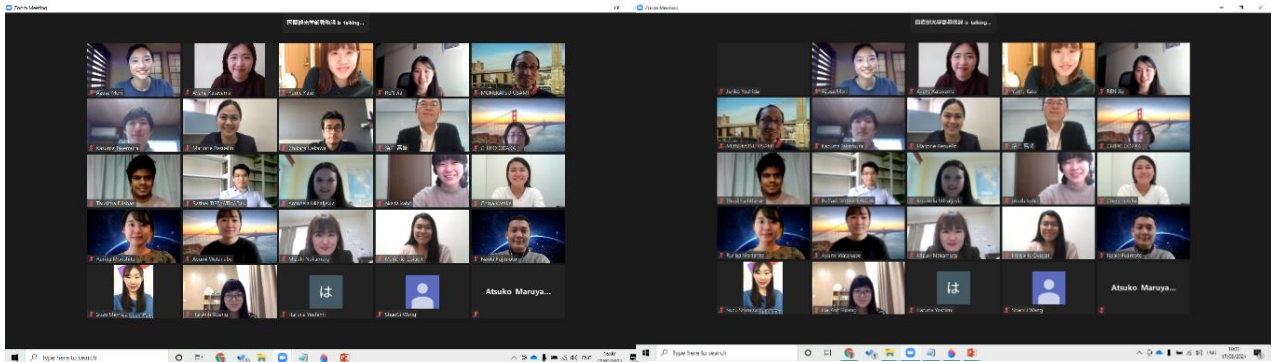
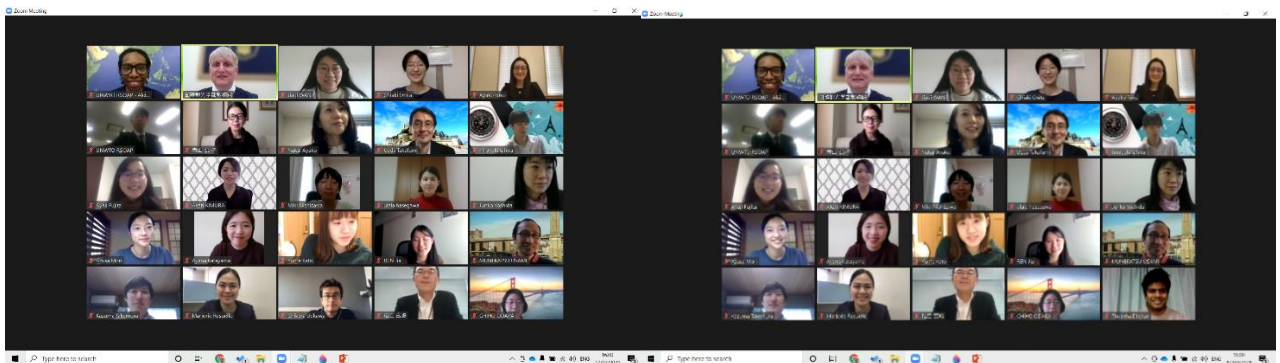


Summary of the 3rd

Future Tourism Leaders Workshop



"Sustainable Tourism: COVID-19 Reframing & Realization"
(Virtual)

16-17 March 2021
Toyo University

1. Background

The Future Tourism Leaders Workshop (FTLW) is designed for tourism leaders who are currently enrolled in a tourism program (undergraduate to postgraduate), have recently completed their tourism studies, and young professionals in the related fields who have demonstrated outstanding leadership or for those who are about to join the tourism workforce and 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 to share ideas with similar-minded professionals from the region.

2. Overview

The 3rd Future Tourism Leaders Workshop was co-organized by UNWTO Regional Support Office for Asia and the Pacific (RSOAP), the Toyo University, and the Japan International Cooperation Agency (JICA) under the theme of Sustainable Tourism: COVID-19 Reframing and Realization. Due to the global pandemic this workshop was held virtually for the first time 16-17 March 2021. A symposium was held on the first day which was open to the public. The second day was only for registered participants, a workshop group session. Unlike previous workshops there was no field trip undertaken this year due to the impact of COVID-19.

3. Summary of Symposium

The symposium was held online in the afternoon on the 16th of March, under the theme of “Sustainable Tourism: COVID-19 Reframing and Realization”. Ms. Kyoko Yagi, MC from Toyo University welcomed Ms. Etsuko Yaguchi, president of Toyo University who delivered an opening address via video. Then five speakers gave lectures in order followed by a panel discussion. The symposium was attended by 302 participants including general public, university students, tourism private and public sectors, academia and media.

