

Summary of the 4th Future Tourism Leaders Workshop

**Advance registration required*

4th Future Tourism Leaders Workshop: “Sustainable Tourism in the Post-Covid World”



3rd Future Tourism Leaders Workshop (2020)

Objectives

The tourism industry and social conditions have changed drastically due to the COVID-19 pandemic. Based on the current situation, we will present and discuss the future of tourism by considering sustainable tourism, new possibilities for tourism, and the SDGs. Participants will also learn how to use technology to create virtual tours through storytelling.

**March 8 (Wed) to 9 (Thu), 2023
Online event (Free of charge)
[Via Zoom & YouTube live]
Language: English**

**Some sections are on limited capacity.
Please refer to the reverse side for details.*

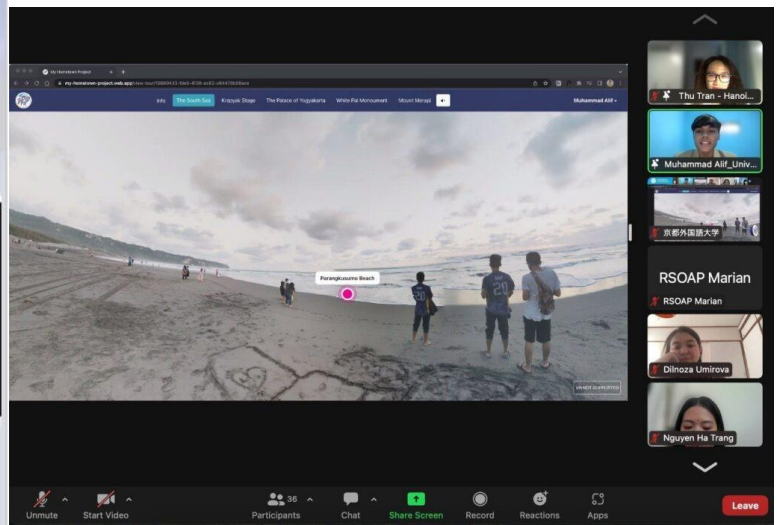
Recommended for those:

- who want to learn about how sustainable tourism can be in the post COVID world
- who wish to discuss in depth the possibilities of post-COVID-19 tourism through group work
- who wish to gain a deeper insight into how tourism can contribute to achieving the SDGs
- who are interested in creating virtual tours





Co-organized by: World Tourism Organization (UNWTO) Regional Support Office for Asia and the Pacific (RSOAP) / Kyoto University of Foreign Studies (KUFUS) / Japan International Cooperation Agency (JICA)



"Sustainable Tourism in the Post-COVID World"

March 8 to 9, 2023

*Co-organized by: Kyoto University of Foreign Studies (KUFUS) and
Japan International Cooperation Agency (JICA)*

1. Background

The Future Tourism Leaders Workshop (FTLW) is designed for tourism leaders across Asia and the Pacific region who are currently enrolled in a tourism program (undergraduate to postgraduate), have recently completed their tourism studies, or for those who are about to join the tourism workforce and have demonstrated outstanding leadership, entrepreneurial, and innovative skills throughout their studies and previous work experience. In addition, the workshop aims to serve as a platform for these aspiring leaders to expand their knowledge and share ideas with similar-minded professionals from the region.

2. Overview

The 4th Future Tourism Leaders Workshop was co-organized by UNWTO Regional Support Office for Asia and the Pacific (RSOAP), with Kyoto University for Foreign Studies (KUFS), and the Japan International Cooperation Agency (JICA) under the theme of Sustainable Tourism in the Post-COVID World. This workshop is held virtually like the 2021 version.

The two-day Workshop was held virtually through the YouTube Live and Zoom online platforms. The symposium stream ended with 158 views over a 2.5-hour period. The workshop was attended by 22 students and 9 professors/facilitators.

