



Tourism EXPO Japan 2018 Forum Report

Keynote Speech The 2nd TEJ Ministerial Round Table

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Tourism EXPO Japan 2018 Forum Report

C O N T E N T S

Forum Theme

Managing Sustainable Tourism for Community Development

Keynote Speech

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Speakers: Mr. Zurab Pololikashvili
Secretary-General, UNWTO

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

The 2nd TEJ Ministerial Round Table

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Speakers: 19

Tourism Ministers/Commissioner/Governor from 13 countries
Chief Executives from leading international tourism
organizations



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Managing Sustainable Tourism for Community Development

Mr. Zurab Pololikashvili
Secretary-General
World Tourism Organization (UNWTO)



Good morning dear friends, Ministers, representatives from the tourism sector. First of all, I want to express our deepest condolences regarding what is happening in Japan. We are very far away from Japan but believe us that in our minds and hearts, we are a family affected by these natural disasters. You can count on our full support. Again, we are here to be with you always.

As was mentioned today, we have a very important and interesting agenda with Japan. In the upcoming two years, we will have big events such as the Rugby World Cup, Tokyo

Olympics and Paralympics, T20 Meeting – similar to the G20 meeting -- with tourism ministers. We have very important events dedicated to culture and tourism organized by UNWTO and UNESCO in Kyoto, which will be one of the most important events in culture.

I remember Tagawa-san yesterday told me that 35 or 40 years ago the most important message Japan wanted to deliver in the tourism sector was to stress and to orient more on innovation. Next year, it will be absolutely and totally another message to promote tour-

ism and culture together.

We are very grateful for your support, dear Minister Ishii. It was a pleasure and a great honor to have you at our event. Your portfolio proves that Japan sees tourism as a policy priority that, like infrastructure and transport, can create innovative and sustainable societies and economies.

UNWTO has an office in Japan and we are pleased to be here to strengthen our partnership.

Dear Mr. Tagawa (Chairman of Tourism EXPO Japan Executive Committee), Japan is a strong and committed supporter of tourism. We hope many nations will follow Japan's example and put tourism at the core of their plans for national development and international cooperation.

Dear Gloria, dear friend, thank you for your continued support and cooperation. Our organizations enjoy a long-standing partnership and I am grateful to be working with you to advance our sector. I am sure that we will make very interesting projects together. I want to thank you again for your full support always.

Three Priorities for Sustainable Tourism

Ladies and gentlemen, first of all, I congratulate the winners of this year's Japan Tourism Awards.

I am pleased to be here representing the World Tourism Organization (UNWTO). I think this kind of event is very important to give entrepreneurs and the young generation motivation to deliver us new ideas and excel-

lent initiatives. I am sure in the coming years we will continue the tradition.

In 2017 there were more than 1.3 billion international tourist arrivals. But it is not enough for tourism just to grow. We must grow better. We must make tourism about quality and the quality of life for people and communities.

The Agenda 2030 for Sustainable Development sets the backdrop. And its 17 Sustainable Development Goals are the blueprint for our future.

Around the world, tourism accounts for 10% of GDP and jobs, and is the third-biggest export sector.

We need to make sure that tourism lives up to its economic responsibility, to provide better lives and better opportunities. This is why UNWTO is advancing some key priorities for the sector:

- *We must make tourism smarter – by investing in innovation and technology that helps us to better manage our social, cultural and environmental impacts.*
- *We must support investment in small- and medium-sized enterprises and entrepreneurs, who are our leading innovators and job creators. As we saw, we had more than 260 participants in that competition, again to support innovation, new ideas and technology in tourism, which make smarter and more comfortable stays of tourists worldwide.*
- *And we must improve skills, education and specialized training on the ground, to create more and better jobs.*

Tourism Brings Benefits in Hyper-Connected Era

We are also looking for meaningful partnerships to create a stronger and more united global tourism community. With the great strength that comes from all of us in partnership, we can make tourism a policy priority, a knowledgeable creator and innovator, and a sector of maximum value for all. To provide this value we all have to work closer together.

