



Tourism EXPO Japan 2017 Forum Report

Global Tourism Forum

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Tourism Expo Japan



グローバル観光 Global Tourism Forum



ジャパン 2017

Japan 2017

法人 日本旅行業協会 / 日本政府観光局 (JNTO)



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Sustainable Tourism for Development

The Honorable Enrique de la Madrid Cordero
Secretary of Tourism, United Mexican States
(Presented by Mr. Javier Guillermo, Chief of the International Affairs
Division for the Secretary of Tourism, United Mexican States)



I am honored to be here today with all of you and want to thank all the organizers for their invitation and warm welcome.

First I would like to give a brief overview of the current general situation and perspectives in Mexico.

After that, I will elaborate on the role Tourism has played in Mexico in the issues of social inclusiveness, employment, poverty reduction, preserving cultural values, diversity and heritage, all part of the agenda of this forum.

In the more than two centuries since our Independence, Mexico has become a developed country, with freedom and equal opportunities for everyone, helping to build a spirit on which

our Nation is based.

Thanks to the efforts of entire generations of Mexicans, today our country shows significant advances toward that goal, showing great progress in countless measures. Mexico has transitioned from illiteracy, to full basic education coverage, from a rural population to 80% of Mexicans living in cities, from having a 34-year life expectancy to that of 77 years.

Our political landscape also changed. We became a democracy where plurality prevails, several political forces are represented and election outcomes are respected.

Government transitions have been peaceful for almost 90 years.

Mexicans have also proven to be determined

in the face of challenge and have come together when change is needed to succeed in our goals.

During the 80's, Mexican economy faced one of its most difficult moments. Back in 1982 the Mexican economy depended on oil for 70% of its exports and most of its public budget. Foreign debt skyrocketed, inflation surged, and our options were few. High interest rates and low oil prices made necessary a profound change in the Mexican economic model.

By opening our borders, signing trade agreements, reducing the State's role in the economy, among other measures, we transformed an economy with heavy government intervention into a competitive free market economy.

We transitioned from a closed country, heavily dependent on a single commodity economy, to becoming one of the world's most open and diversified nations.

Thanks to the successful integration of productive chains that run across North America, we have built one of the most competitive regions in the world. No doubt, Mexico has been very successful in doing so.

Today, we are a fully diversified economy; we are the world's fourth largest exporter of automobiles, the first in flat-screen TVs, the first producer and exporter of avocados, the first exporter of beer, the eighth most visited country; Mexico became a prime location for foreign direct investment, and the sixth largest supplier for the U.S. aerospace industry.

Along the way, Mexico has confronted all kinds of challenges, from economic crises to devastating earthquakes, but it has always managed to emerge stronger and better positioned.

For everyone, the world is going through big changes, some ironically campaigned by those whom a few years ago promoted free market and openness.

We are currently in the process of updating

the legal framework of commerce with our main trading partners.

I'm certain that at the end, we will emerge better adapted, more diversified, competitive and ready. There is no turning back for Mexico.

Our future lies in continuing the path that we chose 3 decades ago, one of openness, trade, competitiveness and efficiency.

We will take advantage of the skills, experience and tools that we have developed as an integrated region, and put them to good use to forge equally successful relationships with new partners from around the world.

Mexico has plenty of competitive advantages: Low inflation, strong public finances, more than 13 trade agreements with access to more than 63 markets worldwide, industrial capabilities and high-end production know-how, young and numerous population of more than 120 million consumers, a strong domestic economy and a tourism sector with unlimited potential, thanks to our magnificent weather, amazing beaches, unique cultural background and our rich and diverse natural resources.

To make us even more competitive, at the beginning of this administration a complete set of structural reforms were approved, with the consensus of the main political forces of our country.

These reforms overhauled sectors such as telecoms, banking, legal, energy and fiscal, among others, all of them central for our future development.

Being an open economy with strong global relationships has been key for Mexican economic development, and it will be the path we will follow.

Roads, airports, railways, energy, real estate, hospitality, entertainment, and so on, are all sectors that are open and ready to receive foreign investments.

There are big investment opportunities,

given our importance as a 120-million strong consumer market, with a rising middle class.

In Mexico we welcome collaboration from any partner who shares our win/win vision.

