

## Opening Addresses

Kinki District Transport Bureau, Ministry of Land,  
Infrastructure, Transport and Tourism, Japan

UNWTO Regional Support Office for Asia and the Pacific

Osaka Prefectural Government

# Opening Address

Director-General, Kinki District Transport Bureau **Masato Kakami**



Thank you for the introduction. Distinguished guests, ladies and gentlemen, on behalf of the Kinki District Transport Bureau it is my honor and pleasure to welcome you to Osaka for this opening ceremony of the UNWTO Seminar on Asia-Pacific Youth Tourism Exchange.

It is with deep appreciation that I see so many of you here today to participate in this Seminar.

The UNWTO Seminar on Asia-Pacific Youth Tourism Exchange is designed with the purpose of exchanging our views, deepening our awareness, and coming to a common understanding on the ideals of tourism exchange for young people, who are richly receptive and keenly sensitive.

Recent trends in international travel show that more young people from other countries are visiting Japan. There seems to be a rising interest in getting to know our country. On the other hand, the number of Japanese youth going overseas is on the decline, and we do not know exactly why. The expansion of youth tourism exchange ideally goes beyond a simple numerical increase in the number of visitors going both ways, but also helps to facilitate permanent mutual international understanding and strengthen friendships, and ultimately contributes to world peace. Since not many seminars have had themes targeting youth, it is our understanding that this Seminar is a timely and meaningful one, as it takes the standpoint of young people who will carry our

future on their shoulders, discussing the present situation and needs in an effort to expand youth tourism exchange.

Needless to say, this seminar under this theme has great significance in our nation's policy toward becoming a tourism-oriented nation.

The "Tourism Nation" policy is an important government policy aimed at a more attractive and beautiful form of development for Japan in the 21<sup>st</sup> century. In the interest of its promotion, the Cabinet decided on a "Basic Plan for the Promotion of a Tourism Nation" in June 2007, set forth concrete targets and measures such as having 10 million foreign visitors come to Japan and having 20 million Japanese people go on overseas travel in 2010. Various efforts are underway to meet these targets. Furthermore, Japan Tourism Agency was established within the Ministry of Land, Infrastructure, Transport and Tourism (MLIT) in October of this year for the purpose of more strenuous promotion of these measures.

It is said that "Tourism is the passport to peace." The expansion of youth tourism exchange is a true embodiment of that saying. We believe that this will contribute greatly to making our national goal of Tourism Nation a reality.

It is my fervent hope that this Seminar will serve as a catalyst for more active mutual exchange by young people, and that it will be an important step toward the manifestation of a Tourism Nation.

Last but not least I would like to express my heartfelt thanks to the hosts and sponsors of this Symposium: Asia-Pacific Tourism Exchange Center (APTEC), Osaka Prefecture, Japan National Tourism Organization (JNTO), the United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP), Ritsumeikan Asia Pacific University (APU), Hannan University, and all the individuals who gave their support.

Thank you very much.

# Opening Address

Chief of the UNWTO Regional Support Office  
for Asia and the Pacific

**Yuichiro Honda**



Good morning, ladies and gentlemen.

I am Yuichiro Honda, the Chief of the UNWTO Regional Support Office for Asia and the Pacific.

I would like to thank the Director-General Kakami from the Kinki District Transport Bureau, and Director General Masaki from the Department of Dynamic Osaka Promotion, Osaka Prefectural Government and everyone here today for taking the time to be here.

It is obviously very difficult to numerically quantify youth tourism in Japan, but it is an extremely interest theme to us at the UNWTO because of the future connotations.

It was reported from a 2005 UNWTO study that youth tourism is growing strongly all around the world.

Which raises the question with us of how youth tourism in Japan has tended to be in these recent years. I have heard some say that, setting aside educational trips and school excursions, the youth have, as was common before, stopped going abroad on their own. Japanese youth boldly began to journey outside of Japan in the 1970s, but today, this may have shifted greatly to other means of travel, such as group tours, including college graduation trips, and packaged tours.

Many thanks to the efforts of national and local governments and people from the tourism

industry, tourism and exchange between Japan and nearby countries is active. Today, we will be focusing on youth tourism and exchange in the Asian Pacific and the world as a whole, and hearing from the United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP), as well as some very noted experts from Hong Kong, Korea and Thailand. Also, for today's seminar, we are fortunate to have the cooperation and participation of professors and foreign-exchange students from Ritsumeikan Asia Pacific University, which works closely with the UNWTO in studying tourism, as well as professors and students majoring in tourism from Hannan University here in the Kansai.

With everyone's efforts, we will try to ascertain the state of youth tourism and, from there, discuss what should be done to promote youth tourism on the national and regional levels, as well as the value and future of youth tourism itself.

I hope that today's presentations and panel discussion may offer some hints on promoting youth tourism from abroad in Japan and the Kansai, encourage Japan's youth to travel to countries in the Asian Pacific and elsewhere around the world, and deepen our understanding of one another through tourism and exchange.

I would like to end with that. Thank you.

# Opening Address

Governor, Osaka Prefecture **Toru Hashimoto**

(Message Read by

Director General, the Department  
of Dynamic Osaka Promotion,  
Osaka Prefectural Government

**Hiroshi Masaki**)



Distinguished guests, ladies and gentlemen, it is my honor to extend my greetings to you on behalf of the hosting municipality.

Our deep relationship with the UNWTO Regional Support Office for Asia and the Pacific goes back to 1995 when Osaka Prefecture succeeded in inviting this tourism promotion organization to Rinku Town adjacent to Kansai International Airport. I am most happy for the success of today's "UNWTO Seminar on Asia-Pacific Youth Tourism Exchange in Osaka."

In the context of ever increasing internationalization of the world, I feel we need to have our young people deepen mutual understanding with their counterparts in other nations, through exchange at an early period with youth around the world, in order to promote the internationalization of Japan.

I am also convinced that exchange through youth tourism, which is generally referred to as educational travel, is not only effective for cultivating a cultural sensitivity in our youths but will also contribute greatly to world peace in the future.

I anticipate this Seminar to be a meaningful one, as it has a full program with a broad perspective for the Asia Pacific region, such as "Identifying the present realities of youth tourism," "Pursuing the kinds of tourism exchange for mutual understanding sought by young people," and "Preparing the hosting capabilities for the

promotion of exchange."

In Osaka Prefecture, we are actively committed to youth tourism exchange in the East Asian region. In addition to our prefecture's own unique exchange programs, we utilize the Cabinet Office's "International Youth Exchange" and the Foreign Ministry's "Japan - East Asia Network of Exchange for Students and Youths Program (JENESYS Program)."

The most difficult on-site aspect of youth exchange is the matching of schools.

In Osaka Prefecture, we have an Educational Exchange Coordinator in the Osaka Convention & Tourism Bureau who helps to make swift matches of Osaka schools with schools in other parts of East Asia, taking into account the strong points and unique efforts being made at each school, in response to the various requests made by East Asian schools including sports exchange and cultural exchange.

As a result of an accumulation of fine-tuned, grass-roots level exchange between individual schools, we have succeeded in the exchange of more than 11,000 students to date. We have received positive feedback from many of the participating schools who have expressed their satisfaction.

Our educational exchange coordinator will be lecturing today, and I invite you all to enjoy the presentation.

In closing I would like to express my hope that the results of active networking and exchange of views at this meeting will be communicated to the world. May all of the participants have a meaningful time at this Seminar.



## Keynote Presentation

“The Outlook of Current Trend of  
the Tourism Exchange for Young  
Generation in Asia and the Pacific”

**Ryuji Yamakawa**

Chief of Tourism Unit, United Nations Economic and  
Social Commission for Asia and the Pacific (UNESCAP)

## Keynote Presentation

# “The Outlook of Current Trend of the Tourism Exchange for Young Generation in Asia and the Pacific”

Chief of Tourism Unit, United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP)

**Ryuji Yamakawa**



I am going to speak about the theme from a broader perspective by adding in promotion of youth tourism in the Asian Pacific Region. We haven't numbers that paint a clear picture of youth tourism and there are not any statistical analyses, therefore you have to talk about trends.

I would like to start by first defining what youth tourism is and then talk about the present state and future outlook of youth tourism in the Asian Pacific, and UNESCAP. My talk will also include a background explanation that looks at youth tourism from socio-economic viewpoints. I will also touch upon a few topics I recommend that should be considered in promoting youth tourism.

The World Youth Student and Educational Travel Confederation (WYSETC) defines youth tourism as persons ages 16 through 29 traveling alone for a period of less than one year. Anything over one year does not qualify as youth tourism. It can be best characterized as independent travel without one's parents and offering opportunities of study abroad.

Youth tourism is a very important market, but neither governments nor the private sector fully understand this. The World Tourism Organization (UNWTO) estimated that youth account for more than 20% of all international tourists, with more than 160 million youth traveling abroad a year and creating revenues in excess of 136 billion dollars. So, what is the motivation that inspires these 160 million youth to travel abroad? 81% want to expand their knowledge by exploring

other cultures, making friends and interacting with people from other places, and experiencing daily life in another place. Also, young people tend to stay longer abroad. And, they commonly use service by paying cash. Though the expenditures one makes are not that big, when the total amount is added together, it may possibly be a serious contribution to the local economy.

Young people go to various places including places not on tourist maps. For example, in Thailand, youth tourism registers in places outside of popular destinations like Bangkok, Chiang Mai and Phuket. Because they travel to Koh Chang, Koh Samui and Koh Phi Phi, places not in the mainstream of tourism benefit from their coming. Young people want direct contact with people from other worlds and are adamant about traveling alone in order to encounter and interact socially with other cultures.

Those providing services to these young people do not need to invest large amounts of capital as a business. Even with lodgings, young people do not need five-star hotels. Many young people stay at reasonably priced hotels, youth hostels and guesthouses. The capital investment for starting up this grade of lodging is far less than that needed to build a luxury hotel. Moreover, traveling youths play a very important role in society. These young people are greatly influenced by their experiences. They increase their knowledge of things and learn about other cultures. After returning home from their travels, they feel more



a part of the global community and, by expanding their horizons, they become more open-hearted, confident and considerate in their contacts with others.

According to reports by UNWTO and WYSETC, 80% of the young people who travel gathered their travel information over the internet. It was also learned that 50% collected information and booked reservations over the internet using new technologies. For private businesses, the issue is how to come in contact with this market. And, it may be necessary to offer tourism products and programs online. That kind of investment is for the future. Many young people who have had positive experiences become repeaters and return to the same destination, therefore investment adds to one's future.

The Asia-Pacific Region defined by UNESCAP reaches as far as Turkey to the west, Russia to the north and Australia to the south. It also includes the island nations of the Pacific Ocean. The region is densely populated and consists of 53 countries and 9 territories of varying degrees of development. It is where you find dynamic regional economies and the engine for global economic stability. The powerhouses are Japan and Korea. Australia and New Zealand are industrially advanced nations with high personal incomes. Playing the role of economic engine are China and India with their enormous populations. Then, there are the ASEAN countries whose economies continue to grow steadfast.

In contrast to that, there are the so-called 14 least developed countries. As defined by the United Nations, they are Cambodia, Myanmar, Lao PDR and Nepal. And, there are 17 island nations, but places like Fiji and Samoa are disadvantaged as a market because their remote locations

virtually prohibit development. Moreover, 800 million people live in this area and 67% of the world's population that lives below the poverty line are here. By "poverty line," it is meant earning less than one dollar a day.

I believe that the Asia-Pacific Region has the power to change the world. If the Asia-Pacific economies can continue to flourish and help to stabilize the global economy, it would be a great contribution to civilization. On the other hand, should India's or China's economy stop growing, it could spawn a global economic crisis. For those reasons, the Asia-Pacific Region can be considered capable of changing the world.

I would like to now switch my talk to tourism in the Asia-Pacific. Tourism has risen rapidly in the last few years. And, the level of growth has surpassed other regions. And, there is enormous hidden potential for even further growth in the future. What this says is that the regional economy is very strong. Moreover, transportation and the opening up of air routes are progressing. And, the number of low cost travel companies is increasing. Tourism is a priority issue in many countries and territories. They are making various efforts to smooth the visa process in the name of development. Furthermore, cooperation is strong amongst ASEAN countries.

Let me now introduce the strong possibilities of future growth in youth tourism. New air routes have opened up and low cost airlines are on the rise. More importantly, this region has scenic natural environments and numerous cultural heritages as attractions. There are the unique cultures and customs of some 54 countries. And, hospitality is a tradition and, with the beautiful outdoors, all of these countries have the ground for drawing young tourists. Turning to the market,

the countries that are sending youth tourists are usually countries with economic power. Moreover, student tours are increasing today. This is so in Australia, New Zealand, Japan, Thailand, Malaysia, Singapore and Korea. Student tours are important today. For example, in Japan, some universities have more than 100 extracurricular activities clubs. And, tours originate on campus. Just 20 or 30 years ago, tours were limited to Japan, but nowadays, the tennis team may travel to Thailand for activities. Thailand has tennis and golf facilities, so they can be used. Therefore, in these kinds of fields, the possibilities of future exchange can be considered high.

The working holiday is another important motivation for travel abroad. Countries like Australia, New Zealand, Korea and Japan, where young people tend to stay longer in particular, offer this kind of program. Sports and cultural exchange events have great potential as well. The 24th Universiade is the second biggest sporting event after the Olympics. It was held last year in Bangkok with the participation of 9,000 athletes from 152 countries. Sporting and cultural events have a very big impact. I want to move onto tourism in Japan, but this is important. Please take a look at China in this chart.

**Domestic Tourism**

Domestic tourism by young people contributes to wealth redistribution and economic development within a country.

Comparing international and domestic tourism statistics  
In selected Asian and Pacific countries

	Reference year	International tourist arrivals (million)	Estimated domestic tourists (million)	Ratio of international to domestic
China	2005	46.8	1,212.0	1 : 26
India	2003	2.8	309.0	1 : 110
Indonesia	2005	5.0	31.3	1 : 6
Thailand	2005	11.6	79.5	1 : 7
Viet Nam	2003	2.4	13.0	1 : 5

On the right side are the ratio of international travel to domestic. Domestic travel is 26 times bigger. It is high in India as well, at 110 times. This is the number of tourists who arrive for domestic travel. According to a UNWTO study, 20% of that falls within the category of youth tourism. Therefore, I think that it is a good idea to focus more on domestic tourism that young people partake in. This sector is also playing a major role in driving local economies. And, we should awaken ourselves to that. One can learn more about the cultures and customs of one's own country. It is known that, compared to travel abroad, domestic travel is rather stable and not readily shaken by economic gyrations.

Next, let me talk about what should be done to promote tourism more with young people.

To begin with, youth tourism effectively has the power to advance targets set by the United Nations, e.g., socio-economic development, the poverty reduction, and environmental conservation. In economic terms, international travel is a very important source for acquiring foreign currency. This data is from Laos.

**Tourism in Lao People's Democratic Republic**  
Revenue and rank of various Lao industries  
(revenue in \$US million)

	2001		2002		2003		2004		2005	
	Revenue	Rank	Revenue	Rank	Revenue	Rank	Revenue	Rank	Revenue	Rank
Tourism	113.8	1	113.4	1	87.3	2	118.9	1	146.7	1
Garments	100.1	2	99.9	2	87.1	3	99.1	2	107.5	3
Electricity*	91.3	3	92.7	3	97.3	1	86.2	3	94.6	4
Wood Products	80.2	4	77.8	4	69.9	4	72.4	4	74.0	5
Coffee	15.3	5	9.8	7	10.9	9	13.0	8	9.5	8
Agricultural Products	5.7	6	25.6	5	11.1	8	20.5	6	26.6	6
Minerals	4.9	7	3.9	8	46.5	5	67.4	5	128.3	2
Handicrafts	3.8	8	2.7	9	12.4	7	1.9	9	2.7	9
Other Industries	-	-	19.9	6	17.1	6	13.4	7	11.9	7

Lao People's Democratic Republic is one of the least developed nations, but tourism is the biggest industry for earning foreign currency. They have electric power, but it is purchased from Thailand.

There is tourism, and this is what they will be dependent on if you think about the future.

Many of the least developed nations benefit from tourism, some examples of which are given here. And, tourism can contribute to their social development. The tourism sector's contribution to the economy is in the form of 31% of their GDP. Moreover, it is an important source for gaining foreign currency and a source of tax revenue. Furthermore, governments are trying to improve education and healthcare by investing financial resources in tourism. By doing this, the Maldives achieved a 100% literacy rate, which is great social progress. And, the infantile mortality rate went from 121 deaths per 1,000 in 1977 to 38 deaths per 1,000 in 2004. And, lifespans have gotten longer from 47 to 67 years. All of this was made possible by a booming tourism industry. Without it, it is unthinkable that any of this would have been achieved.

An important issue of the Asia-Pacific Region is poverty in diverse senses of the word. The United Nations announced its Millennium Declaration, in which they are committed to halving the number of people in member nations that earn less than one dollar a day by the year 2015. If you think about the war on poverty and the relations therewith of the tourism industry, you can see the strong potential of uniting forces in the name of socio-economic development.

Moreover, buying goods and services from the local area can contribute directly to the eradication of poverty. One thing I am hoping for is that, when thinking about where to go, how to get there or what to buy, you will consider how it might benefit that country before making your decision. This should also raise awareness of the environment and cultural heritages. It will inspire people to care about local cultures and

the natural environment. When young travelers regard local cultures with respect and love Mother Nature, it works towards protecting those cultures and environments. I am hoping for that kind of contribution.

I personally believe that young people can help build world peace, and, in that sense, tourism helps to deepen understanding between differing cultures and countries. The result would be peace all around the world. We need to recognize that, by interacting with locals and learning about each other's cultures, young people are promoting peace and helping to create an environment of peace around the entire world.

Some countries are implementing programs in youth tourism as very important initiatives. Australia has a working holiday program. Japan and Singapore do as well. India is looking into youth tourism packages as a policy. There are plenty in their 9th 5-year plan. The Philippines developed a youth tourism policy and are working on marketing for it. Thailand is putting efforts into promoting sporting and cultural events.

I will now talk about student exchange via unity and cooperation within a single geographic area. It is an attempt at networking. In 1997, UNESCAP created this to develop human resources for tourism in the Asia-Pacific Region. Called "APETIT," it has 252 member organizations from 45 countries. And, there is a student exchange program that involves Australia, Malaysia, Hong Kong, Macao, Korea, Thailand and Iran. As for the number of organizations by country, India has 38 and Vietnam 39, while, from Japan, there are Rikkyo University, Ritsumeikan University, Saitama University and the JAL Foundation. They offer great opportunities for obtaining extremely useful information, data and networking, therefore

please visit their website. APETIT's network promotes and expands this kind of cooperation, and they are developing various things as educational targets. By doing that, their aim is to further share useful information.

I would now like to think about what is important towards promoting youth tourism and what are the issues and difficulties involved with that.

A major issue is that there is not any statistical data. In most cases, there is hardly any statistical data on market scale, impacts, or profiles and ages of young people. And, there is very little data on how much money they spend.

The second issue is related to the first, i.e., because there is no data, youth tourism is not a priority with governments and very low on the priority list as well. And, the industrial world thinks of young people as not spending much money. Accordingly, both governments and private businesses seem to know little about this.

The third issue is that a concrete policy is needed from a socio-economic standpoint. The only way to promote youth tourism is through harmony. Rather than being dealt with singly, tourism needs to be coordinated with education and culture policies, youth programs and the like, as well as measures for the immigration issue. Any sort of promotion of youth tourism must begin with a coordinated policy. A number of countries are simplifying their visa issuances, but unfortunately, it is not that easy to get a visa in this region. That is one of the impediments to development.

I would now like to offer some recommendations as to what should be done. More studies are needed. Data needs to be collected on diverse fronts, e.g., how much money are people spending, what are their travel patterns, and what are they

seeking. The governmental tourism organization in any country needs to identify the volume of youth tourism and categorize the numbers by age, etc. Then, they need to do analytical studies to determine the socio-cultural impacts.

Another issue is personal awareness. Youth tourism benefits the local community. It also contributes to culture and international understanding. People need to become aware of the fact that buying local goods and utilizing local services contributes to the local economy. In that sense, public information activities are important. Action is needed so that people recognize that youth tourism plays an extremely important role in overall socio-economic development.