Our world and our sector are ever more connected, informed and outward looking. Travellers come from more socioeconomic backgrounds than ever before. The tourism sector reaches into more communities than ever before, in fast-growing and established economies.

In this hyper-connected age, we can use tourism's global reach to bring the widest possible range of benefits to tourists and locals. We have to engage better with host communities and respond to their expectations. We have to strengthen connections between local and central governments, and public and private sectors, to ensure investment in the right places. Doing this should mean that tourism does not just give economic results, but also leads to less poverty, more equality, peace and justice, and more sustainability in local and regional tourism.

It should also boost innovation, which is a priority of our organization and the focus of this year's World Tourism Day, which we will be celebrating next Thursday, September 27.

UNWTO Embarks on More Tourism Innovation

By the way, as you know we announced a month and a half ago our competition in innovation in tourism and received more than 3,000 projects, which is unbelievable because we really didn't expect it. We are looking for all these new ideas -- 3,000 new business models that will travel all around the world and Japan will be the country that will support it. Japan is one of the most advanced in the world in new technology, innovation and digitalization.

This city continues to match tradition with innovation. The Tokyo Waterfront City and the innovation complex at Shibuya Station are the latest examples. They can inspire us to find innovative ways to help create long-term sustainability in tourism.

Let us advance this goal together this week. I thank you and wish you a productive Expo. Doumo arigatougozaimashita.

Keynote Speech

Collaboration



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



Phenomenal Growth Surging in Global Tourism Market

Ohayougozaimasu. Good morning, it is a great pleasure to be here with all of you. It is an honor to represent WTTC. Thank you very much to Tourism EXPO Japan and UNWTO for the invitation. Thank you to the organizers of Tourism EXPO Japan: JTTA, JATA and JNTO – the team of Japan. Congratulations to the organizers.

Dear Ministers, Dear Zurab, Excellencies, friends and leaders. It's an honor for WTTC to be here today. Let me really quickly share with you who we are, the World Travel & Tourism Council. We represent the voice of the private sector globally. We have more than a 170 CEOs and presidents of corporations who are our members. We have pres-

ence in all geographies and all sectors: airports, airlines, cruises, tour operators, travel companies, OTAs, GDS, car rentals, digital players and companies that do businesses with travelers and tourism.

I would like to acknowledge Tagawa-san, who is our Vice Chairman at WTTC. Thanks to his leadership, we have 30% of our membership in Asia. He has been an icon and supporter of WTTC. Thank you very much, Mr. Tagawa.

Let me show you some of the figures. WTTC was created 25 years ago and since then we have been doing research on 185 countries from around the world. We quantify the economic impact of travel and tourism on all these 185 countries. That's how we know the contribution of tourism and travel. While the economy on average grew 3.0% last

year, travel and tourism GDP grew 4.6%, which is 50% more.

If we could see the direct and indirect impact, we know that travel and tourism contributes 10.4% to the global economy. That's very relevant. We are bigger than healthcare, bigger than manufacturing, bigger than agriculture and many other sectors. So 10.4% of the global GDP depends on travel and tourism.

We employ 313 million people around the world, which is equivalent to one in every 10 jobs. One in every 10 jobs in the world has to do with our sector. But what's fascinating is that when we understand the world we are living in, we know that 47% of the jobs that we know today might change or disappear in the next 10 years. If we look back to last year and the last six years, we know that for all the jobs that were created, one of every five was in our sector. This is very important. One of every five new jobs was in travel and tourism around the world. Basically, we are the best partners that countries can have to create jobs and provide prosperity. This is really important as we contribute to this valuable sector.

