



The WELCOME RECEPTION celebrated the opening of TEJ 2018 with global leaders gathering for the event. / Asahi Travel International, Tobu TopTours newly signed the UNWTO World Tourism Ethics Charter / JATA, JNTO and KATA sign Joint Emergency Agreement to boost Japan-Korea tourism exchange to 10 million travelers. / Snow Country Tourism Zone Association wins Grand Prize for creating new brand with Regional Cooperation DMO, "Meet the wisdom hidden in the white world."

DAY 2	21ST SEP.
● SCHEDULE	
10:00~12:00 Digital Marketing Symposium (Conference Rooms 605/606)	
10:00~12:30 Asian Tourism Business Leaders' Forum (Conference Rooms 607/608)	
13:00~14:30 Luxury Travel Market Symposium (Conference Rooms 605/606)	
15:30~17:00 Overseas Travel Symposium (Conference Rooms 605/606)	
17:00~18:15 Pre-symposium of the UNWTO/UNESCO World Conference on Tourism and Culture in Kyoto (Conference Rooms)	
< East Exhibition Halls >	
10:00~18:00 Tourism Professional Seminar (East Exhibition Halls 1-6)	
10:00~18:00 Travel Showcase & In-booth Business Meetings (as above)	
10:00~18:00 Inbound Tourism Business EXPO (as above)	
9:30~18:00 VISIT JAPAN Travel & MICE Mart 2018 (East Exhibition Halls 7)	
18:00~20:00 In-booth Reception (as above)	
18:30~20:00 VJTM Networking Reception (East Exhibition Halls 7)	

TEJ 2018 Begins With Discussions on Community, Sustainable Tourism Future Requires Investment in Technology and Innovation

Tourism EXPO Japan 2018 (TEJ 2018) kicked off its four-day run with an eye toward developing communities through partnerships.

In two back-to-back keynote addresses, the leaders of the United Nations World Tourism Organization (UNWTO) and the World Travel & Tourism Council (W TTC) brought to the fore the message of working in tandem with communities and stakeholders in the tourism industry.

In an opening ceremony that saw leaders from Japan's travel industry and government officials spearheading the country's efforts to become an Advanced Tourism Nation in the coming years gathered on stage to usher in what is believed to be TEJ's biggest effort in its four-year history in terms of floor size, exhibitors and number of buyers and sellers as well as the scope of discussions planned in the forum and symposiums.

The opening ceremony was attended by top leaders in government and tourism, including Keiichi Ishii, Ministry of Land, Infrastructure, Transport and Tourism; Enrique de la Madrid Cordero, Secretary of Tourism for United Mexican States; and Bernadette Romulo-Puyat, Secretary of Tourism for the Republic of the Philippines.

Zurab Pololikashvili, Secretary-General of the UNWTO, in his keynote address to participants from around the globe, emphasized that with tourism having generated 1.3 billion international travelers in 2017, "we need to make sure that tourism lives up to its economic responsibility, to provide better lives and better opportunities." Globally, tourism accounts for 10% of GDP and jobs, making it

the biggest export sector, he said.

It is no longer enough for tourism just to grow, Pololikashvili emphasized. "We must grow better." Through the assistance of investment in technology and innovation, the industry can better deal with growing pains as a result of a robust tourism industry.

Gloria Guevara Manzo, President & CEO of W TTC, echoed similar sentiments in her keynote address, explaining that the travel industry must ensure that growth is "done in a responsible strategic way with a vision to the longer-term."

W TTC is working to ensure growth is sustainable through numerous programs based on partnerships involving all sectors of society - public, private and the community.

Manzo said that tourism must look to the future through investment in technology, referring Japan's pioneering approach to technology and innovation amid the country's shrinking workforce. She pointed to how Japan became the world's first having a hotel staffed by robots. She also cited how the Japanese government's "Tourism Vision Realization Program 2018" uses virtual reality (VR) in showcasing cultural properties.

Such efforts, Manzo said, can help control the direction of tourism in the future. "Invest in technology and embrace innovation in pursuit of tourism growth."

In a press conference following the opening ceremony, Pololikashvili said that investment in technology and innovation can help address problems such as disasters that have been seen recently in Japan - typhoon in Osaka, earthquake in Hokkaido in the past

few months - and lead to concrete strategies involving tourism.

