



Tourism EXPO Japan 2019 Forum Report

Keynote Speech The 3rd TEJ Ministerial Round Table

**October 24, Thursday, 2019
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Tourism EXPO Japan 2019 Forum Report

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Top Executives from leading international tourism organizations





Welcome Speech

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



It is an honor to join you all this year at Tourism EXPO Japan. UNWTO is slated to announce that 2020 will be a year of “Rural and Ecotourism,” featuring leisurely activities set in farming villages and that use regional resources. As seen in the recent 5th Japan Tourism Awards, in which Hyakusenrenma, Inc., was awarded the new Minister of Land, Infrastructure, Transport and Tourism’s Award for the company’s new service aimed at revitalizing local commu-

nities through overnight stays at farms, there is much to learn from the many examples of rural and ecotourism in Japan. It is no coincidence that next year’s Tourism Expo Japan 2020 will be held in Okinawa, a region that embodies Japan’s natural riches. I hope to have varied, insightful discussions, while simultaneously building upon our experiences in Okinawa and Osaka.

Establishing a future for global rural and ecotourism requires investment. To this

end, it is important that we support younger generations and impart an interest in tourism. The G20 Tourism Ministers' Meeting will be held in Kutchan, Hokkaido from Oct. 25 to 26, following the TEJ Ministerial Round Table. We hope this will lead to a global, common understanding regarding tourism and its role in creating employment.

It is momentous that, following our relocation from Tokyo, 100 countries and regions gathered in Osaka for the first show-

ing in the city. Osaka will also host the World Expo in 2025. With the Rugby World Cup as well as the Tokyo 2020 Olympic and Paralympic Games, this is a remarkable series of large-scale events in Japan. We, at UNWTO, hope to collaborate closely with everyone and learn about tourism's development in Japan. We are also interested in examining from a global perspective how these large events in Japan will affect the future development of tourism.

Keynote Speech

An Unforgettable Journey

Mr. Tadao Ando Architect

This year's keynote speech was given by internationally celebrated architect Tadao Ando. With his experiences as an architect, Ando discussed the concept of cities amid the tourism industry's increasing prominence in our globalizing world.



Photo by Kinji Kanno

Curiosity, Endurance as a Driving Force Leading a Healthy Life

“Today, I would like to talk about how I plan to live healthily to 100, from the perspectives of tourism and architecture,” Ando opened the speech. The first work he introduced that reflects this vision is “Green Apple,” which was donated to Hyogo Prefectural Museum of Art in 2019.

Ando derived the concept for “Green Apple” from modern American poet Samuel Ullman’s poem “Youth.” The poem reads, “Youth is not a time of life; it is a state of mind . . . Years may wrinkle the skin, but to give up enthusiasm wrinkles the soul.” Ando observed, “What we seek in life is not a sweet red apple. We must seek the green apple that, while unripe and sour, is constantly filled with hope for tomorrow . . . Like the green apple, no matter how old

we get, tourism will be the driving force for living youthfully.” Ando captivated his audience with humor, jesting, “Everyone involved in the tourism industry should find some inspiration outside rather than listening to me here.”

What does Ando mean when he talks about living healthily forever? For Ando, two elements — curiosity and endurance — are central. Ando was inspired to become an architect by the hardworking carpenters that remodeled his home when he was in junior high school. However, due to financial reasons, Ando studied architecture on his own, not receiving specialized education. “I had a strong curiosity to go out and see what interested me. So, beginning with travels to Nara and Kyoto, I set out to see the buildings of the world, eventually finding myself alone on a Siberian train heading to Europe in 1965, one year after Japanese citizens were permitted to freely travel overseas. Those travels have had an enduring effect on my values,” he reflected.

“Endurance” is an important concept for Ando, who has overcome serious illness to pursue his work. “In 2009, cancer was found in my duodenal papilla and required the removal of my gallbladder, bile duct and duodenum. Just when I thought I was in the clear, there was a recurrence in my pancreas and spleen, which required their removal as well. When I asked the doctor whether I was okay with five of my organs being removed, I was told my chances weren’t great. But I have twice the amount of curiosity and endurance of a normal person, so I never feel drained or in pain. I always live with optimism, and the absence of some organs isn’t going to change that.”

