



Scenes from Tourism EXPO Japan 2018, which proved to be a huge success.

DAY 1

12:30~12:45	Opening Ceremony (HYATT REGENCY OSAKA 3F, Regency Ballroom BCD)
12:45~13:30	Japan Tourism Awards (as above)
13:30~14:25	Keynote Speech (as above)
15:45~17:45	The 3rd TEJ Ministerial Round Table (HYATT REGENCY OSAKA 3F, Regency Ballroom A)
18:30~20:00	WELCOME RECEPTION (INTEX OSAKA INTEX Plaza, Sky Plaza)
(INTEX OSAKA Exhibition Space Halls 1-6)	
10:00~18:00	Inbound Tourism Business EXPO
10:00~18:00	IR GAMING EXPO 2019
11:00~18:00	VISIT JAPAN Travel & MICE Mart 2019
12:00~18:00	Travel Showcase & In - booth Business Meetings
12:30~18:00	Tourism Professional Seminar (Hall 5 Seminar Room)
15:00~17:00	Regional Revitalization Networking Forum (Hall 6 5F, Hall G)

(Organizer)
Japan Travel and Tourism Association
Japan Association of Travel Agents
Japan National Tourism Organization
(Special Cooperation)
All Nippon Travel Agents Association
(Special Support)
Osaka Convention & Tourism Bureau
(Regional Support)
Tourism EXPO Japan Osaka/Kansai Council

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Tourism EXPO Japan Debuts in Osaka-Kansai

Showcasing the Attraction of the Local Area With an All-Kansai Effort

Tourism EXPO Japan (TEJ) 2019 kicks off today at Osaka-Kansai, held jointly by the Japan Travel and Tourism Association (JTTA), Japan Association of Travel Agents (JATA) and Japan National Tourism Organization (JNTO).

Forums & Seminars with the overall theme of “Advancing Sustainable Development: A Vital Action Toward SDGs” showcases “the latest styles of tourism” at the 3rd TEJ Ministerial Roundtable attracting participation of tourism ministers from 18 countries, theme-specific symposiums and professional seminars, and at the same time allowing for the exchange of deep discussions on the challenges faced and future prospects of tourism. This year, a G20 Tourism Ministerial Meeting is also scheduled to be held in Kutchan, Hokkaido Prefecture from Oct. 25 to Oct. 26 as the first such initiative within the G20 framework and the 3rd TEJ Ministerial Roundtable is expected to draw much more attention than usual.

At Travel Showcase & In-booth Business Meetings with over 1,500 booths, representatives from 47 prefectures, travel suppliers from more than 100 countries and regions as well as 500 travel planners nationwide will gather for business talks to create new demand and develop tourism markets.

At the domestic-sector exhibition and outbound travel area, various information with insight and creative ideas will be shared on the topics which provide new value, such as adventure tourism, cruises, food culture & sake tourism and industrial tourism, aimed at responding the growing diversity of travelers’ needs.

From the Osaka-Kansai region where this year’s TEJ is held, exhibitions reflecting the local characteristics are prepared, including 18 local operators in various fields who will introduce at the exhibition booth of the Osaka Chamber of Commerce and Industry, and joint exhibition booth “Railways KANSAI” organized by seven Osaka railway

companies.

In addition to the “Inbound Tourism Business EXPO,” which will be held again this year, the “IR Gaming EXPO 2019” will be featured simultaneously during the 4-day events, with expectations of a positive ripple effect of these two events to expand the horizons of the tourism industry.

Furthermore, at the “VISIT JAPAN Travel & MICE Mart” hosted by the Japan National Tourism Organization (JNTO), about 700 people including domestic and overseas inbound tourism organizations and companies will gather to hold a total of more than 13,000 business talks. At the “Welcome Reception” serving as a networking opportunity for participants from inside and outside Japan, performances representing Osaka are planned, restaging the “Danjiri festival” and “Kawachi-Ono dance” “Japanese air experiences” and “Okonomiyaki / Takoyaki food experiences” also will generate more excitement at the site.

