



Tourism EXPO Japan 2023 Forum Report

Keynote Speech The 6th TEJ Ministerial Round Table

**October 26, Thursday, 2023
INTEX OSAKA, International Conference Hall**



Tourism EXPO Japan 2023 Forum Report

C O N T E N T S

Theme of TEJ 2023

Open the Door to the Future

Keynote Speech

4

Speaker: Mr. Masaru Ishikawa
EXPO Site Operation Producer
Japan Association for the 2025 World Exposition

The 6th TEJ Ministerial Round Table

8

Speakers: 14
Tourism Ministers/Secretaries from 9 countries
Chief Executives from leading international tourism
organizations





Keynote Speech

Creating an EXPO of the new era together

Mr. Masaru Ishikawa
EXPO Site Operation Producer
Japan Association for the 2025 World Exposition



An exposition was held in Osaka 120 years ago. This was the 5th National Industrial Exhibition. Automobiles, which were rare at the time, were on display. Now some 120 years later, the World EXPO will be held in the same Osaka area, where “flying cars” will be unveiled.

Today, I will begin with the birth of the World EXPO, the first of which was held in London in 1851. In the 20th century, many companies began to participate in the World

EXPO. At the 1994 BIE (Bureau International des Expositions) general assembly, a new vision for the World EXPO was adopted, with the idea of making it a place to solve global issues. Starting with Aichi EXPO in 2005, organizers began to develop themes and themed projects. In addition to these projects, the Osaka, Kansai EXPO is also working on Expo DX, Future Society Showcase Project, theme weeks, and more. I hope that the success of this EXPO will set a new standard for

a new generation of EXPOs.

EXPOs are 'Mirrors of the Times'

EXPOs are said to be "mirrors of the times." Here is a brief introduction to the 1851 London Great Exhibition: stone and brick architecture was the mainstream in London in the 19th century, but a huge structure made of iron and glass, called the Crystal Palace, was built. This was a major innovation in architecture. Innovation in products also occurred, from limited distribution to mass production due to the Industrial Revolution, to diversification and mass consumption due to colonial policies. In tourism, the travel industry flourished through the experience of going to the Great Exhibition.

Since the London Great Exhibition, World EXPOs have been held in major cities around the world such as Paris and New York. One event that is particularly closely related to Japan is the Vienna World's Fair of 1873. The Meiji Government officially participated for the first time, and the Iwakura Mission also made an inspection tour. The Japan Pavilion exhibited symbols of Japanese culture such as *torii* gates, Nagoya Castle's golden grampus roof ornaments, and *ukiyo-e* prints, which created a Japonesque boom in Europe.

Four years later in 1903, the Fifth National Industrial Exhibition was held in Japan, for the first time at Tennoji Park in Osaka. Michio Doi, who served as president of the Osaka Chamber of Commerce and Industry for 22 years. It is said that Doi and his colleagues took the Paris International Exposition, held

three years earlier, as a point of reference. After the Exposition, the Tsutenkaku Tower was built on the model of the Triumphal Arch with the Eiffel Tower on top. Luna Park was built around it.

Between the two World Wars, there was no World's EXPO held for a while, but in the 1960s a major World's Fair was finally held in the United States -- the 1964 New York World's Fair. Although it was not an official BIE-registered fair, there were significant changes. Participation of companies in expositions has greatly increased. Disneyland's "It's a Small World" attraction first unveiled to the public at this World's Fair. Big corporations such as IBM, Ford and Kodak created large-scale pavilions that showed a bright future.

The Japan World Exposition, Osaka 1970 (EXPO 70) was modeled after the New York World Fair. The most talked about topic was the "Moon Rock." While working on the Osaka, Kansai EXPO, I often hear that leaders of today's society say that EXPO 70 was a huge event for them. We often hear people say, "I want to pass on these things to the next generation. That's why I support the Osaka, Kansai EXPO." Many companies exhibited their technology at the EXPO. At the time, Nippon Telegraph and Telephone Corp. (now NTT) exhibited mobile phones, Sanyo exhibited a human washing machine, and Fujipan exhibited robots.