I want to seize this occasion to invite you to trust us, knowing that we are well aware of the challenges ahead and will keep working to make our country a profitable and secure place for investment. We in Mexico think that the globalization and integration process is irreversible, and will continue to expand our capabilities and lay bridges with investors looking for fertile ground for their capital.

As a result of this transformation process, Mexico has built successful sectors that are well integrated in the global economy, such as manufacturing, financial services, agroindustry and, of course, tourism.

Today we are the eighth most visited country in the world and number 14 in receipts. Tourism has become one of the largest sectors of our economy, accounting for 8.7% of GDP, more than oil & mining, construction, the primary sector or the financial services.

As a labor-intensive sector, tourism directly or indirectly employs 10 million Mexicans, with a job growth rate above the average.

For some low-income regions in Mexico, tourism represents the most feasible chance to transform their context by providing jobs and income.

The nine Mexican states with higher growth rates in the past 5 years are those with either a strong export sector or a dynamic tourism industry. Additional benefits have been the diversification of income sources and growing environmental consciousness.

As I said before, even though some inequality between individuals and regions persist, Mexico is making steady progress in social inclusiveness and poverty reduction.

As an activity that demands a great diversity of products and services, tourism offers wide

opportunities to integrate an ever-increasing number of people and enterprises to its value chain.

Secretary of Tourism has the role to promote and coordinate initiatives and programs that take advantage of this potential for social inclusiveness.

“Conéctate al Turismo” is a technological platform that helps small and medium enterprises to integrate themselves to the huge value chain of our sector. In less than one year, more than 1,700 small and medium producers have use of the platform and have been able to fill more than 2,100 requirements.

The fact that in some cases up to 60% of our industry supplies are imported opens a wide range of growth possibilities.

We recently launched a program specially designed to finance the development of tourism products in communities smaller than 50,000 inhabitants. Its objective is to help upgrade infrastructure and generate products and services around an attractive touristic asset.

This, in order to diversify income sources, brings development and promotes the well being of rural communities. By accomplishing this, we encourage the population to stay and take care of their local environment, avoiding the economic and social stress of migration to big cities.

These are only a few examples of the power of tourism to transform in a positive way the lives of the millions of human beings that today are still waiting for a chance.

We must keep an open mind to overcome the limitations of budgets, borders, ideology and any other obstacle, in order to expand the role of Tourism in accomplishing the goals of sustainable development.

Mexico is a mega-diverse country in environmental terms, with 12% of all living species known to science living in its territory.

And with 68 linguistic groups with 365 variants, we are also a culturally mega-diverse nation -- in other words “a world in itself,” as my friend Taleb Rifai once said.

This is the product of the Mexican territory being the historic home of several ancient civilizations. Then came a rich colonial period and more than 200 years of independent life, all of which make us a nation with a cultural heritage and history difficult to match.

Accordingly, Mexico is one of the countries with the highest number of cultural assets and world heritage sites: 187 archaeological sites open for visit, 34 UNESCO World Heritage Sites (the most in the Americas) and eight UNESCO Intangible World Heritage Assets (Mexican Food being the most recently included one).

On one side, this comes with the great responsibility to preserve them, but also it represents a great opportunity to take advantage of.

To better preserve a site or an intangible asset, our goal should be finding a way in which it creates opportunities to improve the living standards of the community that harbors it.

Tourism has proved to be an effective way to accomplish this in a sustainable manner. In Mexico we have many examples of how touristic activities are helping to preserve these

cultural values, diversity and heritage.

We have developed important tourism destinations around many of UNESCO’s World Heritage Sites and Intangible Assets, including archaeological sites, colonial towns, natural sites, regional food and locally produced goods.

As an example, “Pueblos Mágicos” is a successful locally developed program that is helping to preserve the architecture, traditions and environment of more than 100 small towns around Mexico.

By creating the awareness of a valuable local asset and leveraging it with a renowned and standardized brand the flow of visitors increases, this opens business opportunities and job positions that are sustainable only as long as the cultural attraction is preserved.

Other regions have developed successful local tourism industries around a traditional product, such as tequila, mezcal, wine and coffee among others.

I’m convinced that through creativity and talent, more ways can be found to make tourism the prime strategy to preserving the world’s cultural and natural heritage.

At last, I want to seize this valuable occasion to invite you to Mexico, not only to witness all the advances we have made and all we have to offer, but to take note of the opportunities that lay ahead, and to be part of this success story.