Moreover, youth tourism should be outright incorporated in a country's master plan for tourism. There are various master plans from diverse countries, but no matter which you look at, none addresses youth tourism. An integrated policy is needed. Coordination and collaboration between the various governmental agencies are important. Cultural and sporting exchanges are conducted between sister-cities. And, this is also seen between countries and regions.

I mentioned earlier that many people get their information from the internet before taking trips. Efforts in that regard are needed as well. Europe offers a number of discount schemes. They are targeting young tourists. That makes inexpensive hotels and programs like working holidays necessary to accommodate the travelers.

Youth tourism can bring good things to our way of life and the world; these kids can contribute to world peace and discover a more beautiful planet. I hope that more people travel more, and continue taking trips where they can meet and learn from others and, in the process, discover themselves.

# Presentations

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## “Youth Tourism Exchanges: Experiences from Hong Kong”

Chair Professor and Director, School of Hotel & Tourism Management  
The Hong Kong Polytechnic University

Kaye Chon



I would like to speak today on the educational aspect, that is, how to stimulate youth tourism.

As a representative of our School of Hotel & Tourism Management I feel our students need to acquire a balance of skills. These can be divided into three categories: First, they need professional skills and competency. Upon graduation, students must perform in management roles in all aspects, including marketing, finance, and human resources. In addition, students need specialized skills, such as tourism management, hotel, hospitality, et cetera. Then they need soft skills, that is, people skills and communication skills. We also have our students actually experience the industry through internship programs. It is also important to acquire international and multicultural skills. The skills in these three areas are extremely important for hotel and tourism management.

How, then, can students go about acquiring international and multicultural skills? There are three approaches. The first is to study in an international and multicultural environment. Learning in a multicultural, international environment for three or four years allows students to acquire an international outlook naturally. For the second point, it is effective to gain opportunities for international travel. This is the experience of going overseas and working in an environment that is multicultural, instead of staying within your own society. Tourism is necessary for youth, and traveling for the purpose of tourism, as well as traveling for the purpose of work, are also necessary.

I feel people in Hong Kong have a variety of opportunities, as well as interest. For instance, as students are experienced in international travel and are open-minded, there is no xenophobia among our students. Since Hong Kong is an international city, the percentage of the population with passports is said to be the largest in the world. When a baby is born in Hong Kong, the first thing parents do is get him or her a passport. Hong Kong is a small territory, and its people must always be traveling, and they go overseas. About 70 to 80 percent of the population have passports, and so I would say they can gain international experiences.

Another major advantage is that people can speak English. Also, Hong Kong provides a variety of good opportunities for foreign students. That is, the education is in English, so they can study in Hong Kong easily. Also, the general image of Hong Kong as a travel destination is favorable, safe and lively. However, there are limits and threats as well. The most major threat is Hong Kong's educational system. It is not flexible, and does not allow international students to be admitted for full time study. The reason is that there are only 8 universities for the population of 7 million, which limits the number of students who can be enrolled. I hear that Japan has 220 universities. By comparison, Hong Kong is extremely limited, and admission of foreign students is capped at 4 to 8 percent of the total population. At universities, students from foreign countries are capped at 4 percent of the total

student numbers. For individual faculties, the cap is 8 percent. These conditions are in place because certain departments and faculties may not wish to accept foreign students. At present, we get 35,000+ applicants for 220 places in our School, which means only 1 applicant out of every 160 can be accepted.

A good way of solving this problem is student exchange. Foreign countries can accept students from Hong Kong and exchange students at the university level. Students from Hong Kong can then study overseas and foreign students can have the opportunity to come to Hong Kong. Students who remain in Hong Kong can also have the opportunity to study with foreign students. We have thought of many different approaches, one of which is student exchange as a means for international education and accepting foreign students.

The second method is non-local industry placement for internships. All of our students are required to go on internships during summer, and some do their internships overseas instead of in Hong Kong. The third way is to organize study trips in Hong Kong for foreign students. The fourth is to bring students to Hong Kong. We also have a system called "Professor For A Day Program." And finally, since many of our students use the Internet, we have a "Virtual Classroom" which gives students international experience. These programs of student exchange allow us to have youth exchange in the sense that our students can travel overseas and we can accept students into Hong Kong. We send our students to many countries including China, Canada, Australia, France, Finland, South Korea, Peru, Thailand, New Zealand, and the UK. Before this program was started seven years ago, none of our students

studied overseas. However, we are utilizing it actively now. In these 7 years, we have sent a total of 165 students overseas and accepted 172 students from foreign countries. Out of our partner countries, Finland is extremely popular, with as many as 55 students going there from Hong Kong and 44 coming from Finland. The Netherlands is also popular, followed by the UK and Australia.

Our partner institutions in Japan are Rikkyo University and Ritsumeikan Asia Pacific University (APU). We have accepted 6 students from APU and have sent 3 of ours there. Although some of our students can speak some Japanese, they cannot take courses taught in Japanese. This poses a language problem which precludes them from taking courses in Rikkyo University, where all the courses are taught in Japanese. This is why we send them to APU, where they can take courses taught in English.

One of the inconveniences of student exchange is the difference in academic calendars. Hong Kong operates on a two-semester system, with the first semester starting on September 1 and the second starting in mid-January. Therefore, for exchange to take place between universities, the programs need to be in the same season or the same semester system. Some universities start in August and end in July, which means there is nothing from December to April. Also, there must be compatibility of curriculum, and there is not always a good match.

The third issue is the perception of destinations. Is the place safe? How about the cost of living? Europe is a popular destination among students because of the opportunities it offers. Students like to travel throughout Europe for a month or two using the Europass. In this way, the perception of the place as a destination is very important.

The fourth point is the compatibility of the instructional language. Can students use English there? What is the common language? In Hong Kong, we speak both Chinese and English, so students can take courses taught in English. In Taiwan and China, students can take courses taught in Mandarin.

And then there is compatibility of culture. This is about whether or not someone feels comfortable in a different culture. And we also have overseas internship placement. This is one of the methods relating to the second point I just made, and it consists of forming partnerships with international corporations and sending our students into companies which have branches in Hong Kong, then having the company send our students overseas, stay during the summer, and allowing them to gain international experience. We consider these methods to be a form of youth tourism and international education. Students come into contact with various types of management within the tourism and hotel industries, and usually the training sessions are held in the summer, between June and August, although some programs last for a year, and we also have overseas study trips in the curriculum. In many of our courses, we have programs in which we send our students overseas (Dubai, Egypt, Hawaii, etc.) so that they can come to understand the concept of "tourism." A group of female students went to Cheju Island in South Korea and took a course in convention management, in which about 94 students participated. The group went to convention centers on Cheju Island and in cities such as Pusan and Seoul. Our airport management course, which includes such programs as management of airports and airlines, which offer employment opportunities in Hong Kong, is designed to let students learn

about best practices.

We also conduct cultural tourism. Since overseas travel is expensive, the university bears about 60 percent of the cost and the student pays for 40 percent.

We have another, very interesting government-assisted program. The Hong Kong Tourism Board (HKTB) encourages youth tourism so that young people in many different countries will come to understand Hong Kong. A few years ago, the HKTB held an online essay contest at its website, inviting students in South Korea to submit essays on their image of Hong Kong. A total of 50 students were selected for a prize - a free trip to Hong Kong, with educational and cultural components. The students visited our university for a day, during which one Hong Kong PolyU student was paired with each Korean student. We feel it was an extremely effective exchange. A similar program was arranged by HKTB for Japanese students, where 60 in 2006 and 62 in 2007 came to Hong Kong from Trajal Hospitality & Tourism College, a private college in Tokyo. It was a program for learning about Hong Kong tourism and culture, and ran for 4 or 5 days in total, during which they spent a day at our university. We believe these approaches are very effective.

Another effort that is presently still at an experimental stage is a field trip for students at overseas universities. In this Summer School program, universities in the USA, South Korea, and Japan design credit bearing courses in Hong Kong, and sends 30 or 40 students over to spend 2 weeks in Hong Kong. Hong Kong PolyU faculty members also taught for this course.

Another very interesting program we operate is the "Professor For A Day Program." In order to



promote the international aspect in our education, we invite high-ranking government officials and overseas persons to be a "Professor For A Day." We opted for this Professor For A Day because "Guest Speakers" are now very commonplace. Since our visitors are called "Professor For A Day" and are presented with a commemorative plaque, the program is considered to be very high class and we hear that our Professors For A Day are very proud of their role. This program is a huge success and we have had Jackie Chan, Hong Kong's Ambassador of Tourism, as one of our Professors For A Day. His lecture was so popular that there was a waiting list and we had to issue coupons. Fans from Japan and South Korea also came to hear him speak. Jackie Chan is now more than a Professor For A Day - we have asked him to be an Honorary Professor of Hotel & Tourism Management. This role is a non-paying one and entails lectures only, and he agreed to conduct lectures and cooperate with the University's fundraising efforts for scholarship purposes. We organized a fund raising gala dinner, titled "An Evening with Prof. Jackie Chan," at the InterContinental Hong Kong Hotel. He brought some of his own belongings to be sold at an auction at the event, and we were able to raise 3 million Hong Kong dollars extremely efficiently in one night. As I am constantly telling my students, I believe creativity is very important. If you are creative, you can do many different things and come up with new ideas. After this event, Jackie Chan invited me over to dinner at his home. When I presented him with business cards with "Honorary Professor Jackie Chan" printed on them, he was very pleased. We have printed more than 5,000 of these business cards to date, and we have asked him to hand them out to people

he meets. This also helps Hong Kong PolyU's marketing efforts. Although he only comes to the university once or twice a year, we have installed an office for our Honorary Professor. There are even people who come to see his office, and it is now a sightseeing spot. Some of these people are his fans, and we give them his business card as a souvenir.

Another episode relating to Jackie Chan is that two years ago he was conferred the title of UNWTO Tourism Ambassador Asia & The Pacific.

Last year, we thought of the idea of building a virtual environment as part of our effort to stimulate international youth tourism. Young people today study in ways that are completely different from when we were students. They have no desk; they lounge in their bed listening to their iPod, watching TV, and using their computer while they study. We created the virtual environment because we needed to think about how to communicate with young people. This virtual environment enables people to meet students from Japan, South Korea, the Netherlands, and Iceland for mutual exchange and even joint research tasks. At present, about 10 million participants are enjoying this virtual environment. It is predicted that all active internet users will have some type of virtual world, a Second Life, by 2011. Students from Hong Kong, the UK, Australia, and other countries created a resort island. It is an artificial island that does not actually exist, but students created a hotel and conference centre there, and made them a joint business. This includes, for instance, facilities planning and design, resort and spa management, meetings management, customer relations, and marketing. This kind of teaching is extremely effective. When I was in high school I had a pen pal with whom I corresponded, but

people now can carry on pen-pal-like activities utilizing the virtual world, and we can probably stimulate youth tourism in that sense also.

In order for a university to give international education and stimulate youth tourism, an international faculty is a must. At the School of Hotel & Tourism Management (SHTM), more than 60 of our faculty come from 18 different countries. It is a very international group and we consider ourselves to be very blessed.

We also conduct PR. Our school is ranked fourth in the world and first in the Asia Pacific in the Global Ranking of Tourism and Hospitality Schools. This was reported in the newspaper. We are often asked what we need to do to be No. 1, and to this I answer that we need a hotel owned by the school. Our virtual hotel is not an actual hotel, but we intend to use this as a base from which to further pursue our education. Presently under construction, it will be completed in 2010 and will stand next to our campus. It will have classrooms/labs and offices, and will have 278 deluxe rooms and 3 restaurants. There will also be a “House of Innovation” which will showcase new technologies. We will also create a spa operated by the very famous Banyan Tree. A conference center, ballroom, and Samsung Digital Lab are also being planned.

I believe that international youth tourism needs to be examined from broader, more international pedagogical perspectives which go beyond the standpoint of a government or university. The key, I believe, is “Creativity.” In other words, we need to think outside the box, and start with virtual endeavors. In addition, we need to try out a variety of methods so that students can learn more about the international aspects. Our academic faculty also needs to be internationalized to more

fully realize internationalization objectives.

Thank you very much.

## “Promotion of Korea/Japan, Tourism Exchange for Young Generation”

Chairman of the Board, Asia Pacific Tourism Association (APTA), Professor, School of International Tourism and Director of the Tourism Research Institute, Dong-A University

**Sang Taek Lim**



I did a study on youth tourism and exchange (YTE) that showed private sector exchanges and tourism are active, while government-sponsored tourism is not. I tried to figure out why that was so.

There is a definition of YTE in Korea, but the Korean government redefined it as youth between the ages of 15 and 24. The WTO's view is slightly different at ages 16 to 29.

Also, youth tourism and exchange is an extremely broad, inclusive and complicated field, as it is categorized into training, exchange and cultural activities. In other words, most of these activities qualify as so-called “youth tourism exchange,” while different categories of youth tourism and exchange exist. For example, for school-based exchanges, there are school/educational tours and field trips. When handled by international organizations, there are international exchange programs, training exchange programs and research programs conducted in cohort with industrial circles and universities. In the private sector, there are backpacking tours, language education tours and working holiday programs. For groups, there are family tours and small group tours.

I looked at youth tourism policy in Korea and Japan.

Korea has a Ministry of Health, Welfare and Family Affairs. And, there are two separate government-level committees. Through these offices, they are trying to promote a policy on

youth tourism. One of those committees is the Youth Protection Committee, while the other is the National Youth Committee. They are tasked with cultivating capabilities for an era of internationalization and information and supporting the youth to develop the welfare and their self-identity. To achieve these objectives, they have several important youth tourism and exchange programs. For example, there are feiendship meetings designed to enhance friendly relations with youth from Japan and China. One point I want to emphasize here is that these three countries, Japan, Korea and China, value this kind of program. They are very similar. The countries are so close geographically, it is like taking a domestic trip. And, our ways of thinking are very similar. So, there are commonalities between these three countries.

Precisely for that reason, going to Japan or China is popular amongst young people in Korea, indicating one of the major trends of the newer generation. Moreover, the Korean government sends young people all over the world every year in a “Korean Youth Go to World” program that lets them step into the world outside of Korea.

This is one case; Japanese high school students were invited to Korea. About 150 of them came and had fun exchanging cultures and cooking Korean food. It was reported on TV, but this story has two sides: one good and one bad.

The good side was well documented by the video file shown on the news, i.e., the efforts of the Korean and Japanese governments to promote

youth tourism and exchange were understood. The bad side was that the fact that it was reported on the news, meaning that the event was not frequently staged. In that sense, exchanges of this nature should be expanded.

The Japanese government is promoting some very interesting international programs. In August 2008, they staged the Asian Youth Exchange Program in Okinawa. The principle activities were studies and discussions of environmental problems and coral reefs, meeting with scientists, touring research and development facilities, and staying with Japanese families. The program was conducted in English and sponsored by the Cabinet Office. It is an excellent program. It would be good to promote exchanges like this in the future.

Looking at Korean data on youth tourism and exchange for 2007, the Korean government exchanged Memorandums of Understanding (MOU) with 27 countries in all. Japan was both welcomed and visited, and was involved in the most number of exchange activities with Korea that year. In 1987, MOUs were exchanged with the Japanese government in relation to youth tourism and exchange. Over these 20-plus years, only 1,300 persons have benefited from these exchanges, which is a very small number if you consider the relations between the two countries. This number is for government programs, but through the private sector, there have been several million. But, those officially invited and sent by governments are actually less than 1,300. The second highest reciprocating country is China, at 1,000 in all. This, too, is a disappointing number; these numbers need to be increased much, much more. Russia has a far lower figure. And, with France, not a single person was exchanged since MOU was exchanged.

The figure for India is also very low and there are still 22 other countries, but those numbers are very low as well.

Last year, more than 2 million Japanese came to Korea. As for their objectives, 40,000 were on study tours. I would like to see this number increase in the future.

I investigated where Korean students might go. The number one destination was China at 44%. Second place was Japan at 38%. These high numbers show how much interest there is in China and Japan. So, what about Japanese exchange students? Australia is the first destination, Korea the second and North America, which includes Canada, the third. There is some variation amongst Japanese exchange students in their selection of a destination country.

As for the reasons why Korean exchange students want to go to Japan, the number one response is to broaden one's own international perspective. The second reason is to study Japanese language. Studying Japanese language is a very popular fad in Korea. Studying Japanese is very important because, if one is fluent, he/she can find a better job, which guarantees them success in Korea.

Young students in Japan work hard at foreign languages, with English being the most pursued, followed by Japanese and Chinese.

As for the motivation for coming to Korea amongst Japanese exchange students, the number one reason is to broaden one's own international perspective. The second most responded reason is to learn about Korean culture. There are very many commonalities between Korea and Japan.

Japan and Korea share a number of historical and cultural things. For that reason, the youth is interested in studying Korean culture.

The Korean government asked questions to parents in both Korea and Japan about youth tourism and exchange. They wanted to know what their concerns were. Their biggest worry was the study schedule. In other words, if, for example, their children went to Korea or Japan, they may not attend lessons. That certainly would be a problem. If wanting to apply to college in Korea or Japan, it is very competitive. You cannot get into a good college unless you study hard for 12 or more years. So, parents are worried if their kids goof around even for one day. That is what parents are most apprehensive about when it comes to sending their children out of the country.

Their second biggest concern is the language barrier. After that comes the cost; they are worried about how much money it will take. With regard to safety and environment, there were some pretty interesting results. Korean parents are more concerned about the environment than Japanese parents. This is just my take on it, but Japanese society is very rapidly westernizing. The parents fear that their children will suddenly westernize and come home when they contact Western culture. They are also worried about safety.

I would like to introduce another very interesting program of recent. It has to do with youth tourism and exchange, but I'd like to point out that it goes beyond that.

Two months ago, the Korean government and US government made an agreement and established an MOU. The program's name is WEST, which is the acronym for Work, English, Study and Travel. It is called the West Program and starts next year. Some 5,000 young college students from Korea will be selected and sent to the US. They will be there for 18 months, which includes 6 months of English study, 6 months

of internship and 6 months of travel. And, it is supported by the government. I was thinking that this kind of "West Program" could be done with Japan. It would be very interesting. Of course, there are family issues and four other prime issues.

The first issue is structural. In other words, there is not a structure for managing youth tourism and exchange. Then, there is a program issue; the program cannot discriminate because of age, group or gender. So, you get a single problem that's one-size-fits-all. If you like it, fine, if not, don't join. I don't think the younger generation in particular will find this attractive. For example, if you don't have money, you don't really want to spend what you have.

Youth tourism and exchange are not looked at as a money-making venture. What I mean by this is that administrative people see youth tourism and exchange projects to expense money rather than making it, which is a very serious issue.

For what regards infrastructure, there are issues such as information systems for e-tourism. The young generation in particular is expert of virtual domains. But, manager-level people involved with youth tourism and exchange cannot use a computer, so there is this huge gap. We need to provide more virtual information. The kids will lose interest unless we provide more material over the internet.

Before closing, I would like to offer a proposal. First of all, we need to build a sound management structure. We must consider both quality and quantity. How about a WJST or Work, Japanese, Study and Travel. I want to propose a WJST. In short, I think that we could come up with something very interesting to young people in both countries.

## “The Promotion of Thailand/Japan Tourism Exchange for Young Generation: Prospects and Issues”

Director, Marketing Database Group, Policy and Planning Department, Tourism Authority of Thailand

Suwat Jutakorn



Last year, 2007, was the 120<sup>th</sup> Anniversary of Japan-Thailand Diplomatic Relations. I would like to speak about the relationship between our two countries and about youth exchange. I will discuss the problem points of youth tourism, what we should be doing to solve all the issues, and whether or not problems can be solved through tourism.