Greetings from the Organizers



Japan Association of Travel Agents (JATA)
Hiromi Tagawa, Chairperson



Japan Travel and Tourism Association
Kenichiro Yamanishi, Chairman



Japan National Tourism Organization (JNTO)
Satoshi Seino, President

Venue to Discover New Business, Trends

Tourism EXPO Japan (TEJ) has been held in Tokyo for the past five consecutive years but the sixth one – TEJ in Osaka/Kansai – will be outside of Tokyo for the first time. We are realizing good responses similar to those of Tokyo in the past as the number of exhibition booths exceeded our expectations.

The figure points to the high degree of expectations placed in TEJ to be held in Osaka/Kansai, while embodying the potential power of Osaka/Kansai as a whole region.

And on top of everything else, the “God’s Timing,” “Home-court Advantage” and “Harmony Among People” at the venue are enormous boosts for TEJ2019 Osaka/Kansai.

“God’s Timing” refers to how the Rugby World Cup is generating significant attention, immediately following the momentum of the G20 Osaka Summit Conference. It paves the way for a great opportunity to promote the Osaka EXPO 2025.

The “Home-court Advantage” means that the Osaka/Kansai region is accessible as a gateway to a wide range of tourism resources such as nature, history and culture in Western Japan, including the Seto Inland Sea.

Also, the “Harmony Among People” is truly encouraging as it indicates valuable and strong support from the local governments, railways and business circles.

Expansion of the Tourism Industry

The third Ministerial Round Table this year is expected to welcome tourism leaders from more than 18 countries. On the theme “Community Vitalization: People and Cultures,” tourism ministers and representatives of tourism-related organizations from around the world will engage in exchanging ideas and opinions.

Especially at the G20 Osaka Summit held in June this year, a declaration was adopted, confirming how “tourism is expected to continue to serve as an important driver of global economic growth. A Tourism Ministerial Meeting is scheduled to be held in Kuchan, Hokkaido Prefecture from Oct. 25 to Oct. 26 as the first such initiative within the G20 framework. Discussions from the third TEJ Ministerial Round Table prior to the G20 Tourism Ministerial Meeting are expected to gain significant attention.

Also, the business meetings and seminars will be the place to gather the latest information and get access to invaluable business opportunities from professional players in tourism from regions and countries all around the world.

Furthermore, participants are expected to witness the widening base of the tourism industry again at TEJ2019 where intra-events of the IR Gaming EXPO and the Inbound Tourism Business EXPO are held under one roof.

Please take full advantage of TEJ2019 as the venue to discover new business opportunities and tourism trends.

Keep Pace With Changes Now and in Future

With the opening of Tourism EXPO Japan 2019 Osaka/Kansai, we would like to express our sincere appreciation to exhibitors and industry officials in the Kansai area centering on Osaka, who have extended considerable support and cooperation to us.

Having attracted many participants not only from the travel industry but also from those from other fields and working together with universities and government agencies, Tourism EXPO Japan has grown better each time as a comprehensive exposition for tourism.

This year, various seminars on trade days are planned as well as the thematic tourism exhibits centering on common themes to bring together the regions and industries, featuring such themes as “Industrial Tourism,” “Sake Brewery Tourism” and “Adventure Tourism.” We would like to strongly support the entire industry associated with the regions and destinations nationwide.

With the environment and technologies related to tourism changing and advancing significantly, participants at the Tourism EXPO Japan 2019 Osaka/Kansai can experience first hand the current and future tourism trends that could be applied to your business.

Make This the Place to Deepen Two-Way Exchanges Globally

As general features, efforts to use ecotourism, universal tourism and night entertainment for the future are gaining increasingly prominent.

Also, many regions and areas throughout Japan have been deepening and sharing the idea that it is important to grow the number of tourists and their personal exchanges with locals. In efforts to welcome bigger numbers of visitors and to get them familiarized with our areas, it is essential to develop and improve the content of tourism and further expand secondary transportation after their arrival in various areas.

Another important point gaining more attention is need to link consumers’ needs for both inbound and domestic travel amid the widening flow of visitors and personal exchanges. Although airline routes play a role in expanding the flow of people traveling, it is also vital to maintain demand for both outbound travel and inbound travel to Japan.