Below is a summary of speakers and their respective presentations.

Ms. Alcinda Trawen

Deputy Manager, Research and International Relations,
UNWTO Regional Support Office for Asia and the Pacific (RSOAP)

UNWTO Role in COVID-19 Recovery in Asia Pacific



Ms. Trawen set the scene by providing the latest UNWTO data on the impact of the global pandemic. This was followed by the various UNWTO COVID-19 initiatives from the global guidelines, priorities for recovery, UN Secretary-General Policy Brief: “Covid-19 and Transforming Tourism” and UNWTO Technical Assistance program. The presentation then focused on the three briefing notes created by UNWTO.

She then presented specific initiatives related to Asia and the Pacific by the UNWTO Regional Department for Asia and the Pacific. The presentation concluded with an overview of initiatives in COVID-19 recovery by UNWTO.

Mr. Takafumi Ueda

Senior Advisor (Private Sector Development),
Japan International Cooperation Agency (JICA)

International Cooperation for Tourism Development and Response to COVID-19



Mr. Ueda started the presentation with some basic information about JICA, before proceeding to present tourism development projects supported by JICA in various parts of the world.

Moreover, the presentation included the current status of tourism development from African cases, contrasting the increase of number of tourists against the success of tourism development. He also explained the importance of SDGs in

terms of JICA's international cooperation and its mission to promote fair and sustainable tourism across the world. Mr. Ueda concluded with the opportunity of a tourism transformation in new normal, featuring social distancing, promotion of contactless services, new markets, new infrastructure and the promotion of virtual travel in recovery.

Mr. Atsushi Koresawa

UN HABITAT Regional Representative for Asia and the Pacific,
UN HABITAT Regional Office for Asia and the Pacific (Fukuouka, Japan)

Sustainable Urbanization and Tourism Amid COVID-19 Crisis



Mr. Koresawa introduced the UN Settlements Program, focused on a better quality of life for all in an urbanized world. He provided a look at 17 SDGs applicable measure to COVID-19, in particular the progress of achieving the SDGs with the impact of the global pandemic.

A summary of UN Habitat activities was provided from countries with a particular focus on Nepal. The focus of the UN Habitat in the country was on promotion of tourism, in particular preserving local cultural heritage and how the office helped recover tourism in the aftermath of the major earthquake. Likewise, UN Habitat has been supporting tourism development in Japan in the case of Kumamoto which was hit by a flood and Shuri Castle in Okinawa after a fire.

Mr. Yoshinori Ochi

Professor, Faculty of International Tourism Management, Toyo University

New Forms of Tourism with COVID-19



Mr. Ochi introduced the recovery of tourism from COVID-19 infection in Japan and the efforts of the tourism industry.

After explaining the past tourism crisis that Japan and the world have experienced (Great East Japan Earthquake, 9.11 terrorist attack, SARS), he emphasized the role of destinations and travel agencies in the event of a disaster.

He also mentioned the impact of COVID-19 on tourism in Japan and tourism as a growth strategy. He explained the relationship between the Go To Travel Campaign and the guidelines in Japan, and the growth recovery through new tourism in the future.

Mr. Yoshiro Fukui
CEO, Sanin DMO for Inbound

Sightseeing in Post COVID-19 From the Perspective of a DMO



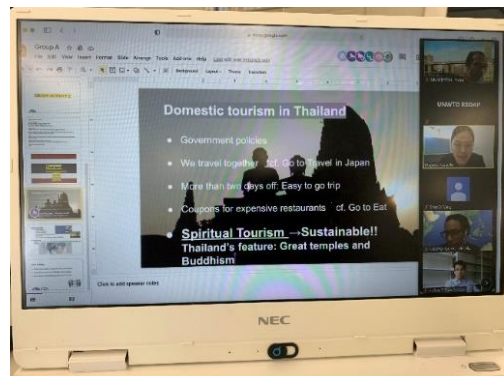
Mr. Fukui firstly introduced about destination platforms and regional passes in San'in area which faces the Sea of Japan with the Chugoku Mountains. This was followed by the “three-way satisfactions” in tourism which is good for seller, the buyer and society (SanpoYoshi). The model of tourism development, full of tourist demand, positive effect on community destination, reasonable profits of tourism company and distribution was presented. He emphasized the importance of collaboration between regional DMOs, tourism companies and governments to maintain motivation for tourism in the region during COVID-19.