Transforming into a Place to Show the 'Path to Solutions'

That is the history of the EXPO up to to-

day. The first generation (beginning with the London Great Exhibition of 1851) saw a series of major exhibitions held in large cities. In the 1960s, in the second generation of major EXPOs was finally held in the U.S. and Osaka. In the third generation, which followed the BIE general assembly in 1994, the role of the EXPOs changed significantly. The first generation's World EXPO represented "national prosperity," the second generation "affluent lifestyles," and the third "paths to solve problems." The first two were about achievement, but the third generation is about starting points.

One of the first World EXPOs of the third generation was the Aichi EXPO, which focused on the environment. The most popular exhibit was the mammoth that emerged from the melting permafrost in Siberia due to global warming. Other features included a system that generates electricity from food waste gathered at the venue, a hybrid transportation system that had an autonomous operation, a fuel-battery hybrid bus using hydrogen, and a linear motor car. They have also introduced admission tickets using IC chips. Robots autonomously cleaned up after visitors left, including an android robot that spoke in four languages and a dinosaur-shaped entertainment robot. While these futuristic technologies were on display, the technology was still under-used in terms of operations at the EXPO. The main arteries in front of the EXPO's gates and throughout the venue were crowded with people, and some stayed up all night in front of the gates to get numbered tickets to popular pavilions.

Osaka, Kansai EXPO's Challenges

At the Osaka, Kansai EXPO, we hope to use "Expo DX," new technology to reduce the burden on visitors and to make the EXPO more comfortable and enjoyable. One specific initiative is the introduction of electronic admission tickets. We have created a series of systems for admission and pavilion reservations. The electronic ticketing system can help eliminate the congestion in front of the gates. For visitors, if the day they want to go is busy, they can choose another day. For management, knowing the number of visitors in advance will enable more efficient operations. Pavilion reservations can be made by leaving the waiting to a machine, allowing visitors to go eat or see an event while they wait.

The Dubai EXPO was held just before ours. When I attended it, and saw that all the pavilions were wonderful, large in scale, and filled with beautiful designs. A 60,000 square-meter fairground was being constructed near the gate. The pavilions and the fairground were used for a "theme week" of 10 global themes, and events were held throughout the EXPO for everyone to think about the themes of the week. This initiative has never been done at previous World EXPOs, but I felt that it was a very advanced approach for a World EXPO that aims to solve problems. We will continue to build on the achievements of Dubai, further develop them, and pass the baton to the next World EXPO. We have already announced the themes for the theme weeks at the Osaka, Kansai EXPO.

Next, I would like to introduce the "Future

Society Showcase Project." The EXPO will have a three-tiered structure. The lowest is public works, which includes developing the venue. Above that are revenue-generating projects. This is the part that uses the revenue from admission fees to provide safety and security to visitors, and conducts activities such as PR. Since there is a limit to the revenue generated from admission fees, this part of the plan is extremely restrictive. However, everyone's expectations for the EXPO are extremely high. The third tier of participating projects will help meet these expectations. Overseas and corporate pavilions, events and themed projects are what make the EXPO so attractive. At this EXPO, we will introduce the "Future Society Showcase Project." We are inviting companies to participate in the operation of the EXPO and providing services. This is a business scheme that aims to create a win-win effect in which the introduction of a company's technology and services will increase visitor satisfaction while gaining PR benefits.

One of the best examples is the Virtual EXPO, a combination of real and virtual experiences that allows visitors who cannot visit the EXPO can experience the message of the EXPO. We have also announced flying cars, self-driving EV buses, and hydrogen boats. We will also introduce personal agents. This is a system that provides services and recommendations tailored to each visitor. Initiatives are planned to showcase future cities that have simultaneous interpretation systems where Society 5.0 is realized. A carbon-recy-

cling factory will serve as a facility to recycle CO₂ by absorbing it from the atmosphere. We also plan to use Perovskite solar cells on the roof of the bus terminal within the venue. Furthermore, with the participation of financial companies, the entire venue will be completely cashless.

