



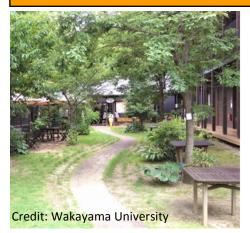


Co-organised by World Tourism Organization Regional Support Office for Asia and the Pacific, Wakayama University and Japan International Cooperation Agency (JICA)

## 2nd FUTURE TOURISM LEADERS WORKSHOP

'SUSTAINABLE DEVELOPMENT ACTIONS IN RURAL TOURISM'

(All University Students & Young Professionals are encouraged to apply)







Venue: Wakayama University, Wakayama 26-28 February 2020

Come and examine development actions based on the SDGs, how tourism can revitalize Japan's rural areas from issues such as aging, population decline, agriculture and industrial decline.

### **ARE YOU:**



A student wanting to learn about slow development of destinations focusing on community resilience, capacity and identity using creative approaches?



Interested in enhancing your tourism education through doing teamwork, discussion and site visits?



Interested in learning how tourism can contribute to the SDGs?

#### **ABOUT THE WORKSHOP**

Designed for Aspiring Future Leaders

3 days of Activities

- Day 1 Symposium
- Lectures by UNWTO RSOAP, Wakayama University, JICA, JNTO (Japan National Tourism Organization), Private
  Sector (Agricultural Corporation Akitsuno Co. Ltd)
- Day 2 Field Work
- \* UNESCO World Heritage: Kumano Kodo Pilgrimage Route
- Day 3 Group Session
- Certificate of Completion will be provided
- Workshop and site visit is free.

#### How to apply:

- ⇒ Limited Capacity. Interested students are encouraged to apply as soon as possible as participants will be selected on first come, first serve basis.
- ⇒ Complete the accompanying application form & submit to <a href="fttworkshop@unwto-ap.org">fttworkshop@unwto-ap.org</a> by 14 January 2020
- Applicants will be notified by email within 2 weeks of submission of form. Accommodation options will be provided for participants to book accommodation by themselves
- ⇒ Email: ftlworkshop@unwto-ap.org/ Tel: 0742-30-3880

Contact— UNWTO Regional Support Office for Asia and the Pacific for more information on: ftlworkshop@unwto-ap.org/ Tel: 0742-30-3880

# **PROGRAM**

# **FUTURE TOURISM LEADERS WORKSHOP**

**'SUSTAINABLE DEVELOPMENT ACTIONS IN RURAL TOURISM'** 

**SYMPOSIUM - Open to Public** 

Wednesday, February 26, 13:00 - 16:30

### **PROGRAM**

Introduction of Current Tourism Trends and Sustainable Tourism Development—UNWTO

The Tourism Development Cooperation and Contribution to the SDGs—JICA

Inbound Promotion and Rural Development —Japan National Tourism Organization (JNTO)

Development of Rural Tourism - Opportunities and Challenges —Wakayama University

Tourism Development Utilizing Regional Resources — Agricultural Corporation Akitsuno Co., Ltd.

Panel Session: Tourism Management for Sustainable Development for Action to the Future

**Group Session 1 & Field Work - Closed Session** 

Tanabe, Kumano Region, Wakayama

Thursday, February 27, 9:00 - 18:00

**Group Session 2 - Closed Session** 

Friday, February 28, 9:00 - 17:00

### **PROGRAM**

Global Example of Rural Tourism —UNWTO

Rural Tourism Sustainable Development —Wakayama University

Field Trip Related Lectures

(Wakayama & Slow destination development, Kumano Pilgrimage, Cycling Tourism, Gastronomy Tourism, Spiritual Tourism)

**Group Session** 

(Community Issues, SWOT, Action & Pitch)

⇒ Students interested in this Workshop must be available to attend the full program 26-28 February 2020

We Look Forward to Seeing You in Wakayama

## **Future Tourism Leaders Workshop** Wakayama University, Wakayama 26-28 February 2020 **Application Form** Thank you for participating in the inaugural Asia Pacific Future Tourism Leaders Workshop. Please complete this application form and submit by 14 January 2020 to: ftlworkshop@unwto-ap.org. Participants will be selected on a first-come, first-serve basis. Participant's information **Given Name: Family Name:** Gender: Nationality: Current address: Prefecture: City: Postal code: Phone number: Email address: **Education** Name of University: Undergraduate Master Doctorate Degree: Graduation year: Graduation year: Graduation year: Major: Theme of research paper (if any): Please select your English language level? \*Note: the workshop will be held entirely in English Intermediate **Upper Intermediate** Advanced **Employment** Yes, full time Not at the moment Are you currently employed? Yes, part time Please complete the questions below in the space provided. Should you need additional space, please submit a separate page. 1. What do you hope to achieve from this workshop? Please explain.

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2. Considering the theme, "Sustainable Development Actions in Rural Tourism" what contributions do you think you can make to this workshop?

If you have any questions, please contact Ms. Suzuki/ Ms. Trawen/Mr. Natsuaki at <a href="mailto:ttps://two.ncbi.nlm.nih.gov/">ttps://two.ncbi.nlm.nih.gov/</a>