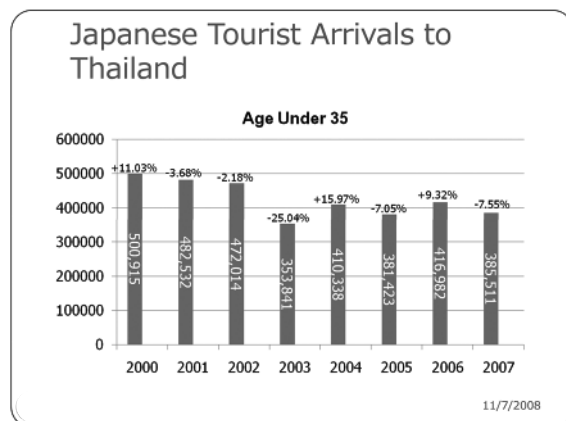
First of all, the relationship between our two countries goes back for more than 600 years. There were trade relations between merchants in Thailand and Okinawa in the era of the Sukhothai Dynasty. The Ayutthaya Dynasty followed, and a Japanese village was formed. At the time, the leader of Japanese Voluntary Troop was Yamada Nagamasa. He was given an honorary name by King Songtham of Thailand, and was given the position of Okya Senaphimuk, a military commander rank. He later became governor of Nakorn-srithamaraj Province in southern Thailand, and died in Thailand. Also, King Rama V (childhood name: Chulalongkorn) formed mutual ties with the Meiji Emperor in 1868, and diplomatic relations commenced in 1887. That is why last year was the 120<sup>th</sup> Anniversary of Japan-Thailand Diplomatic Relations.

A variety of events were held between our two countries through JICA. Also, Mr. Satsuki Eda, a member of the House of Councilors, visited the Japanese village in Ayutthaya last year.

We analyzed the status of tourism between our two countries from the standpoint of national

population and economy. Between 2000 and 2007, there were various changes in the situation as well as problems. Although there are fluctuations in the number of travelers, it does not change the close relationship between our two nations.

We already implement promotional programs targeting the younger generations. The TAT has three bases in Japan: first Tokyo, then Osaka, followed by Fukuoka. We have organized educational tours aimed at sending young people to Tokyo. This time we organized the opposite attempt: About 500 Japanese students would visit Thailand, touring the Prime Minister’s Office and many important sightseeing spots.



The number of Japanese tourists aged 35 and under who visited Thailand increased by about 11 percent in 2000, and went on a decreasing trend thereafter. In 2004 the numbers recovered somewhat and rose by 15 percent, but declined again after that. In 2006 we saw a 9 percent increase, a negative growth again last year, and slightly negative this year. Out of Japanese

tourists, 74 percent are men, which may give us a reason to change our promotion policies. We want more families to visit Thailand. The 35 and under age group comprises 30 percent of tourists from Japan. Sixty-four percent visit our country twice or more. Sixty percent of tourists made their own travel arrangements. About 80 percent are on holidays and 14 percent on business. The average stay is quite long, spending about 1 week in Thailand. Tourism expenditure is about 130 dollars per person per day.

Tourism can be categorized into cultural tourism and other kinds of tourism. First, I would like to talk about cultural tourism. Last year, we celebrated the 120<sup>th</sup> Anniversary of Japan-Thailand Diplomatic Relations. In commemoration, a Thai pavilion called Sala Thai was built in Ueno Zoological Garden.

There is a very famous novel titled “Khu Kham (Eternal Love and title of Japanese translation is “Afterglow on the Menam”)” written by a Thai female novelist. It is a story of a Thai girl and a Japanese soldier who fall in love with each other during World War II.

In 1939, before WWII, a Japanese restaurant called “Hanaya” was opened in Thailand by Morizono Family. It is the oldest Japanese restaurant in Thailand and is still in operation today, run by Mr. Yoshio Watanuki. He is the 3<sup>rd</sup> generation - a son of the original owner’s daughter Yasuko Morizono and her husband Takashi Watanuki.

It is important that there was a movement to celebrate the 120<sup>th</sup> anniversary and renew the memories in Japan also. In commemoration, a Japanese garden was created in the Japanese village in Ayutthaya. The gate to the garden was built to resemble the gate at Kinkakuji Temple.

There is a Nishinoya-style stone lantern and the garden is surrounded by a high bamboo fence. There is a rock garden covered with white pebbles and a tea house, as well as a water basin for handwashing prior to entering the tea house. There is also a stone tower of 13 tier pagoda as the symbolic mark and the guardian deity of the garden. The garden is filled with the wish to introduce the Japanese culture through this garden, and express the desire for a peaceful world. Her Royal Highness Crown Princess Maha Chakri Sirindhorn was present for the opening ceremonies for the garden held in August.

The TAT has an office in Fukuoka also. In an arrangement with Thai students, students from Fukuoka go to Thailand for exchange, while 25 Thai students and 4 teachers came to Fukuoka for homestay. In 2007 and 2008, 40 Fukuoka students went to Thailand. In the Osaka office, many seminars and presentations were held.

I think the support of the Japanese government is extremely important. That would be the Visit Program to Japan. In 2007 and 2008, it was implemented as the “Trip to Thailand.” It was organized by the Osaka office, and more than 800 students participated. For 2 months they stayed on board a ship and took part in various activities on a daily basis for cultural exchange. There were also discussions to learn about each other’s lifestyles and to disclose a variety of ways of thinking. The ship went around to various countries in Southeast Asia. These young people are considered to be people who will carry the future of the nation on their shoulders, and the program, which was started in 1974, continues to this day.

Mr. Keiichi Nakane of JICA assumed charge in Phuket and still works there today. He set up a

Kendo club in Phuket. This Kendo club joined the International Kendo Federation in 1991.

In addition, with the support of the Japanese government Youth Sports Center was set up in the Din Daeng district of metropolitan Bangkok. Facilities for sports, arts, and culture were set up there, as well as a training center and youth center office. Many Japanese sports such as Judo and Karate are very popular in Thailand and very well known. When I was in high school I studied Karate. On the other hand I think many Japanese people know about Thai boxing. There is also a type of fighting in which swords are used. It is an ancient Thai sport, and there is a training center in one of the temples in Ayutthaya. It was there that knights who served the Ayutthaya Dynasty trained in the past. In this way, exchange had already been happening.

I think Japanese golfers like Thailand. The golf courses are inexpensive and it is easy to make reservations. There are more than 100 golf courses in Thailand, and about 30 near Bangkok alone. Thai golf courses are very well equipped and maintained, and there are excellent Japanese-speaking caddies.

The Japan Association of Travel Agents aims for 10 million inbound travelers in 2010 under the "Yokoso! Japan" program. Target markets are North America, Europe, Oceania, and Asia. In the "Visit World Campaign," the goal is 20 million outbound travelers in 2010. In terms of future trends, the targets are people in their 20s and 30s. We strongly want people to choose Thailand as their destination. Out of the ASEAN nations, only Thailand is chosen as one of the 9 countries. The program can also connect to the strategy of revitalizing the Kansai and Chubu districts. Also, in terms of media strategy, there is a need for R&D

and joint promotion for young people in their 20s and 30s. We also wish to conduct direct marketing in Europe and mainland USA in the form of such strategies.

PATA is also paying attention to outbound travel. Right now, Japanese people have very tight purse strings and are sensitive about expenses, and not as willing to spend as they were before. This is most likely due to the global influence of the economic crisis which started in the USA. Now we have entered a recessionary phase and we also have many scandals relating to finance and the government. Therefore, perhaps domestic travel is more attractive. In terms of economic development, we have extremely close cooperative relationships in Asia. Although domestic travel is more attractive compared to overseas travel, Thai people prefer to travel overseas because overseas package tours are less expensive than individual domestic travel.

I would like to talk about what is the best for young travelers. In terms of exchange, we must make it so that high-quality visitors will increase in the future. The factor behind the number of young people increasing in 2000 but declining thereafter is, we believe, not so many young people went on the educational travels.

However, 10 years later, we are now in an age where young executives, leaders, and business owners have the money to travel and are willing to revisit the lands they went to in their youth.

In addition, at PATA they anticipate a variety of coordination efforts by the tourism bureaus of different countries. I think the hotel and airline companies, especially those relating to Southeast Asia, are trying to pool their strengths for joint promotions.

For tourism aimed at youth, I believe it is



important for public and private sectors to cooperate and coordinate more closely. As the lecturers at this Seminar are saying, it is also important to gain the full support of parents. Furthermore, in the 2010 forecast of the TTI, the nations sending out the highest number of long-haul travelers is USA first and Japan second, but I think there is a need to keep an eye on future trends. As Mr. Yamakawa mentioned, the emergence of low-cost carriers companies may change this forecast.

According to the MasterCard forecast, destinations in Asia are supposed to reach double-digit growth. The forecast says the recession is not going to have a significant effect on Asia; that we will somehow weather the global spread of the financial and economic crisis that started in the USA. It is predicted that we will have 88.3 million outbound travelers by December of this year.

According to the MasterCard ranking, there were 9.2 million outbound travelers from Japan for the second half of 2008. Outbound travelers from Thailand were 2.1 million people (approx. 10% increase). Since the Japanese numbers were large to begin with, the rate of increase is small, at 2.8%. The TAT conducts various collaborations with Kansai marketing students: 2,754 students went on a Familiarization Trip to Thailand.

We are planning such a project again for February 2009. The winners of the Kansai University Miss Campus beauty contest will be invited to visit Thailand. In July of next year, about 200 students of Kansai Gaidai University are planning a Visit Thailand program. The Osaka Board of Education is also planning to have 15 high school students and their teachers visit Thailand on an educational program. We are also planning meetings, discussions, and exchange

programs by volunteers, although these are still to be announced. In terms of cultural exchange, these may be gaining actual physical and tactile experience of the Thai lifestyle, world heritage, homestay, and “Thailand-ness” in Nakhon Ratsima (a province in northeastern Thailand). A special mission particularly emphasized at the Osaka office is the golfers camp in Thailand, designed for young people to receiving training in golf. We also have eco-tourism, so we look forward to the participation of Japanese young people. Through exchange of different views, and through sharing the same activities, you can make contact with Thai youth. Also, most Thai universities have an international department, where English is taught and which have programs where English is spoken. These can be found in Pattaya, Chonburi.

Now I would like to talk about what we should be doing to further deepen exchange in the future. As one of the people who were involved in the setting up of APETIT, a network for cultivating human resources for tourism, I would like to further promote these exchange programs and enhance cultural, educational, and sports exchange. I would also like to see stronger coordination.

How do we implement this? There are about 100 universities in Thailand. If the universities and high schools in Japan and Thailand sign agreements to form sister school relationships, exchange will happen more swiftly on the basis of those relationships. I also think there will be backing from private industry, public organizations, and government. Language study is also very important, as is family homestay. In the American Field Service program, the American government sends students to our country and has them stay for one semester or one year. Perhaps something similar can be done between

Japan and Thailand. Starting from family, and from a university professor. I think this would be very easy to do.

The only problem, perhaps, would be language, as Dr. Chon mentioned. If a program is to be international, I would suggest having it offered in English as the first step, then incorporate Japanese, then Thai. In terms of tourism between the two countries, given we already have a long history, I suggest the exchange of staff and younger people who are involved in tourism. Students studying tourism could be sent to JTB in Bangkok for job training, and likewise trainees of the worldwide JAL Hotel on-the-job training program can be sent to the Nikko Hotel in Thailand. The former Nikko Hotel in Thailand now has a new owner, but I think it would be possible to coordinate within the Nikko Hotel chain.

I would like to see the exchange of young executives and leaders between our two countries. It is important for young Thai and Japanese business leaders participate in meetings of the young business executives association and exchange ideas. Perhaps they will start businesses together. That would lead to further evolution of closer economic ties.

These things are extremely important, through cooperation in every conceivable field. There needs to be particular focus on full support, support aimed at young people from their family. In some cases this may mean the utilization of TV programs. The Japanese TV series "TV Champion" became very popular in Thailand. There is a Thai TV show called "Khun Phra Chuia," which translates to "Oh My God!" in English. This show played the role of conveying ancient Thai culture to modern people. It also showed Thai history in a manner which educated the people of today.

I would like to see this kind of exchange occur in a TV series. I think it would lead to faster exchange between young people, and a deeper understanding between Thais and Japanese.

This year is the 121<sup>th</sup> Anniversary of Japan-Thailand Diplomatic Relations, and I am deeply grateful to all of you. I sincerely hope that the level of exchange between our countries and between young people will have increased by the time we celebrate the 130<sup>th</sup> Anniversary.

Thank you very much.

## “Australia Japan Tourism Exchange for Young People”

Professor and Vice-President, Ritsumeikan Asia Pacific University **Malcolm Cooper**



What is characteristic about tourism is that it is more a consumptive and commercial activity than a governmental activity, given what tourists are. In other words, it can be considered an activity originated from the demand side. In the case of Australia and New Zealand, the number of tourists is limited by accessibility. Time is also a limiting factor. In that same breath, the places that people can visit are also limited by these factors. What attracts the youth to Australia and New Zealand is the opportunity to work, which is what I want to talk about today.

Tourism is a very big business with economic benefits and social contributions for tourist destinations. Tourism is a source of revenue, but what I would like to emphasize is that, of one's travel expenses, only a small amount is spent on attractions. The available attractions are determined by where one goes, but the remaining expenses come from travel and lodging. Consequently, speaking just about Australia and New Zealand, backpacking trips are a very big business. Visitors can cut expenses to a great extent by traveling this way.

To understand youth tourism in Australia, you have to think like a backpacker. This is a very popular way to travel amongst youths. Reason being the time that they can spend. Youths go to school for four years and directly to work after that. They then take a little time in-between to do something. For example, they want a 3 or 6-month break after graduating. So, they have more time than people on a packaged tour and the cost is

about 6,000 dollars. Of course, this varies from person to person. And, because they are looking for a fun experience, I would like to point out that travel can, if we compare it to other economic activities, take advantage of public resources. I would like this in particular to be understood.

I want to compare tourism to other economic activities. Especially with regard to youth tourism and public resources such as - say - agriculture, Australia needs a labor force in harvest seasons for asparagus and pineapple, for example. The same applies to grapes. Yet, they cannot get enough people. The people living in urban areas of Australia, especially, know nothing about agriculture and never even consider taking part in a harvest. So, young tourists provide the labor. Tourism is not just about sightseeing as it offers possibilities for capitalizing on human resources for things like agriculture.

Without a doubt, tourism is entertainment. That is particularly true for young people. This fact must be understood by art galleries and museums. In other words, they must realize that they are in the entertainment business. Reason being that there are very few people who visit a museum with the intent of deepening their studies in one way or another. The greater part, instead, want to have fun. Tourism is essentially a demand-based activity. That is absolutely true for those who backpack, as well as travelers using other forms of travel. And, this is now becoming the case amongst Japanese, as well, and especially amongst young people. Packaged tours occupy

without a doubt an important position, but because they are packaged deals, one sees, for example, the attractions of Sydney at a reasonable price, but not the entire country. Nonetheless, like others, Japan's youth can reduce the cost of traveling to Australia by taking advantage of packaged tours. And, packaged tours try to keep the cost down.

Here, I would like to think about this issue slightly more in depth. In the realm of youth tourism, the Japanese people originally traveled for educational purposes. I would like to talk about APU in this regard. APU has students from 87 different countries, the bulk of which come from Japan, China and Korea. There are some 6,000 youth tourists in the school. If you visit the campus, you get a model experience in cultural diversity and internationalization that Asia's youth are going through. It is also necessary to understand that youth tourism is changing. For example, students from many rural schools go to Okinawa, and graduate and undergraduate students from our university take part in this program in August working as tutors.

I am going to go back to my main topic; as I mentioned earlier, the Australian government has realized that tourists are targeted to fill labor shortages. In short, there is a good turnout in agricultural fields to help with harvests. Young people seeking accounting training or business training come particularly to Sydney and Melbourne. They then visit a job search website launched by the government. Since they can travel all across Australia, they follow a path between harvest areas, referred to as the "harvest trail." Many come from different countries and meet other young travelers. They learn about cultural diversity and can practice foreign languages. And, by taking part, they get to see the countryside

of Australia and New Zealand. This enables internationalization. Obviously, the agricultural world is rather conservative, but these young people have come because the government developed this program. This is Australia's working holiday program and everyone can partake. Just five years ago, regulations prevented open participation, but all of that changed. The New Zealand and Australian governments became aware of this and started promoting youth tourism. As a result, the program has been a great success in my opinion.

For example, Europeans that have to travel such a far distance use this program to reduce their expenses. Their plans are usually to work in Australia and then proceed onward to the Asian region. Students come also from Korea and Japan. They do this on their own. Rather than a family trip or packaged tour, they come by themselves on their own through this program. And, they seem to like it.

There were other Japanese students who headed to Sydney, Melbourne or Adelaide in the past for educational purposes. With regard to Cairns, economic factors were particularly important. The economic contribution by Japanese travelers has been very large. Golf courses are one example. Though they come for educational purposes, students work in hotels or restaurants, and learn about tourism in the process. They get on-the-job training. This is, in other words, support tourism for Japanese tourism. In the case of Cairns, Japanese tourists provide the labor and are contributing to the service culture. Nonetheless, the mainstream is, as I mentioned before, harvesting.

I would like to look at Australian students for a moment. One of our troubles is that Australian students do not take trips. They do not travel

while getting a degree. However, there has been recent participation in trips organized by schools, but most kids do not travel until they graduate. Recently, the Australian government determined that this was not good and decided to promote tourism for educational purposes. The Australian government made it possible to study at a university overseas with financial assistance for a minimum of one year. This is true for APU; students have been sent abroad from Australia. This has been going on for years now, as I myself did this. This is what the Australian government is trying to do.

APU has students from Australia. The students travel around a lot, so we are sure what we did was not a mistake. In any case, to increase the number of Australian students in Japanese universities, it is necessary, for one, to provide courses and, two, for governments to cooperate with each other. Also, financial support from both sides is needed much like the way the Australian government is funding this. Of course, young Australians are coming to Japan. Though most of the worries concern road signs, prices and how easy it is to get around, these problems have decreased since the launch of the Yokoso! Japan program.

The thoughts of the beneficiary are also important. Though this has changed because of the Yokoso! Japan program, the average age of the Australian student is high. That is because they come after graduating or after getting their degree, and that has been hard to change. Efforts are needed to encourage more Australians to come to Japan at a younger age.

Another form of student exchange is the JET program. It involves teaching English in Japan and is a popular program amongst the younger

generation in Australia. There is also work via Japanese NGOs and NPOs, which is truly a wonderful experience for the young. I would like this to be expanded to other regions and countries. It greatly benefits students from Australia and New Zealand. There are wonderful experiences to be had if one can speak Japanese.

Japan has wonderful cultural and material resources, and Australians want to experience that. That is not the problem. The problem is the time lag in that students first get their degrees before coming. Something should be done to address their college careers through social networks.

Inversely, it is considerably easier to motivate Japanese students into coming to Australia. They come first on a typical vacation and then they come back as backpackers wanting to pursue their own journeys. They move easily about Australia. For certain, more and more Japanese students are traveling on their own.

## “The Trend and Style of Tourism with Japanese Youth for Mutual Understandings of Asia and the Pacific Countries”

Professor, HANNAN University **Hiroshi Maeda**



My area of research is sustainable tourism. Achieving sustainability, in our society and environment, is a critical challenge that involves both ourselves in this century and the next generation of humanity. In that sense, sustainable tourism is extremely important, and the approaches and methods for its implementation are very difficult, complex issues with much room for research.

First of all I would like to think about what youth tourism is about. Young people are in the process of growth, so naturally they grow up to become adults and take charge of the next generation - they are sustainable beings in every sense. That means youth tourism has relevance for the sustainability of tourism, and so it would follow that it is sustainable tourism in the true sense. Therefore, I believe youth tourism leads into a major challenge for tourism in the world today.

That being said, however, youth tourism is a category which is extremely difficult to grasp the actual picture of. My affiliation is to the Hannan University Department of International Tourism, which is a 4-year program of tourism study established in 1997 for the first time in Kansai area. About 130 students at each grade level, or a total of about 500 students, are enrolled in this program to study tourism. I am in contact with the students every day, yet I have a very hard time discerning what tourism is like for them. However, I can say there are two trends.

One is that, even though they are studying tourism, our students are no different from the

general public in terms of their actual travel practices, and by that I mean the majority of them practice mass tourism. For them, the biggest challenge in real life is how to find inexpensive tours that are easy to book. While technique may well be necessary, finding these kinds of tours is right along the trends of mass tourism, and I feel that youth tourism exists as one of the manifestations of that genre.

The other trend I see is the kind of youth tourism conducted on the basis of the university education system. As was mentioned in the morning lecture, this refers to study-abroad programs and overseas internships. Today, we see this form of travel systematized and very much widespread among universities and sometimes even high schools. This is the other trend of youth tourism.