The messages in the keynote addresses were reiterated in the Ministerial Round Table yesterday afternoon with tourism ministers and commissioners from 15 countries, representing a cross section of the globe, from Asia, Europe, North America and Africa, plus the governor of Tokyo and five top executives from international tourism organizations.

In response to a question about Japan's use of technology and innovation in tourism at a press conference following the opening ceremonies, Chairman of Japan Association of Travel Agents Hiromi Tagawa emphasized that technology and innovation are needed as Japan moves toward 2030 when it anticipates 60 million inbound visitors.

He said that Japan trails other countries and that tourism globally has yet to fully embrace technology in dealing with issues such as immigration and disasters. "The role that Japan has to play is large as it faces the future after the 2020 Tokyo Olympics and Paralympics and beyond," he emphasized. "Technology can help with creating solutions."

With growth in recent years aimed at creating tour products that address local development and sustainability, the grand prize at the 4th Japan Tourism Awards held at the opening ceremony was awarded to Snow Country Tourist Area Association (Snow Country Tourism Zone) under its initiative of creating a new brand with the Regional Cooperation DMO, "Meet the wisdom hidden in the white world." Snow Country Tourism Zone covers seven municipalities and in three prefectures.

Keynote Speech / Managing Sustainable Tourism for Community Development

Smarter Tourism Cited as Key Today

With global tourism having grown year after year at record levels, so has the growing pains that come with its success. Keynote speakers from two of the major global tourism organizations touched on technology, innovation and management to deal with issues such as overcrowding and environmental changes.



Secretary General, United Nations World Tourism Organization (UNWTO)
Mr. Zurab Pololikashvili

Investment in Technology and Innovation Needed in Tourism

Zurab Pololikashvili, the Secretary General of the United Nations World Tourism Organization (UNWTO), one of two special keynote speakers this year, addressed the opening ceremony of the Tourism Expo Japan on Thursday. UNWTO is the agency working to promote responsible, sustainable and universally accessible tourism.

In his speech, he emphasized that tourism does and should continue to give economic results and boost innovation not just for the sake of mere numerical growth, but for the world to “grow better” by achieving “less poverty, more equality, peace and justice, and more sustainability in local and regional tourism.”

That is perfectly in line with the Agenda 2030 for Sustainable Development adopted at the United Nations Sustainable Development Summit in 2015.

“Its 17 Sustainable Development Goals are the blueprint for our future,” said Pololikashvili.

The 17 SDGs cover diverse social and economic development issues, and tourism, as a field that is linked to many other industries and relies heavily on natural and cultural resources, is directly and indirectly related to all of them.

In addition, “around the world, tourism accounts for 10% of GDPs and jobs, and is the third-biggest export sector,” said Secretary-General. He stressed the need to “make sure that the tourism lives up to its economic responsibility, to provide better lives and better opportunities.”

There are some key priorities that the UNWTO has set to fulfill its responsibilities. One of them is to invest in innovation and technology that can “make tourism smarter” by allowing people to better manage their social, cultural and environmental impacts.

As the second priority, “we must support investment in small and medium-sized enterprises and entrepreneurs, who are our leading innovators and job creators,” said Pololikashvili.

The Secretary-General went on to say that in relation to job creation, the improvement of education and specialized training is necessary.

He also extended his insight to include the importance of engaging better with host communities and responding to their expectations, and ended his keynote address with a high hope for productivity and collective success of the Expo.



President & CEO, World Travel & Tourism Council (WTTC)
Ms. Gloria Guevara Manzo

Partnerships Key to Addressing Tourism Growth Issues

Gloria Guevara Manzo, president and CEO of the World Travel and Tourism Council (WTTC), gave the second keynote address in which called for making the growth of tourism “good to everyone.”

The tourism sector accounts for 10.4% of the global GDP, which continues to grow. “This means that tourism is bigger than healthcare, manufacturing, agriculture and many other industries,” said Manzo, citing UNWTO statistics showing there were 1.3 billion tourists who crossed national borders last year, a number that is expected to reach 1.8 billion by the year 2030.