4. Summary of Workshop

There were thirty-three participants from twenty-one universities throughout Japan, representing nine countries and region. The student participants gathered online for a series of workshop lectures and group activities. The lectures were provided by RSOAP, JICA and Toyo University. The lecture session started with Ms. Alcinda Trawen from RSOAP with an overview of sustainability and innovations in COVID-19 recovery. Followed by Prof. Ayako Toko's presentation on Green Recovery and Sustainable Tourism. Associate Prof. Lorenz Poggendorf then gave an overview of the New Paradigm of the Spiritual Tourism in post-COVID-19. Mr. Ueda concluded by presenting on Potentials of Tourism in Post-COVID-19 Local Economic Development.

After the lectures, workshop participants were divided into five groups of 6 to 7 people. The groups were pre-determined to have a mix of countries, universities and educational levels. There were three group activities conducted. Group coordinators were assigned to answer/facilitate any group questions and monitor the group progress. The coordinators were from Toyo University; Associate Prof. Ayako Nakai and Lecturer Yuji Miyazaki, RSOAP; Ms. Alcinda Trawen and Ms. Junko Yoshida and JICA; Mr. Takafumi Ueda.

The first task groups' were asked was, what are the positive and negative impacts of COVID-19 on Sustainable Tourism Development? Groups had to list each impact under sustainability pillar areas. The second task was to consider COVID-19 tourism recovery actions for pre-selected countries. Groups had to consider actions in the areas related to sustainability; jobs/skills, health & safety, domestic tourism, restart tourism, market intelligence and economic measures. The final group activity was to propose specific



sustainability focused initiatives in COVID-19 tourism recovery. Each group presented PPT slides created for each activity to all participants. Upon completion of the group sessions, the workshop participants received their completion certification.

【Slides created by each group】



COVID-19 Tourism Recovery Actions: MALDIVES

POLICY AREAS	EXTERNAL MEASURES	INTERNAL MEASURES
Domestic tourism		Spill Stay Program
Restart tourism	Reopening of borders to international tourists in July 2020	- Health insurance that covers COVID-19 testing - Nationwide vaccination (tourism frontliners among the first receivers)
Market intelligence	Digital disruption and innovation \$80m (UNDP)	Implementation of (mobile) technology to track down Covid-19 cases / Contain infections
Economic measures	Visa-free stay for 30 days	Financial Relief Packages: - Income Support - Electricity / Water Discount - COVID-19 financial assistance - COVID-19 front-line allowance

■Socio-Cultural×DX

Target:Tourist

- Online class of traditional Japanese hand crafts for preserving culture and Local livelihood. (example:Asakusa Food Samples)



Environmental aspects

Possible actions	Possibilities and challenges for the local community	How it will be initiated	SDGs
Volunteer tourism (beach trash)	Clean the water Engagement	Cooperation with the locals	6 (clean water), 14 (marine life)
Environmental protection guidelines (waste management, energy and water, biodiversity)	Financial incentives Time-consuming	Require stakeholders to comply, provide financial incentives	7 (electricity), 12-15 (consumption, climate, marine/land life)
Green investment for local communities	Financial support Require investors	Awareness raising promotion	12-15, 17 (partnership)

Korea

Field	Action
Domestic Tourism	<ul style="list-style-type: none"> - Safety campaign to promote domestic travel - Artist performance (Youtube channel ENJOY K-ARTS) - Promotional campaigns to support tourism



All the group presentation are available here.

(URL)