The live-streamed content can be viewed through the following links:

March 8 Symposium: <https://www.youtube.com/watch?v=cetRF9OEY20>

March 9 Virtual Tour Presentation: <https://youtube.com/live/nAG-gL2fH3o?feature=share>

3. Summary of Symposium

The 4th Future Tourism Leaders Workshop was held on two online platforms (Youtube Live and Zoom Classrooms). The lectures for this workshop were pre-recorded by the following speakers and a live chat section was opened for questions from the viewers:

Ms. Marian Magsino
UNWTO Regional Support Office for Asia and the Pacific, Manager, Program and Public Relations

Overview on International Tourism



The lectures were started by UNWTO RSOAP's presentation on an overview of international tourism, presenting new data from the World Tourism Barometer of January 2023 as well as a brief presentation on the recent survey on Climate Action by the tourism sector.

The presentation discussed the following materials: the impact of travel restrictions during the COVID-19 pandemic to tourism industry, which not only affected tourism businesses but also cultural and heritage preservation and protection programs. It was also highlighted that during

the pandemic there were a lot of digital innovation and acceleration in the tourism industry from contactless services to creation and use of virtual tours.

The World Tourism Barometer, issued in January 2023, was also shared to update the audience on the performance of global tourism upon the reopening of destinations in 2022. Although tourism recovery in Asia and the Pacific is slower, it is expected to bounce back upon reopening of more destinations such as China and Japan.

Tourism also has a role in achieving the Sustainable Development Goals and to work on this UNWTO is promoting development of sustainable tourism or a form of tourism that advocates for the economy, environment and the society.

Ms. Midori Barada

Japan International Cooperation Agency, Special Advisor for Sustainable Tourism Development

JICA's Initiative for Sustainable Tourism Development

COVID-19 made unprecedented shocks for tourism, making it at a turning point

Pre-Covid era	Living with Covid
Conceptual changes in tourism <ul style="list-style-type: none">Primary function is to meet demand from outside the region in order to generate spending within the regionBased on premise of travel to the destination	Emergence of new concepts e.g., selling tourism content to be consumed remotely by not-in-country tourists and future potential visitors/tourists <ul style="list-style-type: none">Increase in pseudo tourism facilitated by digitalization
Changes to travel expectations of value <ul style="list-style-type: none">Focus on price and convenience when selecting a destination	Shift in focus to destinations offering safe and secure environment, including health, even if costing more <ul style="list-style-type: none">+ values, authenticity, sustainability
Change to the balance of power between tourists and destinations <ul style="list-style-type: none">Destinations prioritize attracting visitors from outside their area. Relative to visitors, they are in a weak position which is difficult to regulate/control	Destinations will reject visitors who do not follow preventive measures to fight infections. (Destinations may have an equal or stronger position than visitors.)

✓ Digitalization and sustainable tourism have become key initiatives needing an immediate response
✗ Tourists and destinations may be excluded if businesses do not embrace changes to the business model

Source: EY Strategy and Consulting Co., Ltd. (2022)

4th UNWTO Future Tourism Leaders Workshop: Opening Symposium

限定公開

KUFUS Global Tour...
チャンネル登録者数 2...

チャンネル登録

10 共有

65人が視聴中 47分前にライブ配信開始 #KUFUSGT #UNWTO #JICA

We are thrilled to welcome you to the two-day online event hosted by The Kyoto University of Foreign

The presentation will give an overview of sustainable tourism and explain JICA's initiative to promote sustainable tourism across countries.

The JICA lecture touched on the Visitor-Industry-Community and Culture-Environment (VICE) model which shows the complexity and reach of the tourism industry and its importance in achieving sustainable tourism, or "tourism that takes full account of its current and future impacts". The discussion equally touched on the importance of sustainable tourism development in preventing tourism leakages where a large part of the tourism revenue goes outside destinations and creates more problems.