We certainly hope that you will be able to discover new tourism attractions and themes that can meet the various range of consumer needs at Tourism EXPO Japan 2019 Osaka/Kansai, where exhibitors throughout Japan and from 100 countries and areas around the world will gather. We hope to deepen exchanges with the participants from various countries and regions around the world through international conferences and receptions.

Synergy Through Showcasing TEJ, VJTM

In conjunction with concurrently holding Tourism EXPO Japan and the VISIT JAPAN TRAVEL & MICE Mart (VJTM) for the first time in the Kansai region in Osaka, the so-called Kansai Inspection Programs are prepared for journalists and buyers from abroad to have them grow more familiarized with Osaka and the Kansai area.

From the afternoon on the final day of the business meetings till the day’s end, a variety of inspection tour programs has been developed to provide the participants with attractions and gourmet foods in Osaka-Kansai region: “The Osaka USJ Course” to enjoy tours limited to Osaka; “The Course to Experience Life and Culture of Nara” designed to experience the production of Nara inksticks; and “The Course to Experience Life and Culture of Kyoto” to taste Japanese green tea at an Uji-cha training hall in Kyoto.

In response to many requests made last year, the total business meeting time for pre-arranged appointments was extended to nine hours (up to 27 appointments) from six hours and 40 minutes (up to 20 appointments), aimed at improving the balance between domestic sellers and buyers from abroad participating in the business meetings to fortify their business appointments.

As a tie-up between TEJ and VJTM, inspection tours of TEJ exhibit booths for VJTM buyers are provided again this year on the second day of the travel showcase meetings, while TEJ exhibitors provide seminars for VJTM buyers. Escorting buyers to exhibit booths with English-language assistance as part of the inspection tours has been well received by the participants.

Event to Deliver the Latest Trends in Tourism

Placing more importance on expanding the inbound tourism base with the growing number of first-time participants, VJTM considers the event as a so-called “introduction” to allow first-timers to initiate business meetings with players in a variety of fields thanks to its diversity and numbers of delegates.

Also, this is an important venue to deliver to buyers and media representatives from overseas the latest tourism trends in Japan including measures and policies of the government.

At the media conference to be held on the first day to provide journalists from overseas with information on JNTO’s important efforts and Japan’s inbound tourism measures, they can better understand efforts for the Tokyo Olympic/Paralympic Games 2020.

Furthermore, destinations and attractions for the inspection tours conducted following the business meetings include contents directly linked with the tourism strategy of the government such as inspections of national parks and nightlife experiences.

We hope that various synergistic effects will be created through the simultaneous events of TEJ and VJTM and we would like to provide further efforts to make the two events more significant and meaningful.

Round-up of TEJ2019 Remarkable Efforts

EXPO Launching Plans for “Next Stage” of Tourism Showcasing the Osaka-Kansai Region in Debut as Host

“Tourism EXPO Japan (TEJ) 2019 Osaka-Kansai,” held for the first time outside of Tokyo, conveys “Tourism Today” in Japan and to the world, from Osaka and the Kansai region, under the theme, “Take your travel up a notch.” The event seeks to endorse the four themes through forums & seminars, exhibitions, business meetings, exchange meetings and award presentations to tourism-related businesses.



Scenes from last year's Ministerial Round Table, which included top tourism leaders from key destinations.

Architect Tadao Ando to Give Keynote Address

At the forums & seminars with the main theme of “Advancing Sustainable Tourism Development: A Vital Action Toward SDGs,” Tadao Ando, a world-renown architect from Osaka, will be the keynote speaker. Ando is known for his work including “The Church of the Light” (Ibaraki City, Osaka Prefecture) and “Chichu Art Museum” (Naoshima-cho, Kagawa Prefecture) in western Japan. Ando, whose list of accomplishments is highly regarded abroad -- winning the Gold Medal for Fine Arts from the John F. Kennedy Center for Performing Arts, Gold Medal of the Academy of Architecture of France and Grande Ufficiale dell' Ordine della Stella d' Italia -- will talk about “An Unforgettable Journey,” touching on his own perspective as an architect.

