

“Move. See. Feel.”

The theme of Tourism EXPO Japan 2015



“Move. See. Feel.” has been chosen as the theme of JATA Tourism EXPO Japan 2015, which will be held from September 24th through September 27th.

“The Power of Travel” theme of 2014 was considered the first stage of the concept “Hop, step, jump.” In 2015 the industry will make a “step” in order to get ready for a “jump” in 2016. The English theme “Move. See. Feel.” was developed as an expressive appeal to foreign residents in Japan.

This year’s theme “Move. See. Feel.” communicates the organizers’ message. It urges you to move, go where your heart leads you and through experiencing new things let your heart feel what you see. Based on these experiences and emotions, your heart will guide you to your next journey.

Following the key visual of last year, this year’s one again is based on the concept of promoting travel and tourism by using an image designed in *ukiyo-e* style. It features Mt. Fuji as the core of Japan and a starting point for many journeys.

The design adapts a scenery representative of original *ukiyo-e* woodblock prints which depict scenes and landscapes illustrating the travel boom in the Edo period (17th -19th centuries). The use of a *ukiyo-e* style design is a match to the theme of JATA Tourism EXPO Japan in the “step” year of 2015.

The design is going to be finalized in April and it is expected to illustrate the following topics: (1) Consistency of the event, expectations and progress; (2) Active travel which focuses on people; (3) Creating a wide spectrum of travel themes by adding the motive for travel.

“Tourism and Culture”: Speakers From All Over the World Will Take Part in Various Discussions During the International Tourism Forum,

Keynote Speech and Keynote Symposium

The International Tourism Forum, which will take place after the Opening Ceremony of JATA Tourism EXPO Japan 2015, will consist of a Keynote Speech and Keynote Symposium and will be held under the theme “Tourism and Culture.”

The UNWTO-UNESCO First World Conference on Tourism and Culture, held in Cambodia this past February, highlighted the need to create a new framework for the future collaboration between tourism and culture, which will ensure both preservation of cultural heritage and regional development enhanced by tourism. The discussions during



The Keynote Symposium in 2014

the International Tourism Forum will explore further opportunities in this area.

The Keynote speech will focus on “learning” from the experience of leading tourism nations that possess a great variety of natural landscapes and abound with cultural heritage. Selection of speakers connected to the French travel industry at the core is well underway.

Prof. Yoshiaki Hongo (Tokyo Metropolitan University) who is also Special Advisor to Japan Tourism Agency will act as moderator at the Keynote Symposium. Mr. Richard Collasse, the President Representative Director of Chanel Japan, and Mr. Jing Xu, UNWTO Director Regional Programme for Asia and the Pacific, are invited as panelists to explore the theme from the “industrialization of culture” and “preservation of culture” aspects.

In addition, “Dispersion of inbound travel to Japan’s regions and creation of broad-area travel routes(tentative)”, “ASEAN: a Growing Travel Market(tentative)”, “Mutual Exchange in ALL JAPAN: Understanding foreign cultures as a revitalizer of Japan’s regions(tentative)”, and “Revitalization of local areas and the role of the travel industry(tentative)” are symposia which will look into inbound travel, analyze the Asian travel market, and discuss the outbound and domestic travel.

The target of 20 million inbound travelers has highlighted the importance of dispersing inbound travel to the local regions of Japan. How will the country handle the establishment of broad-area travel routes and how will local regions cooperate? What should be made to spur bilateral exchange between sister-cities and going beyond human exchange, encourage trade and thus help the revitalization of local regions? What role will the travel industry play in the revitalization of the local areas so that it can sustain their attractiveness? The panelists will liven the discussions by touching on hot topics.

In addition to the symposia on the above topics, we have planned an “International Tourism Leaders Meeting(tentative name)” focusing on the ASEAN countries which, following their economic integration, have become increasingly influential and a “Halal Symposium” on the growing presence of visitors from Islamic countries.

Full Text for International Tourism Forum 2014 is now available

In the International Tourism Forum 2014, overseas experts provided up-to date information and discussed issues facing within the tourism industry. From the Keynote Speech to the overseas, domestic and inbound sessions, three types of texts are prepared.

English General Version \$10(Tax included)

Japanese General Version \$10(Tax included)

Keynote Speech/Keynote Symposium Digest Version \$5(Tax included)

(<http://www.t-expo.jp/en/program/forum.html>)