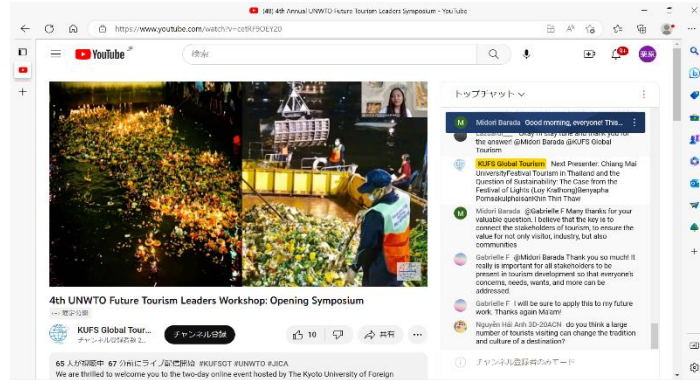
The COVID-19 pandemic effects to the tourism industry is introducing changes in the industry such as new tourism products that may be consumed remotely by potential visitors, a "pseudo-tourism" facilitated through digital platforms. There is also a change in expectations of travelers from price and convenience to value of safe and secure environment, even on a higher price point. These changes are also defining a new balance of power between tourists and destinations wherein destinations prioritize attracting tourists who are mindful of their travelling in terms of respecting the destination's culture and opting for more sustainable choices.

The presentation also showed JICA's development assistance schemes for developing countries around the world.

Presentations from Kyoto University of Foreign Studies (KUFJ) university partners

Chiang Mai University

Festival Tourism in Thailand and the Question of Sustainability: The Case from the Festival of Lights (Loy Krathong)



The students' presentation takes audiences on a journey to experience the Festival of Lights (Loy Krathong) in Chiang Mai and Bangkok. They shared their personal experiences of participating in the festivals, and shed light on critical aspects related to the organization of these events, specifically the ecological and public health implications.

The Festival of Lights is celebrated in November and is observed in various parts of the country. The presentation highlights the unique context of transitioning from the COVID-19 pandemic, where both tourists and locals come together to celebrate. However, the rise of alternative materials used during the festival is brought to attention. While the festival encourages people's engagement and utilizes biodegradable materials like banana leaves, there is a significant increase in waste, posing a threat to marine life. Materials such as staples, sticks, and Styrofoam can harm marine animals if ingested, leading to their death. Additionally, some materials, once they break down, can pollute the water.

The presentation also addressed the post-COVID era effect on the festival. It explores how the pandemic has influenced the festival's dynamics, perhaps leading to changes in traditions or the adoption of new safety measures.

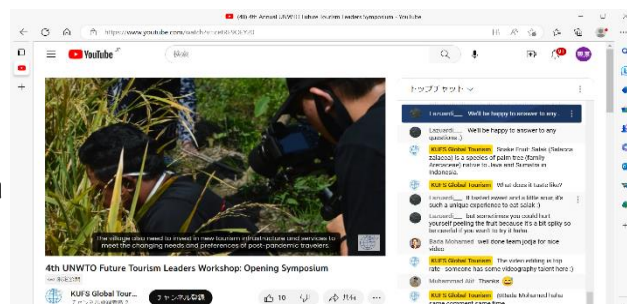
Overall, the student's presentation offers a comprehensive exploration of Loy Krathong, going beyond personal experiences to raise awareness about the ecological effects and public health concerns associated with the organization of the festival, both in the context of COVID-19 and beyond.

Universitas Gadjah Mada

Pancoh: Ecotourism Village Resilience in the Post-Pandemic Era



**Universitas
Gadjah Mada**



Pancoh ecotourism resilience in the post-pandemic era refers to the strategies and efforts that ecotourism operators and destinations can undertake to recover from the economic impacts of the COVID-19 pandemic. These strategies may include embracing digital technologies, focusing on sustainability, and diversifying their offerings to cater to a wider audience. By implementing these measures, ecotourism operators can promote the resilience of the industry and attract visitors to their destinations while also supporting local communities.