Making Use of Antiquated Things to Create New Value

Ando, who through his works channels the impressions he absorbs from buildings around the world, asserted, “Economic power isn’t necessarily all it takes to revitalize a city. It’s also important to make use of antiquated things and create a symbol that inspires people.”

Ando used New York City’s elevated linear park the High Line as an example. The lush, elevated park is built on a disused section of the central railroad line. The over 2-kilometer-long park is surrounded by cutting-edge art spots and shops and has gained prominence as a new sightseeing spot in New York City.

“New York City, especially Manhattan, is a work of art itself. With its lush Central Park, the Empire State Building — a symbol of 20th-century high-rise buildings — and the Chrysler Building, the city brings people together and creates excitement. The creation of the High Line, which uses a disused section of the central railroad line to create a green space for the public, shows how to create new value by using what is already present, instead of just creating new things. The High Line is situated at the height of a three-floor building. The view of the city that reveals itself to those walking through the park shows a completely different side of New York City, astonishing the world.

The Eiffel Tower, which was constructed for the Paris EXPO of 1889, is another example Ando cited to discuss the notion of cities and architecture. “The Eiffel Tower is now a symbol of Paris, but at the time, many were opposed to the building’s construction and the effect it

would have on Paris' historical, beautiful scenery. But symbols are needed in order to develop a new world. The Eiffel Tower is a great example of how a building generates new fascination in a historical city. It's like the "Green Apple" work that I introduced earlier, which attracts 700 to 800 visitors a day on average. Creativity is needed to produce a symbol," he noted.

According to Ando, Japan is suffering from dwindling creativity and intellectual curiosity. "Although there are more inbound travelers, Japan is just being carried by the rapid growth of Asia. Though Asia is coalescing as a region, Japan is still behind in terms of language and communication. Not only that, Japan is destroying historical objects in pursuit of economic reward and efficiency. Should this be acceptable? Is it really acceptable to only care about sales and profits? An economy is only as strong as the prosperity of its residents. Just because companies can turn a profit doesn't mean tourism will produce the desired economic effect and enrich people's lives," he said openly.

Tourism Made Meaningful by Inconvenience

Ando presented an example of bringing together architecture and tourism in Japan in the form of a project he worked on in collaboration with Soichiro Fukutake of Fukutake Publishing (now Benesse) in Naoshima, Kagawa. The project comprised the creation of eight art installations in Naoshima, including Benesse House and the ANDO MUSEUM. "2019 marks the fourth iteration of the international art festival Setouchi Triennale. At the center of

this is Naoshima, which, thanks to the enthusiasm and ideas of Fukutake, has been revived as a wonderland rich in nature, art and culture. The truth is, access between the islands of Setouchi, including Naoshima, is not easy. Even from Osaka, one has to use multiple transportation methods — bullet train, local train, and boat — to get there. But there are things in Naoshima that can't be found elsewhere; it's the inconvenience that make travel meaningful."

Ando also explains that tourism derives from heartfelt interactions between people. For the work "Inland Sea Driftwood Circle," created by English artist Richard Long and displayed at Benesse House, the exhibition was originally only going to display the driftwood circle. But, in playful jest, Fukutake placed painting tools around the exhibition space, to which Long responded by drawing a brilliant circular design on the wall. "The fascination of tourism doesn't come from only seeing things that are completed. There is meaning in the interaction between Fukutake and Long. Those who are sensitive can feel this interaction. But Japanese people have grown dull to this sensation, and I suspect few can feel it now," Ando said harshly.

Trees and Plant Life: Symbols of Cultural Cities

Speaking about Tourism EXPO Japan's first showing in Osaka, Ando made the audience chuckle, commenting that "30 years ago people would talk about the abundance of pickpockets, the lack of jobs, and the absence of public

spirit. Things sure have changed, haven't they?" He continued: "I have long called for creating a more beautiful, lively Osaka with our own hands." Ando goes beyond constructing buildings and advocates for urban planning administered by residents in order to enhance the public good.