Part 1 Keynote Speech 2

The Honorable Dato' Seri Mohamed Nazri bin Abdul Aziz Minister of Tourism and Culture, Malaysia



First and foremost, I wish to express my sincere appreciation and congratulations to the organizers for arranging the Global Tourism Forum in conjunction with the Tourism EXPO Japan 2017. I would also like to thank them for inviting me to deliver a keynote address at this forum.

This significant forum is indeed timely, as over the last decades, tourism has experienced continued growth and increased diversification, becoming one of the fastest-developing economic sectors in the world. International tourist arrivals have grown steadily over many years and in 2016 stood at 1.235 billion. In the last 10 years, this growth has been particularly marked in the emerging economies, where it has averaged 5.6% per annum, compared with 1.8% for advanced economies.

The United Nations World Tourism Organization (UNWTO) predicts that growth trends in world tourism will continue, with total arrivals reaching 1.8 billion by 2030. Again, emerging economies, including

developing countries, stand to see the highest rate of growth.

Tourism is one of the major sectors in international trade and one of the main wealth creators for many developing countries including Malaysia, especially in producing economic and employment benefits and the protection and promotion of our natural and cultural heritage in many related sectors from construction to agriculture to telecommunications.

These dynamics have turned it into a key driver for socio-economic progress in nations worldwide as we are moving to an economic growth scenario that is more “inclusive and sustainable.” Sustainable tourism development is no longer just a mere cliché, but has become a major contributor to a more environmentally sustainable economy.

In the case of Malaysia, tourism has been identified as one of the 12 National Key Economic Areas (NKEAs) to propel the country's economic transformation. In this regard, the Malaysia Tourism Transformation

Plan (MTTP) was formulated and implemented in 2011 to achieve the targets of 36 million international tourist arrivals and generating USD 40.8 billion (RM168 billion) of tourist receipts by 2020.

The MTTP is expected to transform the tourism landscape to be more vibrant and competitive, with tourist arrivals increasing by 1.5 times and tourist expenditure expanding by three times by 2020. Business opportunities in areas such as hotels; food-and-beverage outlets; transportation; as well as tour operators and travel agencies were identified. These initiatives are projected to generate USD16.3 billion (RM67 billion) in terms of GNI and create 500,000 additional job opportunities by 2020.

In this context, 12 Entry Points Projects (EPPs) have been developed to support the MTTP and among them is EPP 4 on Establishing Malaysia as a Global Biodiversity Hub that aims to increase tourism revenue by establishing the country as one of the world's premium nature and ecotourism destinations.

At this juncture, I would like to take this opportunity to share with all of you the ongoing initiatives on the sustainable tourism for development in Malaysia. We have formulated the National Ecotourism Plan (2016-2025) to maximize the potential of ecotourism and ensure sustainability. This Plan also embodies the spirit of the theme, uplifting communities, opportunities and economies. This theme focuses on the outputs, outcomes and benefits of ecotourism, which is the left-hand side of the equation. More importantly, the right-hand side variables involving the inputs of responsible tourism and sustainable development policy and practice are accorded due priority in the Plan.

Ecotourism, a sunrise industry, is increasing in popularity across the world. According to the UNWTO, ecotourism, nature, heritage,

culture and adventure is expected to grow rapidly over the next two decades and global spending will increase at a higher rate than the overall growth of tourism. Based on the estimates of the International Ecotourism Society, ecotourism is projected to grow by 25% of the global tourism market within six years and generate USD470 billion in tourist receipts.

As for Malaysia, the data does not cater for a dedicated category on ecotourism. The departing visitor survey, however, provides information on the major activities engaged by tourists visiting Malaysia. In this regard, the survey findings indicated that 30.4% of tourists were engaged in walking/hiking and trekking-related activities, which is related to ecotourism. This implies that ecotourism is relatively popular among tourists to Malaysia.

Ecotourism is the term that basically means responsible tourism. It plays an important role in reducing the loss of biodiversity in the region and is able to provide an alternative source of income, becoming a positive economic incentive for communities that would otherwise utilize the forest in destructive ways, such as logging and agriculture. This is in line with the mantra of the Ministry of Tourism and Culture, Malaysia (MOTAC) that "tourism protects, preserves and conserves Mother Nature, culture and heritage."