Now let me share with you some figures about Asia. This region is booming. It's very impressive. Currently, based on the economic impact, Asia is the largest region in the world -- the measure on the economic impact -- bigger than Europe, and bigger than the Americas. It's number one in the world. Again, based on the GDP, the size of the economy of travel and tourism. The contribution of travel and tourism is 9.8% of the economy of the region. It supports a little over 9.0% of the jobs.

And the growth last year was a little over 5%. This region was also number one in the world in terms of investments. A lot of investment came to this part of the world, more than US\$338 billion, which is significant and relevant.

Two-Fold Momentum Outpaces Japan's Economic Growth

Now, what about Japan? How are we doing? Here, last year, it is very important because we quantify, as I say, and consider not only arrivals but we consider the spent. We work very closely with the countries and organizations. I can tell that Japan has done a wonderful job. You should be very proud. Japan is the fourth largest in the world in terms of economy. For travel and tourism, it contributed 6.8% of the GDP. And the jobs are 6.4%.

Now it is fascinating in that when you look at the world economy, travel and tourism grew 50% more than the average growth of the economy. In Japan, it was double: 200%. While the economy grew an average 1.7%, travel and tourism grew 3.4%. That is 200% -- that's double, that's a very big accomplishment that has to do with the strategy, the excellent work between the private sector and government and collaboration from all of you.

Now what about the forecast? When we talk about the numbers, and I mentioned some of these global numbers, what is the future, how do we at WTTC see what's coming, what's going to happen? Well, we are anti-

pating that from a 10.4% we are going to grow to 11.7%. So the contribution to the economy of the world will be even bigger. From one in 10 jobs, we will have one in nine jobs in the future in our sector.

UNWTO reported last year there were 1.3 billion international arrivals. UNWTO is forecasting 1.8 billion in 2030. That's 50% more. Last year also, IATA reported that they set a new record: 4 billion passengers and that in the next 20 years it will double to 7.8 billion passengers. That's a lot of growth.

And that growth presents a lot of opportunities but also challenges. How will we be able to capitalize on that growth and make sure that it is sustainable, good for everyone and has a positive impact at the end of the day?

WTTC Members Face Three Key Challenges

We foresee some challenges. These are the challenges that we asked last year to all the CEOs and members from the private sector. They came back with these three things. This is what is keeping us up at night, what we are concerned about. It is very important to overcome these challenges to achieve the growth that we anticipate.

The first one is Security & Travel Facilitation. In the past, we never linked those two. We have to. We want to make sure that it is easy to travel but also have security.

The second one is Crisis Preparedness. It's not a matter of if or when but it is of how. I seconded the message from Zurab, and our empathy to the people in Osaka several weeks

ago with the incidents. Unfortunately, it's not a matter of if. We see crises everywhere. We need to be prepared. And Japan is a model in the case of preparation and reaction that we want to learn from. This is a priority for the private sector. We want to be engaged.

The third one has to do with Sustainable Growth. Let me share with you our strategic framework from WTTC. Again, this is the view from the private sector globally. Here, we have our vision, our mission. We want to make sure that it's sustainable for a better world.

Seamless Travel at Our Doorstep

Also, what is it that we are doing to overcome these three priorities? The first one is how we maximize the opportunity of growth. If we are going to grow 100% in terms of airports and capacity, we have a challenge there. Technology is the solution. We should use biometrics in the entire experience. We have an initiative called "Seamless Travel Journey." But in the near future, hopefully, you're going to need only 20 minutes before boarding a plane instead of three hours. The private sector is getting aligned and we are working with governments for this in conjunction with the facilitation.

Crisis Management, Preparation are Crucial

The second one is Crisis Preparedness and Crisis Management. As I said, this is crucial because every week there is a crisis and depending on how we manage that, we can

minimize the impact. At WTTC, we measure that. The World Health Organization reported that more people die because of the crisis that created Ebola than the virus. People die from starvation. People die because of the impact of the crisis than from the virus. That tells you that we need to do a better job together in the private and public sector in managing those crises and in communicating better.