In 2004, Ando called for the funding of the "Sakura-no-Kai Heisei-no-Torinuke" project, which entailed the creation of a new seven-kilometer passage from Okawa River in Kita-ku, Osaka — a popular destination for viewing cherry blossoms — to Mount Tempo. The project raised 520 million yen, funding the planting of three thousand trees in addition to the originally planned four thousand trees. "People say Osaka doesn't have any green in the city. The trees and plants that enrich people's lives are symbols of a cultural city."

The tree-planting ceremony, held in January 2005, was attended by then Prime Minister Junichiro Koizumi. "He attended despite his busy schedule at the beginning of the year. Actually, the reason for his attendance was his birthday on Jan. 8," Ando laughed. "I think it's important for leaders to be swift, act decisively and have a sense of humor."

Ando has recently been involved in the planning of facilities for "Kodomo Hon-no-Mori Nakanoshima," a library set to open in March 2020 that will cater to Osaka children, who have been the subject of concerns regarding drops in cognitive ability and disinterest in reading. The perimeter of the museum that will house children's literature and picture books will feature a terrace with views of the riverside, in addition to a garden. "I want to make it so

that, whether outside or on the stairs, visitors can read books anywhere. I want to impart to future generations the notion that growth comes from books," he said. "I want to collect the books that prominent figures such as Kyoto University Professor and Nobel Prize-winning scientist Shinya Yamanaka, as well as world-class conductor Seiji Ozawa, read as children, and plant seeds within children that will blossom into rich creativity" Ando exuded.

Society's Future Lies in Children's Well-being

As Osaka prepares for the EXPO 2025 Osaka, Kansai, big developments are underway. Looking toward the future of society, Ando stressed the importance of natural richness, the well-being of children, and global-scale communications. "2025 is just around the corner. The Expo facilities will one day be taken down. Therefore, in addition to being hospitable, we need to think seriously and from an early stage about how the event will affect our future. The event will be held on the artificial island Yumeshima in Osaka Bay. This floating environment is the ideal setting for unleashing creativity and creating something truly unique. I repeat: tourism is more than sales and profits. It is the force that inspires people to courageously rise up to challenges," Ando emphasized. "Osaka's development depends on the efforts of each individual. Living properly, keeping one's city clean and being kind . . . if we can preserve our best qualities as Japanese, there is no question that our legacy will produce prosperous urban spaces."

The 3rd TEJ Ministerial Round Table Community Vitalization: People and Culture Sharing Examples of Regional Revitalization via Tourism Tourism Leaders From 19 Countries, Four Tourism Organizations Gather

The 3rd TEJ Ministerial Round Table was attended by 24 delegates, including Tourism Ministers and leaders from 19 countries and five executives from four international tourism organizations, including the World Tourism Organization (UNWTO).

From Japan, Mr. Hiroshi Tabata, the Commissioner of Japan Tourism Agency addressed the participants. The number of countries represented grew to 13, six more than a year ago to set a record high. Following the speech by UNWTO Secretary-General Pololikashvili, who said, "I want to learn as much as possible about advanced examples on this theme and share them widely with countries that have not participated this time," the discussions were further deepened, based on examples of efforts shared by each member.

Collaboration  



Opening Remarks

Focus on "Rural and Ecotourism" from 2020



Mr. Zurab Pololikashvili

Secretary-General, World Tourism Organization (UNWTO)

Sri Lanka, the Philippines, and Mexico are cases of countries in which tourism has helped the recovery from disasters, and we can see how they can be very helpful to other countries. Regarding this theme as well, each country will disclose its own case examples to widely share with those that have not yet participated in this conference.

Japan, in particular, is an example of a new developed destination that I hope other countries can make use of its knowledge and experience as a best example.

UNWTO is a place where such learning is possible. It is necessary to not only share information among member countries but also to transfer knowledge from developed countries to developing countries.

In addition from next year, UNWTO hopes to focus on the promotion of "Rural and Ecotourism" that promote regional tourism.