In addition, the Eleventh Malaysia Plan (2016-2020), a 5-year development plan, among others, is geared toward attracting high-yield tourists to further increase the industry's contribution to the economy. The strategies include upgrading and developing ecotourism infrastructure, enhancing offerings, capacity building and implementing sustainable tourism development best practices as well as marketing and promotion.

To strengthen our position as one of the leading destinations for ecotourism in the region, measures are being undertaken to

position Perhentian Island in Terengganu as a premier tourism eco and adventure destination. Through this latest initiative, we aim to emulate the success of Langkawi Island, which is renowned as an ecotourism, geopark and island tourism destination in the world. In recognition of our ecotourism initiatives, Malaysia was awarded the “Best Eco- Vacation” at the 5th National Geographic Traveller Awards - Top Travel Destinations of 2015 by National Geographic Traveller Magazine.

A fundamental requirement of the tourism sector is that it should embrace the principles of sustainable tourism and focus on the achievement of sustainable development goals. Sustainable tourism should not be regarded as a separate component of tourism, as a set of niche products, but rather as a condition of the tourism sector as a whole, which should work to become more sustainable. The UNWTO has defined sustainable tourism as “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.”

The UNWTO also acknowledged Malaysia’s efforts in promoting community-based tourism through the Malaysian Homestay Experience Program, which won the Ulysses Award for Innovation in Public Policy and Governance by the UNWTO in 2012. Our homestay program is a classic example of a rural ecotourism program, which empowers the communities to uplift their income and quality of life. This program allows tourists to live with a local family, thus enabling them to experience their local lifestyle, culture and tradition. In 2016, more than 410,522 tourists participated in the homestay program, generating USD6.5 million to the rural economy.

The homestay program also underlines the importance of conservation and

environmental management. The Tree Planting Program at homestays is a good example, where visitors are given the opportunity to plant their own tree to mark their visit to that particular homestay. It also supports the idea of preserving the environment and further beautifying the landscape of the homestays. To date, more than 16,733 trees have been planted by homestay visitors.

While we place emphasis on enhancing yield, we must be mindful not to overlook an important stakeholder of tourism: the people. Social inclusion is essential, and we need to strike a good balance between the maximization of economic returns and social returns. Thus, local involvement, enhancement of local capabilities, sense of belonging and ownership, economic empowerment and employment opportunities are essential ingredients for developing and managing ecotourism in a sustainable manner to cater to the socio-economic needs of local communities.

It is also important to seek opportunities to create value innovation to enhance the ecotourism experience. For instance, initiatives to improve the training of local and special-interest guides with better product knowledge and communication skills to provide better service to tourists can further enrich the tourist experience and fetch a higher premium.

In addition, strategic collaboration among operators, local communities, NGOs and government, and a holistic approach are vital elements to develop and grow thriving and successful ecotourism clusters. Toward this end, the buy-in, support and participation of the entire value chain such as local communities, industry players and stakeholders have to be mobilized through engagement, public education and awareness programs as well as effective implementation

of the ecotourism plan of action.

The Malaysian Government had also introduced the Eco-Host Program to enhance public awareness, especially enhancing the need for tour guides to preserve and conserve the natural environment. It also aims to educate tour guides on the current environmental situation and how human activities affect the ecosystem.

In conclusion, sustainable tourism should make optimal use of environmental resources that constitute a key element in tourism development, respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values and ensure viable, long-term economic operations. It should provide socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities and contributing to poverty alleviation.

Sustainable tourism development entails the

informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Attaining sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and or corrective measures whenever necessary. Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices among them.

Finally, I would like to once again congratulate the organizers for their remarkable efforts and excellent arrangements in hosting this forum. I wish all of you fruitful deliberations and look forward to your ideas, suggestions and recommendations to uplift the sustainable tourism to even greater heights.