“The number of air passengers exceeded 4 billion for the first time last year, and this will nearly double over the next 20 years,” she added.

With one out of 10 jobs in the world now related to tourism, the impact of tourism has grown beyond just being an economic driver for many countries and regions. “All these figures make clear that tourism has too big of an impact on everyone in society, culture and environmental to limit its benefits and responsibilities just to the people engaged in the industry and travelers.”

With more than 25 years in the tourism industry, Manzo explained that 47% of jobs that exist in the world today will either change or disappear in the next decade, but that in the last six years, one out of every five new jobs have been created in the travel and tourism sector,” underscoring the growth of tourism.

Facing this continual trend in growth, she said that it is the mission of the tourism industry – as a model of sustainable growth in employment – to support the labor market so that those who have been engaged in the 47% of the job categories that are about to be lost will not be left behind.”

Amid the expected growth in tourism, Manzo said a long-term strategy to deal with the possible challenges in the future is necessary. She cited the overcrowding in tourist destinations such as Barcelona and Venice and the need for overcrowding management.

The WTTC has set three priorities to maximize the opportunity of growth: security, crisis preparedness and sustainable growth. A report by WTTC and McKinsey identified four best practices for tourism management: build a comprehensive fact base, establish a long-term sustainable growth strategy through rigorous long-term planning, involve all sections of society (public, private and community) and find new sources of funding.

“Every place is unique,” said Manzo. “Merely copying somewhere else’s solution would not be effective.”

The 2nd TEJ Ministerial Round Table / Managing Sustainable Tourism for Community Development



Leaders Reveal Industry’s Unity for Sustainability Nations, Organizations Share Expertise, Experience

Anita Mendiratta, the founder and president of Cachet Consulting, kick started the 2nd TEJ Ministerial Round Table by welcoming the top leaders to work together as a single community to better connect the world and bringing openness to the people. In the opening remarks, Secretary General Zurab Pololikashvili from the United Nations World Tourism Organization (UNWTO) said that such discussion focusing on tourism held at the ministerial level is an innovative trial. Mendiratta encouraged the 19 speakers to share their insights about how to solve some of the critical matters in tourism collectively.

Balance Between Growth & Preservation

Secretary of Tourism
Republic of the Philippines
H.E. Ms. Bernadette Romulo-Puyat

Tourism in the Philippines is booming, yet our country faces the paradox of growing tourism versus putting our natural and cultural resources in danger. By setting the test case of the government banning the entry to Boracay island by tourists for six months, the country is now exploring various initiatives to preserve its rich tourism resource.

to stay in the rural areas of Malaysia to appreciate the expanse nature of the country. That sense of ownership among the local community is the key to lifting and developing the community itself.

Amazing Thailand: Open to the New Shades

Minister of Tourism and Sports
Kingdom of Thailand
H.E. Mr. Weerasak Kowsurat

Diversification of Visitors Activities includes the diversification of activities in Thailand, overall tourism promotion in Thailand (Gastronomy / Open to the New Shades Experiences). It will focus more on the economic value of inbound visitor arrivals, while addressing the challenges of socio-cultural and environmental impacts. These will include Foodie tourism, Brand value, Tackling waste. Meanwhile travel routes will help attract more travellers in the Millennial segment (17-36 years). The branding theme will continue unchanged with the “Amazing Thailand: Open to the New Shades” campaign by presenting “The Millions of Hidden Shades.”

Support Entrepreneurs as Key to Growth

Vice Minister and State Secretary, Ministry of Economics
Republic of Latvia
H.E. Mr. Eriks Eglitis

Latvia has stipulated a guideline for the tourism industry to make our country more competitive in the global market. It includes supporting entrepreneurs in tourism to deal with high season variations and environmental issues and to create more export-oriented high-quality tourism products. Investments in good environmental practices are also encouraged, as we believe that the protection of environmental resources will lead to a long-term growth in the tourism sector.

Meet the Friendly Locals

State Minister of Tourism Development & Christian Religious Affairs
Democratic Socialist Republic of Sri Lanka
H.E. Mr. Ranjith Aluwihare

Sri Lanka’s efforts toward growing its tourism sector are centered around diversity, competitiveness and sustainability. Tourism is one of Sri Lanka’s main industries, accounting for more than 10% of our country’s GDP. We hope that many of you will come to our country and have local experiences with smiling people.