The 3rd TEJ Tourism Ministers Meeting, which will be held in collaboration with the United Nations World Tourism Organization (UNWTO) and Tourism EXPO Japan (TEJ), expects the attendance of top tourism leaders from 18 countries -- more than the number of participating countries in the previous year -- UNWTO, the World Travel Tourism Council (WTTC) and representatives from the Pacific Asia Tourism Association (PATA). Opinions will be exchanged on current challenges, countermeasures and future prospects over this year's theme of “Community Vitalization: People and Culture” for the third TEJ Ministerial Round Table.

18 Countries to Join TEJ Ministerial Round Table Meeting

At the G20 Osaka Summit held in June this year, a declaration was adopted confirming that “tourism is expected to continue to be an important driver of global economic growth” and each country “will work to maximize the sector's contribution to the achievement

of inclusive and sustainable development.” Furthermore, a G20 Tourism Ministerial Meeting is scheduled to be held in Kutchan, Hokkaido Prefecture from Oct. 25 to Oct. 26 as the first such initiative within the G20 framework. Results of the discussions from the 3rd TEJ Ministerial Round Table just before the G20 Tourism Ministerial Meeting are expected to draw attention.

According to the UNWTO, the number of international travelers in 2018 reached 1.4 billion worldwide, up 6% from the previous year. This steady growth is expected to further expand to 1.8 billion by 2030.

Tourism, highly anticipated as a growth strategy sector of the Japanese economy, is expected to play a role as the backbone of the world economy in the future. Further cooperation beyond borders and mutual understanding are needed for a sustainable and balanced global tourism.

Both the TEJ Tourism Ministerial Round Table and G20 Tourism Ministerial Meetings to be held consecutively will generate attention not only in Japan but also abroad.

Examining Tourism of Near Future With Case Examples

At the thematic symposia, experts and academia from various fields will be on stage to discuss the three themes: “Digital Marketing,” “Overseas Travel” and “Entertainment” on Oct. 25.

At the Digital Marketing symposium, being held this year again, views will heard from several stakeholders representing government tourism bureaus, theme parks and online travel service operators in light of the growing role of digital in the so-called trend “Tabinaka-in mid travel,” such as installing and using apps on smartphones and tablet devices to obtain tourist and traffic information while traveling.

In the digital field, new movements such as the birth of “MaaS (Mobility as a Service)”

-- a seamless service for mobility through the cloud means of transportation using ICT (information and communications technology) -- have emerged. The symposium verifies the near future of tourism including the introduction of such advanced cases.

Overseas Travel, Entertainment Symposia

The Overseas Travel Symposium will focus on the rise of domestic travel in Japan interlocked with the rapidly increasing number of visiting international tourists.

The number of air seats for Japanese overseas travelers is becoming very limited because so many air seats are occupied by foreign tourists who visit Japan.

The representative of Kansai International Airport, a gateway for the overseas travel in western Japan, will make a keynote speech sharing the airport's future strategies of the facility, followed by discussions among the representatives of major travel agencies, airlines and the Kansai Economic Federation on future challenges in the travel industry such as maximizing seating supply for international travel.

The Entertainment Symposium will focus on exploring ways to make use of entertainment as a tourism resource in the region. Representatives of Takarazuka Revue and Yoshimoto Kogyo, leading entertainment companies in the Osaka-Kansai region, will be on stage.

Local government heads and the Japanese representative of the foreign government tourism offices will meet to consider possibilities of promoting regional tourism in connection with entertainment.

500 Travel Planners Expected at Business Talks

TEJ integrated the business meetings, which previously were divided among overseas, domestic and inbound sections until 2 years ago. At the same time, TEJ upgraded the business talks as an “exhibition business meeting” where all business talks between buyers and sellers are held in the exhibition hall, initiating full-fledged “Messe-type” business negotiations at each booth. In addition, the accuracy of pre-appointment matching was improved to enable participants to register the personal profile of the business meeting participants and requirements for the business partner in more detail.

At TEJ 2019 Osaka-Kansai, where representatives from 47 prefectures and travel suppliers from more than 100 countries/regions will gather, an exhibition and business talks will be held under the same scheme as last year, as an opportunity for travel planners/planning managers to exchange business discussions with suppliers on an appointment basis.

