in the West, marking a different style from last year's business negotiation set up in dedicated spaces. The period was expand from one to two days aimed at generating active talks at each booth on Sept. 20 and 21. In the "Tourism Professional Seminar" was held, designed to strengthen and improve the level of professionalism among those in the travel industry involved in human resources, multilingual communication and adventure tourism, etc. Seminars were held centering on wide range of themes generating many participants. The activities reinforced efforts to boost BtoB talks.



From an inside view of the VJTM exhibition venue, buyers from overseas had a chance to see the various themed travel.



A business meeting at one of the exhibition booths this year. Each booth conducted business sessions.



At the VJTM buyer seminar, Chairman Masaki Ogata of TOHOKU Tourism Promotion Organization discusses the attraction of Tohoku Tourism.

## Series Column ③ A "New Form" of Tourism" to Help Attain Tourism Advanced Nation

### Cooperation Can Develop Tourism, Achieve the SDGs

During the keynote address at Tourism EXPO Japan (TEJ) 2018 under the theme "Managing Sustainable Tourism for Community Development" anchored by the Second TEJ Tourism Ministerial Round Table, the term "Sustainable Development Goals (SDGs)" by the United Nations was cited repeatedly, underscoring its importance.

The United Nations Millennium Summit held in September 2000 at the United Nations Headquarters in New York adopted the "United Nations Millennium Declaration" as goals for the international society in the 21st century. To succeed the then-goal "Millennium Development Goals (MDGs)," "Transforming Our World: The 2030 Agenda for Sustainable Development" was adopted in September 2015.

Under the Agenda 2030 consisting of its 17 goals and 169 targets, all member states of the United Nations have been stepping up efforts to achieve the SDGs, including poverty, hunger, energy, climate change and a peaceful society, by 2030.

The United Nations World Tourism Organization (UNWTO) also cites that tourism holds the potential to contribute toward achieving all SDGs specified, directly or indirectly, particularly in inclusive and sustainable economic growth, sustainable consumption and production. With "Sustainable Tourism" definitely positioned, UNWTO recognizes that sufficient funds and investments for a defined framework, technologies, infrastructures, and human resources are necessary to implement and achieve The 2030 Agenda.

#### Age of Great Exchanges

With Japan setting its goal to become a "Tourism Advanced Nation" evolving from its role as a "Tourism Nation," the number of international travelers visiting Japan is steadily increasing thanks to efficient promotion measures by the government. It is believed that the annual count of inbound visitors will exceed the 30-million mark, having already reached 18.73 million in the first seven months of 2018. Outbound travel demand, which has been stagnant over a long period, is now picking up and the annual number of Japanese heading overseas is expected to reach 20 million. As the Japanese government aims to reach the two-way tourism number of 90 million in 2030, it becomes a reality that Japan is approaching the Age of Great Exchanges, making it appropriate to be called a "Tourism Advanced Nation."

Facing this new Age, it will be extremely important for the tourism industry to determine how to secure the freedom of people's movement as a theme by reducing such global issues as terrorism, conflicts and disasters.

In addition to growing concerns over exclusivism and nationalism in the U.S. and Europe, together with refugee and immigration issues directly or indi-



Tourism leaders from around the world gathered to discuss the future of tourism.

rectly related to causes of the exclusivism or nationalism, it is indeed needless to say that tourism can hardly turn away from such issues.

#### Future Direction of the World

For the future of tourism in Japan, it is necessary for the country to further develop tourism, including outbound, domestic and inbound travel.

Growth of inbound and domestic travel can support regional revitalization and two-way tourism exchange -- including outbound travel -- can expand even further. With that, Japan can fulfill its plan to evolve into a "Tourism Advanced Nation" from its role as a "Tourism Nation."

In addition, Japan -- being the only nation to have faced atomic bombs and experienced a nuclear plant accident following the Great East Japan Earthquake and tsunami -- has a role in spreading the messages of world peace and striving for safety. And so does the tourism industry.

In the Asian Tourism Leaders' Forum (ATLF) being conducted as part of TEJ Forum and Seminars under the three-year theme "Sustainable Tourism for Development ~ Asia, Driving Force and Inspiration," adopted for this year is the theme "Managing Tourism for the Harmonization of Business and Communities." Prof. Graham Miller, Executive Dean, Faculty of Arts and Social Sciences, University of Surrey, made a point at his keynote speech that in efforts to realize the mission, "superior leaders addressing complex problems taking advantage of their passion and intellect" are much expected.

Global leaders in the tourism industry who participated in ATLF and the Ministerial Round Table on the stage of TEJ2018 deepened the debate on an array of issues, while a variety of ideas seeking the direction of tourism for the future unveiled to the world from Japan, the country aiming at achieving the age of 90-million two-way tourism exchanges. Such efforts with great significance are also expected to stimulate international partnerships to deliver the SDGs.

Asia's most leading tourism trade show

**Tourism Expo Japan**

**2019 OSAKA**

INFORMATION ABOUT  
Tourism EXPO Japan 2019

2019 **OCT.24** Thu - **OCT.27** Sun

**VENUE** Intex Osaka and the Surrounding Area **VISITORS** (Estimated) 130,000 Visitors (Trade/press:34,000,general public:96,000)  
**ORGANIZED BY** Japan Travel and Tourism Association (JTTA), Japan Association of Travel Agents (JATA) and Japan National Tourism Organization (JNTO)  
Together with Inbound Tourism Business EXPO 2019 (IB) VISIT JAPAN Travel & MICE Mart 2019 is jointly taking place

#### First time in Osaka!!

4 major features (Business meetings / Forum & Seminar / Commendation ceremonies / Networking events) along with Inbound Tourism Business EXPO Japan, VISIT JAPAN Travel & MICE Mart



#### The Significance of Holding the EXPO in Osaka

**Kansai Area is today's hot spot!!**

Japan has garnered world's attention as the host of number of sporting and cultural events in the next several years. The ripple effect of international tourism has spread throughout the country. By opening Tourism EXPO Japan 2019 in Osaka, the organizers aim at tapping into new potential markets and stimulating further growth.

#### 1 More business chances!!

From 2019 on, Kansai Area is expected to generate new demand for travel thanks to its hosting large-scale international events.

#### 2 Opportunity to promote your brand in the Kansai Area!!

Take the opportunity to expand your business in the second largest source market in Japan.

#### Important Points

4 major features of the Osaka Event



Inbound Tourism Business EXPO (IB) 2019  
in collaboration with: Nikkei Inc.

VISIT JAPAN Travel & MICE Mart 2019 (VJTM)  
Organizer: Japan National Tourism Organization (JNTO)

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