‘High value, Low volume’

Director, Tourism Council of Bhutan
Kingdom of Bhutan
H.E. Ms. Chhimmy Pem

Our tourism development policy is rooted in our overall development philosophy of Gross National Happiness (GNH). The GNH is composed of the four sustainable pillars: 1) socio-economic development, 2) environmental protection, 3) traditional culture promotions, and 4) good governance of capacity. I would like to emphasize that tourism in Bhutan maintains the harmony between tradition and modernity, between man and nature, and to maintain the Bhutanese way of life in the age of globalization.

Pioneer in Developing Homestay Program

Minister of Tourism, Arts and Culture
Malaysia
H.E. Mr. Mohamaddin bin Ketapi

In search of a balance between economic return vs. social return, the Malaysian government began an initiative of a “Homestay” program to encourage international tourists

Protect Natural, Cultural Environment

Undersecretary, Ministry of Tourism, Antiquities and Wildlife
Republic of the Sudan
H.E. Dr. Graham Abd El-Gadir Damin

Sustainable and appropriate development should meet the needs of the local people and safeguard their natural and cultural environments. Thus, a grass-roots development strategy is essential, especially in disadvantaged areas and countries. Advancement of tourism in a developing destination depends primarily on natural beauty and man-made infrastructure. Tourism is one major contributor in the economy of the destinations based on infrastructural acceleration and service composition.

The 2nd TEJ Ministerial Round Table / Managing Sustainable Tourism for Community Development



Community First Joint-planning

Secretary of Tourism
United Mexican States
H.E. Mr. Enrique de la Madrid Cordero

More than ever, we have to make sure the local communities can obtain long-term benefits from those activities, and in a sustainable way. To ease the pressure in those destinations that are already suffering from social and physical overcrowding and environmental issues, both of which are two of the greatest challenges for the tourism sector. There is the first idea in Mexico of a trial in planning jointly with local authorities and the private sectors.

First National-level Tourism Development Initiatives

Minister of Tourism, Industry and Innovation
Republic of Iceland
H.E. Ms. Thordis Kolbrun Reykfjord Gylfadottir

Financing infrastructure is a challenge to a country with a small population such as Iceland. We are now taking the initiatives of regional development and its first national-level initiatives to sustainably develop our country's tourism industry, by measuring economic, social and environmental sustainability, posing a key question of "What we want to be known for?" to our nation.

Tourism Includes Local, Inbound Visitors

Minister of Tourism, Kingdom of Cambodia
H.E. Dr. THONG Khon

The sustainable tourism needs the involvement of local people as well as public and private sectors along with international organizations. In a community in Cambodia that had 80 hunters with small earnings, the idea of tourism was introduced, and now their earnings are several times more by offering home stays to tourists. Tourism embraces both inbound and local visitors simultaneously.

Tradition, Innovation as Resource of Mega City

Governor of Tokyo, Japan
Ms. Yuriko Koike
With Tokyo 2020 Olympics and Paralympics

Games approaching, mega city Tokyo is set to achieve sustainable development in terms of economy and tourism, and to further mature as a barrier-free society for the record-high number of international tourists, by tapping into its rich resource and unique culture where old meets new and tradition is mixed with innovation.

Community Based Tourism is a Must

Union Minister, Ministry of Hotels and Tourism
Republic of the Union of Myanmar
H.E. Mr. U Ohn Maung

I started developing tourism in a responsible and sustainable manner in 2016. I am developing more destinations, people-to-people contacts by establishing community-based tourism. Community-based Tourism has been introduced for local community and some of the projects are being developed in several villages and have been met with success. Moreover, the New Myanmar Tourism Law will be enacted soon and with these frameworks, we will try our best in implementing tourism activities to maximize the benefits and to minimize the negative impacts.

Tourism as a humanity business

Minister of Environment and Tourism
Mongolia
H.E. Mr. Tserenbat Namsrai

Mongolia is one of the last nomadic nations in the world, known as a "blue sky" country. Tourism is a humanity business in the sense that all the money spent in tourism goes to communities in one way or another to create jobs. As a country of vast land and a small population, Mongolia is currently investing in infrastructure to better accommodate more tourists.