Seeing the EXPO Lasts a Day, Participating in the EXPO Lasts a Lifetime

Earlier, I introduced the 1900 Paris EXPO. Earlier at the 1867 Paris EXPO, Japan – Edo Shogunate -- participated for the first time. There, Eiichi Shibusawa, who participated in a mission from the shogunate, saw advanced Western technology and brought it back to Japan, which greatly contributed to Japan's modernization.

When people ask me, "What is the legacy of the EXPO?" I always answer "It's the people." I mentioned earlier that people who saw the 1970 Osaka EXPO as children are now among the leaders of society and are supporting the upcoming EXPO. If, 50 years from now, we hear people say, "I am now working for an international organization, or starting a carbon-free investment, or starting a local event because of the Osaka, Kansai EXPO," then we will have realized the value of the EXPO.

"Seeing the EXPO lasts a day; participating in the EXPO lasts a lifetime." I hope that you will be able to take part in the EXPO and create one that will go down in history, and make it worthwhile for us to have done it.

The 6th TEJ Ministerial Round Table Rethinking Tourism for a Better Future

Keywords: sustainability and community

Tourism leaders from nine countries and five international tourism organizations exchanged opinions

The 6th TEJ Ministerial Round Table was attended by total 14 representatives including Tourism Ministers and tourism administration leaders from nine countries and five executives from international tourism organizations. Ms. Zoritsa Urosevic, Executive Director of World Tourism Organization (UNWTO) made an opening remarks. From Japan, Mr. Ryusho Kato, Parliamentary Vice Minister of Land, Infrastructure, Transport and Tourism participated as a panelist.

Collaboration



Moderator

Inspiring Models and Insights for Better-Harnessing Power of Tourism



Ms. Marjorie Dewey
President
Connect Worldwide Japan Co., Ltd.

Tourism has enormous potential to spur economic growth, build communities, foster cultural understanding and bring joy and discoveries to travelers. The panel shared their efforts in harnessing the power of tourism while addressing pressing issues such as sustainability, impact on communities, over-tourism and generational changes, as well as their thoughts on how they are shaping the future of tourism. We hope that the insights gained from the session will be useful for businesses and organizations of the audience.

Opening Remarks

Platforms to Assess SDGs Engagement of Tourism Activities



Ms. Zoritsa Urosevic
Executive Director
World Tourism Organization (UNWTO)

The travel industry has witnessed a strong recovery from the pandemic's impact. However, the emphasis of post-pandemic development should not be the increase in numbers but enhancing the quality of the travel sector. UNWTO, in collaboration with other government leaders and organizations, has developed tools and platforms to assess the SDGs engagement of tourism activities. These tools evaluate inclusiveness, resilience, and economic diversification. Both private sector and the government should leverage these tools. Education, investment, and innovation is essential to the evolution of the new travel industry. UNWTO will remain supportive of these efforts.

Panelists

Prioritizing Responsible Tourism for the Mutual Benefit of the Industry



Ms. Tutiatty Abdul Wahab
Permanent Secretary, Ministry of Primary Resources and Tourism, Brunei Darussalam

In the post-Covid tourism, Brunei, with abundant travel resources including wildlife and lush rainforests, and rich cultural heritage, is committed to the environmental sustainability and the preservation of cultural heritage. A new platform Tourism Industry Roadmap is introduced to serve as a guideline in developing Brunei into a peaceful and tranquil travel destination. The collaboration between the public and private sectors, local communities' engagement, and the promotion of responsible tourism, are essential to distribute the benefits of growth across all the sectors of the industry.

Tourism Opens Minds, Benefits Communities and Spurs Technological Advancement



Mr. Roshan M. Thomas
Director, Ministry of Tourism, Government of India, Republic of India

Tourism is a key feature in the economic strategy of India and it has multiple benefits to the communities. Especially, the impact of tourism on microeconomy is immense as seen in examples of slum tourism and agriculture tourism. India is also promoting remote and metaverse technologies that allow people to experience the joy of travels without physically moving from one place to another. Tourism opens minds and offers new ways of meeting people, which will help the world inch closer to peace.