Our university also offers study-abroad programs with more than a dozen partner universities, including those in English-speaking, Chinese-speaking, and Korean-speaking regions. In English-speaking countries such as Australia and the UK, we also have internships. I believe the present state of Japanese universities is that the majority of study-abroad programs involve language study in English-speaking regions, followed by Chinese-speaking and Korean-speaking regions. But from the standpoint of international mutual understanding and international exchange, language study is an objective in a narrow, incomplete range. Our students are enthusiastic about language study-

abroad programs right from the time they enroll in our university, and many are satisfied with 6 months to a year of overseas study; however, I don't think we can say this is all there is to youth tourism. Since the language barrier is a formidable obstacle for Japanese people, it is perhaps unavoidable for language learning to take priority as an incentive for studying abroad. However, as someone who teaches tourism, I do feel that youth tourism at the university level places too much weight on study-abroad programs focused on language training. Back when I was young, I think my peers and I were driven more by the desire to travel to many different countries on a shoestring budget. But as far as I can tell from my actual dealings with students today, students who feel that way are few and far between. Even so, I don't think our students are only seeking study-abroad programs for language acquisition purposes. The problem is a systematic one on the part of the university, in that the channels for international exchange are limited to study-abroad language programs.

While I am sure language training and internships have their place in youth tourism, I am convinced that the heartfelt desire of contemporary university students goes beyond those things, that there must surely be something they are searching for in tourism. In light of that sentiment, my definition of youth tourism would be this: Tourism that has an educational effect on young people at a growth stage of their lives. It is a very broad definition, but within that definition I would say that youth tourism is a form of tourism that is particularly effective in the areas of understanding and interacting with foreign cultures. I feel it will be our challenge to go beyond study-abroad language programs to popularize a broad range of

youth tourism with that kind of effect.

Mass tourism is the mainstream of contemporary tourism, and can be defined as being comprised of sightseeing and activity. However, I feel that university students and other young people of today are seeking something beyond just seeing or doing things. This something is not quite sightseeing, and not quite activity; it is something we might refer to as "the value of experience." This means the things the traveler saw and did remain in his or her memory as a sequence of experiences. I feel this is very important in the kind of tourism that is being sought after today. The "value of experience" is being given considerable weight in the field of economics in recent years, and I feel precisely the same thing can be said about modern tourism, particularly tourism for youth, who will carry the next generation on their shoulders.

In 2005, I was in the UK for a year conducting a survey with the theme, "Community Restoration through Tourism." When I stayed at a certain Bed and Breakfast, I encountered an English youth traveling alone. He told me he had stayed at that Bed and Breakfast with his family when he was 6 or 7 years old, and the memories had stayed with him; this time, he had set out alone, and he had let his memory guide him to the same lodge, where he spent the night. In other words, tourism for that young man was about tracing his memories, placing more value on the memory of having gone sightseeing with his family than on chasing after the latest fad. I feel this may represent one of the focal points of youth tourism that goes beyond sightseeing or activity.

How, then, can we go about creating this kind of tourism with "value of experience?" For that we need to create a place for experience that remains

in the memory. I suggest that “place” would be the community at the destination. I believe the significance of youth tourism lies in how the tourist interacts with the people in the community. And in such cases, youth tourism can be defined as community-based tourism.

Community-based tourism is a form of tourism where the community at the destination provides the place where community residents and the tourist communicate and interact. The community provides the stage where understanding and interacting with foreign cultures is conducted. There will be a critical need to create such stages in order for youth tourism exchange to occur. Often referred to in Japan as “community tourism,” community-based tourism is one form of sustainable tourism. When we look at sustainable tourism from the hosts’ point of view, it can be rephrased as being community-based tourism. The UNWTO defines the criteria of sustainable tourism as reducing negative impacts on cultural heritage, reducing harm to local environments, and maximizing tourism’s social and economic benefits to local communities. In this way, the community is a critical factor in sustainable tourism. In that sense, I am trying to see the ideal form of youth tourism in sustainable tourism.

I would therefore like to introduce to you an example of ecotourism that I practice with my students as a part of my sustainable tourism course at university. Although I give lectures on ecotourism in my university course, it is difficult to get the meaning and issues across through lectures alone. That is why, every summer since 2004, I take my students on a 7-day eco tour to Malaysian Borneo. With the designation of the year 2002 as the International Year of Ecotourism, the First Commemorative Conference was held

in Borneo. Around this time, the government of Malaysia set forth a national policy of nation-building through ecotourism, and endeavors in that area have since increased. I aligned my efforts with these ecotourism movements in Malaysia, and started my eco tours as practical training in the form of a joint project with an eco tour company in Japan.

The Malaysian state of Sabah is located in the northern half of Borneo Island, and the Kinabatangan River flows through the tropical jungle. The area around the river is a treasure trove of wild animals and plants, and 32 indigenous ethnic groups live there. The natural environment and traditional cultures surrounding the Kinabatangan River is where we do our eco tours every year. The feature of our tour is that students can homestay with indigenous Orang Sungai (Malay for “river people”) families living along the Kinabatangan River.

While ecotourism may take many forms, they can be placed in the following two categories. One is nature-based ecotourism, and the other is community-based (culturally oriented) ecotourism. Although it may seem obvious that ecotourism would be nature-based, it is worth noting that ecotourism is not about nature at the exclusion of all else, and that the two categories can be used to identify the difference in how the tourist comes into contact with nature. An example of nature-based tourism might be a tour to the Galapagos Islands, with virtually no human civilization, where tourists come into direct contact with the natural environment. In the other form, community-based tourism, the tourist comes into contact with nature through the local community.

What is particularly unique about ecotourism in Borneo is that community-based homestay is



encouraged, so we live the lives of the indigenous people - sharing their lives, their meals, their home, their daily activities - through which we experience nature. I have already mentioned the importance of the “value of experience,” and in this case, the value lies in the homestay format. In other words, this is not a simple river cruise to go sightseeing in the natural environment of the jungle, nor is it an activity such as enjoying some food or drink in the local village. Rather, the sightseeing and activity is like a page in the day to day of living with the locals. In this way, by basing the experience in the interactive mechanism of homestay, we transform the sightseeing and activity of tourism into something with the value of experience: tourism that remains in the heart.

Although Borneo Island has a lush natural environment, in reality its forests are being heavily logged and replaced with plantations for palm oil. The pristine nature is dwindling rapidly. Partly to prevent further damage, the government is promoting ecotourism. In our program, we always start with a tour of the sanctuary for orangutans driven out of their forest homes because of logging. Then we visit the village where we will be homestay. The villagers welcome us with the words “community tourism,” not “ecotourism.” From the first day of our tour, we are struck by the strong passion of the residents to change the way they live through tourism, for the sake of conserving and preserving the natural environment of the jungle.

While it is to be expected that students will be moved and inspired by the lush natural environment in these nature-based sites, it is noteworthy that the thing that inspired them the most, or the thing they liked best, was precisely the part pertaining to the value of experience -

that is, how they were able to interact with the people in the community. The relationship with the host family and local residents is the basis upon which the students see and enjoy the natural environment. It is very clear that students are enjoying and gaining inspiration from the eco tour from their base in the community. We always find that 2 or 3 of the tour participants are willing to go again on the same tour the following year, even though it means paying the same fee again. I believe the reason these students participate repeatedly is that they recognize the value of experience in that eco tour. If merely sightseeing and activity were enough, they would undoubtedly be satisfied participating just once. The mechanism of community-based tourism is what generates that kind of “value of experience,” which is what assures the sustainability of prompting a participant to go twice, or perhaps even 3 times.

From these experiences, I believe youth tourism exchange should actually be conducted in a community-based format. In fact, such attempts are already underway in many different forms in the world of tourism. However, as far as I can see in my day to day experience at university, there is not much being done in the way of having our young people experience those kinds of community-based tourism. This is no doubt due to a variety of problems including the value of tourism and other business-related issues. Surmounting such problems is still a very difficult task; however, for youth tourism to become sustainable tourism, we have no choice but to overcome those barriers. I do not have much to offer in terms of specific suggestions, but one thing I feel absolutely necessary is a cooperative mechanism to create youth tourism between

very diverse sectors such as industry, the private sector, the community, and government, instead of the tourism industry going at it alone. And what is more, this being tourism, the efforts need to be international. I am convinced these efforts are absolutely necessary.

Today, it is relatively easy for students in Japan and any other country to purchase mass tourism products. But there is still no system where, with a mouse click, someone can purchase the kind of youth tourism I have been describing. At least from what I see in Japanese students, I believe there is a demand for community-oriented tourism exchange where the “value of experience” is sought after. We must commit ourselves immediately to building such a system. That is my conclusion and proposal, which I am transmitting from Japan, or if that is too grandiose, from the university front lines where our students are learning.

Thank you very much.

## “The Current Situation of Educational Tourism Exchange for Accepting Foreign Youth to Japan”

Educational Exchange Coordinator,  
Osaka Prefectural Government

Masafumi Yuasa



The Osaka Convention & Tourism Bureau (OCTB) was established with funding and human resources from Osaka Prefecture, Osaka City and the private sector. As a foundation, its purpose is to activate Osaka by drawing people from outside and inside Japan to the local area. OCTB operates five information centers at Osaka Castle and various other locations in the city. It also produces tourist maps that are offered free-of-charge. It also co-sponsors the Tenjin Matsuri. OCTB is working to draw tourists and conventions to Osaka by supporting tourism in various ways.

Today, I will be talking about school trips to Japan and school exchanges, the meaning and assessment of school exchanges, actual school exchanges, and issues and countermeasures concerning school exchange programs, in that order.

To begin with, I will talk about school trips to Japan and school exchanges. In recent years, other prefectures besides Osaka have increased the number of educational travelers that they have welcomed to Japan. The economic impact is obviously high, but also it is important to enhance the educational value of overseas school trips via school exchanges just as when school trips go from Osaka abroad. The issues are to meet the needs of an increased influx of educational travelers while finding ways to make schools exchanges meaningful for future hosting schools.

Increasing the number of educational travelers to Japan are the growing affluence abroad and

the no need for a visa for school trips from Korea, China and Taiwan. Other than that, there is also the interest in Japanese culture. For example, some want to come in contact with representative facets of Japan such as manga, fashion or Japan's advanced level of education. I might also add that Japan is safe and clean, which is another strong reason why young people want to come to Japan.

Educational travel to Japan and school trips from Japan are different. In Japan, the entire grade goes on a school trip, whereas educational travel to Japan is characterized by small numbers of just those wanting to go. Because of the small number of participants, these trips are flexible. Because of this flexibility, proposals can usually be obliged even when made at a late point in time. At the very latest, proposals for school exchanges come anywhere from one to two months prior to the actual event in most cases.

As for welcoming people to Osaka Prefecture, about 11,000 came last year including teacher observations. There were 257 hosting schools, a number that shows just how open our doors are to teachers and students from abroad. We are proud of this number in Osaka Prefecture. This kind of number means that an exchange or observation takes place almost everyday throughout the year. OCTB is the portal for those visits. When an application for exchange is received from outside of the country, the purpose, number of persons and planned period of time are confirmed and a compatible school is then sought. Not only do we

match the schools up but we also visit the hosting school afterwards to discuss details. We are also present on the day of the exchange activities. Sometimes the bus is late. Schedules get thrown off and schools panic. Those matters need to be taken care of. Those are the kind of things we do to enable schools to host exchange programs.

We want the exchanges to be high quality and have as much educational value as possible, but that is not always the case as you can imagine from the numbers. We received 1,000 requests for school exchanges in Osaka Prefecture in FY2004 and 3,788 in FY2005, from schools and travel agencies abroad. People before talked with the School Board and made requests to the Tourism Promotion Department of Osaka Prefecture and organizations in Osaka City, but it was difficult for each separate entity to provide these services, so OCTB was made the exchange program coordinator of Osaka Prefecture. This happened in FY2005. Though operations were centralized, schools have each their own situations and some schools are unable to host exchanges. In particular, schools are off on Saturdays because of the five-day week, so there are only five days of lessons in a week. In spite of the request for exchanges in Osaka, various events fill the week from Monday to Friday and schools, therefore, cannot host exchanges for as much as one or two months in the future. Up until FY2005, requests for exchanges were asked of schools without knowing their situations, and were often turned down as a result.

I became a coordinator in 2006, having been retired as a teacher. Schools have their circumstances and issues, but I believe that exchanges can be very meaningful to hosting schools if we accepted all requests for school

exchanges in Osaka and design the exchanges around the students as best possible. In FY2006, we had 8,041 exchange persons and then 11,072 last year, which amounts to a three-fold increase in two years. I think that we've been rather successful in terms of quantitative expansion. Another reason for the sharp increase in exchanges since FY2006 was the launch of the Osaka School Trip Promotional Committee by Osaka Prefecture, Osaka City, Sakai City, the prefectural and municipal school boards, and tourist associations, to promote cooperation in welcoming visits to Japan. The full cooperation of the Osaka School Board was a particularly big boost.

94% of the visitors come from the three countries of Korea, China and Taiwan. Not many come from elsewhere. Korea accounts for about 60% and China for about 25%. By schools, 143 or 55% were high schools, followed by junior high schools and elementary schools. Overseas, elementary school children take school trips abroad. That alone is an indicator of the increase in affluent families. There were 48 other schools. They visit trade schools, kindergartens, daycare centers and educational facilities.

I next would like to talk about the meaning of exchange and assessing hosting schools.

This is what I think of school exchanges. These other schools most graciously offer to come at no cost for international exchanges. I don't think anyone would turn that down. The hosting side has certainly various concerns, but exchange is very meaningful. As I said earlier, about 10,000 students from Osaka last year interacted with students from abroad, but when those children talk about their experiences with their friends and then their parents when they go home, the

impact expands horizontally. And, that is not all; because these are youth exchange programs, the experience remains with them well into the future. The visiting students from abroad as well are more than likely leaders in their countries and, after enjoying the exchange programs in Osaka, are very likely to come to Osaka and Japan again. School exchanges not only expand international understanding horizontally but also lead to vertical expansion in the future. In that sense, I think that the educational value of exchanges is high.

Another meaningful point about exchanges is that they develop communication skills. If the other persons speak Japanese, the children can find common topics of interest and make the effort to understand one another in Japanese. If they do not speak Japanese, they can use what faltering English they know or write down what they want to say in Chinese to convey their thoughts to others. They think for themselves and communicate by trial and error. These kinds of skills are developed, I think, through international exchange. For this reason, hosting schools have very highly rated school exchanges. We received 97% responses that were either “It was very good” or “It was good”. Those who thought it was ordinary accounted for only 3%. In response to the question “Would you like to take part in future exchanges?”, school teachers answered like you would expect teachers to: if the students were happy, it seems worthwhile, so after seeing students active in exchange activities, teachers are glad to do an exchange even once and will likely want to do it again. As a result, 21% said they wanted to do future exchanges, while 74% said they would if the conditions were right. This also shows how highly schools rate exchanges.

As for exchange formats, some schools are too

busy to host activities. In that case, I think that it is a good idea to let the children direct the activities. Or, if there isn't enough manpower, another possibility is to get help from neighborhood people, parents and graduates.

《Explanations of “actual school exchanges” using PowerPoint slides were omitted.》

Lastly, I want to talk about exchange issues and countermeasures.

The first is what I mentioned earlier about the one or two months from when a request is accepted until the exchange is implemented being too short of a time to prepare things. Most hosting schools cannot prepare in time. However, given the exact same conditions and pretexts, the results are completely different if a school turns down the request because they cannot make preparations and a school does whatever it can. Various things can be done if at least the principal demonstrates a willing attitude to do whatever can be done. For that reason, we visit schools for discussions after having matched them with overseas counterparts. We hear their questions and wishes, and provide them with advice. Often is that, because the preparation period is short, we tell them to use ordinary lessons and extracurricular activities and let the children handle things in order to lessen the burden of the hosting school. Children have many, many ideas. The children in Osaka, in particular, will do a lot of things. One of Osaka's tourism assets is it's people, I believe. Excellent programs can be arranged by utilizing the extraordinary resources that children are, therefore I tell principals to let the children play the leading role.

The second issue is about finding exchange funding. Visiting schools always bring gifts.

So, how do the Osaka schools return the favor? How do they pay for drinks? Schools do not have money now, so OCTB incurs some of the expenses, but because of the high number of programs, we cannot pay for everything. This is a future issue to deal with.

Also, problems and misunderstandings occur because of differences in school cultures and exchange attitudes. Some are loose with time, arriving early or later than the appointed exchange time. Japanese schools ordinarily manage their time carefully, but this is frequently the case when schools visit from abroad. Also, the manners and attitudes in the exchanges can be alarming. Not only students but teachers here for observations as well enter school buildings with hats on or chewing gum. People look at this in various ways; some say it bothers them to see it, while others think of it as a chance for differing cultures to understand one another. On the other hand, what seems to shock groups from overseas the most is the short length of skirts that Japanese girls wear. And, the friendly behavior with teachers surprises them. We both have good points and bad points, therefore it is important to understand that we are not the same and that we are different. However, we coordinators are on site to deal with things such as last-minute cancellations, schedule changes, gum chewing and so forth.

As exchange issues, visiting schools are asking to become sister-schools and there has been an increase in requests for home stay programs. However, Osaka has its housing issues and Japanese are clumsy at entertaining guests, which is a difficult issue. Especially when schools visit from Korea, Taiwan and China, parents do not readily approve of sister-school agreements and home stay programs, unlike with blue-eyed

Westerners. In those cases, I suggest to the Osaka schools that they first visit these other places. For example, since affluent students are coming, whether it's Korea, Taiwan or China, they can host us. We suggest that they do a home stay program first over there. Then, as a return favor, they would have the students stay over in Osaka. This is possible. I think this, not so much give-and-take, but take-and-give approach is needed for home stay programs.

One example success with that this fiscal year was that we sent about twenty high school students from Osaka to China with money provided by the Japan-China Friendship Association. Then, the same number of students were welcomed from China in Osaka. Chinese delegations make home stay a prerequisite of exchange. If the students could not welcome the foreign students into their home, the school where they were registered looked after them. This kind of home stay program went better than expected. A future topic will be to spread this method of home stay throughout the countries of Southeast Asia and East Asia.

## Presentation

# “The Current Trend and the Issues of Tourism for Japanese Youth from the Viewpoint of the Travel Industry”

Director and Vice President, Marketing,  
Japan Tourism Marketing Co.



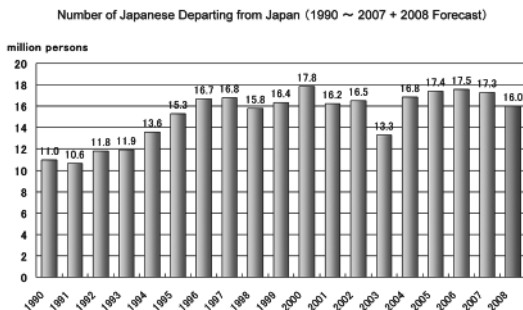
Masato Takamatsu

Today I would like to lead into the panel discussion by thinking together with you about what is happening in overseas travel by Japanese young people over a decade.

brackets. I think a major portion of them are work-related, business trips and the like. The next largest group is women in their 20s and 30s.

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### Structural changes are seen amongst Japanese who depart from Japan



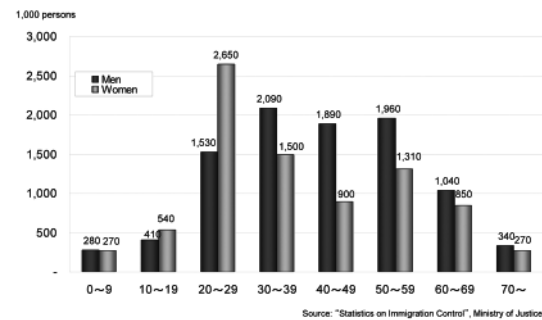
www.tourism.jp

Source: Ministry of Justice, arranged by JTM

Trends of Japanese overseas travelers indicate a record of 17.8 million was reached in 2000, after which the numbers went up and down and is now on a downward curve. This year it looks like the number will hover around 16 million people.