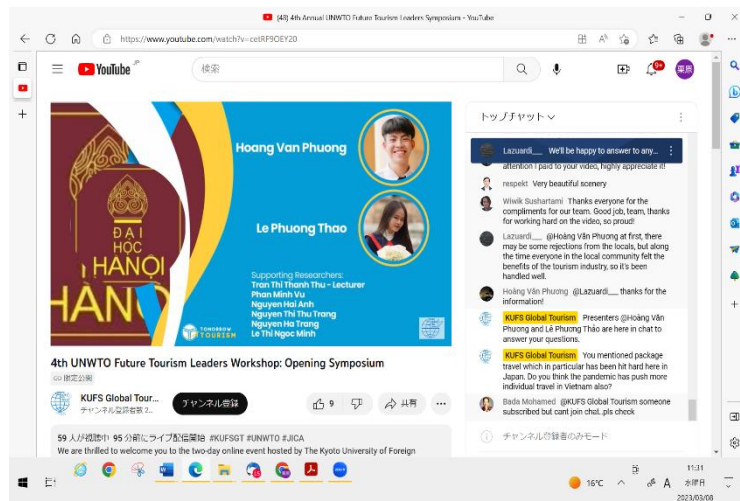
Pancoh village, with its rich heritage dating back to the 17th century, has emerged as a popular tourist destination known for its cultural experiences such as batik-making and Indonesian cooking. However, it is also recognized for its strong commitment to ecotourism and conservation efforts, making it an ideal destination for sustainable projects.

One notable product of Pancoh village is Snake Fruit, and efforts are being made to promote this unique offering alongside sustainable farming projects. The village's dedication to cleanliness and restoration after the Mt. Merapi eruption led to it being designated as a "Heritage Village" by the Indonesian government in 2014.

However, like many other places, Pancoh village was affected by the COVID-19 pandemic, impacting local businesses and tourism activities. By emphasizing its commitment to safety and sustainability, Pancoh village can attract visitors seeking unique and responsible travel experiences while contributing to the resilience of the ecotourism industry as a whole

Hanoi University

Impact of COVID-19 on traditional culture: A story of Tet Celebration in Vietnam



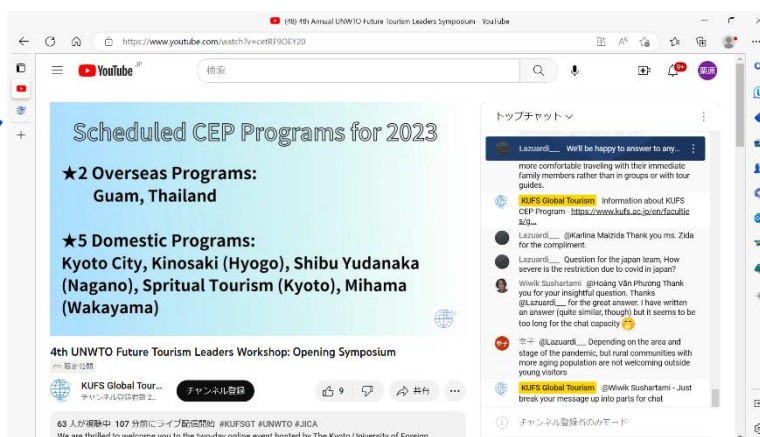
The COVID-19 pandemic has brought significant changes to the traditional practices of the Vietnamese Lunar New Year, known as Tet. In this video, we explore the minor adjustments made to these traditions and delve into their impact on the sustainability of one of the most cherished celebrations among the Vietnamese people.

Tet is a time for family reunions and coincides with the harvest season in Vietnam. However, due to COVID-19 restrictions, many customary practices are gradually fading away, affecting both the sustainability and preservation of traditions. This is particularly significant as Tet is considered the most prominent festival in Vietnam, with people often traveling to their hometowns to celebrate. The influx of people returning to their hometowns during Tet causes a surge in transportation prices and overcrowding, leading to lasting effects that extend beyond the typical seven-day holiday period.

The pandemic has highlighted the importance of finding innovative ways to maintain and strengthen these connections, especially in the face of restrictions and physical distancing measures. By addressing the challenges posed by the pandemic, the Vietnamese community is striving to preserve the essence of Tet while adapting to the changing circumstances.