Moderator

Considering the Power of Tourism in Difficult Times



Ms. Anita Mendiratta

Founder and President
ANITA MENDIRATTA & Associates

This year's Tourism Ministerial Round Table is the third, with each held when disaster struck: the first a major earthquake in Mexico, the second time was a giant hurricane in the Caribbean, and this time typhoons in Japan. Under such circumstances, all nations and players from the public and private sectors are required to accelerate collaborative efforts together. With the theme on how we can revitalize communities centering on "People and Culture" at this time, this year's round table is a good opportunity to share respective experiences among the participating countries even in troubled times, not just when things are good.

Panelists

Promote Tourism With GNH as a Guide



H.E. Mr. Sonam Topgay

Secretary, Ministry of Home & Cultural Affairs
Kingdom of Bhutan

Bhutan, opening its doors to international visitors in 1974, has promoted tourism in line with the country's overall development philosophy of Gross National Happiness (GNH), not emphasizing on the economic growth, but focusing more on people's happiness. The government has tried to ensure that tourism is promoted in a sustainable manner to meet the needs of tourists and preservation of its tradition, with a "High value, low volume" policy.

Principles of Practitioners, Beneficiaries Are Key



H.E. Dr. Thong Khon

Minister of Tourism
Kingdom of Cambodia

Cambodia has a clear vision for the promotion of community-based tourism. The principle is the region with benefits that are sustainable, and development and environmental conservation also are principles. In order to realize sustainable tourism, it is important to clarify "who is implementing the principles and who the beneficiaries are." We place emphasis on the four elements of the government, the private sector, residents and partnerships, and we welcome investment that respects the will and growth of the region.

Panelists

Homestay That Benefits Communities



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

Malaysia's "Homestay Experience" is a popular tourism program that involves 4,000 home facilities and provides tourists with opportunities to interact with local people and culture. Not only that, it brings a total of US\$6.5 million to the region, and local handicraft centers have created more than 5,000 jobs last year alone. It can be said that it plays an important role in distributing profits obtained from tourism to the region.

Spreading Community-based Tourism



H.E. Mr. U Ohn Maung

Union Minister, Ministry of Hotels and Tourism
Republic of the Union of Myanmar

In Myanmar, community-based tourism is the major form, taking advantage of rich cultural and traditional diversity consisting of more than 135 ethnic groups. To share daily lives of local people, travelers enjoy directly learning their culture and traditions, which contributes to the development of local communities. For the further development as a whole, we agree with UNWTO to formulate a Myanmar Tourism Master Plan. I would like to see the next generation move forward on this.

Legal Framework to Help Grow Local Tourism



H.E. Mr. Asad Riza

Deputy Minister of Tourism
Republic of Maldives

The Maldives has introduced more than 500 guest houses since the guest house tourism law was enacted in 2009. Guesthouse tourism is developing rapidly, with small- and medium-sized investors starting businesses. Up until now, the beauty of nature has been sold, but now it has come to focus on the local culture. The five-year strategic action plan formulated by the government also includes the development of a legal framework in which we would like to grow the region by setting rules.

Panelists

Sharing Boracay's Cleanup Case With Other Countries



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

The rehabilitation of Boracay Island in 2018 is a testament to its strong political will to achieve sustainable tourism. This initiative also provided an opportunity to promote the purification of tourist destinations in other countries. In the Philippines, cooperation between the government, the private sector and communities is used to promote sustainable tourism, including ecotourism. We believe that with proper environmental care, we can maintain it forever.

Loan for Sustainable Tourism Businesses



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

The Mongolian government has started free vocational training for people in the tourism and hospitality industries this year. A total of 10,000 people from 21 provinces across the country have already participated, helping to lower the unemployment rate. In addition, in order to support sustainable tourism businesses rooted in the local community, a green loan system has been launched with relaxed financing conditions. External tourism PR using digital is also beginning to move.