Elaborate Attraction for Longer Stay

Commissioner, Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism, Japan
Mr. Hiroshi Tabata

Becoming the Advanced Tourism Nation is a pillar of Japan's growth strategies. Capitalizing on its good culture, nature and

food, Japan now has set a goal of receiving 40 million tourists by 2020. On the other hand, regeneration of local regions is another key to sustainable tourism. We need to encourage international tourists to "stay longer" and have various "experiences" in the rural areas, by elaborating the attraction.

Make Community as Center

President & CEO
World Travel & Tourism Council (WTTTC)
Ms. Gloria Guevara Manzo

Although each community is unique, there are some common keys to sustainable tourism, one of which is to put the community in the center and ensure that it benefits from tourism. At the same time, a community needs to have a vision of how many tourists it is expecting and to take into account every aspect that may come with their arrival such as the increase in waste and the consumption of energy and water.

The Bucket List Phenomena

CEO
Pacific Asia Travel Association (PATA)
Dr. Mario Hardy

"The Disproportionate Growth of Tourism," or what I would personally call "The Bucket List Phenomena," is something affecting many countries and regions around the globe. The problem is that it is not sustainable, already with sites like Angkor Wat and others around

the globe having too many visitors, more than they can cope with to the point where sites are getting damaged and their future sustainability threatened.

From 'Right to Travel' to 'Privilege to Travel'

CEO, Adventure Travel Trade Association
Mr. Shannon Stowell

Sustainable development, community development and growth are often hard to achieve, as the change of government easily means a shift in its course. Adventure travel is now at a stage of taking a cautious step in preserving local resources and managing good collaboration among government, NGOs and the business community -- a magic triangle. I hope that our initiatives change people's mindset from having the "right to travel" to the "privilege to travel."

Take Communities into Account

Executive Director
World Tourism Organization (UNWTO)
Mr. Zhu Shanzhong

The sharing of sustainable tourism strategies centered on community development, movement toward sustainability in local and regional tourism operations is an especially important issue. However, "these measures need good management and must always take the concern of local communities into account."

Moderator's Perspective

Sharing Tourism's Diverse Power

Founder and President of CACHET Consulting
Ms. Anita Mendiratta



We live at a time when the world is struggling to come together. There is nothing more precious than seeing people say, "I see you," and "I respect you" to each other. Through travel and tourism, people in the world are opening their minds and hearts to the concept of difference.

For tourism to grow sustainably and to bring the world closer together, the collective force needs to be used to consider how to work together as a community. In the face of diverse difficulties, we celebrate and grieve together as one world.

Asia's most leading tourism trade show

Tourism Expo Japan

2019 OCT.24 Thu - OCT.27 Sun

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)

Tourism Expo Japan Promotion Office ADD Zen-Nitsu Kasumigaseki Bldg 4F., 3-3-3 Kasumigaseki, Chiyoda-ku, Tokyo, 100-0013, JAPAN TEL +81-(0)3-5510-2004 FAX +81-(0)3-5510-2012 E-mail event@t-expo.jp

Series Column ② A “New Form” of Tourism” to Help Attain Tourism Advanced Nation

Prominent Role Tourism Should Play in Post-Disaster Reconstruction

Just two weeks prior to the opening of Tourism EXPO Japan (TEJ) 2018, an earthquake now named “2018 Hokkaido Eastern Iburi Earthquake” occurred with an maximum intensity of 7.0 centered in the Iburi subprefecture on the northern island of Hokkaido Prefecture.

Sitting on the Pacific Ring of Fire, the Japanese archipelago has been well known as an earthquake-prone region worldwide, while the enormous damage along the Pacific coast caused by the March 2011 tsunami following the Great East Japan Earthquake generated global attention. In the Kumamoto Earthquake, which struck the Kyushu region centered in Kumamoto prefecture in April 2016, its transportation infrastructure – including railroads and highways particularly in the Aso area -- was devastated and is expected to require more time to recover.

As killer typhoons and concentrated heavy rainfall struck Japan this summer, Japan is well reminded of the fact that natural disasters drastically change regional landscapes.