Kyoto University of Foreign Studies

Community Engagement as a Form of Sustainable Tourism: Student Experiences and Community Responses



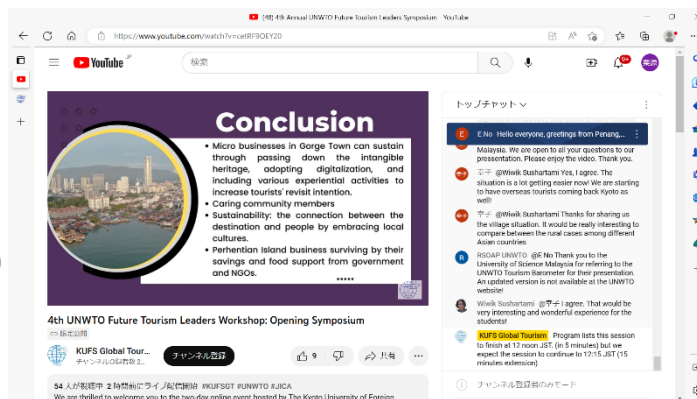
Professor Sachiko Kawakami presented on behalf of KUFSS, highlighting the valuable experiences students gained during their community engagement programs (CEP). The aim of the study was to emphasize the significance of fieldwork in promoting sustainable tourism. Despite mobility limitations brought on by the COVID-19 pandemic, the program adapted to a temporary virtual format, including exchanges with partners in Canada and other regions of Japan. Professor Kawakami shared feedback from participating students, underscoring the value of the program's practical approach to learning and the importance of community engagement in promoting sustainable tourism.

CEP is a field school program that takes place during spring or summer breaks, focusing on the 17 Sustainable Development Goals (SDGs) through community work. Student surveys revealed that online tours emerged as a sustainable alternative for CEP, especially for those with financial and mobility limitations. Utilizing online tools, connections with local universities were also established.

In summary, Professor Kawakami's presentation highlighted the value of CEP in providing students with transformative experiences and promoting sustainable tourism. Despite the challenges imposed by the pandemic, the program adapted by embracing virtual formats and emphasizing community engagement. By combining practical learning with a focus on sustainability, CEP continues to foster the development of future tourism leaders.

University of Science Malaysia

Survival of Micro Business and Tour Guides in Post-covid World: Case of George Town Penang and Perhentian Island Malaysia



Small firms or micro businesses are more vulnerable to the COVID-19 pandemic's financial hardships, which might put them in danger of going out of business. This study focuses on two case studies in the most touristic destinations in Malaysia. The rationale for selecting the World

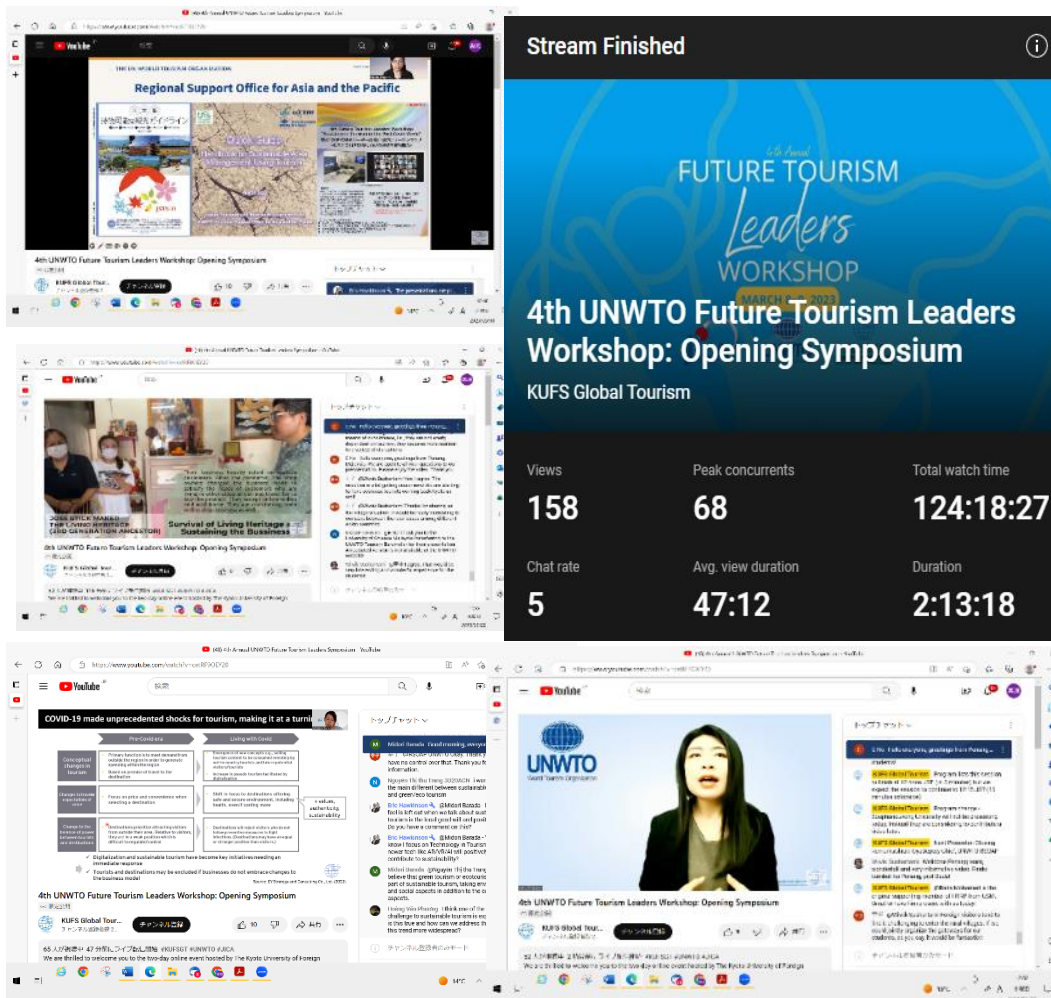
Heritage Site of George Town is the fact that intangible cultural heritage businesses are most vulnerable and that the island relies on heavily on its natural attraction.