Offering Serenity, Sustainability and Spirituality through Post-Pandemic Tourism



H.E. Dr. Sandiaga Salahuddin Uto
Minister of Tourism & Creative Economy / Head of the Tourism & Creative Economy Agency Republic of Indonesia

Indonesian tourism industry, both inbound and domestic, has been recovering at a rapid pace. The growth of domestic travels is even stronger than the pre-pandemic levels. In the post-pandemic era, people are seeking serenity, sustainability and spirituality in tourism and placing more importance on experiences and personalized elements in travels. At the same time, regenerative tourism is gaining momentum. We aim to capture growing opportunities in tourism with greater emphasis on the quality, safety and experiences through innovative initiatives, strategic adaptations and fruitful collaborations.

Sustainable and Responsible Tourism for Recovery and Resilience for Future



Datuk Mohd Zamri bin Mat Zain (Mr.)
Deputy Secretary-General Ministry of Tourism, Arts and Culture, Malaysia

Malaysia promotes its tourism aligned with the SDGs and agendas in its three pillars of competitiveness, inclusiveness, and sustainability. We practice sustainable and responsible tourism for recovery and resilience to encourage innovative development and response to new trends, focusing on specific segments and medical and wellness packages to add high spending tourists. We also identify nature-based products, open air activities, and rural tourism will continue to drive innovation. We have a good model, the Miso Walai Homestay, offering such experiences as well as generates economic impact.

Efforts Made by Thailand amid and after Pandemic



H.E. Ms. Sudawan Wangsuphakijkosol
Minister of Tourism and Sports Kingdom of Thailand

The latest pandemic gave us an opportunity to rethink tourism for a better future. Amid the pandemic, Thailand remained open to inbound tourists while other countries in lockdown. After the pandemic, we drove the nation's recovery through tourism agendas, focusing on safety, security and environment challenges and its Bio-Circular-Green Economy Model in line with SDGs. We also promote a market strategy plan to pursue sustainable tourism, raise our tourism standards through a new tourism ecosystem, and enhance our competitiveness.

Enhancing Tourism for Economic Growth and Heritage Preservation for Future



Mr. Umid R. Shadiev
Chairman, Tourism Committee, Republic of Uzbekistan
(Substitute: H.E. Mr. Mukhsinkhuja ABDURAKHMONOV Ambassador, Republic of Uzbekistan)

Tourism industry is a strategic sector for Uzbekistan, growing its economy and creating new jobs. The sector is also an important tool for enhancing international cooperation, cultural exchange, and the well-being as well as strengthening humanitarian ties in the society. Meanwhile, we have responsibility for how the sector will interact with environment and sustainable development amid its rapid growth, attracting inbound tourists by improving tourism quality. At the same time, it is crucial to restore and preserve tangible and intangible heritages for our future generations.

Enhancing Sustainability and Resilience of Tourism Industry



Mr. Kato Ryusho
Parliamentary Vice-Minister of Land, Infrastructure, Transport and Tourism, JAPAN

Japan's tourism industry is recovering steadily amid prolonged impact from the pandemic. Tourism is a pillar for its growth and a key for its regional revitalization. Japan enhances attractiveness and profitability of individual regions to make the industry and tourist destinations sustainable by adding high value to them. Meanwhile, tourism is vulnerable to infectious diseases like COVID-19 and disasters. We will hold an international conference next year in cooperation with the UNWTO to share knowledge and discuss measures for promoting the resilience of the industry.

Reviving Tourism Industry Post-Pandemic: Sustainability and Local Collaboration



Ms. Ivana Jelinic
CEO, ENIT - Italian State Tourism Board, Italian Republic

Italy is reviving its post-pandemic tourism industry by investing in digital transformation, marketing campaigns, and financial support programs. Sustainability is a key focus, with eco-friendly practices and public transportation promoted. Collaboration with local authorities supports infrastructure development and promotes lesser-known regions to reduce overcrowding and stimulate economic growth. The government invests in training tourism professionals, improving transportation infrastructure, and enhancing connectivity to boost tourism recovery. Italy can enhance its tourist appeal by catering to changing traveler needs, promoting responsible tourism and fostering collaboration.