More than 5,500 sessions are scheduled for the exhibition business negotiations, involving some 500 planners for domestic and overseas travel from travel agencies across the country in business negotiations.

IR GAMING EXPO 2019 as a New Initiative

As a recent trend in TEJ, participants come from a wide range of industries such as automobiles, telecommunications, real estate, distribution, education and finance, showing a growing interest in tourism and its influence on other industries.

In addition to the “Inbound and Tourism Business Exhibition,” which will be held again this year, “IR GAMING EXPO 2019” will be a new addition to TEJ.

In Japan, the Act on Promotion of Development of Specified Complex Tourist Facilities Area (Integrated Resort Implementation Act) was enacted last year, and the IR market is expected to flourish.

Having the event for the first time in Osaka and Kansai, a region aiming to attract IR, “TEJ” has hopes to attract IR, engage the travel

Points of Moderator



‘Tourism as a force for good for all.’

TEJ Ministerial Round-table Moderator
Ms. ANITA MENDIRATTA
Founder & President, ANITA MENDIRATTA & Associates
Special Advisor to the Secretary General UNWTO

Travel & Tourism is an essential, invaluable part of our lives. Each and every day 12 million passengers board flights, 120,000 flights take off for places near and far, new places, people and possibilities are discovered, lives and livelihoods are strengthened.

And importantly, as a sector responsible for one in 10 jobs worldwide, futures are secured. For this reason, Tourism has become recognized as vital for global development, with a direct role in fulfilment of the 17 United Nations Sustainable Development Goals (SDGs).

Leaders must ensure that development of Tourism is occurring in ways that are truly sustainable - economically, socially, culturally and environmentally - maintaining Tourism as a force for good for all.

Under the 2019 theme of 'COMMUNITY VITALIZATION: PEOPLE AND CULTURE,' the 3rd Ministerial Round Table in collaboration with UNWTO, a central feature of Tourism Expo Japan (TEJ), will bring together 25 exceptional tourism leaders to discuss approaches to managing Tourism's strong growth trend in a manner that meaningfully and measurably translates into benefits for all nations, and particularly, for their local communities.

It is my immense honor to return to TEJ in 2019 as Moderator of the 3rd Ministerial Round Table, navigating this important high-level-dialogue toward solutions-orientated outcomes within which all leaders can feel their personal contribution, and apply to their destination leadership going forward.

Round-up of TEJ2019 Remarkable Efforts

and tourism industries and other companies to initiate business negotiations by providing matching business services, and also to promote cultural understanding to visitors.

The “Inbound and Tourism Business Exhibition” are expected to further expand the base of the tourism industry.

Focus on Themes to Create Added Value

In the Overseas Exhibition, in addition to the traditional exhibitions centered on various destinations, the theme-focused sections under “Adventure” are newly established along with “Cruising.”

Adventure tourism, which is gaining rapid progress globally, has expanded its market size in Europe, North America and South America, generating USD 450 billion (approx. JPY 49 trillion). The annual average growth rate between 2012 and 2017 surged 11.4%, underscoring its double-digit rise.

Adventure tourism is said to be a growing travel style in Japan, now reflecting the shift in travel demand from “products” to “experiences” in recent years. Adventure, which incorporates “nature,” “activity” and “intercultural experience,” is generating increasing interest among consumers while attracting attention as a theme that creates new added value.

Stimulate Travel Demand in Local Regions

In the Domestic Exhibition, “Sake Brewery



Adventure tourism is expected to be a high-value-added theme.



©OCVB Industrial tourism has various attractions including factory night views.

Tourism,” a theme that attracted attention last year, returns with stronger appeal in the “Food Culture and Sake Brewery Tourism Area,” which will include a booth boasting the theme of “Journey Around Food and Sake.”

Local governments and organizations aiming to promote the local communities through food culture and sake brewery tourism as well as attracting visitors to local communities through initiatives making use of local food and food culture. At the booths in the “Food Culture and Sake Brewery Tourism Area,” visitors can experience the essence of a “Journey Around Food and Sake,” where they can experience the charm of the local history, nature, and culture.