The presentation showed interviews with micro-business owners and tour guides in both case study areas. The findings have shown the innovation of certain business owners adopting digitalization and including various experiential activities to increase tourists' revisit intention. Business owners in Perhentian Islands relied on their savings and food support from the government and support to survive. Apart from that the role of tour guides is equally important to support, promote and introduce micro businesses and intangible cultural heritage sustainability.

1. Summary of Workshop

The 4th Future Tourism Leaders Workshop (FTLW) was held virtually on March 8th and 9th, 2023 in partnership with the Kyoto University of Foreign Studies (KUFS) and the Japan International Cooperation Agency (JICA). The FTLW consisted of a symposium and virtual tour-making workshops over two days. Participants could choose from two-course options: the Symposium course, which included only lectures, and the Certificate course, which involved completing virtual tour-making workshops.

The FTLW started with a series of lectures streamed live on YouTube, with six presentations from UNWTO RSOAP, JICA, and HTRP participating universities. Viewers could participate interactively by asking questions through the live chat feature on YouTube, which presenters answered in real-time.



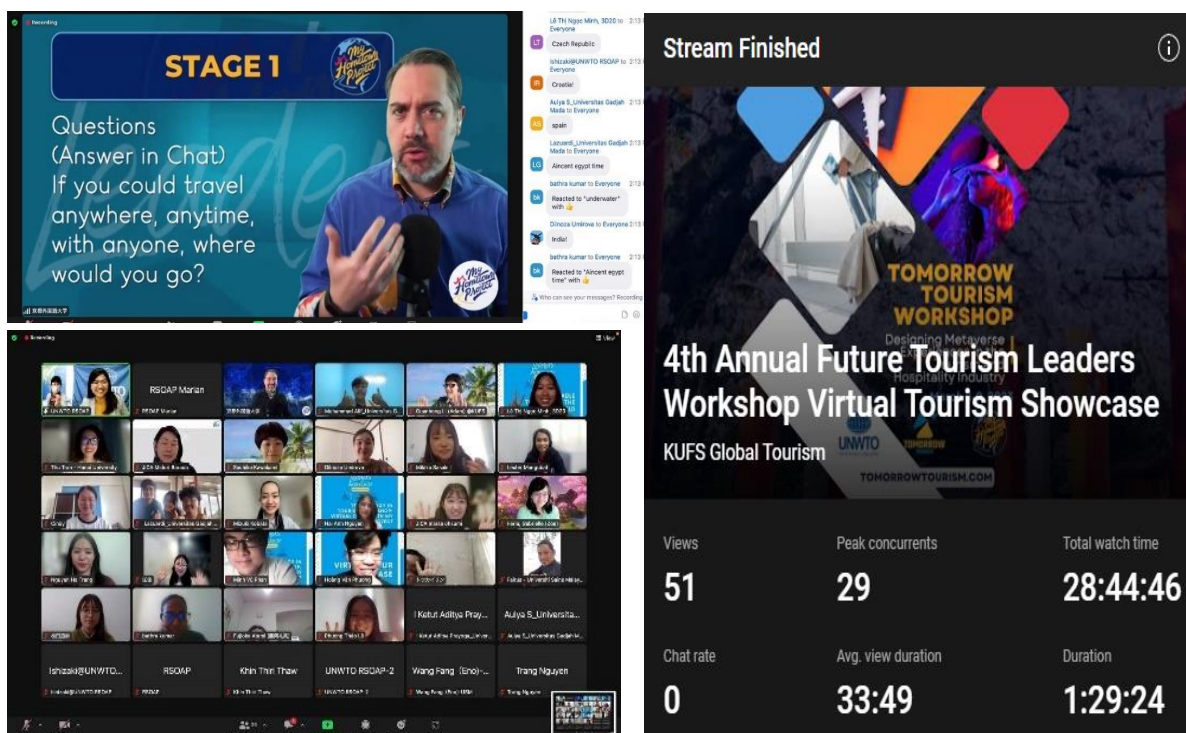
The lectures were started by UNWTO RSOAP's presentation on an overview of international tourism, presenting new data from the World Tourism Barometer of January 2023 as well as a brief presentation on the recent survey on Climate Action by the tourism sector. Followed by JICA's presentation on its initiatives on sustainable tourism across countries. The second part of the symposium focused on the research topics of universities participating in the Heritage Tourism Research Project