Part 2

Tourism EXPO Japan Ministerial Round Table in collaboration with UNWTO Tourism Leaders from Around the World Discuss Sustainable Tourism for Development

Five Key Areas of Sustainable Tourism for Development

1. Inclusive and sustainable economic growth
2. Social inclusiveness, employment and poverty reduction
3. Resource efficiency, environmental protection and climate change
4. Cultural values, diversity and heritage
5. Mutual understanding, peace and security



Video Message



Dr. Taleb Rifai

Secretary-General, World Tourism Organization (UNWTO)

This roundtable comes at a very important time for the travel and tourism sector as we mark 2017 as the International Year of Sustainable Tourism for Development. International tourist arrivals have soared from just 25 million in 1950 to 1.235 billion in 2016. The center of gravity of this era of tourism and travel is fast shifting east toward Asia. Japan is playing a huge part in the Asian tourism success both as a destination and as a source market. Japan can continue to be a world leader in tourism for inclusive and sustainable development as well.

Today's roundtable is about opportunities of discussions on how to really maximize tourism's contribution to the Global Agenda for Sustainable Development and agendas for 2030. Tourism is specifically mentioned in three of these Sustainable Development Goals. Yet, with its global reach and wide impact, tourism can contribute to all 17 Sustainable Development Goals. Let us all reaffirm our commitment to sustainability to the goal and the roadmap toward 2030.

Moderator



Ms. Anita Mendiratta

Special Advisor to the Secretary-General of the UNWTO

This is our opportunity to celebrate and to showcase to the world the way in which our sector brings together economies, elevating people, elevating society, preserving and protecting cultures, celebrating and preserving the environment in which we live.

Sustainable tourism for development has become an indispensable part of growth of nations at the individual, community and national level. Tourism does not work unless it is sustainable -- sustainable economically, culturally, environmentally and spiritually. We need to make sure that the identities and spirit of the people of the nation are being developed, nurtured and strengthened through tourism. This year, 2017 -- the international year of sustainable tourism for development -- is an incredible honor for all but also an incredible responsibility, which is why it is so important that we share.

Tourism is a vehicle for peace. Our world is being challenged to separate whereas we know that we need to connect. We need to make sure that we use tourism to do that as one.

Panelists



Mr. Akihiko Tamura

Commissioner
Japan Tourism Agency
Ministry of Land, Infrastructure,
Transport and Tourism

Japan included tourism as a major part of its growth strategy as it attributes to revitalizing local economies. It's not just quantity that is important but quality as well. We have to ensure sustainability by paying attention to those five important areas mentioned earlier as we develop tourism. Already some local communities are feeling stressed due to the excessive number of tourists visiting their community. We have to return to sustainability of tourism. We would like to produce and promote interactive tourism exchanges. Again, our intention is to work with all the other countries for sustainable tourism.

We would like to proceed with sustainable tourism exchanges bilaterally with each country to promote the development of inbound, domestic as well as outbound travel in the future. We hope that tourism exchanges between Japan and other countries will expand further.



Mr. Tetsuro Tomita

Chair, Committee on Tourism
Japan Business Federation
(Keidanren)
President and CEO
East Japan Railway Company

For over 40 years in specific prefectures, we have been conducting destination campaigns. After the 2011 earthquake, we have been focusing on the Tohoku Region, the most affected by the disaster. Through the campaign, we can contribute to the post-disaster reconstruction efforts.

As an operator assuming rail transportation, a major tourism infrastructure, we hope that JR East will be an operator not only committing deeply to the revitalization of each region rooted in the community but also contributing to tourism development.

We also started bringing local produce from different parts of Japan to sell in large cities such as Tokyo. By marketing them, we can generate an exchange of goods with people, while those living in large cities can understand the cultures and traditions to motivate them to travel to those different parts of Japan. Part of that is job creation.

Panelists



Mr. Xu Jing

Director - Executive Secretary of the General Assembly and Executive Council
Regional Director for Asia and the Pacific
World Tourism Organization (UNWTO)

We have been able to catch the attention, not only of the converted tourism industry, but also of the international community at large. That's why the United Nations system is celebrating the International Year of Sustainable Tourism for Development, why three goals out of the UN Sustainable Development Goals are directly linked to that of tourism.

Not only must growth be sustainable, it must also be socially inclusive, linked to our cultural values, to our heritage and to the mutual understanding of people and to the cause of peace. We need to take a balanced approach, but most importantly we need to respect the people, the world and ourselves.



Ms. Sarah Mathews

Chairperson
Pacific Asia Travel Association
(PATA)

Many of us travel to cities but what we really want is to discover other places. That is really important in helping the small business owners get into the game. Their stories are what make up your destination.