Tourism Indispensable for Preservation of Heritage



H.E. Mr. Ulugbek Azamov
Deputy Chairman
State Committee of the Republic of
Uzbekistan for Tourism Development
Republic of Uzbekistan

For Uzbekistan, the cross between civilization and tourism has become a strategic industry that protects many historical sites, increases employment opportunities and grows the economy. The government turned to an open policy several years ago to focus on developing infrastructure and hotels for travelers with guesthouses managed by local people, requiring licenses. Last year, the number of visitors doubled from the previous year. The goal is to achieve 10 million visitors in the next three years.

Emphasize Investment in Mountainous Areas



H.E. Mr. Le Quang Tung
Deputy Minister of Culture,
Sports and Tourism
Socialist Republic of Viet Nam

Vietnam estimates it will welcome 18 million foreign tourists this year. The number is expected to increase rapidly next year, with tourism to account for 10% of GDP, making it a major sector of economic development. Tourism development faces the challenge of an imbalance between coastal and mountain areas. It is necessary to shift more investments away from the coasts to the mountains. We would like to promote the development of tourism-based local communities by focusing on such policies.



Panelists

Examining Tourism Indicators for Tourism



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

The Japanese government promotes regional revitalization as a pillar of its growth strategy, and places importance on attracting local customers in its tourism policy. However, because there are not enough experience-based content, cultural assets, and national parks, etc., we want to work with local governments and local industries. For sustainable tourism, local governments and DMOs will take the initiative. In addition, the Tourism Agency is examining the development of tourism indicators that can be used in Japan this fiscal year.

Maintain Quality, Avoid Overconcentration



H.E. Ms. Caroline Leboucher
 Director General, Atout France
 French Republic

We aim at realizing high-quality tourism in various parts of the country without destroying quality. In addition, the concentration of travelers in certain cities, such as Paris, and in certain seasons has led to a negative impact on the environment and society, so we are promoting various local areas throughout the country and their cultures, foods, etc. by encouraging international tourists to increase their length of stay.

Clear Tourism Policy Supported by Private Sector



H.E. Dr. Rania Al-Mashat
 Minister of Tourism
 Arab Republic of Egypt

Egypt has recorded record-high tourism revenues in 2018 and 2019 due to a new tourism policy launched in 2018. Until then the government's involvement in the tourism industry was not sufficient, underscoring the importance of having tourism policy. It's effective to use simple and catchy phrases to attract the involvement of the private sector to work with, which can lead to promoting the country globally.

Avoiding Overtourism Remains a Challenge



H.E. Mr. Giorgio Palmucci
 President
 ENIT – Italian State Tourist Board
 Italian Republic

The Italian Tourism Board is working on three axes: innovation, accessibility and sustainability. What is important to us is the issue of overtourism. It's hard to lose our real life as Italians. What matters is the growth of value, and how to ensure economic, social and cultural sustainability has become an issue. There are 55 World Heritage sites in Italy, 64% of which are in villages with a population of less than 5,000. I want you to discover the real Italy in such villages.

Can Women and the Disabled Participate?



H.E. Ms. Mmamoloko Tryphosa Kubayi-Ngubane
 Minister of Tourism
 Republic of South Africa

A good example of community revitalization through tourism is sports events such as the World Cup. By actually hosting travelers, each person can see tourism as their own, fostering pride and a sense of solidarity in the homeland. Participation of women and persons with disabilities is an issue, and various measures are being taken to address this issue. Sustainability is essential to the participation of everyone, who is part of the community.

Branding Support for Anonymous Regions



H.E. Mr. Dalius Morkvėnas
 Managing Director, National Tourism
 Development Agency "Lithuania Travel"
 Republic of Lithuania

Lithuanian Capital of Culture has been in effect for 11 years amid various measures aimed at diversifying tourist destinations. Each year, a grand prize and 10 excellence awards are given, from among areas that applied. Financial support is received for destination PR from the government, leading to branding of the award-winning regions. On average, the numbers of visitors and tourism revenues have both increased by 30%. For areas other than the main cities, this has led to deeper demand in the off-season.