<https://www.dropbox.com/sh/1lrfwh73qzqx22v/AABrsY4V4Zj2digke0Kjqlvta?dl=0>

【Completion of certification】

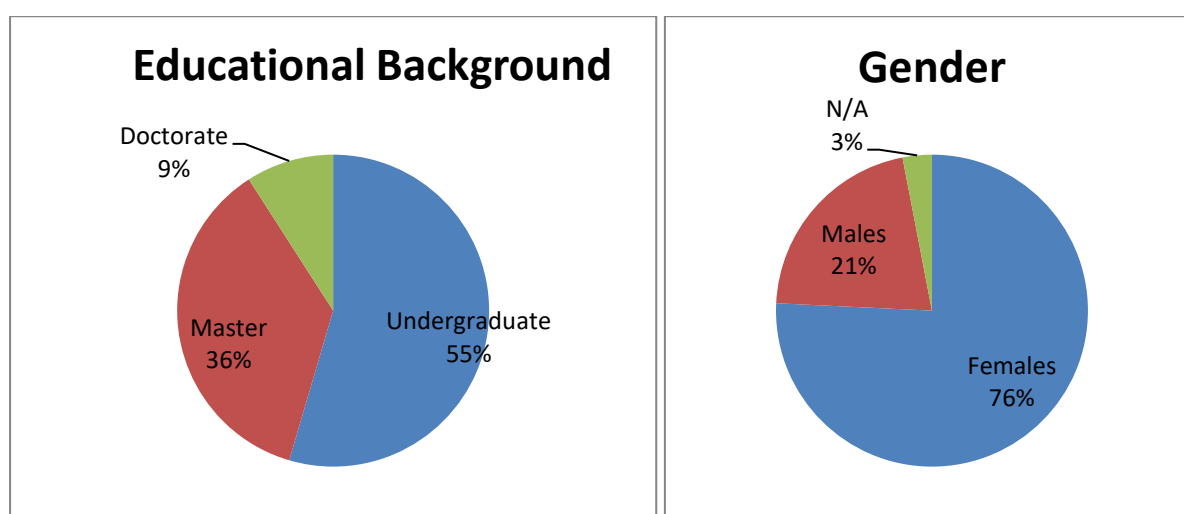


5. Overall attendance

TOTALS:	
302	Symposium attendees (Government officials, university officials, tourism-related businesses, media, etc.)
33	Workshop participants
19	Speakers+coordinators+staffs
21	Universities (including 2 UNWTO Affiliate Member Universities: Ritsumeikan Asia Pacific University (APU) and Wakayama University)
9	Countries & Region*

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

5a. Workshop participant demographics:



5b. Nationalities:

Country & Region*	# of students
1. Japan	23
2. China	2
3. Philippines	2
4. Taiwan	1
5. Vietnam	1
6. Indonesia	1
7. Sri Lanka	1
8. Canada	1
9. Germany	1
Total	33
* Countries and Regions as defined by United Nations (UN).	

5c. Participating universities

University Name	Degree		
	BA/BS	MA/MS	PhD
Toyo University	7	2	
The University of Tokyo		2	
Ritsumeikan University		2	
Kyoto University		1	
Osaka University			1
Wakayama University			1
Waseda University	1		
Rikkyo University	1		
Chiba University	1		
Nagoya University			1
University of Shizuoka	1		
Ochanomizu University	1		
Fukuoka Women's University	1		
Gakushuin University	1		
Meijo University	1		
Doshisha University		2	
Kyoto University of Foreign Studies	1		
Kansai Gaidai university	1		
Meio University	1		
Rissho University		1	
United Nations-mandated University for Peace		1	
N/A		1	
Total	18	12	3

6. Evaluation summary

A total of 33 questionnaires were collected from workshop participants.

Codes	Education background*	Frequency	Percentage								
1=	Undergraduate	18	55%								
2=	Master	12	36%								
3=	Doctorate	3	9%								
* numbers reflect total number of attendees in workshop and not only eval responses only.											
Code		1=Excellent		2=Good		3=Fair		4=Poor		5=N/A	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Symposium - 16 Mar											
Q1	Relevance to theme	24	73%	7	21%	2	6%	0	0%	0	0%
Q2	Speakers	20	61%	9	27%	3	9%	1	3%	0	0%
Q3	Adherence to time	18	55%	12	36%	3	9%	0	0%	0	0%
Q4	Overall quality of symposium	20	61%	10	30%	3	9%	0	0%	0	0%
Group breakout - 17 Mar											
Q5	Introduction about theme & expectations	21	64%	9	27%	2	6%	0	0%	1	3%
Q6	Group work	12	36%	17	52%	3	9%	1	3%	0	0%
Q7	Discussions	11	33%	18	55%	3	9%	1	3%	0	0%
Group presentations - 17 Mar											
Q8	Content	15	45%	11	33%	5	15%	2	6%	0	0%
Q9	Discussions	15	45%	11	33%	5	15%	2	6%	0	0%
Wrap up/final conclusions - 17 March											
Q10	Outcome	18	55%	13	39%	2	6%	0	0%	0	0%
Q11	Relevance	19	58%	12	36%	2	6%	0	0%	0	0%
		1=Excellent		2=Good		3=Fair		4=Poor		5=N/A	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Overall workshop logistics											
Q12	Location	13	39%	10	30%	6	18%	0	0%	4	12%
Q13	Accessibility	22	67%	7	21%	3	9%	0	0%	1	3%
Q14	Facilities	15	45%	7	21%	7	21%	0	0%	4	12%
Q15	Compliance with time schedule	18	55%	10	30%	5	15%	0	0%	0	0%
Q16	Overall quality of workshop	21	64%	9	27%	3	9%	0	0%	0	0%
Q17		1=Yes		2=No		3=N/A					
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage				
	Recommend the workshop to peers	32	97%	0	0%	1	3%				

Q8 Short Response - Top 4 Themes for Next Workshop