The second half of the first day was dedicated to introducing the virtual tour-making platform, MyHometown*. This platform allowed participants to add their own virtual tours using 360-degree maps from Google Street View and a third-party website for voice recording. These tours could be customized with narration by the students and were accessible to anyone with access to the site through the website: <https://togetherlearning.com/myhometown/index.html#features7-16>

During the workshop, 22 students were accepted into a step-by-step VR workshop conducted by KUFS professor, Mr. Eric Hawkinson. The workshop was divided into five groups with facilitators from RSOAP, JICA, and KUFS, who provided detailed instructions on making virtual tours. Students then repeated the steps and created their own tours of a destination from their hometowns. At the end of the first day, students had access to the MyHometown platform to complete their virtual tours at their own pace.

The second day started with a recap of the symposium lectures and a review of the phases required to complete a virtual tour with several elements. It was also the time for students to present their completed tours to their peers, allowing for feedback and areas of improvement. Professor Hawkinson provided actionable feedback on the students' work, and select presentations from the participants was shared with the group, showcasing virtual tours from Tokyo (Japan), Yogyakarta (Indonesia), Luoyang (China), Java (Indonesia), and Los Baños (Philippines).

Finally, in the afternoon of March 9th, the Virtual tour platform was showcased on the YouTube platform, featuring the completed tours made by the participants of the Future Tourism Leaders Workshop.



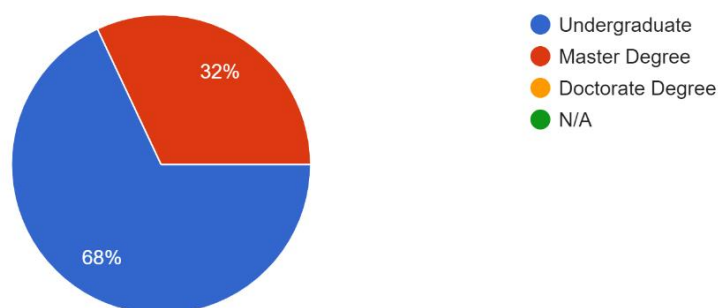
2. Overall attendance

TOTALS:	
150	Symposium views (through Youtube)
22	Workshop participants
6	Staff + speakers
9	Universities
6	Countries

3. Workshop participant demographics:

Educational Background

25 responses



Nationalities:

Country & Region*	# of students
1. Japan	6
2. Philippines	2
3. Vietnam	6
4. Indonesia	4
5. Thailand	1
6. Malaysia	3
Total	22

* Countries and Regions as defined by United Nations (UN).