In addition, in the “Industrial Tourism Area” named “Social Studies Field Trips that Fascinate the Five Senses - Small Paths of Culture and Industry,” local governments, tourism-related organizations and companies will introduce the charms of various “industrial tourism” including a factory night viewing. Besides factories, craftsmen, and products related to local-specific industries, industrial tourism targeting former factory ruins and industrial remains is likely to play a role as a “new form of tourism” that holds the key to creating future travel demand in the region, including the promotion of theme-seeking travel products.

Highlighting the Efforts of All-Kansai

From the local region where “TEJ2019 Osaka-Kansai” is being held, 18 operators in Osaka will exhibit at the Osaka Chamber of Commerce and Industry (OCCI) booth, and seven Osaka railway companies will jointly

exhibit as “Railways KANSAI,” showcasing their regional characteristics.

The OCCI exhibition booth introduces companies from a wide range of industries such as stationery and metal manufacturers, architectural design companies as well as galleries. In the “Wellness” field, which is the key words for this EXPO in Osaka and Kansai, pharmaceutical companies and medical device manufacturers in Osaka plan to exhibit and reveal the breadth and depth of the industry in Osaka.

“Railways KANSAI” includes JR West, Osaka Metro, Hankyu Railway, Hanshin Railway, Kinki Nippon Railway, Keihan Railway, and Nankai Electric Railway. A digital stamp rally jointly with local governments will be held in cooperation with the local government, with emphasis placed on the appeal of the Kansai region.



Points of Moderators & Keynote Speaker



Overseas Travel Symposium

The Outlook of Outbound Travel Market in the Age of 40 Million Inbound Travel -New Business Opportunities by Leveraging the Advantage of Kansai Airport

Keynote Speaker



Mr. Yoshiyuki Yamaya,
Representative Director and CEO,
Kansai Airports

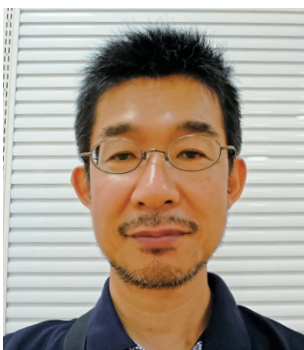
Three Kansai-based airports operated by Kansai Airports (Kansai International Airport, Osaka International Airport, Kobe Airport) have been steadily growing the numbers of passengers in recent years, with an increase of inbound travelers. In particular, Kansai International Airport, celebrating its 25th anniversary this year, is welcoming a higher number of passengers centering on its international flights.

We will introduce the current status of outbound/inbound tourism or two-way tourism, while presenting the operational overview and environment of the three airports in the Kansai region, the service status of LCC/FSC at Kansai International Airport, and comparisons of the airports in Kansai and the Tokyo metropolitan area with Narita International Airport/Tokyo International Airport.

In the second half of the session, we will discuss the sales expectations for travel agencies and the future of overseas travel from various aspects such as “safety” and “changes in travel styles” of outbound and inbound travelers, while touching upon initiatives of Kansai Airport including disaster countermeasures (new BCP) after it was hit by Typhoon No. 21 last year and the introduction of technological innovations to enhance convenience.

Moderator

Make Two-Way Tourism a Catalyst for Kansai's Overseas Travel Market



Mr. Hiroshi Kurosu,
Consulting Department, JTB Tourism
Research & Consulting Co.

Overseas travel is poised toward a record-high number in 2019, with strong momentum witnessed in many regions including Europe. Amid the ongoing excitement of increasing visitors to Japan, the number of international flights at Kansai International Airport has doubled compared to that in 2000, and the benefits are undoubtedly spreading to outbound tourism. Demand of travelers bound for Japan will continue to grow, and the appeal of the Kansai region could lead to attracting more visitors even surpassing the number to Tokyo in the future.

How can we survive the coming era of 40 million visitors in Japan through two-way tourism; setting strategies to develop new outbound destinations in anticipation of higher inbound demand, and attracting more tourists to Japan by leveraging outbound tourism?

