

<Event Outline> As of December 3rd, 2021

Name: Symposium on Promoting Sustainable Destination Management through Tourism

Date: 13:30 to 16:30, Wednesday, December 8, 2021 (JST)

Method: Hybrid (in-person and on-line)

Venue: Bellesalle Onarimon Tower, Tokyo

Admission: Free (Anybody can join.)

Capacity: 180 people in person

1000 people on line

(Registration for the participation will be closed, once the limit is reached.)

<Program Outline>

Opening address: Masafumi Shukuri, Chairman, Japan Transport and Tourism Research Institute (JTTRI)

Keynote speech 1: Koichi Wada, Commissioner of Japan Tourism Agency

“Towards Realization of Sustainable Tourism”

Keynote speech 2: Hiroko Suzuki, Deputy Chief, UNWTO Regional Support Office for Asia and the Pacific

“How to Promote Tourism Sustainably? – Practices in Destinations, Looking toward Post-Covid”

Keynote speech 3: Makoto Koizumi, Senior Researcher, JTTRI

“Handbook on Sustainable Destination Management through Tourism – To become an Attractive community where People want to keep living in 50 or 100 Years.

Break

<Panel Discussion>

Theme: “Sustainable Destination Management through Tourism”

Coordinator: Hiroataka Yamauchi, President, JTTRI

Panelists:

Yoshiro Shimoji, Chairman, Okinawa Convention & Visitors Bureau (OCVB)

Yoko Takahashi, Director, Commerce, Industry, and Tourism Department, Niseko Town, Hokkaido

Masaru Takayama, Certified Trainer, Global Sustainable Tourism Council (GSTC)

Yasuhiro Yamashita, President and CEO, Denpaku Plus Kogei

Closing address: Yoshiaki Hongo, Chief, UNWTO Regional Support Office for Asia and the Pacific

- Themes and speakers are subject to change.
- The contents of this symposium will be updated as needed.