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### Women in their 20s led departure from Japan prior to 2000



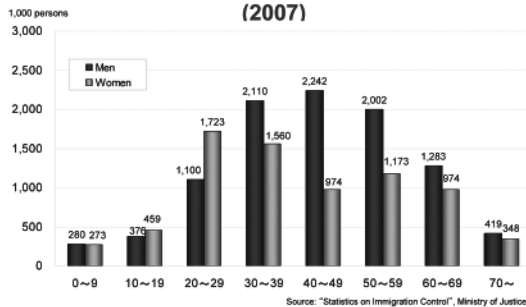
Source: "Statistics on Immigration Control", Ministry of Justice

www.tourism.jp

The year 2000 was very different from what we see today, with 2.65 million twentysomething women making up the largest group. Although in terms of numbers the difference is several hundreds of thousands, the demographics of overseas travelers have changed in a major way from 2000 to 2007. And the group that has shown the biggest change is the twentysomething age group.

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### Men age 30~50 depart from Japan most followed by women in their 20s and 30s (2007)



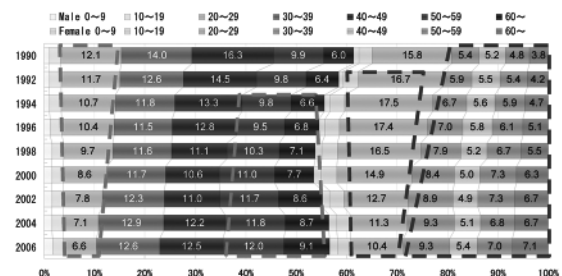
www.tourism.jp

This is a chart of Japanese overseas travelers in 2007, shown by gender and age group. Notice the large number of males in the 30s to 50s age

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### Main age group of Japanese departing from Japan has shifted from young people to seniors: Travelers in 20s: 28.4% (1992) ⇒ 17% (2006)

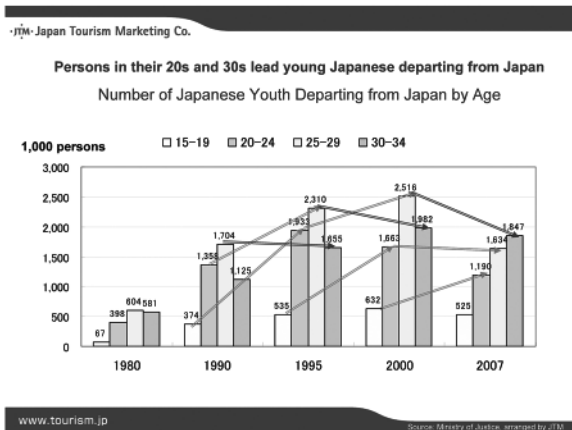
Number of Japanese Departing from Japan by Gender/Age (1990-2006)



www.tourism.jp

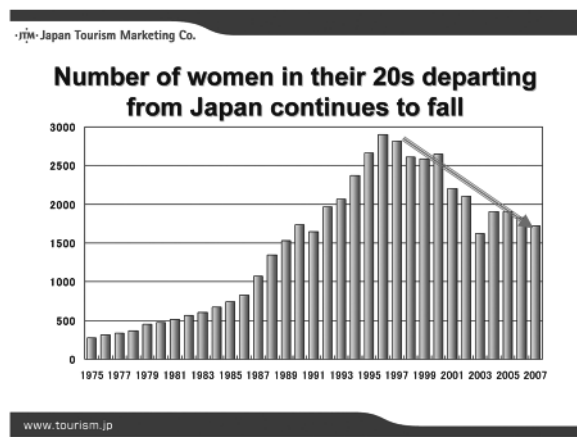
Source: "Statistics on Immigration Control", Ministry of Justice

This is a chart showing the period from 1990 to 2006 broken down into 2-year segments and displayed by gender and age bracket. The total of twentysomething males and females was 27.9 percent in 1990. The percentage of twentysomethings was highest in 1992, at 28.4 percent. However, as you can see from this chart, the twentysomething age group tapers off as we go down, that is, the twentysomethings as a percentage of the whole continues to decline. In 2006 it goes down to 17 percent, a decline of more than 10 percent. Who, then, are we seeing more of? We see a particular increase in women in their 30s and 40s. As you can see the overseas travel demographic has shifted from the young to the middle-aged and senior brackets.

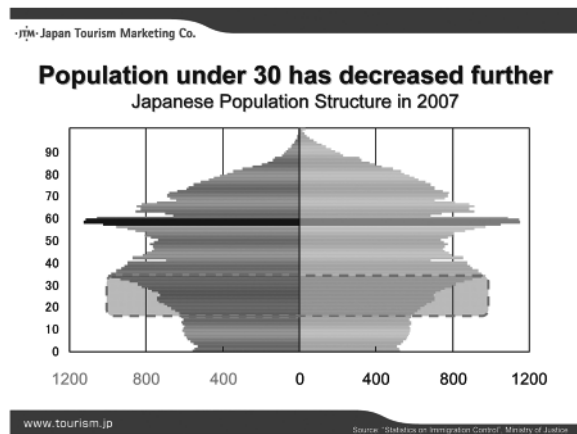


Let's look at the people who were in their late teens in the 1990s. In the 5 years between 1990 and 1995, when these same people were in their early 20s, the number of overseas travelers increased, as you can see from the tilt of the arrow. Likewise, late teenagers in 1995 became early twentysomethings in 2000, and late teenagers in 2000 became early twentysomethings in 2005, but as you can see the slope becomes less and less steep. We are no longer seeing the flurry of action of "okay, now I'm in my 20s, I'm going overseas!" which used to be there when people entered their

20s. Five years after that, the curve flattens out even more. Looking at the number of people in their early 20s to their late 20s in 2000, we see the numbers decreasing for the same generation. When we look at those in their late 20s to their 30s, all the numbers are going down.



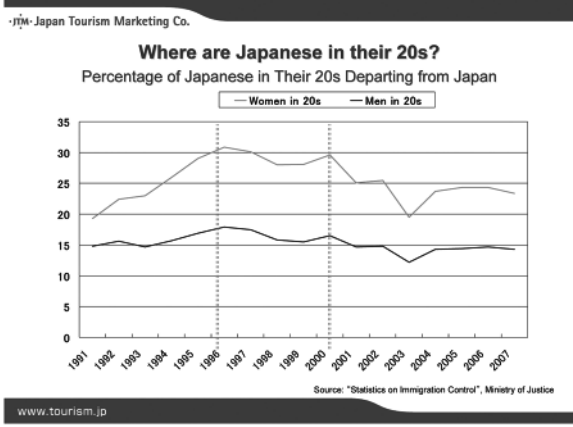
This is the curve showing female outbound travelers in their 20s. They were most numerous in 1996, when we had about 3 million people in this group alone. Today there are not even 2 million people, and the numbers are falling rapidly. There is no sign of the numbers coming back up. One of the reasons obviously is the decline in the population of young people.



The largest demographic segment in the Japanese population is the baby boomer generation around 60 years old, followed by people around 35 years old. For both males and females, the



population goes into a decline from the 20s on down. It makes sense that a declining population would lead to a drop in outbound travelers, but that is not the only reason. The twentysomethings of today appear to have a waning interest in overseas travel. There seems to be something happening that cannot be explained by the falling population alone.



This is a chart showing the concept of "departure ratio." Departure ratio is the percentage of the total of a given demographic segment having gone overseas in the span of a year. These figures indicate how many people out of 100 went on overseas travel. In 1996, more than 30% of women in their 20s had gone overseas; that works out to about 1 in 3. However, after that, the departure ratio continued to slide, and then dropped abruptly with the SARS outbreak in 2003. In 2006 and 2007, the departure ratio was just over 20%, which is even lower than that around the 9/11 terrorist incident in 2001. Before, 1 in 3 went abroad; now the number is less than 1 in 4. Male travelers are also on the decline, although more gradually. The numbers look as if ready to make a comeback in 2000, but after 9/11 in 2001 and the SARS outbreak in 2003, the chart appears to be in hopeless shape. It suggests that overseas travel, which used to be something to be longed for and

dreamed about, is now being looked at in a slightly different light.

Japan Tourism Marketing Co.

**What does overseas travel mean to you?**  
Top 5 Keywords by Age

20-24M	%	25-29M	%	30-34M	%	35-39M	%
Different cultures	21.9%	Refreshing	15.0%	Different cultures	13.9%	Refreshing	22.4%
Educational	9.4%	Different cultures	10.7%	Refreshing	13.2%	Different cultures	14.0%
Fun	7.8%	Fun	9.5%	Change of pace	10.4%	Unusual	11.2%
Refreshing	6.3%	Unusual	9.5%	Recreation	9.0%	Change of pace	11.2%
New experiences	6.3%	Change of pace	7.1%	Unusual	9.0%	Fun	8.4%

20-24W	%	25-29W	%	30-34W	%	35-39W	%
Refreshing	14.3%	Refreshing	17.2%	Refreshing	17.3%	Refreshing	21.4%
Different cultures	13.1%	Different cultures	13.0%	Reward	12.7%	Fun	13.7%
Fun	11.9%	Fun	12.0%	Getting away from the routine	10.7%	Reward	11.1%
Healing	9.5%	Reward	9.4%	Different culture	10.0%	Unusual	9.4%
Unusual	8.3%	Escape from reality	9.4%	Stress relief	9.3%	Different cultures	9.4%

Source: Unreported data from "Survey of Overseas Travel", JTM

www.tourism.jp

Japan Tourism Marketing Co.

**Seniors show more curiosity and vigor**  
Top 5 Keywords by Age

60-64M	%	65 and older M	%
Educational	13.8%	Fun	13.1%
Fun	11.2%	Educational	11.2%
Change of pace	10.3%	Refreshing	7.5%
Different cultures	6.0%	Unusual	6.5%
Yearning	5.2%	Yearning	6.5%

60-64W	%	65 and older W	%
Fun	18.1%	Getting away from the routine	13.6%
Educational	11.0%	Refreshing	11.9%
Getting away from the routine	9.4%	Fun	10.2%
Refreshing	7.9%	Healing	6.8%
Different cultures	7.1%	Educational	6.8%

Source: Unreported data from "Survey of Overseas Travel", JTM

www.tourism.jp

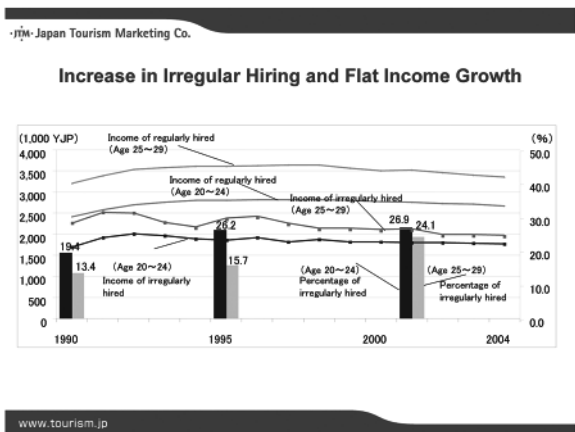
In a survey we conduct every year, we ask overseas travelers what overseas travel means to them. We obtained freely expressed answers from 3,000 to 4,000 people. In a previous lecture, we heard that young people go overseas to experience different cultures and expand their horizons. Indeed that is exactly what male travelers in their early 20s said about overseas travel. However, people in their late 20s and beyond increasingly describe overseas travel in the following ways: "a way to be refreshed," "switching gears," "taking a break," "a release from the everyday," "stress reliever," and even "escape from reality." Nor does this change at all for people in their 40s and 50s. It seems that people are simply exhausted every day and their feeling is they want to go overseas where their cell phone doesn't ring or receive e-mail, and spend a

few days just relaxing. Furthermore, from about the late 20s onward, the most frequently used phrase is “to be refreshed.” I have mixed feelings about the fact that this tendency is showing up in people so young. It seems that the young people of today are not going overseas all fired up to enjoy themselves or experience new things.

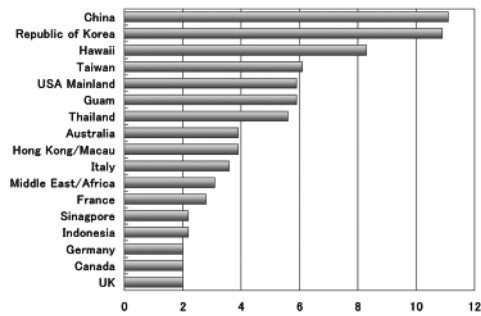
On the other hand, we are seeing those who are 60-plus who are young at heart. Up to their 50s, people use phrases such as “relaxation,” “to be refreshed,” and “escape from reality.” But once into their 60s, people use words such as “expand my horizons,” “enjoyment,” “different culture,” and “longtime dream.” This difference is also reflected in the way people actually travel. Those in their 30s to 50s tend to spend as leisurely a time as possible in one place. However, once past 60, people want to see as many things as they can in one day, so they participate in tours that take them around to a lot of places and commit themselves with energy from morning to evening. This is perhaps due to the fact that persons up to their 50s who are still in the workforce have to show up for work the next morning after they return from their trip, while for the 60-plus group life is just one long weekend, and they can take it easy again once they return home, which allows them to expend their energy while they are traveling.

The third background factor is disposable income, that is, the lack of money. A comparison of full-time and part-time workers as a percentage of the whole from 1990 to 2004 indicates a rise in the ratio of part-time workers, particularly in their 20s. We are seeing an increase in people who are not formal, full-time employees but rather who are temporary staff, contract employees, or “freeters,” that is, careerless people in part-time or dead-end jobs. There is also a difference in yearly income between those who are formally employed full-time workers and those who are not. With the yearly income low to begin with, the income level keeps going down. The gap between the haves and have-nots appears to be widening even in the young age groups. The phrase “M-curve society” is being used to describe certain Asian nations today, but I feel there is something similar in the air in Japan also.

Just recently I had an opportunity to speak separately with professors teaching at two different universities in the Tokyo area. One of the teachers described how he had asked a class of about 100 students whether they had taken a trip overseas within the past year, and only 2 or 3 students raised their hand; his students also talked about how they saw overseas travel to be troublesome because of the language barrier, or frightening. By contrast, a teacher from the other university said almost all the students in that university had traveled overseas. There are two differences in background factors between these two universities. One difference is the so-called “hensachi,” or the levels scored on standardized tests, of the respective student bodies. The other difference is the average income of the students’ parents. Both groups of students were tourism majors at the university level, yet just these two differences had led to a major gap.

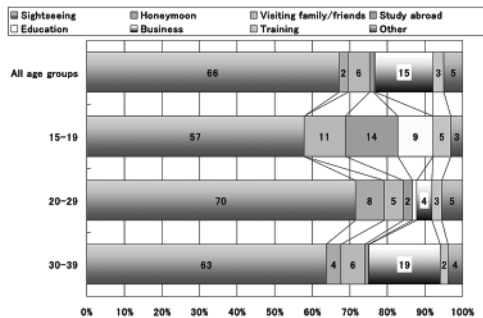


**Overseas Destinations of Youth Travelers from Japan**



The countries most visited by Japanese youth are China and South Korea. These are followed by Hawaii and Taiwan - the very picture of mass tourism destinations. If we were to press the issue I would say perhaps they are slightly more likely than other age groups to travel to the Middle East and Africa.

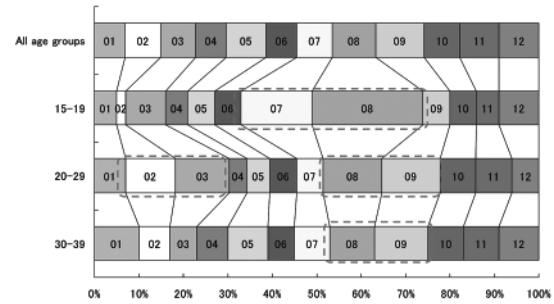
**Travel Objectives of Youth Going Overseas**



In terms of the purpose of travel, 60 percent of teenagers between 15 and 19 years old say their purpose is sightseeing, followed by visiting family or acquaintances. These respondents probably had previous experience living on other countries and have friends there, or their parent is on an expatriate assignment in another country. A sizable percentage of people also go abroad for "educational travel." Once into their 20s, more people say "sightseeing," but "visiting acquaintances" is still there to some degree. A

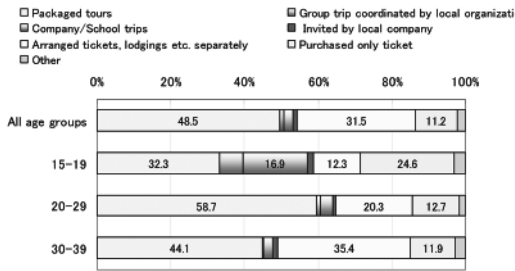
significant shift occurs with the thirtysomethings, whose most frequent answer, "sightseeing," is followed by "business." I am guessing that this age bracket is when people start being dispatched overseas on business travel.

**Departure Month of Youth Departing from Japan (2007)**

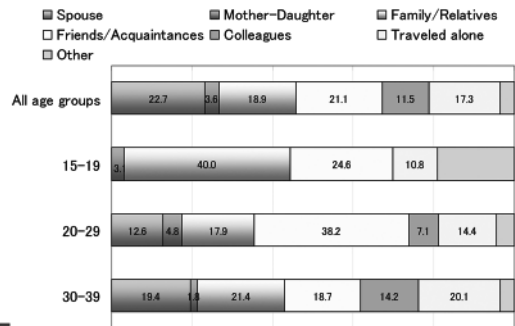


There are significant differences between age groups as to which months of the year they are leaving Japan in. Most teenagers travel in July and August, as visiting acquaintances, school excursion trips, language training programs, and so on are conducted during summer break. Twentysomethings also show the privileges of student life: After February and March, which is when graduation trips take place, and August, which is the summer break, this group has large numbers leaving in September. The reason for this is that, instead of going in August, when airline tickets and tours are expensive, they wait until prices go down in September and squeeze in their trip before the start of the second semester. While people in the workforce can take their summer vacation in August, many actually travel in September when prices are lower. People in their 30s still travel the most in August and September, but their departure dates are more evenly spread around the year.

### Travel Style of Youth Going Abroad

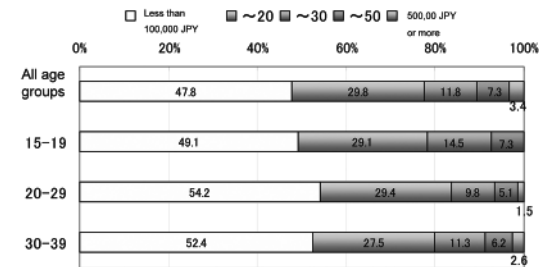


### Travel Companions



In terms of the form of travel, young people tend to go for package tours. In term of who they travel with, teenagers tend to travel the most with their families, while twentysomethings go with friends and acquaintances, and thirtysomethings with a variety of different people.

### Overseas Travel Expenditure

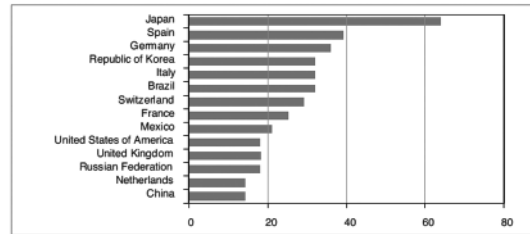


In the lecture this morning, there was a comment that youth travel is by no means cheap. Teenagers spend just about as much for travel as the average

person. Perhaps this is because their parents are paying for their travel. Twentysomethings tend to be more likely to spend less than 100,000 yen compared to other age groups, but the difference is not that significant, and the same goes for thirtysomethings. It does not appear to be the case that just because someone is young or in their 20s they are traveling on the cheap. I admit there are very few who spend more than 500,000 yen, although some spend more than 500,000 yen per person when it comes to their honeymoon.

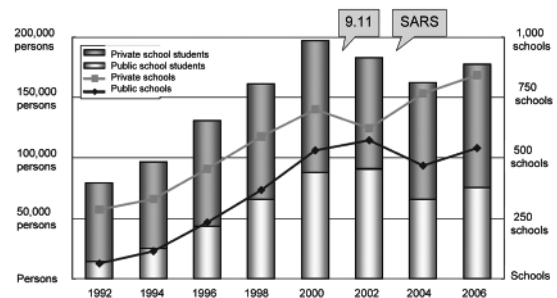
### Are Japanese interested most in traveling overseas for language study? 2/3 language schools have Japanese students.