Participating universities:

University Name	Degree		
	BA/BS	MA/MS	PhD
Kyoto University of Foreign Studies	4		
Ritsumeikan Asia Pacific University		1	
Rissho University			1
Hokkaido University		1	
University of the Philippines (Diliman & Open University)	1	1	
Hanoi University, Vietnam	6		

Gadjah Mada University, Indonesia	4		
Chiang Mai University, Thailand	1		
Universiti Sains Malaysia	3		
Total	18	3	1

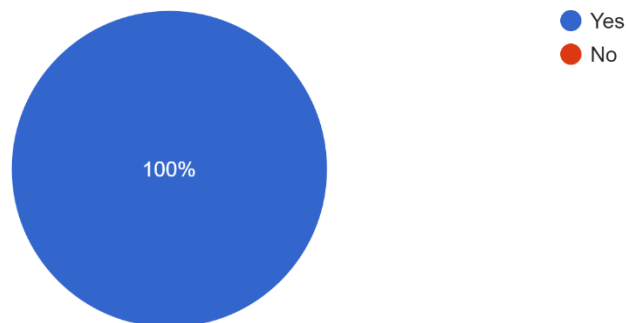
6. Evaluation Summary

A total of 23 questionnaires were collected from workshop participants. Results are found below:

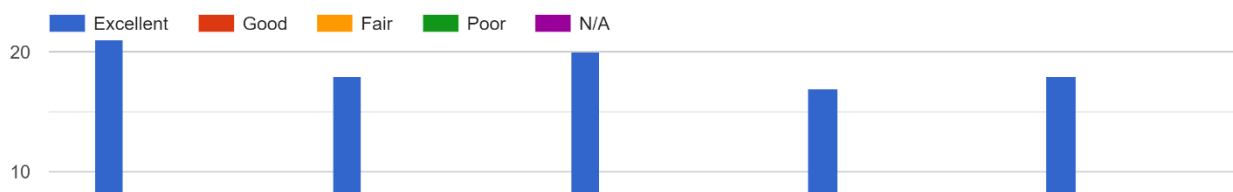
1. Overall satisfaction

Overall did you find the theme relevant and practical?

25 responses

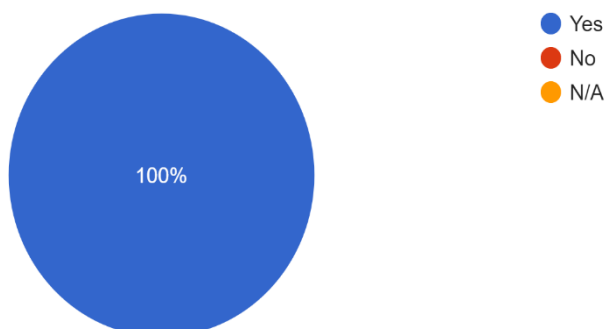


How satisfied were you with the logistics?



Would you recommend the Future Tourism Leaders Workshop to your peers?

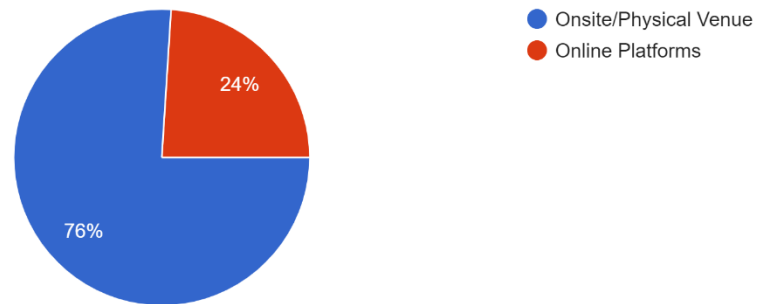
25 responses



2. Comments on the next versions for FTLW:

For the 5th Future Tourism Leaders Workshop, in which format will you be more interested to join?

25 responses



Recommended future topics include:

- a. Tourism Crisis Management
- b. Business Management and Entrepreneurship
- c. Creation of tourism products
- d. Community-Based Tourism
- e. Heritage Tourism
- f. Technology and Tourism
- g. Trends on Gen-Z Travels