At the overseas travel symposium, following the keynote speech made by Mr. Yoshiyuki Yamaya, Representative Director and CEO of Kansai Airports, we will welcome Mr. Takeshi Inoue, Director, General Manager of Kansai Economic Federation; Mr. Hiroaki Nagahara, General Manager of Finnair Japan; and Mr. Shuichi Endo, Head of Overseas Purchasing & Products Management at JTB Corp. who will discuss in a wide perspective the required strategies for the future of the overseas travel market.

Digital Marketing Symposium

Future Perspective of Tourism Industry Utilizing Digital Marketing



Mr. Koji Tsurumoto,
CEO and President, Travel Voice
Japan Ltd.

“Travel x Digital” - defined as the use of digital during travel -- is evolving at an accelerated pace today. Now that most travelers carry digital devices including, smartphones all the time, they are used in various scenes to make arrangements during their travel (or tabi naka in Japanese). With the introduction of new technologies, the use of digital is stepping into a new dimension.

For example, digital is used to heighten convenience and to solve problems at theme parks, and chatbots using AI (artificial intelligence) are put into place to provide optimal advice beyond human knowledge at accommodation facilities and various business entities.

In addition, there has been a trend that “Travel x Digital,” which once was led by Western countries, is now driven by those in Asia.

What are the latest trends in “Travel x Digital” and what will happen in the future? We will have a session that introduces the world's advanced cases to reveal a glimpse of the future.

Entertainment Symposium

Community Vitalization Through Entertainment!



Prof. Hiroyasu Sato,
Professor Emeritus, Matsumoto
University

Entertainment boasts a wide variety of contents. There are always some kind of entertainment elements available in the local regions that creates a source of energy for the region. Furthermore, tourism resources have traditionally involved passive elements such as construction and experiences. I believe that more active elements are required for the future of tourism.

As interests of travelers keep changing, this symposium will discuss with players with major content on how to make use of entertainment elements for regional reactivation to consider realistic ways to develop communities.

In addition, we will introduce the case of South Korea, which is currently introducing a new type of entertainment tourism such as night tourism while boosting the Korean boom, and will try to find tips for promoting inbound tourism in Japan.

Since entertainment is selected as one of the topics this year at Tourism Expo Japan in Kansai -- considered as the birthplace of entertainment in Japan both historically and culturally -- I believe that such discussions will be very interesting to all the people who are looking for materials for community building.

Series Column – Sustainable Tourism Action①

Showing the Way Leading to a “Sustainable Tourism Advanced Nation”

The Japan Tourism Agency formed and released its plan “For a Sustainable Tourism Advanced Nation” at the meeting of the “Headquarters for the Promotion of Sustainable Tourism” on June 10, 2019.

With the growing concern over congestion and bad manners occurring between the local public and inbound tourists in some sightseeing destinations amid the rapid rise of inbound tourists to Japan, a series of reports associated with the so-called “over-tourism” issues are surfacing.

After newly establishing the “Headquarters for the Promotion of Sustainable Tourism” within the agency in June 2018 in light of these circumstances, it has been conducting surveys for local governments and studying the direction of future measures at the agency, in addition to addressing advanced cases at home and abroad.

Some major sightseeing areas now face cases with problems associated with the surge in tourists. Local governments with such troubled areas are starting to notice individual issues related to the breach of manners and congestion by tourists. Developing some model projects to address the issues such as lack of manners and congestion, the Japan Tourism Agency plans to spread needed efforts including preceding cases at home and abroad nationwide.

Take It as a “Proactive Opportunity”

The Japan Tourism Agency also plans to develop and grow the concept of “sustainable tourism indicators,” complying with international standards to enable local governments and destination management/marketing organizations (DMOs) to conduct sustainable sightseeing area management based on the outcomes of the current understanding.

Since efforts to realize sustainable tourism are often considered as an “individual measure in reaction” to the negative impact of tourism, the Japan Tourism Agency hopes that local governments and DMOs consider the growing interest in over-tourism in recent years as a “proactive opportunity” to adopt a serious foothold. The agency also disclosed its decision to “fully support” proactive efforts by local governments and DMOs.

As the agency points out, in comparison with other countries led by tourism as a major industry, Japan has not yet been domestically overwhelmed by “over-tourism.” It is indeed important to prepare for the “over-tourism” issue based on a long-term perspective, meanwhile, we should have a greater talent for “sustainable” solutions to seek a path to resolve the current serious problems and pressing work.