Figure 7.3 Main source markets for language students, 2005 (%)



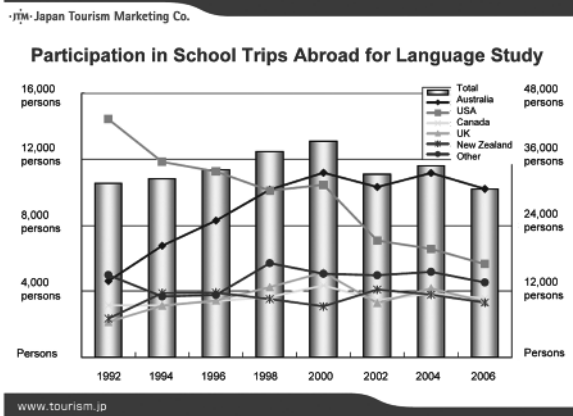
A UNWTO report on the nationalities of students enrolled in a number of language schools worldwide indicated that, surprisingly, Japanese students were the most numerous. Japanese nationals were enrolled in two-thirds of schools surveyed. We can see that a large number of Japanese young people go overseas for language study.

### Number of students does not increase in proportion to increase in schools. Number of Students Traveling Abroad for Study

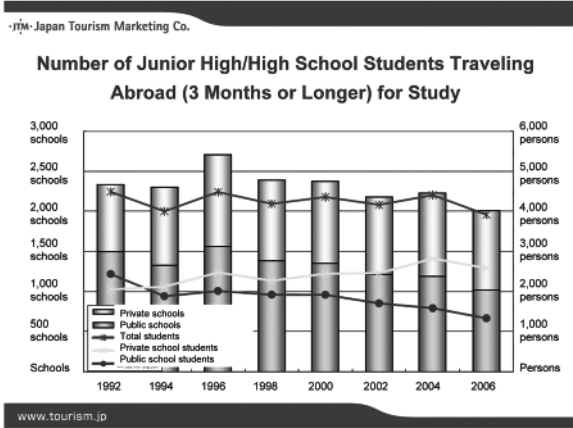


School excursion trips outside Japan decreased

sharply in 2002, the year after 9/11, and in 2004, the year after SARS. Safety and security are paramount in educational trips, and it makes sense that they decrease when an incident occurs. In Japan, school excursion destinations are decided upon a year or two in advance, which means the effect of an incident continues for 2 or 3 years afterward. However, in 2006 we see an increase in overseas excursion trips, both by public and private schools. The line graph shows the number of schools. While the number of schools has gone up, the total number of students remains relatively flat overall because there are fewer and fewer students in each of the schools.



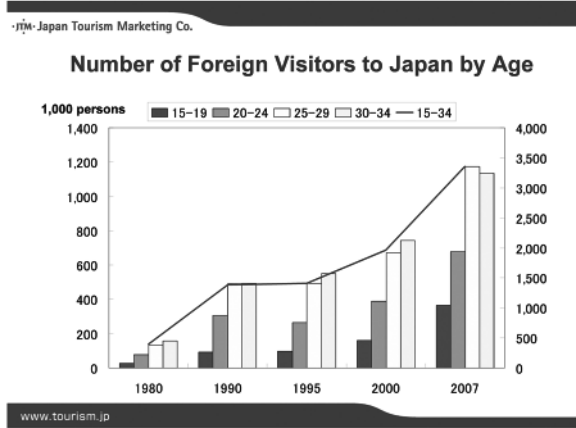
In addition to excursion trips, some schools organize overseas language trips (including short-term overseas study programs less than 3 months long). After reaching a peak at around 2000, the number of students remains stagnant. This may also be due to a structural problem.



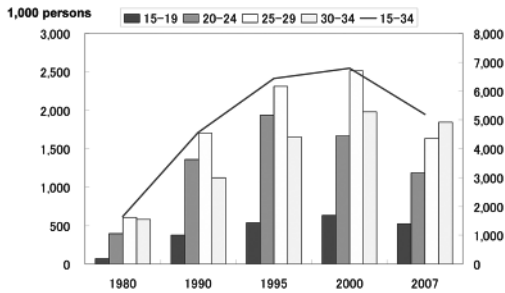
The number of students going overseas on long-term study programs over 3 months in duration has gone down more drastically than the decrease in population in this age group. Several study-abroad organizations have suggested that high school students are now less inclined to study overseas. The figures suggest, worryingly, that students may be putting off their studying abroad until they enter university so that they may focus entirely on passing the grueling entrance examination, or that the students' focus is turning inward, away from foreign countries.



This is also a piece of UNWTO data. When we compare 2002 and 2007, we see that many of the world's youth are visiting Europe. China and Japan are lumped together into one category, but we see here the numbers have more than doubled in these 5 years. We see that the youth of the world are looking toward China, Japan, and Asia.

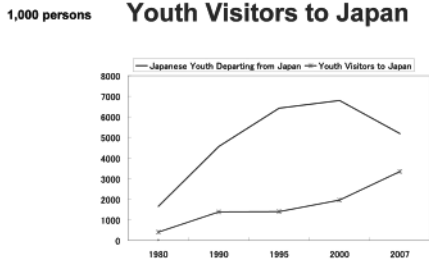


**Number of Japanese Departing from Japan by Age**



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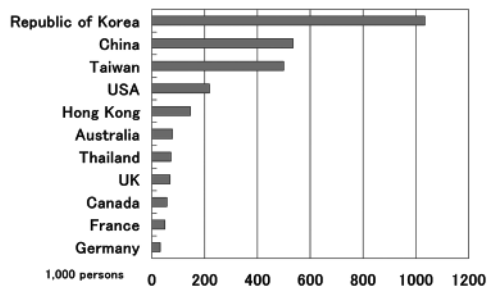
**Japanese Youth Departing from Japan vs. Youth Visitors to Japan**



www.tourism.jp

The number of people aged 15 to 35 who actually visit Japan is rising every year in every category. There is a particularly sharp rise from 2000 to 2007. By contrast, the departure statistics of Japanese people between 15 and 35 years old shows a completely different curve compared to the people coming to Japan. When we put these two charts together, I find myself wondering if these numbers will be reversed in another 3 years or so.

**Number of Youth (Age 15 ~ 34) Visitors to Japan by Departing Country/Territory (2007)**

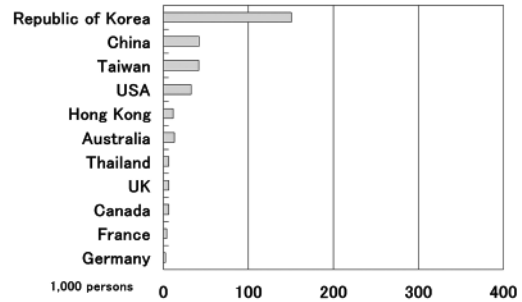


www.tourism.jp

Source: Ministry of Justice

The largest numbers of foreign visitors to Japan come from South Korea, followed by China and Taiwan, with the USA a distant fourth, then Hong Kong, and Australia.

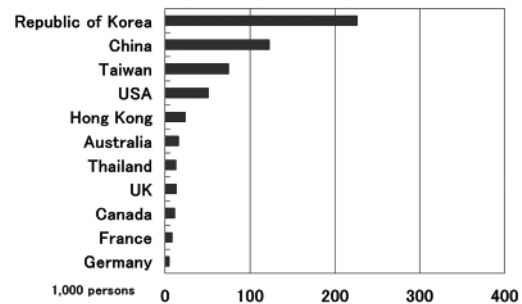
**Number of Youth (Age 15 ~ 19) Visitors to Japan by Departing Country/Territory (2007)**



www.tourism.jp

Source: Ministry of Justice

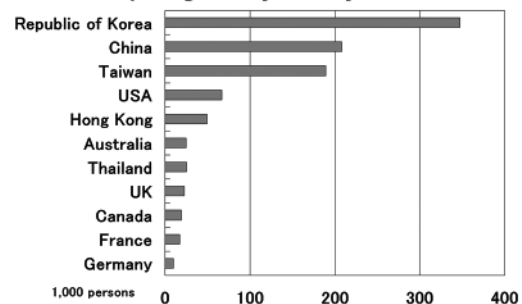
**Number of Youth (Age 20 ~ 24) Visitors to Japan by Departing Country/Territory (2007)**



www.tourism.jp

Source: Ministry of Justice

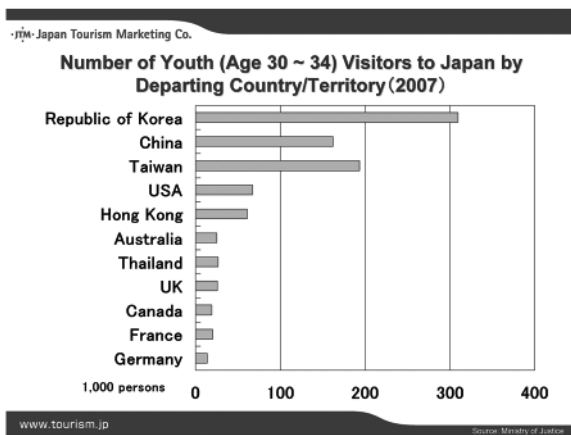
**Number of Youth (Age 25 ~ 29) Visitors to Japan by Departing Country/Territory (2007)**



www.tourism.jp

Source: Ministry of Justice

This breakdown by age group shows we get a large number of South Korean visitors in their teens. These visitors are probably on school



excursions. There are two categories of school excursions. One type includes visits to schools in Japan and is included in official statistics. The other type, which more closely resembles Japanese school excursions, has no school visitation but includes sightseeing and other educational objectives such as touring a manufacturing plant etc. School excursions without school visitation are not included in the statistics compiled by the Ministry of Education, Culture, Sports, Science and Technology. However, even in the teenage segment alone I would fully expect there to be at least several hundred thousand students coming in on these kinds of trips. South Koreans also comprise a large segment of visitors in their 20s although Chinese and Taiwanese are also sizable groups. South Korean visitors, especially those in their 20s, tend to favor the Tokyo area and enjoy weekend shopping and entertainment. However, with the yen rising so much against the won this year, the cost of traveling in Japan has nearly doubled for South Koreans, so I think we will be getting far fewer visitors from South Korea this year. The late 20s group is made up of more Chinese and Taiwanese, as well as Europeans and Americans. Taiwanese are prominent in the 30s segment, with an increase in visitors from areas like Europe.

In any case, Japan appears to be a country which is attracting the attention of young people around the world.

Before we lead into the panel discussion to follow, I would like to give a brief summary of what we can do to stop the decrease in Japanese young people going overseas and accelerate the increase of foreign visitors to Japan.

First of all we must recognize that, although youth travel is increasing on a worldwide scale, it has been on a decreasing trend in Japan since it peaked in the 1990s. Notwithstanding the structural factor of the shrinking population in the youth segments, the major issue is the fall of the departure rate, that is, there is less interest and enthusiasm about going to foreign countries. On the other hand, we are getting more foreign visitors to Japan, especially young foreign visitors. Many are from other countries in Asia, and we are seeing more from Europe and the Americas, too. In the following panel discussion I would like to think about what we can do to identify and eliminate any barriers or inconveniences that foreign visitors might face when they visit Japan, as doing so may increase the number of people visiting our country.

Thank you very much.





## Panel Discussion and Q & A

“What are the Optimum Conditions and Arrangements for Supporting the Tourism Exchange of Youth in Asia and the Pacific.”

### Moderator

Mr. Masato Takamatsu

Director and Vice-President, Marketing,  
Japan Tourism Marketing Co.

### Panelists

4 students from HANNAN Univ.

Ms. Mika Sasada

Ms. Megumi Fukui

Ms. Sayaka Furuta

Ms. Tomoyo Yasue

4 students from APU

Mr. Padgett Timothy (United States of America)

Mr. Ansere N. George (Republic of Ghana)

Ms. Shin Natalya (Republic of Uzbekistan)

Mr. Ebong J. Ndobé (Republic of Cameroon)

### Commentators

Presenters

## Panel Discussion

○ Takamatsu :

From the lectures, I believe that everyone has understood that youth tourism is expanding worldwide and, in recent years, the number of youths visiting Japan has greatly increased. So, what is it about Japan that attracts or interests youth around the world to come?

Let us first ask the people from APU. Is Japan a place where young people in your country would want to visit? What about Japan attracts youth around the world? Do you come wanting to see or experience something? Could we start from Timothy?

○ Timothy :

I personally came as an exchange student to APU. APU is very well known and more than 30% of the 5,000 students come from abroad. It's interesting because there is such a wide diversity of exchange students from different countries. In other words, the biggest draw is that you can get a truly international education.

The second point is that Japan is at turning point. Japan is opening up and the time has come for Japan to open her doors to the world. This is beyond the language.

Until now, language had been a very big barrier. It was a serious handicap to studying in Japan. For university students, it used to be hard to study in a language other than Japanese, but that area is what is truly interesting now.

○ Takamatsu :

Timothy has, speaking from his own personal experiences, pointed out the opportunity of international studies. Next will be George from

Ghana. What do young people in Ghana find interesting about Japan?

○ George :

To be honest, most students from Ghana and West Africa do not choose Japan. Language is an issue. You do not often hear about Ghana students coming to Japan. But, in Japan today, I can study all of my courses in English. For me personally, it was a great challenge to come to Japan. In other words, language was an issue. When I'd go shopping, I couldn't understand anything because it was difficult. For example, the kind of meat you want to buy. Sometimes, you do not want to eat pork. But, I don't know if it is pork or beef. That kind of situation was rough and, because there are rough times like that, students do not readily choose Japan. Therefore, most of the students go to America or Europe. Japan is usually the last option.

○ Takamatsu :

When you chose APU, did you choose it over schools in the West? Or, were you interested in studying at a Japanese school from the start?

○ George :

I actually had a chance to go to China. I had a chance to go to Asia. It is a new area and, therefore, offering new opportunities. In any case, the idea of studying in a completely new environment that was completely different from America and Europe where my colleagues and friends studied got me excited. So, when I was asked if I wanted to go to a place like that, I thought to myself that it would be good to study

in a completely new environment that I knew nothing about. In short, I went from knowing absolutely nothing to writing completely in Japanese. Of course, I was afraid at first. But, it was a lot easier than I thought. And, of course, I still have a long way to go. I think Japan is the best in the world in terms of security and safety. It is a very comfortable place to live. Then, there are the various signs and the languages. How to communicate and how to read the language is the starting point. This is very hard.

○ Takamatsu :

It seems that life in Japan wasn't as hard as you thought. Now, I would like to hear from Natalya from Uzbekistan.

○ Natalya :

First of all, being from Central Asia, our impression of Japan is much the same as everyone from Africa. That is to say, Japan seems like an extremely difficult place to live. For us in Central Asia, America or Europe is the place for travel and study. After that come the Asian countries like Korea and Japan.

The reason why I chose to study in Japan was because I wanted new experiences. That is to say, Japan is like a star in a completely different universe. We do not have a lot of information about Japan in the media and, just based on what I knew, Japan was the land of the samurai. I was very interested in these kinds of historical aspects. I was also interested in technology, like robots. So, in that sense, I had this mixed image of Japan: samurais in one hand and robots in the other. That was my impression of Japan and what brought me here. So, my biggest objective was to see what it was really like.

○ Takamatsu :

Natalya, what does this real Japan look like to you now? Is it very different from what you imagined before coming?

○ Natalya :

No, Japan was not a completely unknown universe. I discovered that it is a country on this earth like any other. What I like best is the very international society. Especially at APU, I have been able to expand my knowledge and experiences a great deal. In that sense, I have been lucky. In other words, it is great to study together with students from 87 different countries. I would like for Japanese students to have this same chance of an experience.

○ Takamatsu :

Let us now hear from Ebong from Cameroon.

○ Ebong :

Actually, Japan is not an option for most students in Cameroon. There is the language barrier and there is not very much information about Japan available to us. Most Cameroon students study in America or Europe, but I was personally very interested in Asian cultures. I also lived in China for many years. I learned their system and, while I was doing that, I was given the chance to come to Japan. I also had the chance to go elsewhere like Europe, but I chose Japan. Many students from Cameroon study in America and Europe, but I wanted to try something completely different. At APU, there were only two exchange students from Cameroon. So, in that sense, I like being special. I also find the program to be very good and APU is multicultural, so I felt that APU was my best

option. Therefore, I decided to come to Japan.

○ Takamatsu :

There have been employees from APU in my office and we have had several interns, and I have been to APU's campus many times. It has a completely different atmosphere than ordinary Japanese universities. I'd like my own children to study there.

Next, I want to hear from the Japanese students. Looking at Japan from the outside, what seems interesting about it as Japanese? What do you think is interesting about Japan to exchange students at Hannan University or your foreign friends? Sasada-san, would you please?

○ Sasada :

I am Japanese, so I think the temples and World Heritages in Kyoto are interesting to them, but I often hear from my foreign exchange friends at Hannan University that their country is better than Japan. For example, as we heard before, Japanese students are too cozy to their teachers and skirts of the Japanese students are so short and look commonly dressed. They can feel something different, which may be interesting to them.

○ Takamatsu :

They like something different.

○ Sasada :

Yes, I really sense that in them.

○ Takamatsu :

I see. Fukui-san, how about you?

○ Fukui :

I have lived in the countryside since long ago and it is very fresh air compared to Osaka. Moreover, the people are good, so the people are what attract visitors to Japan. I would like people from overseas to learn more about Japan's essence in how people get along, our ways of consideration, true Japanese women has Japanese spirit, and kimonos.

○ Takamatsu :

So, the people are what makes Japan interesting. According to a JNTO study, the biggest change in what foreigners residing in Japan recognize between before coming to Japan and after being here is their impression of the people. They were not expecting much before coming, but after staying here a few days and then returning home, they gave a lot more points to the people being interesting. I think Fukui-san was talking about that. Furuta-san, how about you?

○ Furuta :

I was born and raised in the countryside where trains don't even run, therefore I enrolled in Hannan University and I see trains are running. There are tall buildings everywhere, so, quite to the contrary, I feel like an exchange student. I think that exchange students have two images of Japan, one of Kyoto, Nara and temples, and the other of, as was mentioned before, cutting-edge technologies, tall buildings, robots and trains. Though there are no samurais, there are mountains like those where I am from where an "old Japan" stills exists in old men and women working the fields. I would like exchange students to understand that, though

Japan is small, there is still a lot about it that they do not know.

○ Takamatsu :

That was very truthfully put. That sounds like extreme community tourism. About three years ago, JNTO invited some consumers from Hong Kong to Japan and showed them around various places. After all of that, they asked them what impressed them the most, to which many responded the landscape of rice paddies on the way to Kusatsu Hot Springs. This “old Japan” that Furuta-san wants to show visitors should be very interesting to foreigners. Next, I would like to ask Yasue-san.

○ Yasue :

I got a new part-time job and it has recently given me a lot more opportunities to come in contact with foreigners. I don't speak any English whatsoever, but I try my hardest to send them in the right direction to tourist spots. Not just me but the other staff try their best to explain things in English, which is characteristic of Japanese kindness and hospitality, I think. If you go to various tourist spots, you can see even the old women trying their best to help foreigners. So, I'd like to see things other than the Japanese culture of temples and all as tourism targets, such as that kindness.

○ Takamatsu :

“People” and “hospitality” are the keywords here. Actually, foreigners highly rate Japanese hospitality amongst themselves. So, since we have heard from students of Hannan University about various interesting aspects of Japan, do you students from APU feel like that on a

regular basis? After hearing Yasue-san talk about the “old women,” I recalled how the old men and women of a Nakatsue village in Oita Prefecture where the Cameroon team was staying during the 2002 World Cup got along great with the players. Ebong, do you find the kindness and hospitality of the Japanese people something attractive about Japan?

○ Ebong :

Definitely so. When I meet lots of Japanese people and tell them that I'm from Cameroon, they are so kind that it reminds me of Cameroon. Both Japanese and Cameroonians are warm, so I feel good in the company of Japanese people.

○ Takamatsu :

Let's hear from Timothy. Do people from Hawaii and America see the warmth, kindness and, as we just heard from Ebong hospitality of the Japanese people an attractive aspect of Japan? Or, do you get the impression that the country is a mixture of technologies and advances, or new things and old things?