Some case examples have been increasingly reported on how tourism reveals its significant power: the so-called “earthquake disaster reconstruction tourism” and “disaster prevention/minimization tourism” when areas devastated by such natural disasters make advances thanks to post-disaster reconstruction through regional developments in incremental steps. Amid a variety of national efforts and measures being implemented to make Japan a “Tourism Nation” or a “Tourism Advanced Country,” an increasing number of industry leaders are raising new expectations for the role this type of tourism should play.

In Japan, with a history of repeated natural disasters and untold damage, we would like to use Fukushima Prefecture’s Mt. Bandaisan, which last erupted 130 years ago, as a case that achieved a certain level of regional tourism development through reconstruction measures, not exclusively for post-disaster reconstruction or regional promotions through travel and tourism.

Ura-Bandai Restored to Resort Destination from Mountain Debacle

When Mt. Bandai-san had a phreatic explosion in July 1888, one of the peaks, Kobandai, underwent a

phenomenon that caused a “debris avalanche” and turned Kobandai into earth and sand pieces, resulting in the covering of five villages in the north and taking with them the lives of 477 people.

The eruptions had turned the northern base of the mountain into a wasteland completely covered with debris and rocks. However, a series of afforestation programs took place in the area, in which the government lent the private sector the state-owned wasteland free of cost and surplus of the land after the afforestation. Meanwhile, rivers on the north side of Mt. Bandaisan, banked up by the flow of debris, formed and created more than 300 lakes and ponds, including Lake Hibara, Lake Onogawa, Lake Akimoto and the group of Goshikinuma Ponds (five-colored ponds).

Thanks to the efforts of industry pioneers to turn Ura-bandai into a “Switzerland of the East” by developing a new landscape, the Ura-bandai area was designated as Bandai-Asahi National Park together with the Asahi Mountains in 1950. Particularly, the scenic Goshikinuma region has been redeveloped to one of the most beautiful resort destinations in the Tohoku area, including Fukushima Prefecture, as a jewel of Bandai-Asahi National Park.

The Mt. Bandai area was named to the Japan Geopark as “Bandaisan GeoPark” in 2011 and Goshikinuma gained a single-star rating as a tourist resort in the Michelin Green Guide Japon in 2016. Ura-bandai, the northern part of Mt. Bandaisan -- blessed with a robust landscape created by the mountain catastrophe -- has become an internationally precious and unique geo-site that unveils traces of the collapse of a stratovolcano when seen from the north side.

Start of Industry-Academic-Government Infrastructure Project in Kumamoto

In the travel industry with its role in developing tourism, a variety of efforts are being made and stepped-up: direct reconstruction support by conducting volunteer tours to the disaster-stricken areas; contributions to local economies through planning and production of tour products; and the development of earthquake disaster reconstruction tourism and disaster prevention/minimization tourism for regional promotions through



At Nakadake, one of Aso Gogaku, visits to the crater resumed in April this year. It is also expected to boost recovery from the Kumamoto earthquake

tourism, both in terms of software and hardware from a better-macroscopic perspective.

In Kumamoto Prefecture’s Aso area, where rehabilitation processes are expected to take longer due to the concentration of catastrophic damage to transportation infrastructure including railroads and highways caused by the Kumamoto Earthquake, the Future Project for Minami-Aso Tourism has just begun. It’s an industry-academic-government project aimed at developing new tourism promotion measures from an “infra-tourism” perspective to see forward social capital as tourism resources.

The project consists of destination-type tour programs designed by local professionals and aims to establish a receptive system in cooperation with students, travel companies and public administrations to accommodate travelers throughout the year unlike a transient event-type project. Directed at developing and marketing tour products to assist efforts of the Aso area toward rehabilitation from the Kumamoto Earthquake with this tourism power, this project is an effort to convert the new role of tourism into a reality.

In TEJ 2018, the forum and seminars conducted under the theme of “Managing Sustainable Tourism for Community Development” will be anchored by the Second TEJ Tourism Ministerial Round Table, which will deepen the debate on tourism among leaders and transmit Japan’s efforts globally -- all of which are expected to play a major role at Tourism EXPO Japan in the years to come.

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