Vital Roles of Sustainable Tourism

“Sustainable Tourism” is conceptionally a contrast to “mass-tourism.” It appears that sustainable tourism is generally understood as a concept to maintain and conserve the natural environment, the climate and culture in a region while residents and visitors in the area commonly enjoy the benefits with consideration for the region’s natural environment, climate and culture. Developing countries particularly with aims for economic development through tourism promotions are stepping up efforts for “sustainable tourism” based on such an understanding.

In advanced nations such as Japan, the U.S. and European countries, however, “sustainable tourism” is also considered as an effective countermeasure amid the progressing situations such as the shrinking of market sizes and slowing economic growth caused by the dwindling population, low birth rates and longevity. Especially in a country like Japan, where the marginal village issues are also getting more acute in mountainous regions, people have high expectations for the role “sustainable tourism” can play and in which will support the sustainability of the regions.

Showcasing the ‘Japan Model’ to the World

In January 2004, then Prime Minister Junichiro



Long-term perspectives are required for measures against over-tourism.

Koizumi said in his administrative policy speech that his administration will actively promote “Japan as a country founded on tourism” to realize “nation-building that provides a good living habitat and good place to visit.”

It’s nearly two decades since the turn of the century, today. People begin to expect “sustainable tourism” will also bring a self-reliant and autonomous movement and that “sustainable tourism” as a concept that supports “proactive opportunities” -- rather than “reaction-led individual measures” -- becomes functional. And as a concept, it help create a new progressive dynamism or momentum in industrialized countries, not just measures to tackle problems and action work, as the Japan Tourism Agency also points out.

It appears that we are in an era when all tourism industry players in both the public and private sectors should share the Japanese pride and seek to become a “tourism advanced nation.” To that end, Japan needs to develop and popularize the concept of “sustainable tourism indicators” complying with international standards so as to be able to conduct sustainable destination management and also to show the world a new way or feasibility of “sustainable tourism” in the form of what is called a “Japan model.”

Asia's most leading tourism trade show

Tourism Expo Japan 2020

Okinawa Resort Forum & Exhibition

Registration Available

2020

Oct.29 - Nov.1

Thu - Sun

VENUE Okinawa Convention Center and Surrounding Facilities

VISITORS 36,000 Visitors (Trade/Press : 1,000, General Public : 35,000)

ORGANIZED by Japan Travel and Tourism Association (JTTA), Japan Association of Travel Agents (JATA), Japan National Tourism Organization (JNTO)

First time in OKINAWA!!

Tourism Expo Japan 2020 Okinawa offers the most valuable business occasion for tourism industry professionals with a variety of focused themes such as ocean and nature resorts.

Important Program Outline

Business meetings

Forums & Seminars

Commemoration ceremonies

Networking events

VISIT JAPAN Travel Mart 2020
 -EAST ASIA- (Tentative)
ORGANIZED by : Japan National Tourism Organization (JNTO)

Features of EXPO in OKINAWA

- Exhibition Business Meetings and Forums will be held on the venue-related themes such as ocean resorts, adventure tourism, and ecotourism.
- Business Meetings will be held on an appointment basis with a well-established web system which is efficient and bring productive results.
- This is an opportunity to promote directly to the 35,000 consumers who are ambitious for travel.

TEJ Tokyo Business Meeting Special Event

This is an enriched and productive occasion to meet with about 400 of the tourism industry professionals and buyers to develop and plan tour products.

[DATES] Sept. 10 (Thu) - 12 (Sat), 2020
[VENUE] Hall A & B, Aomi Exhibition Halls, Tokyo Big Sight

Buyers

- Number of buyers in Business Meeting: 200 (Outbound buyers: 100 / Domestic buyers & inbound buyers: 100)
- Targeted buyers for Business Meetings: Professionals from all over Japan involved in outbound, domestic, and inbound travel product development and planning.

Program

Exhibition Business Meetings : Appointment based through a 2-day matching system. Maximum 16 sessions.
 Exhibition : 2-day exhibition targeting general public with 20,000 visitors expected.

Tourism Expo Japan Promotion Office

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