○ Timothy :

I was raised in the State of Georgia where the Olympic Games were held. I was also in Japan for the 2002 World Cup. So, I had the same experiences as everyone else, but we have a narrower view of things in mainland America than they do in Hawaii. Hawaii is 20% Japanese and people of Japanese descent. There are 3<sup>rd</sup> and 4<sup>th</sup> generation Japanese. Those are the people living in Hawaii. So, Japan is more familiar to them. From what I see, Japan has both an old culture and a new culture. As far

as history is concerned, there is the Meiji Era and traditions that go way back. But, at the same time, they lead Asia in developing new technology. Japan is a leader and, along with Costa Rica, one of the only two countries in the world with a constitution that totes peace. Hawaii can see that. Other parts of America cannot.

So, our problem is the marketing of “Yokoso, Japan!” We came to Japan and are experiencing just how peculiar it is. I have been a student in Japan since 1999, and Japan has been good to me. The same goes for other international students. Japan has a very closed society. But, for example, they had an immigration policy for people of Japanese descent. That was at the beginning of the 20<sup>th</sup> century, then later in the future, that same policy became an issue. Also, the shrinking population of the countryside is a problem.

○ Takamatsu :

Timothy pointed out in his comments that marketing Japan’s image is one of Japan’s problems. It sounds like Japan still hasn’t conveyed the good things, the interesting things and the attractiveness of Japan to the youth of the world.

Well, we have heard from both our Japanese students and exchange students in attendance, but I would like now to ask Professor Cooper of APU to add his comments.

○ Cooper :

I want to support both sets of students. Undeniably, Japan is a closed society in many ways, but when it comes to personal experiences, it can be argued that that is not

completely true. I feel it is a very humane society. And, it is safe, progressive and functional. I lived in Australia for 30 years, but I was born in New Zealand. I want you to believe me when I say this, but both of these countries are not functional like Japan. You could say that functionality is, in various ways, second rate.

What I think we can say here is that, first of all, the foreigner’s message has not been adequately delivered until now. The “Yokoso, Japan!” program has been developed and its message may reach the current generation and perhaps future generations of Japanese, but prior to that, it did not.

The second point I want to make is that Japan can show a unique side to the world. They can show their characteristic human side. Japan could show its kindness and tenderness. These students have had some good experiences and explained well what I feel. Both sets of students expressed themselves well.

○ Takamatsu :

I would like to hear comments now from Mr. Yamakawa who is Japanese but has lived overseas for an extended period of time and had many opportunities recently to view Japan from the outside.

○ Yamakawa :

I have lived in Thailand for more than 23 years. Twenty-three years ago, I knew nothing about Thailand. I felt that the Thai people looked like us. I was child then and always wanted to go there. I eventually did go and discovered many things, much of which were commonalities with Japan. For example, between Japan and Thailand, Buddhism is the

same. The Japanese are Buddhists. The Thai are as well. But, if you think about the true essence of Buddhism, there is a big difference between the two.

How many people in Japan go to temples to pray everyday? Of course, we go for funerals, but in Thailand, Buddhism is an integral part of daily life and deeply connected to their spirituality. Buddhism is the basis for understanding one another and showing consideration to others. They show sympathy and consideration to others. Buddhism manifests those feelings. So, at a glance, we are similar, our skin color is the same and we share Buddhism. But, 20 years ago, I learned that that was not true. I have learned a lot.

My country, Japan, just to describe it, is also a wonderful country. I am staying at the Nikko Hotel. It is a fabulous hotel. There are all kinds of people in the lobby and you might even catch a glimpse of someone in government, so everyone is extra cautious in all directions. They are watching and being truly considerate of others. However, I learned that they are simply looking straight ahead. Having lived in Thailand, I have opened my eyes to Japan. Naturally, I learned about Thailand, too, but I also learned a lot about my own country. This is what I feel.

○ Takamatsu :

Being physically in Thailand enables one to see various aspects about Thailand and, inversely, get a good view of Japan as well. This is precisely the point of international youth exchange. By having everyone speak, the discussion up to this point has indicated that Japan has various interesting features and stirred new interests as well. So, to the young

people of the world, is Japan an easy country to visit or a difficult country to visit and would they choose somewhere else over Japan? For example, does Japan distribute enough tourist information, including general information? Before, we heard that information on Japan does not get to Ghana, Cameroon, Uzbekistan and, except for Hawaii, the United States. As Mr. Yuasa pointed out, there are various problems that make it difficult to travel to and within Japan such as Japan's immigration policy, visas, physical access to Japan, transportation method and travel fee inside Japan, lodgings where youth can stay and so forth.

Is Japan an easy country to visit compared to other countries?

○ Natalya :

Because of the language barrier, there are difficulties for young people wanting to come here, but, at the same time, it is a safe country. Also, public transportation is very well developed. Anybody, even newcomers, can blend into Japan. That is to say, they can easily use public transportation. And, indications are provided in both English and Japanese, so it isn't decisively difficult. I think it is easy to travel within Japan.

○ Takamatsu :

What do you think, George?

○ George :

The distribution of information is definitely the biggest issue. In short, there was a lot I wanted to know before coming. After you get here, you learn a lot. That is how I felt. For example, you worry about whether the

Japanese are kind to foreigners or not, but you don't know until you actually go there and meet the people. But, then, that may not be the case. For example, there are police states where you constantly feel like you're being watched. But, when I got to Japan, I felt the people were completely different. They are kind, they are not cold and they do not turn their faces away. So, the problem was language, English. For example, there were times when I wondered whether I could get a proper response in English or not. Most of the people really seemed like perfectionists. If you start speaking English, the Japanese do not want to make a mistake. Not to feel humiliated, they do not want to talk and kind of run away. At first, I felt like they tried to run away. But, I misunderstood. So, properly conveying information is very important to them.

Regarding the way that Japan got involved with Ghana, I wonder how many Japanese know that, though Japan has an Embassy there. Even if they come to Ghana, they do not know where the Embassy is. I am betting that the Japanese people know that Ghana is a country somewhere in Africa, but not much more than that. So, two-way communications are important towards properly conveying information.

Of course, there are embassies in foreign countries and they fulfill the role of conveying policy, and I think the Japanese government is very conscious of this. For example, they provide scholarships. When thinking about going to Africa or somewhere, coming to Japan to study seems like a good idea. And, those who study in Japan on a scholarship might become good ambassadors or the best ambassador in the future. So, it may be like marketing. More

so than what is written in the newspapers, I believe my actual personal experiences. So, our future is on our shoulders. With international trade or whatnot, I am confident that I know the situation in Japan. My experiences are far more than anything you can learn from someone else. So, you cannot promote Japan with just money. To make a good investment, if you think about the various elements, you have to build an effective policy and then follow that policy.

China is seizing the opportunity. We are gaining knowledge. When following the media or when the news says China did this or that, I don't swallow it just as they tell it. For myself, seeing is believing. I rearrange the information myself. What is the actual situation like? The same applies to Japan. By doing that, we gain a lot more.

○ **Takamatsu :**

Have the students from Hannan University traveled abroad? Would you tell us in turn what countries have you been to?

○ **Sasada :**

Near to Japan, I have been to China, Hong Kong, Vietnam, Cambodia, Malaysia and Thailand.

○ **Takamatsu :**

Fantastic!

○ **Fukui :**

I have been little abroad. I have only been to Australia and Hong Kong.

○ **Takamatsu :**

You've been to two places, so I don't consider



that a little.

○ Furuta :

I have been to Guam and Korea three times.

○ Takamatsu :

Korea three times. You sure like it.

○ Furuta :

I do. I've made Korean friends and been to see them several times.

○ Takamatsu :

It sounds like a school exchange program.

○ Furuta :

Yes, it was.

○ Takamatsu :

Yasue-san, how about you?

○ Yasue :

I have been to Guam and Korea.

○ Takamatsu :

I imagine that, as foreign travelers in these various countries, you felt inconvenienced in diverse ways and even the Japanese, as foreigners, had easy traveling. Looking at Japan with that same eye, do you feel that there are things that would make traveling difficult for foreigners to Japan or inconvenience them? Yasue-san, what do you think?

○ Yasue :

First of all, public telephones. When I wanted to call Japan from Guam, I found a public phone right away. Struggling with a friend, we some

how figured out how to call and got connected with Japan. In Japan, when I was running around in Kyoto with friends, we were asked by a foreigner where a public telephone was, but with cell phones so widespread in Japan, I had no idea where a public phone might be in Kyoto. This person then asked to borrow my cell phone, but I didn't dare to, so we went our own way. I felt guilty for not doing anything to help. There are definitely others than this person who are looking for public telephones. Kyoto is putting so much effort into tourism, but they've only thought about the Japanese side. I didn't realize how hard it was for foreigners to travel around Japan until I myself went abroad.

○ Takamatsu :

You gave us a very real portrayal. This is a serious issue. Furuta-san, is there anything you have noticed?

○ Furuta :

My impression of traveling overseas is that you have to keep your money somewhere other than in your wallet, whereas, in contrast, Japan is safe.

Also, the Japanese people are affectionate and kind, but, if they feel like to speak to a foreigner in trouble, they first become embarrassed that they, as was mentioned earlier, won't say something right in English or will make a mistake, so they lose their courage to speak. If we could only be more courageous. When I went to Guam and Korea, there were signs in Japanese and bus drivers and, of course, hotel staff, spoke Japanese very well, so it was very easy for me to get around.

○ Takamatsu :

The Japanese don't want to speak English unless they can speak it right. Have the APU students felt like that before? Ebong, how about you?

○ Ebong :

Well, the way I see it is that, if you don't speak English, then you are not interested in learning it. For example, if we compare Japan and China, a Chinese person, upon seeing a foreigner, will go up to him and ask him questions. They explain that they want to be friendly and admit that they want to practice their English, but the Japanese do not make that kind of effort. They always say that they don't know anything. They may dislike talking, but I have tried really hard to strike up a conversation with some Japanese and their response is that they don't understand me and end up running away. Japan should do something about that through education. They need some kind of action so that students study English more.

○ Takamatsu :

That is an interesting point. Japanese study English for a relatively long time, but they are behind when it comes to using it. Timothy, do you feel the same way?

○ Timothy :

This is completely relative, nonetheless, for what regards communication barriers, it has to do with the desire and notion to speak English in particular, so, in my opinion, Japan is an interdependent culture. In other words, I sense that the Japanese do not feel very obligated to express themselves to people from

other countries. And, that has an effect on communication. The system for teaching English in Japan needs improving. By that, I mean things are fine as far as reading and writing English, but it is not adequate for speaking, which is the necessary component of communication.

○ Takamatsu :

We've taken this topic all the way back to English education in Japan, but let me just backtrack a bit. Fukui-san, could you tell us about anything you felt when traveling abroad or what you thought Japan should improve when looking at it from the outside?

○ Fukui :

In high school, I went to a sister-school in Australia on a home stay program. The host family was really great. They took me various places including to meet aborigines once on a holiday. I had no clue what the aborigines were saying, but they happily showed me their food, homes and even inside their homes. They taught me that being kind was their tradition.

But, in Japan, the people that uphold tradition are the elderly generation, which has never come in contact with foreigners. Though they want to introduce the culture to people who want to know about it, they probably do not speak English and do not know how to act with foreigners so it ends like that. Foreigners are good at using body language, but Japanese do not seem to have that power of expression. Conversely, when you go to a tourist area where they speak English, it seems like they only show the shallow areas of tradition as if Japanese traditions were watered down, so something needs to be done in that respect.

○ Takamatsu :

The point here is that it would be good if the ordinary Japanese could communicate on an ordinary basis, including body language. I find that a very good point. Sasada-san, having been to many different countries, what do you think?

○ Sasada :

I backpacked my way both in Japan and abroad, without relying on tours. I arranged everything myself including air flights and lodgings. In Japan, I went to various places in one week and spent ¥80,000 for everything. On the other hand, the trips to countries in Asia were about a month long and cost ¥170,000. Of that ¥170,000, about half went to airfare, so between one week in Japan and one month in Asia, if you look at just room and board, the price does not change much. During the one-week trip in Japan, I used about ¥10,000 per day and came home with about ¥200 in my pocket, so I pushed it to the limit. I went on the spur of the moment to Kusatsu Hot Spring and asked if there was a vacant room. After a few minutes, I was told there was a room for one person. That's how full they were. So, I felt that there were not enough lodgings. In contrast to that, on a one-month trip to Asia, there are inexpensive lodgings that cost ¥360 a night and there were plenty of hotels. If you go there, you instantly find a room. I sensed a big difference.

○ Takamatsu :

Can young people not find in Japan an inexpensive hotel that costs about ¥3,600 a night?

○ Sasada :

Not even in a tourist spot.

○ Takamatsu :

Several issues were just pointed out to us. To begin with, because there is not enough information on Japan abroad, one is left with the impression before coming to Japan that Japan is a difficult place to visit and, should one go, it will be tough, though this is not the case, as one learns, when one does come to Japan. Language seems to be a rather big issue. By that, I mean that, even though the Japanese should be able to communicate, they do not speak unless they can speak well. They can write fairly well, but are behind when it comes to speaking. Then, because Japan is a cell phone-oriented country, there is the problem of not being able to locate a public telephone when traveling within Japan. I myself have at times searched for public phones when abroad, so recently, since I need to stay in contact, I rent a cell phone that can be used in the destination country before departing. Foreigners visiting Japan may feel the same thing. Then, signage was also noted as an issue of language. Moreover, another issue that is related to language is the behavior that Japanese people show to foreigners. It's a shame that Japanese people want the foreigners to learn more about Japan and even body language would be acceptable, but the Japanese cannot express themselves. But, that unto itself may just be a part of Japanese culture and would not be easy to change across all of Japan. Then, the lodging issue that Sasada-san pointed out could definitely be a barrier to young people. Even in Japan, there are inexpensive lodgings. In Naha city of Okinawa prefecture, you can

stay, sleeping only, for ¥700 or ¥1500 a night and they will shuttle you back and forth to the airport. However, on Honshu, there are not many hotels with such inexpensive rates.

So, who must do what to get more young people to visit Japan with all of these problems? Natalya, what do you think?

○ Natalya :

This is a very tough problem, I think. With young people, the purpose of travel is often different. When traveling abroad, you obviously absorb a culture other than your own. In short, you sightsee, you enjoy yourself vis-à-vis entertainment and then return home. Amongst other young people, there are those who travel to learn about culture or to study language. So, young people differ by what they think and the responsibilities they take. For example, if a young exchange student wants to explore a new culture or go sightseeing, there are those who obtain information on the internet. As long as there is a network, anyone in any country can get information and the people in the host country can post information on home stay programs and so forth. This type of site and network would be best if it were official. A system is needed so that someone launches an official site and can check on who is offering home stays, etc. That would make things safer.

Another thing is that some young people come with the purpose of experiencing a culture or experiencing a language. Those people will do volunteer work, take part in internships or do seasonal jobs. Their objective is completely different from sightseeing. That kind of experience is much deeper. In short, you interact with local people while doing the work. So, you

completely become a part of the community. Governments should create systems so to speak. NGOS, NPOs and non-business entities would also be good for this. Places that offer internships also need to create a system. And, they must take responsibility for that.

Also, the media can also play an important role. Media can promote youth tourism by broadcasting lots more information to various countries. This should include information on volunteer activities and internships. Travel agencies could join in that in the future. Therefore, responsibilities would be divided amongst the roles played by government, the business world, media and then student organizations.

○ Takamatsu :

Natalya is saying that big results could be produced by having the private and public sectors and mass-media each shouldering a role. So, who would be organizing the whole thing?

○ Natalya :

The biggest role would be played none other than by the government. A department in government or a department within a department should be responsible for this kind of youth tourism.

○ Takamatsu :

So, the government should be taking the initiative. Mr. Jutakorn, in Thailand, what roles do the government and TAT play?

○ Jutakorn :

The Tourism Authority of Thailand (TAT) has shouldered the role of coordinator between

the public and private sectors since long ago. In short, when a private group wants to start up some kind of business, TAT asks opinions about obstacles and so forth and then conveys that information to the concerned agencies. For example, there is Phuket. When I was a teenager, there was only one B737 flight a day. And, there was just one road to the airport. There was just one road from Phuket City to Paton Beach, and it was extremely difficult to get to any other beaches. On that note, the people of Phuket complained to TAT, so TAT made a proposal to the Thai government. Then, through the cabinet and ministers, a special budget was obtained and a Phuket development project was started. Therefore, coordination between the public and private sectors is a very important role in tourism. We are fortunate that TAT was established half by the private sector and half by the public sector. As an organization, they do not make profits and budgets are secured from the government.

Once, some time ago, UNESCAP staged a seminar on coordination between the private and public sectors. We clearly identify what the responsibilities of government are and what the responsibilities of the private sector are, and then we specify who coordinates all of that. By doing that, the public and private sectors head in the same direction and, by following the same course, they can reach a common goal. Accordingly, in Japan, JNTO could, I think, fulfill this kind of responsibility.

When I was a teenager, all I knew about Japan was my hero Toshiro Mifune, samurai movies and the song “Ue Wo Muite Arukou (Sukiyaki song)”, which I loved. Now, there aren’t so many, but there used to be a lot of group tours

to Japan from Thailand back when the standard of living in Japan wasn’t so high. The economic growth that Japanese businesses attained worked like a kind of magnet; as they expanded operations in Thailand, the Thai people wanted their children to learn Japanese with the hope of working for a Japanese company. When I was in college, I learned of a scholarship program for Thai students from the Japanese government. With scholarship money provided via the Thai government, Deputy Prime Minister Dr. Sumkid of the Thaksin Administration sent students to learn in Japan.

Some 50 years ago, inbound movement to Thailand started. Japan has put efforts until now into sending Japanese abroad. Now, since inbound movement has been deemed necessary, most countries are promoting inbound traffic, therefore we all have to compete with each other. Nonetheless, something can be done somehow.

When I was younger, there wasn’t any internet, so if I wanted to learn about Japan, there were only movies and songs. A long time ago, there was a singer from Thailand who underwent five years of training in Japan. Though old now, he still sings Japanese songs, so I think he could be used to promote tourism in Japan. For example, as Dr. Kaye Chon said, Jackie Chan is a tourism ambassador for Hong Kong, so something similar could be done. Taiwan and Japan have been interacting for about 50 years through the work of the queen of music, Teresa Teng. She also got training in Japan. She is very famous in Taiwan and China, so I think her songs could be tactically used.

Before, many countries only thought about inbound movement. But, in this new age, this

age of a new generation, we see the importance of give-and-take. We need tourists from Japan and we are making efforts to send people from Thailand to Japan. Inside Japan, it should be recognized that something needs to be done as the welcoming party.

○ Cooper :

May I comment on something? This is just my opinion, but what Japan is lacking is a governmental agency. In 1983, Australia created a Ministry of Tourism. Until then, Australia had an organization like JNTO. But, what was missing was a link directly connected to the government. Therefore, I think it is necessary to raise the tourism bureau to the level of a ministry. And, it should be done soon.

Another point that what we understood in Australia is that 90% of the people who travel for business are managed by very small businesses. And, they cannot manage it well. Therefore, what is needed is to develop the management capabilities of the government and regional tourism bureaus. Then, small travel agencies need to improve their management as well. Training should be provided so that they know how to care for tourists coming in from abroad as well as those going out of the country. This will bring success to inbound tourism. There were times when Japan had a large number of inbound tourists. There were high numbers in the 1920s, 1940s and 1950s. This was inbound traffic. This should be looked at again.

○ Takamatsu :

Dr. Cooper just offered his comments, but let me point out that Japan established a

Tourism Agency in October. Though it is not on the ministry level, it is a big step in the right direction. Hopes are that Japan's Tourism Agency will provide the coordinator role that Mr. Jutakorn spoke about in reference to TAT.

At this juncture, I would like us to turn our sights 180° and focus our talk on the international exchange and overseas travel of Japanese youth. As I mentioned in my presentation earlier, though, over these past ten years, there has been an increase in foreign youth to Japan, the Japanese have been traveling less and less overseas. Three to five years from now, the numbers may flip in favor of inbound visitors. International exchange grows because of two-way traffic, so, if Japan's youth stop traveling overseas, there would be all the reason to worry about whether Japan was all right in the international community.