I was here in July with other destinations. We experienced the Ama Diving Ladies who dive, not for tourism, but for their livelihood, some are in their 80s. It has become a great tourism-traveler experience, the type of community projects we need to hear about. We need to support them in their efforts. How can we give them those tools?



Mr. Gerald Lawless

Chairman
World Travel & Tourism Council
(WTTC)

Ireland introduced a concept called the Wild Atlantic Way, a 2,000-km drive from the north to the south of the country, where it has cycle tracks, small B&Bs, small and large hotels. It created an opportunity for people to experience more of the country.

Tourism is a driver of peace. Each week the Sheikh Mohammed Centre for Cultural Understanding in Dubai invites guests to a local mosque, where non-Muslims receive a lecture on the similarities of other religions. The guests come away with a sense of enrichment. This is the benefit of tourism -- indeed a force for good.



Dr. Adla Ragab

Vice Minister of Tourism
Arab Republic of Egypt

Egypt launched a new sustainable tourism development strategy, Egypt Vision 2030, addressing all sectors emphasizing eco-friendly tourism to preserve the environment. The Ministry of Tourism added five areas of special environmental interests protected by regulations, some replacing at least 20% of traditional energy into renewable ones, and involving local communities to reduce poverty and control immigration.

Other programs include those to raise awareness and public ownership toward resources promoting recognition and knowledge for social cultural pride.

Many efforts have been made, but, we still face some challenges. With support from investors and tourists, we can succeed in achieving our targets.

Panelists



H.E. Ms. Wanda Corazon T. Teo
Secretary
Philippine Department of Tourism
Republic of the Philippines

Without measures for environmental protection, we cannot ensure sustainable growth. Recognizing this, the Philippines embarked on various initiatives:

- The National Tourism Development Plan for 2017-2020 serves as the blueprint for sustainable development of an environmentally sustainable and responsible industry.
- In 2014 we hosted the UNWTO-ASEAN Conference on Tourism and Climate Change, resulting in the Legazpi Declaration for full recognition to promote awareness of tourism's benefit to socio-economic development.
- We hosted the gastronomy congress Madrid Fusión Manila 2017 where top chefs shared initiatives for a sustainable gastronomic planet.
- We hosted the UNWTO International Conference on Tourism Statistics in June 2017, focusing on Measuring Sustainable Tourism.



Mr. Aziz A. Abdulkhakimov
Chairman, The State Committee
of the Republic of Uzbekistan for
Tourism Development
Republic of Uzbekistan

Tourism has taught tolerance -- respecting and understanding each other. The key factors in developing effective tourism are:

- Ensuring peace and security, political and economic stability in each country.
- Growth of incomes of people.
- Developing infrastructure, access to attractions, transportation convenience, hotel services and tourism logistics, use of modern information technology.
- Investing in tourism, including budgetary investments and government creation of necessary privileges, preferences and incentives for private capital and business.

There is a rise in our tourism image, leading to increasing and enhancing its potential and attractiveness, primarily using SNS to support "The Great Silk Road" brand.



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

We are developing our tourism under the Myanmar Tourism Master Plan. To contribute and advance sustainable development, we are conducting activities for tourism awareness, and exploring Community Based Tourism (CBT) sites for local benefits and poverty reduction, enhancing human capacities and destination management.

The Ministry of Hotels and Tourism -- in collaboration with Ministries, Region and State Governments, Myanmar Tourism Federation -- is developing Myanmar as a year-round destination with a geographically spread product base. Through JICA, we have implemented Regional Tourism Development Project in Bagan.

Hoping to attract more foreign investors, we revised and enacted Myanmar foreign investment law.



H.E. Ms. Kobkarn Wattanavrangkul
Minister of Tourism and Sports
Kingdom of Thailand

The most important point about tourism is the people -- people with heart, people who believe, people with passion. Everyone would like to come and touch on tourism and believe that it is an economic pillar.

If we start to measure tourism only with figures, then tourism would be just a product. That's why we have shifted the target away from the numbers. Tourism is about the people, the young generation. Our task is to tell them this is your identity, our identity. We have to make sure that tourism is not just money making but that it is the pride of being us.

Panelists



H.E. Mr. Chantha Tith

Deputy Minister of Tourism
Kingdom of Cambodia

Cambodia has recognized tourism as a tool, not only for the economy but also to fight poverty. Tourism is called Green Gold, a support through green development and a way to respond to a better environment in the country.

