

- JATA International Tourism Forum 2013 - Japan in the World and Asian Markets Future of the Travel Industry like a Hot Surge

The 2013 International Tourism Forum will be held on September 13 (Friday) and 14 (Saturday).

On the first day, top specialists in the global travel industry will speak at the "Analysis of the Asian Travel Market: Keynote Panel Discussion." Under the theme of "The Rapidly-Growing Asian Travel Market and Japan's Travel Industry," the characteristics and SWOT of each country will be analyzed, based on the latest market data from Japan and other Asian countries. A heated discussion on the future expansion and sound development of the Asian travel market is anticipated.

For the panel discussion scheduled after the keynote panel discussion, South Korean and Taiwanese experts who are active on the frontlines of the travel market are invited. On the topic of "From Growth to Maturity: Putting Japan's Overseas Travel Market to the Test – Opening the Way to the Future through a Thorough Comparison of the Japanese, South Korean, and Taiwanese Markets," the discussion will highlight

the characteristics and strengths of the Japanese market and industry through a comparison between the overseas travel markets of South Korea, Taiwan and Japan. The discussion will also cover various issues arising in the overseas travel market in the rapidly-growing Asian countries. Solutions will be discussed that can be shared by neighboring countries to find a path for development, to be shared by Japan and other Asian countries.

On the second day of the International Tourism Forum, specifically-themed symposiums will be held, breaking down the issues and challenges of the current travel industry.

At the Special Symposium scheduled in the morning, a panel discussion will be held on the Quality Assurance System for Tour Operators introduced by JATA this fiscal year to improve the quality of tours to Japan, covering its introduction and future prospects. In the afternoon, five mini symposiums will be held for a perceptive discussion on the issues and challenges in the current travel industry.

JATA Tourism Forum 2013

Sept. 13 (Fri.)

Opening Ceremony

- Location : East Exhibition Hall 6 – Stage
- Time : 10:00-10:45

Ministers and country representatives participation

Today's Current in East Asia

MC :
Mr. Hiroshi Kurosu
Japan Travel Bureau Foundation

- Location : East Exhibition Hall 6 – Stage
- Time : 13:00-17:00

[Keynote Speech]

- Speaker : **Mr. Taleb Rifai**
Secretary-General,
World Tourism Organization (UNWTO)

[Session 1]

The Rapidly Growing Asian Market and Significance for Tourism Industry

- Speakers : **Mr. Taleb Rifai**
Secretary-General,
World Tourism Organization (UNWTO)
- **Mr. John Koldowski**
CEO, Pacific Asia Travel Association (PATA)
- **Mr. Hiromi TAGAWA**
Vice chairman, Japan Association of Travel Agents (JATA) /
CEO, JTB Corp.
- Moderator : **Mr. Yoshiaki HONPO**
Professor, Tokyo Metropolitan University/
Former Commissioner of Japan Tourism Agency



[Session 2]

Industry Talk: Uptapped Market Potentials in Northeast Asia

- Speakers : **Mr. John KOLDOWSKI**
President, Trade Association (PATA)
- **Mr. Moo-Seung YANG**
Chairman, Korea Association of Travel Agents (KATA)
- **Mr. Jason WANG**
Chairman, LION GROUP

- Location : East Exhibition Hall 6 – Seminar Room
- Time : 08:30-09:45

A seminar on latest Japanese tourism trends and information on current situations for international tourists bureaus and tour related organizations planning to enter the Japanese market. Seminar will be conducted in English.

Market Up-date Seminar

Sept. 14 (Sat.)

Morning Session

Moderator :
Mr. Hiroyasu SATO
Matsumoto University,
School of Comprehensive Management

- Location : East Exhibition Hall 6 – Stage
- Time : 10:30-12:00

Introduction of Tour Quality Certification

JATA has set up the Quality Assurance System for Tour Operatorsto promote the safety and quality of travel in Japan. The Session will discuss the system along with the policies of other countries.

- Speakers : **Mr. Hiroyuki KOBAYASHI**
Representative Director,
Chubu Region Institute for Social and Economic Research
- **Mr. Tomohiro IGUCHI**
CEO, Isen Co., Ltd.
- **Mr. Yasuhiro Shinohara**
Vice Commissioner for International Affairs,
Japan Tourism Agency
- **Mr. Kazuaki MARUO**
Director of the Board, Japan Association of Travel Agents
(JATA) / CEO, Nippon Travel Agency Co., Ltd.

Afternoon Sessions

- Location : East Exhibition Hall 6 – Seminar Room
- Time : 12:00-17:30

14:00-15:30 Special Seminar Room 1

Collaboration of Media and Tourism Industries

This session will look into how other countries benefit from the collaboration of promotion by the media targeting the general public and promotion by the industry of the most recent products.

Moderator: Mr. Naohiro FUKAWA (general, Mile Post Consultants, Inc.)

12:00-13:30 Special Seminar Room 2

How to Promote MICE

More and more areas in Japan are trying to attract MICE visitors in addition to international meetings. The sessions will look for possibilities for the travel industry to engage in further advancements of MICE travel.

Moderator: Mr. Yoshiro ISHIHARA
(Director, Editor of Chief, Wing Aviation Press Co., Ltd.)

16:00-17:30 Special Seminar Room 1

Recovering From Disasters and Terrorism

How did the travel markets hit by natural disasters and terrorism recover? What is the role of the government, travel industry, and consumers in the recovery process? The discussion will be based on past examples and experiences.

Moderator: Mr. Masato TAKAMATSU
(Chief Research Officer, Japan Tourism Marketing Co.)

14:00-15:30 Special Seminar Room 2

How Travel Agencies Can Secure Tour Safety

Today, tourism related accidents are recurring throughout the world. The sessions will look into strategies implemented by various organizations and their solutions for securing safety.

Moderator: Mr. Takashi KANNO
(General Manager Overseas Department, Kiriko/Nippon Tourist Co., Ltd.)

16:00-17:30 Special Seminar Room 2

Examining Cross Border Destination Promotion

The attraction of sightseeing that exists regardless of administrative borders increases competition and has been an important strategy for the tourism industry and receiving destinations. The sessions will look into how to create a master plan while comparing market-centered promotion and promotion by receiving destinations.

Moderator: Mr. Shigeoyoshi NOTO (Managing Director, Hiroshik Tourist Board)