Challenges of Sustainable Growth

The third one has to do with sustainable growth that I will elaborate in a minute because that's the importance of this summit, of this conference. All of that is supported by the technology and digital agenda.

Let me show you a little bit of what we are doing with sustainable growth. The growth has to be sustainable. It has to be good for everyone. We need to impact all the communities in a positive way. We have different initiatives. From the Future of Work where we have 47% of the jobs are going to go away, well where are those jobs going to be created? Where exactly are they going to be, so that we can prepare our people to be able to capture those jobs and to be able to enter the labor market really quick?

Tourism for Tomorrow Awards is our recognition to the great initiatives in sustainability. Also, congratulations today to the winners by the way. I encourage them to apply also for Tourism for Tomorrow Awards. It's a way to recognize best practices.

Social Responsibility – because we have a

responsibility. We need to review human trafficking. We need to review illegal wildlife trafficking. In our last summit in Buenos Aires, our members signed a declaration in which we have specific actions toward this goal. Climate action is very important. We created an agenda with UNFCCC (UN Framework Convention on Climate Change) for Climate. This is our responsibility. From the travelers to the supplier, everyone in the middle is responsible for having a better world.

Overcrowding Now a Global Occurrence

The last one but not the least is something called overcrowding. Overcrowding. I'm sure you have heard what's going on in Barcelona, in Venice -- some of these cities that are impacted because of their success. Destination Stewardship is our initiative for managing overcrowding. We partnered with one of our members, McKinsey. We have multiple members. They do business with our industry. McKinsey did research last year and came back with some specific recommendations. They did an analysis. What is it that is overcrowding? Overcrowding has to do with alienating residences, impacting the experiences of the tourists, impacting the assets – nature, culture – and we need to make sure that that doesn't happen.

They came back with some best practices, some things that they are recommending to multiple destinations. They are important. Every destination is unique. There is no one solution that fits all. Every destination has to

do whatever is the best for the destination but there needs to be a plan.

Technology Can Help Distribute Demand to Rural Areas

So they are suggesting -- we are suggesting -- do an update of your fact base. This is important, crucial. Have a long-term plan, a long-term strategy. We have seen over and over when you have a short-term plan, you're impacted -- you have more people than you can manage and you are impacted.

WTTC is promoting to moving from PPP to PPC, which is public-and-private partnership, which is crucial and important to public-private community. We need to put community in the center so that we all can benefit from tourism and, of course, to find new sources of funding. This is very relevant for managing overcrowding.

What about some examples? Well, here we have the Ministry of Tourism of Mexico -- and Enrique (de la Madrid Cordero, Secretary of Tourism of Mexico) is a good friend and I am glad that he has continued and done a good job with a program called Pueblo Magico. Pueblo Magico is an initiative that engages the communities. It gives the power to the people. They maintain the traditions, the history, their culture and that helped the strategy of Mexico to diversify. Basically, you transfer tourism from the cities to small towns and they benefit from that.

In Japan, it is very similar. There is an initiative called Japan Heritage. They were successful in promoting unique cultures and re-

vitalized the regions and the economies. I think both countries are very well known for their hospitality, for their culture and for their history. These are great examples we salute and we believe are very good.

Now, what else do we see? Investing in technology is crucial. I am very impressed with what Japan has done. Yesterday, I had a chance to meet ASIMO (Honda robot). If you haven't seen it, I recommend making some time to go and see this little guy. It's very impressive. Japan is not only known for good culture but also for technology. The best technology is being developed here. And what is going on at the airports with robots that are welcoming passengers, for instance, in Tokyo International Airport, or for security -- that's very important. The use of virtual reality is very relevant. I love all of that because that is helping us to foster more technology.

