



UNWTO AFFILIATE MEMBERS CORNER: SUSTAINABILITY AND DIGITALIZATION IN TOURISM PRODUCT DEVELOPMENT

WHEN: 23 September, 2022, 10.00 AM (GMT+9)

WHERE: Big Sight Conference Hall, Conference Tower 1st Floor, Room 101
Tokyo, Japan

PROGRAMME

Opening Remarks (10:00-10:25)

Mr. Ion Vilcu,

Director, UNWTO Affiliate Members Department

Mr. Yoshiaki Hongo,

Chief, UNWTO Regional Support Office for Asia and the Pacific

Mr. Tadashi Shimura,

President, Japan Association of Travel Agents

Presentations by Affiliate Members

Part 1 (10:25-10:55)

JTB Corp.

Towards a better future: Sustainability efforts at JTB Corp.

Kuniko Takasaki, Executive Officer, Chief Communication Officer

Brief: Presentation of how JTB Corp. seeks to become a more sustainable tourism business practice in the post-COVID era by signing an MoU with GSTC, initiatives to become a Carbon-neutral operation by 2050, and much more.

European Travel Commission

Promoting destination Europe in Asia. Co-branding promotional campaigns programme 2022-2023

Miguel Gallego, Head of Marketing

Brief: ETC's Co-branding Promotional Campaigns Programme provides funding for pan-European promotional campaigns in Asia that contribute to reinforcing consumer confidence in travel and building a distinctive image of Europe as a travel destination. The EU co-funded program is open to public and private partners.

International Gay & Lesbian Travel Association (IGLTA)

How to make LGTBQ+ travel truly transformative

Shiho Ikeuchi, IGLTA Board Member, Kyoto, Japan

Brief: Preview of IGLTA Foundation report “Going Further: How to Make LGBTQ+ Travel Transformational for Travelers, Communities and the Planet”, that will be published in October. The report highlights travelers’ increased attention to business impacts on their local communities, economy, and environment. This initiative sets five steps for positive action to develop LGBTQ+ travel in a responsible way.

Networking Coffee Break (10:55-11:10)

Intervention by UNWTO Regional Department for Asia and the Pacific (11:10-11:20)

Ms. Eun Ji Tae

Officer, UNWTO Regional Department for Asia and the Pacific

Part 2 (11:20-11:50)

Seoul Tourism Organization (STO)

How to use digitalization and innovation as a tool to accelerate the recovery

Dinah Kwon, Manager, Global Marketing Team

Brief: Presentation of “Virtual Seoul”, the world’s first virtual event platform developed for city marketing, aimed to create a public resource for local event planners to hold their MICE events and build an effective and attractive destination marketing tool in the digital meetings industry.

Basquetour – Basque Tourism Agency

Euskadi-Basque Country, Leading Responsible Tourism

Juan Daniel Solana Alonso, General Manager

Brief: Implementation strategy and project to advance in the transformation of Basque destinations into smart, more accessible, sustainable, efficient, and competitive, responding throughout the tourist trip life cycle and offering an excellent adequate service to the preferences and needs of all tourists, for the final benefit of the local welfare.

Wakayama University

Culture as a centerpiece for internationalising tourism education

Ms. Kazue Nakamoto, Principal Officer, Center for Tourism Research

Brief: How to combine Japanese culture and tourism education to enhance internationalisation.

Q&A Session

Closing Remarks

Mr. Ion Vilcu,

Director, UNWTO Affiliate Members Department

Group Photo

Feel free to reach out to the Affiliate Members Department at:

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