To our participants from Hannan University, have you seen a notable increase in persons amongst the people around you, your friends, other people at your school, upper classmen and lower classmen who are not interested in traveling abroad?

○ Sasada :

The other day when some friends and I were planning a graduation trip to Turkey, I suggested, because of my backpacking experiences, going on our own cause you meet more people and it is more interesting, but my friends hadn't been abroad much and were uncomfortable with the idea, so they argued that a packaged tour would be better. I didn't think it would be right to force anyone to do something they were uncomfortable with, so I consented to the packaged tour.

One personal experience I had backpacking in Asia was that a European who was traveling alone said that the Japanese often move in groups. He was probably referring to packaged tours. There are so few Japanese who travel alone that I have been called crazy to arrive by myself in some places. Moreover, I have heard that there are lots of people who speak three languages because there are other countries just beyond their borders. My honest opinion is that the reason why the Japanese don't speak English is because we're an island nation.

In the debate over packaged tours and traveling alone, I thought something in-between would be good. For example, I went with Yasue-san to Guam on an "open plan" that had just airfare and lodging, but I didn't find anything like that for Turkey. It was harder to travel to Turkey than Guam.

○ Takamatsu :

Fukui-san, how about you? What do the people around you and you yourself think about going abroad?

○ Fukui :

Well, basically, everyone is interested. I think, deep down inside, everyone wants to go places they have never been, see things they have never seen and meet people they have never met, but, in today's information world, too much information is getting to students like me.

○ Takamatsu :

What kind of information do you get?

○ Fukui :

With the internet and TV, you can see what

any country is like with just a click of a button. But, I sense something inversely bad about that. A dilemma occurs: though the desire to travel comes out, this also encourages one to stay put. In the days that many people traveled abroad, I think that many went with just their imagination. But, nowadays, because of the excessive amount of information, a gap has formed between idealities and reality. People resultantly stay put and you have the year-on-year decline in travelers. People today are interested but don't take a step.

○ Takamatsu :

You have made a very interesting point. There is too much information available and negative information gets in. As a result, people are interested but don't budge. This is a perfect picture of the market situation. Furuta-san, how about you?

○ Furuta :

I love to travel. I'll do some kind of part-time job just so I can travel. But, talking with friends the other day, I said that now is the only time one can travel, but they argued that there are other interesting things to do with the money they earn from part-time jobs than travel such as buying clothes and bags that they like. Their point is that there is not a rush to travel because, just because you get married, it doesn't mean you can't travel and you can travel all you want even when you're old. When I told that to my mother, she talked about how the times have changed. Her generation didn't travel once they got married, so she traveled a lot when she was young. The reason why young people do not travel today is because there are other

interesting things to do and they think that they can always take a trip later.

○ Takamatsu :

That is a very important point. Forgive my imprudence, but is your mother in her 40s or 50s?

○ Furuta :

She's in her 50s.

○ Takamatsu :

People in their 50s today abruptly stopped traveling when they hit their 30s. The national percentage of women in their 30s that went abroad in the 1990s was less than 10%. Once married and kids popped out, travel abroad was considered impossible. It was period in which you didn't travel even if you wanted to. In any case, people in their 20s or 30s do not travel abroad on the belief that "they can go anytime if not now." What about the people around you, Yasue-san?

○ Yasue :

I feel absolutely the same way as Sasada-san and Furuta-san, but I haven't the adventurer spirit or guts that Sasada-san has, so, if traveling alone, I want to take the safe, easy and inexpensive packaged tour to major tourist cities.

Like Furuta-san said, there is too much alternative entertainment to traveling. I was made an offer by a travel company and they gave me a task to "think of ways to get people who spend their money on other forms of entertainment to sign up for trips." I suggested that travel agencies should lure consumers

inside with tea or something, like a convenient store, so that even people who travel once every few years would drop in. The bottom-line is, between a brand bag and a trip, to be honest, I bought the brand bag. I think there are a lot of young people who think that way. So, I think that travel agencies should design a fun trip. I like trains and the Shinkansen in particular. I would, for example, definitely take a tour in which I can see inside the train depot and wear the uniform. If there were plans that combined hobbies with travel, I think a lot more young people would travel because then they could both travel and spend time with their hobbies.

○ Takamatsu :

We heard one proposal here. Yasue-san also pointed out that other forms of entertainment and other ways to spend money are competing with travel. This phenomenon is not limited to just young people. If you look at today's travel market, there are many cases where, for example, one couldn't go abroad during summer because he had purchased a plasma TV for 500,000 yen to watch the Olympics, or someone who went to a nearby hot spring that is close enough for a day trip because going to a hot spring overnight was too much trouble. As we just heard, there is competition between brand bags and trips. Today, because of the sharp rise in the yen, one can, like a decade ago, go to Singapore or Seoul to buy a brand bag, but when the yen was weak, buying it in Japan was cheaper than buying it abroad, so there is another reason for not traveling. What I would like to emphasize within this discussion is that no one even mentioned "where to go." Before taking a trip, people used to think of "where to



go” and “what to do” there, but nowadays, the process of selecting a destination has changed as the order is to first think of “what do I want to do” and then decide “where can I do that.” Therefore, to get young people to go abroad, it might be better to show them that there are more meaningful things to do there. For example, to get Yasue-san to go abroad, there might be a visit to the Taiwan Shinkansen train yard, which most Japanese people have not seen.

Well, let us now hear from the exchange students at APU. I believe that APU has about 60% Japanese amongst the student body, so what impressions do you have about them? Are they highly interested in going abroad compared to young people in your country, about the same as you or not really interested in overseas travel? Ebong, what are your thoughts?

○ Ebong :

Young people in Cameroon want to go abroad, but, in the case of Japan, for example, it is extremely hard to get a visa. Cameroon universities do not have those kinds of programs. So, many students must raise the money themselves or find a scholarship themselves. But, even if one gets accepted, who is lucky like me, there are still barriers. In short, you have to deposit a large amount of money in the bank. Most people do not have that kind of money laying around. In Australia, you can get a part-time job of some kind. But, in Japan, you can't, which is a problem. It's tough.

Then, if you compare it to China, China has a lot of hotels. And, there are youth hostels as well. So, students who travel as tourists can stay somewhere for a relatively low rate. It would

be good if Japan had the same kind of offering. Another good idea would be to have this kind of hostel on campus for young tourists from overseas.

○ Takamatsu :

You've told us about young people who come to Japan, but do your Japanese classmates want to travel abroad and do they travel abroad?

○ Ebong :

I think they want to go abroad. I think they would have fun. Amongst the Japanese students, there are those who truly want to travel abroad, but the problem with this is that, for many, it is purely to study English. They need to look at travel abroad from many more angles. So, in some cases, the travel does not adequately meet the demand of most university students, that being education. In that sense, they wouldn't enjoy themselves on a tour. If they were independent, they should be able to search for something compatible to their wishes. So, in that sense, they are probably only about half interested.

○ Takamatsu :

Natalya, I look like you have something to say.

○ Natalya :

Japanese students and especially those studying at APU want to go abroad very much. For me, I have become aware of so much by immersing myself in this international environment. In other words, I have done more than what any media or the internet offers; I have truly learned things. Just by talking with

someone, just by chatting with another student, I have become incredibly interested in so many countries. There are so many places I want to go. This kind of international environment is a very good base. Basically, Japanese students know certain things, they learn more things and they learn about various kinds of people and various different cultures. That makes them want to go abroad. Students and even students from local exchange programs in Osaka and elsewhere are very interested. They have shown great interest in my country, too.

○ Takamatsu :

With students from some 87 different countries, APU has a very unique environment, so the students must hear about many interesting countries. And, compared to a typical university, there are likely more students interested in overseas and who actually want to travel abroad. Prof. Todoroki, from what you have seen, do recent college students have the intention of traveling abroad?

○ Todoroki :

Our school definitely has many students who are interested in the Asian Pacific Region and have come specifically to study about it, which may not be the case with other universities. Nevertheless, there was a similar trend back in the early 1990s when I was student. Around that time, the yen shot up in value after the Plaza Accord and a kind of backpacking boom occurred in which any college student went abroad as a backpacker. Because of the boom, there were many that felt they had to go abroad almost like an obligation. Everyone carried a copy of "Chikyu no Arukikata" (Backpackers'

Guide) like a Bible. This was really a long time ago. Traveling alone was the new thing way back when and we were tickled by an adventurer spirit, but looking at students today, they seem sickened by all of that. That's the generation today. The trend among students today is that, though they are interested in abroad, they are much more interested in what you can do than where to do and whether it is a backpacking trip or packaged tour. Therefore, rather than a conventional trip, we have an international exchange program, which we call Active Learning, which we aggressively offer students. We manage it as a lecture and it has been so successful that we fill all openings as soon as we open registration.

There is strong demand for activities that stimulate the student's motivation such as experiences or activities that match one's major. It seems as though the student's interest has shifted to what can be done and how it can contribute to the student, rather than where one goes.

○ Takamatsu :

You spoke of students as though they were passive, so could be slightly more specific? And, if the APU students have any thoughts or opinions about Japanese students being more passive than before, please speak up.

○ Cooper :

Japanese students who attend APU are looking for a multicultural experience. There are students from 87 different countries and this includes Japanese students. About half the students are Japanese. So, you could say that the program is successful because there are

Japanese students. So, in that sense, there is not a big difference amongst students for what regards APU's case.

○ Takamatsu :

Are there any other comments? George, please.

○ George :

I have a class where half of the students are Japanese and the other half Chinese. And, when one of my classmates asked me where I am from, I say "Ghana," but he heard "Kenya." So, he asked me if "he can see lions and elephants from a window of his house in Kenya." I tell him that I live in a city and that we have houses just like anyone else in the world. So, this shows that there is too little information going around. And, there are no chances for going abroad. So, what is hard for young people is to go abroad even if they want to. Those that actually do are few and far between. I think most of them take packaged tours. When you go on a packaged tour, you do not get off the beaten track. Say, you want to go to Latin America. Do you have the chance? You may be able to, for example, study the language. Rather than go to a language school because, most Japanese, when it comes to language studies, can write other languages but they cannot speak them, because they haven't any opportunity to speak them. But, if you go to that local community and try living there, using me as an example, you have to remember the Japanese. Wherever you look, everyone is Japanese and speaking Japanese. I'm forced to learn. Rather than sit in a classroom and study, I pick up the language around town and learn. Given that, I think that packaged tours should be planned based on what interests

Japanese youth. If there is such an interesting packaged tour, even most backpackers will choose the packaged tour.

○ Takamatsu :

We have been discussing how to encourage young people in Japan to travel more abroad, but if there is anyone who would like to make a comment or ask our panel a question, please do.

○ Participant :

My name is Muramoto and I am a fourth year student of tourism at Nara Prefectural University's Faculty of Regional Promotion. To begin with, I wish to raise a point that was not mentioned in the discussion as to whether or not Japanese youth are interested in abroad.

I think more importance needs to be given to the rise in irregular employment of young people that was in Mr. Takamatsu's presentation. In the world around me, there is a considerable number of young people with money, but there are also many students and job-hoppers without any leeway to even dream about traveling abroad. In that kind of situation, it is very difficult to be interested in overseas. I think that, within today's globalization, the state of economy is going to affect whether Japan is interested in going abroad or not.

Another point is education. This was talked about quite a bit during the panel discussion. English education in Japan does not really motivate young people today to travel abroad. I think it is just the opposite; test-centric English education is making students and young people hate English and dampening their interest in the world abroad. That is happening in the course of education we are receiving. Japan needs

to rethink how it teaches English from the perspective of promoting interest into overseas. The same goes for the economic situation. They need to consider all of that when thinking both about inbound and outbound travel.

○ Takamatsu :

One part of the comment we just heard was about the very large problem of irregular employment. It was also pointed out that Japan's English education is not encouraging young people to look overseas. If anything, it is turning people away because it is positioned within the testing system. Would the Hannan University students who are studying English like to say anything about that?

○ Yasue :

I personally do not hate English. I took two classes, one on grammar and the other for conversation with foreigners. The grammar class was the "this is a pen" kind of stuff and, if going overseas means to endlessly repeat that, I do not want to go. On the other hand, studying about aborigines or tourism from middle school onward, I think, would implant curiosity that would make one want to go at one time or another, therefore, like Mr. Muramoto said, I would want to go abroad if English were not taught to test but instead were taught not so much as play but as if I were abroad.

○ Takamatsu :

Yasue-san mentioned middle school, but is there anyone here who came in contact with English in lower school?

○ Fukui :

At cram school, I did in fifth grade, higher elementary.

○ Takamatsu :

Did that influence you in any way?

○ Fukui :

It was mostly about pronouncing the ABCs, and did not incorporate grammar or anything like that in particular.

○ Takamatsu :

Did brushing up with English in fifth grade make you interested in it?

○ Fukui :

Yes, it did. But, not until I started liking my cram school teacher. The key here was that I had first started liking my teacher before I started liking English.

○ Takamatsu :

Timothy, please.

○ Timothy :

What I wanted to say is that the APU students are very fortunate. There are few students and some are economically blessed. However, looking at the situation in Japan, the buying power and income of families are the same as ten years ago. But, the cost of living has been steadily rising for the past thirty years, according to economists and people in the finance bureaucracy. Therefore, the fact that these students have the opportunity to go abroad, can work part-time and then go with their backpacks on their backs is because they

live in a capitalistic society.

My solution is for NGOs, organizations like JICA, other types of organizations and trade schools to develop cooperative programs for studying in various countries. For example, people involved in trade could go overseas, without going to higher level of schools, to work in the port, for example. This could be done for agriculture, as well. The individual could then learn the language by being there. The people of Japan are one of Japan's biggest assets. When I met Japanese abroad, they served as ambassadors to Japan. Seeing their warmth and kindness, foreign students want to come to Japan. Your biggest asset is your kindness.

○ Takamatsu :

Timothy has proposed that each and every individual fulfills the role of a goodwill ambassador during their international exchange. Does anyone else have any opinions or comments?

○ Participant :

My name is Nishimura and I work for a travel agency. I want to add a little to something said earlier, that being Japan's English education for passing exams and practical English. The term "language barrier" was used. I think that people would be more motivated to go overseas, that is, to see things with their own eyes, taste things with their own mouth and think with their own heads, if English were taught as a communication tool rather than a language. What needs to be understood is that the Japanese are overly reserved. Maybe, they can speak English, but they are not aggressive about communicating. Japan's diplomacy seems

the same. This is the bad side of insularity. Therefore, I would like the Japanese prime minister to promote tourism and interaction with overseas. I wish tourism would be undertaken not just by the Japan Tourism Agency but the entire country from the perspective that it will develop not only Japan's national power and promote peace but will also foster those who will shoulder the future in diplomatic matters as well.

Director and Vice President, Marketing,  
Japan Tourism Marketing Co.

**Masato Takamatsu**



Whether young people in Japan today turn their attention to the world outside or not has ultimately very much to do with how Japan is recognized in the world and what position it has. Also, the notion of language as a communication tool that was pointed out applies not only to English but Chinese, Korean and Thai as well. My company has welcomed many an intern from APU, and many have spoken four languages. For example, about 20-year old Malaysian student speaks Malaysian, Mandarin, Cantonese, Japanese and, nowadays, learns Korean. Compared to that, Japanese students can not even only handle English. Something is different here.

In our discussion up to this point, one thing we determined is that is common amongst outbound young people from Japan is that they are interested in abroad. Not even once today was it said that that interest has been totally lost. But, they do not go abroad. They can not go. One reason why is, as was mentioned earlier, economical issues. However, the young people from other Asian countries that are out traveling the world are not necessarily from well-to-do families. They work, save up their money and use it to travel abroad rather than buy brand goods. Of course, it would be nice to be able to buy brand goods, live an affluent life and still travel, nevertheless there are still people in other countries as well that travel without buying the brand goods. To get Japanese to go, we need to think about the vectors that lead to that and the orientation schemes.

Then, we heard a lot about education.

Communication as opposed to just language, education that encourages students to look at the world: this is an area that may ultimately concern school teachers. For example, are middle and high school teachers telling students about their experiences?

Another point that we heard everyone mention often was traveling for a purpose, that is to say, the objective of traveling. It was suggested that, if travel with a purpose to do something could offered as a number of packages to choose from, young people might be more motivated to go overseas.

In thinking about specific ways to resolve issues raised in today's panel discussion, it was mentioned that effective cooperation between the public and private sectors has sufficient potential to promote both the inbound and outbound travel of young people. It was also said that, for Japan to live within, be an active part of and contribute to the international community, it is the responsibility of our generation to greatly increase the interaction of young people.

The constructive comments of our panelists have been truly helpful. I thank you one and all. I would also like to again thank our commentators for their cooperation in maintaining the flow in more ways than one.

With that, I would like to conclude this panel discussion. Thank you for your attention.

## Closing Remarks

Chief of Tourism Unit, United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP)

Ryuji Yamakawa



As a final word, I would like to express my appreciation to the organizers, but before I do that, let me just say how useful and how interesting this seminar was. It was extremely interesting and productive, and I personally learned a great number of things about youth tourism.

The first thing I learned is how difficult it is to understand youth tourism. That is because diverse factors are involved. For example, there is insufficient data, there is not enough information and research is still inadequate.

The second point was - and I imagine everyone feels the same - that more should be done to understand and focus on this important field we have called youth tourism. Moreover, we all should recognize that youth tourism carries merits for hosting local communities and serves as a useful tool for strengthening international ties and taking international understanding to greater depths. Of course, numerous issues were noted. But, then, we heard also several extremely good proposals.

Perhaps, the most important or - shall I say - practical proposal was the mechanism we heard about in Professor Maeda's discourse. That is to say, to systematically promote youth tourism, we need a promotional mechanism. I found this to be very important. And, as the other speakers pointed out, partnerships are very important. It was noted in the talks that, beyond the tourism industry unto itself, cooperation, collaboration, centralized consultation, partnerships and relations between the private and public sectors and communities are all important. Or, in other words, a consensus

is important.

I want to extend my appreciation to all of the organizers. First and foremost, I would like to recognize the efforts of the UNWTO Regional Support Office for Asia and the Pacific. Could I get a round of applause, please?

And, of course, there were many other persons who contributed to the success of this seminar. This includes the guests from abroad, the students from Japan, the many people on the staff seated over here, who dealt with the plethora of technical issues, and the simultaneous interpreters. To all of you, I want to say thank you. You did a splendid job. Thank you very much.

With that, let me collectively thank all of you from the UNWTO and other organizations, and all of the individuals who took part, and wish you one and all a prosperous future. Thank you, everyone.

## Student-Guided Tour of the City of History and Culture: Sakai City Walk Tour

Professor, HANNAN University Hiroshi Maeda

The student-guided tour planned as the excursion for this International Seminar was designed to have seminar participants (lecturers, APU panelists, etc.) participate in an actual tour and interact with each other and with the local people to think about the ideal content and methods of youth tourism in the future. This tour was unique in that it was planned and tour-guided by the students themselves, who were the seminar panelists. The planning and management of the tour was also backed up by the full support of Sakai City's municipal tourism agency, tourism volunteers, Buddhist temples, and residents engaged in local industries such as cutlery and incense.

The primary significance of this student-guided tour is that the tour itself became the "place of practice" of the youth tourism exchange which is the theme of this seminar. In the tour, the Japanese students who participated as panelists and audience members acted as the hosts to deepen communication, which resulted in an exchange that provided a degree of enjoyment and cordiality unattainable through panel discussions alone.

Another significance of this tour is that the tour provided participants an interacting opportunity with local community. This tour was a form of community tourism based on "real interaction" with the residents of Sakai City, the tour locale. That was why, more than the interaction between hosts and guests, the tour helped to deepen the participants' interest in the local community and left a deep impression in their memories. Likewise,

the local residents, who usually deal with ordinary tourists on package tours, were deeply moved by their interaction with young people studying tourism and cultural exchange, and now have a strong interest in, and high expectations for, youth tourism exchange.

In these ways, we can say the student-guided tour, which was made possible by a partnership between the participating students and the local community, was more than a forum for exchange; it also served as a "model case," so to speak, for youth tourism exchange. I hope that in upcoming days and years, more of these kinds of programs with diverse content will come out of our international seminar under the theme of youth tourism exchange.