The stakeholders' best practices in Cambodia are called the "4P Best Practices" --public sector, private sector, partnership and people.

An important point is the need to allow the better flow of visitors to support development. Travel is part of human rights, the right to travel, the right to visit. Most important for your destination are peace, security and stability.



H.E. Ms. Marcela Bacigalupo

Minister of the National Tourism
Secretariat, Republic of Paraguay

Paraguay is focusing on the Guarani Jesuit Route that today brings a cultural, historical and architectural experience. Priority is to make it a generator of benefits for communities, highlighting the Guarani and Jesuits' cultural legacy.

Paraguay and other Mercosur countries have been working on the Ruta Jesuitica Multidestino, a circuit that will unite at least 30 towns of the Southern Cone.

Paraguay promotes policies to allow the empowerment of women and people toward tourism development. The program Posadas Turisticas allows many women to turn their homes into business units. It also works with young people in Turismo Joven, helping them lead tourist circuits in their communities.



Mr. Christian Mantei

General Manager
Atout France
French Republic

People want to enjoy experiences different from home and meet people different from themselves. Each country has rich, cultural values but just having that is not enough. We need to make our cultures and identities understandable and interesting to visitors, while letting them know that it would not change their local cultures and lifestyles.

Tourism generates money, but if destinations must become something else to satisfy visitors, residents would grow frustrated and oppose more tourism. Clever management using our differences to develop business while respecting local identities and cultures is needed. Tourism is a way to be proud of our cultures and to bring sustainable economic activity.



Mr. John O'Sullivan

Managing Director
Tourism Australia
Commonwealth of Australia

We have marketing pillars focusing on three key elements: our people, products and places. In this pillar of people, it is about our indigenous culture for which we have the world's largest continuous indigenous culture, of some 70 thousand years of indigenous Australians.

In 2015, we included an action plan, setting quotas for the number of indigenous employees within our company. We work on some 70 indigenous Australian tourism businesses and promote them to the rest of the world.

Regional disbursal is important, with half of every dollar spent by an international visitor to our country is in regional parts of Australia.

Panelists



Mr. Sergejus Tichomirovas

Advisor to
the Minister of Economy
Republic of Lithuania

Culture and historical heritage are the main reasons tourists visit Lithuania. Each region has unique dialects, costumes, traditions and cuisine. In 2016, tourism grew 10% and accommodation handled 1.5 million tourists in a country of only 3 million.

Many visit the largest cities, with more than half staying in Vilnius. This requires a tourism shift in distribution. Developing quality cultural services and a sustainable competitive economical environment are key. The government unveiled guidelines to develop sustainable tourism, with measures to improve the situation through more tourism infrastructure, improving services at regional tourism information centers and assuring more integration of ethnic culture in tourism services.



H.E. Ms. Tokozile Xasa

Minister of Tourism
Republic of South Africa

We just launched a campaign called “Tourism is Everybody’s Business!” We want everybody to appreciate the value of tourism, to be a part of what is happening.

Tourism, which contributes to 9% of the GDP, is an area where the UN declaration of 2017 of Sustainable Tourism for Development works well in assisting us to develop tourism for inclusive growth.

We are finalizing our national tourism sector strategy for 10 years. The pillars involve developing a framework for maximizing empowerment. We are developing partnerships to bring in black operators, money operators and managers for state-owned companies, working with industry where we are scaling up enterprise and supplier development.

Summary



Mr. Xu Jing

Director - Executive Secretary of the General Assembly and Executive Council, Regional Director for Asia and the Pacific
World Tourism Organization (UNWTO)

I would like to recall three points:

- It has been a truly global coverage of the presentations that you have heard, from the national, regional and international perspective.
- We like to believe that we have chosen the right topic, of sustainability, because it is not about linking our tourism sector with the philosophy of sustainability but it is about how this industry can survive, the basic need for us to continue our operations along the line of sustainability as a principle, as something that we must continue to advocate.
- I would like to use the Honorable Minister of Thailand’s words that it is not enough for ministers of tourism to sit in the front row of any meetings. It has to be in the center stage of any global social and economic agenda. It is very obvious that this forum, which has been very successful, needs to be continued not only for the next year but in the years to come.



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