Panelists

WTTC is Driving Tourism Recovery and Resilience Post-Pandemic



Ms. Maribel Rodriguez

Senior Vice President
World Travel & Tourism Council (WTTC)

Japan and the Asia Pacific region are experiencing recovery, with 11% of the growth of Japanese GDP contribution to travel and tourism. Global growth remains steady, creating employment opportunities and \$15.5 trillion in revenue in the next ten years. WTTC has significantly aided the tourism sector's recovery by fostering confidence, sharing information, addressing challenges, advocating for sector interest, and monitoring consumer trends. During the COVID-19 pandemic, our commitment to sustainability ensures responsible development, preservation of natural resources, and a more resilient future for the sector.

Gauge the Health of Destinations as a Measure of Success



Mr. Shannon Stowell

CEO, Adventure Travel Trade Association (ATTA)

After going through the COVID-19 pandemic, leisure travel has quickly come back, and so has the problem of over-tourism. We still face other issues such as climate impact, environmental degradation, and so on. The tourism industry needs to change its philosophy and shift focus from attracting more travelers to controlling the tourism to maintain the health of destinations. We need to develop a set of measurements to gauge the health of travel and tourism through the collaboration of governments, business communities and NGOs.

ETC's Sustainable Tourism Strategy: A Path to a Greener Future



Mr. Eduardo Santander

Executive Director
European Travel Commission (ETC)

ETC is shifting from a market-driven approach to a sustainable tourism growth strategy. This shift aims to revitalize natural environments, cultural heritage, and traditional practices. Stakeholders such as policymakers, NTOs, tourism operators, local communities, SMEs, and visitors are all involved in this process. ETC unveils Climate Action Plan, committed to reducing annual Green House Gas emissions and providing guidance on creating a net-zero roadmap through the Chapter Earth working group. Digital transition and making tourism an attractive industry are also key challenges for sustainable growth.

Summary



Ms. Marjorie Dewey

President
Connect Worldwide Japan Co., Ltd.

Today's panelists, all experts in the tourism industry, shared informative and valuable opinions. They spoke about how they survived the pandemic and how to rethink tourism for the future, from the perspective of their respective countries and organizations. I really appreciate their efforts.

Develop a Broad Tourism Product mix to remain competitive



H.E. Ms. Philda Nani Kereng

Minister of Environment, Natural Resources
Conservation & Tourism, Republic of Botswana
(Substitute: H.E. Major General (Ret.) Gotsileene
MORAKE, Ambassador, Republic of Botswana)

Tourism is a great value proposition and source of income to Botswana as in other Southern African countries. In Botswana, the tourism industry is increasing its share of GDP from 6.3% in 2000 to 13.1% in 2019. The government is stepping up its efforts in developing a broad tourism product mix to remain competitive as a destination. To rethink tourism for a better future, developing consistent and harmonized protocols with decisions driven by data and made on a multilateral basis will be necessary.

Harnessing the Power of Tourism to Be Responsible and Sustainable



Mr. Benjamin Liao

Vice Chair, Pacific Asia Travel Association (PATA)

PATA forecasts the number of international tourists returning to the pre-pandemic level in 2024 and exceeding by 2025. Global labor shortage and price-value adjustments would also impact tourism today. The international community needs to harness the power of tourism to fulfill its responsibility for sustainable tourism. PATA supports cross-regional dialogue and collaboration to promote initiatives, such as developing tools to reduce single use plastic under the TDR (Tourism Destination Resilience) program and supporting tourism in Thailand moving toward sustainability through a business-led supply chain approach.



Tourism EXPO Japan 2023 Forum Report

Issued by: Tourism EXPO Japan Promotion Office
Designed and Printed by: REGION Inc.

Tourism EXPO Japan Promotion Office
Zen-Nittsu Kasumigaseki Bldg.
3-3 Kasumigaseki 3-chome, Chiyoda-ku, Tokyo 100-0013, Japan
Phone: 81-3-5510-2004
E-mail: event@t-expo.jp
<https://t-expo.jp/en/>

Copyright (C) 2023 Tourism EXPO Japan Promotion Office All rights reserved.
December 2023

The Power of Travel



**Tourism
Expo
Japan**