Technology is important but we also have to work on the plan. We also have to work in the long term. We need to control our destiny. And that is our message here for all of you. You're doing a wonderful job here in Japan. We encourage you to continue controlling your destiny. You need to plan for the tourists. Usually, we only plan for the citizens. A country that has 40 million people and suddenly it receives 80 million in visitors has an impact on waste, water, energy -- everything. You need to plan for the tourists. You need to plan in the long term. The infrastructure, how are you going to do that? You need to continue building new products. What kind of products to diversify? This is so that you can go to all the sites of Japan -- all

the sites of your countries for the other ministers -- and maximize the opportunities. Crucial to engaging in your communities, as I said before, is the investment in technology. Continue investing in technology, that's part of the DNA of this country. But many other countries are investing in technology to manage the crowds, manage the volumes and plan the experiences so that tourism is good for everyone. It's good for the citizens, the travelers, good for the countries and benefiting everyone.

Next year, in Seville, Spain, we will be talking about all of this. I invite you. We meet once a year and all the leaders from the private sector and leaders in the government are invited to come and spend time, April 3 to 4. Basically, our leaders are going to be talking about how we are managing these challenges. We are working with destinations that are suffering right now, such as Barcelona or Venice, for example, and how together we are building the solutions.

Thank you very much for the invitation, we are delighted to be here, delighted to see the wonderful job that Japan is doing in travel and tourism. I want to thank once again our Vice Chair Mr. Tagawa, the government of Japan and the associations – JTTA, JATA and JNTO – and everyone here. This is a very strategic sector for the world and for the private sector globally. We will continue investing in Japan and making sure that tourism is good for everyone. Arigatougozaimasu.

The 2nd TEJ Ministerial Round Table Managing Sustainable Tourism for Community Development Leaders Reveal Industry's Unity for Sustainability

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 bring openness to the people. In the opening remarks, Secretary General Zurab Pololikashvili from the 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 issues in tourism collectively.

Collaboration  SUSTAINABLE
DEVELOPMENT
GOALS



Moderator

Sharing Tourism's Diverse Power

Ms. Anita Mendiratta

Founder and President of CACHET Consulting



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.

Panelists

Balance Between Growth & Preservation



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

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 to tourists for six months, the country is now exploring various initiatives to preserve its rich tourism resource.

Pioneer in Developing Homestay Program



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

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

Support Entrepreneurs as Key to Growth



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

Latvia has stipulated a guideline for the tourism industry to make the 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.

Amazing Thailand: Open to the New Shades



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

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.”

‘High Value, Low Volume’



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

Our tourism development policy is rooted in our overall development philosophy of Gross National Happiness (GNH). The GNH is composed of 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 the Bhutanese way of life in the age of globalization.

Meet the Friendly Locals



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

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.

Panelists

Protect Natural, Cultural Environment



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

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.

Tourism Includes Local, Inbound Visitors



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

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 at the same time.

Community First Joint-planning



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

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.

Tradition, Innovation as Resource of Mega City



Ms. Yuriko Koike
Governor of Tokyo, Japan

With Rugby World Cup 2019 and Tokyo 2020 Olympic and Paralympic 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. Through these efforts, I am sure that Tokyo will become the world's preferred city and achieve sustainable growth in the area of tourism and economy as well.

First National-level Tourism Development Initiatives



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

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.

Community Based Tourism is a Must



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

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 to local communities. Some of the projects are being developed in several villages and have been completed successfully. 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.

Panelists

Tourism as a Humanity Business



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

Mongolia is one of the last nomadic nations in the world, known as the “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.

The Bucket List Phenomena



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

“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.

Elaborate Attraction for Longer Stay



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

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, revitalization 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.

From ‘Right to Travel’ to ‘Privilege to Travel’



Mr. Shannon Stowell
CEO
Adventure Travel Trade Association (ATTA)

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.”

Make Community as Center



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

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.

Summary



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

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.”

We expect that the Round Table will continue to guide the industry by providing insights and showcasing best practices of governments and industry leaders from around the world.





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The Power of Travel



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