Panelists

Dealing with Seasonality, Low Wages



H.E. Mr. Eric Jakob

State Secretary
Head of the Promotion Activities Directorate,
Federal Department of Economic
Affairs, Education and Research EAER,
State Secretariat for Economic Affairs SECO
Swiss Confederation

Seasonality is one of the challenges, along with the problem of low wages. There are several projects to address them. For example, a website has been set up for a restaurant or the like, and in the summer which is the low season, employees can use it for job searches. Such projects have been set up to deal with the seasonality of employment in the tourism sector and tackle the problems from perspective of social sustainability.

Expanding Demand Beyond the Beaches



H.E. Mr. Edmund Bartlett

Minister of Tourism
Jamaica

Jamaica is highly popular with repeaters who make up 42% of all visitors. Food, reggae music, and nature, created by the fusion of various ethnic cultures, are attractive. But the greatest resource is our people. While focusing on human resource development to improve the quality of services, a pension system has also been established. In addition, with the five pillars of food, shopping, wellness, entertainment, and education, the policy is to spread the benefits of the tourism industry beyond the beaches and promote further growth.

Region-based Decision Making



H.E. Ms. Isabel Hill

Director, National Travel and Tourism Office
United States Department of Commerce
United States of America

All the decision making is done at each local community in the U.S., enabling each destination marketing and management of new services and capacity of the tourism such as Airbnb or Uber. But the introduction of such services and the decision on the capacity of tourists are entrusted to each region. This bottom-up approach is characteristic of U.S. tourism and visitors can experience the American character even in small towns.

Tourism Supports Medical Care, Infrastructure



H.E. Mr. Ephraim Kamuntu

Minister of Tourism, Wildlife and Antiquities
Republic of Uganda

In moving forward on national reform, tourism is an indispensable industry. It is a major driver of foreign exchange generating some US\$1.6 billion, which contributes to 20% of the economy, and making up 10% of the GDP. Revenue from tourism is used for medical and infrastructure development. In terms of employment, tourism contributes to 8% of the workforce. The development of tourism also enhances the solidarity of the population. However, in recent years, due to global climate changes, the number of animals -- a main attraction of tourism -- has decreased, leading to a life-or-death situation.



Panelists

Cooperation Between Crisis Response and Growth Essential



Ms. Gloria Guevara Manzo

President & CEO
World Travel & Tourism Council (WTTC)

The World Travel & Tourism Council (WTTC) has three issues to address. These are climate change, prevention of political instability and sustainable growth. What is common is that cooperation between various stakeholders is essential. The tourism industry produces 10.4% of global GDP, creating one in 10 jobs worldwide. Last year, one-fifth of all new jobs in the world were born in the tourism industry. These numbers point to a bright future for the tourism industry, but it is not granted. It is important to make efforts to create more jobs through cooperation beyond the public and private sectors.

Managing the Growth of Tourism



Mr. Shannon Stowell

CEO
Adventure Travel Trade Association (ATTA)

As regards tourism revitalization, governments and companies should not speak from their own perspectives, but from that of the community. I think that it is necessary to listen to the voices of the community. However, this work is very time-consuming. Companies and governments tend to seek short-term results, but efficiency-first attitudes are not suitable for local efforts. A long-term approach that is different from a mass-tourism approach is essential.

Urgency in Resolving Over-capacity



Mr. Wong Soon-Hwa

Vice Chairman
Pacific Asia Travel Association (PATA)

The problems that arise when the number of visitors exceeds the capacity of the community – also referred to “overtourism,” are rapidly worsening in many of the world’s tourist destinations. Even Mt. Everest is now not excluded from this problem. But there is only one earth. What can be done for the next generation? Thinking, based on the community, can help lead to the distribution of the number of customers.

Closing Remarks

People and Culture: Keys to Community Activation



Mr. Zhu Shanzhong

Executive Director
World Tourism Organization (UNWTO)

The people who live in the community and the local culture are keys to revitalizing the community. Taking advantage of this, tourism plays an important role in developing the region. I am convinced that today’s discussions will contribute significantly to achieving the development agenda by 2030, the 17 SDGs, and sustainable development goals. I look forward to seeing you again at the 4th meeting next year in Okinawa.



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The Power of Travel



**Tourism
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