

JATA International Newsletter

 Japan Association of Travel Agents

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Chairman Tagawa's Hitorigoto

"Hitorigoto" in Japanese means "murmuring to oneself." We have launched this section hoping that it will give some insights into what one of the leaders of the Japanese tourism industry has on his mind (Disclaimer: Although Mr. Tagawa is one of the most active members of the Japanese travel industry, this section might present thoughts on things which are not closely related to his work.)



The baby-boomer generation is about to reach 70. The people who built the country and its economy through tireless work have eventually gotten to the point of thinking about taking a break. The other day, I attended an alumni reunion. At the same reunion five years ago, everybody was talking about work. This time, for the first time, the conversations revolved around holidays. The generation that had work, work and only work on their mind, that built their careers on winning to the competition, are eventually shifting into lower gear. We have begun talking about holidays and how we want to spend our time off.

The time has come when we need to teach our youth that taking holidays is not shameful and that taking time off work should be given the same importance as work itself. And this is probably the perfect moment in time when we, the baby-boomers can learn and therefore teach our grandkids how to appreciate their time off by spending time together and showing them the world. The travel industry should help to create the mood and guide us in the new appreciation of private time and in finding new ways to enjoy the world around us.

Unlike us, you do not have to wait till the mellow age of 70 to realize that work-life balance is the way to go.

Be Smart Now and

Get from THIS :



to



Japanese overseas travel grew in the third quarter of FY 2017

For more on the latest trends in detail, please visit

http://www.jata-net.or.jp/english/reports/2016/pdf/161228_markettrends.pdf (English)

Japan Outbound Tourism Council

JATA's new initiative – Japan Outbound Tourism Council – kicked off in February in the presence of 130 representatives of travel agencies, national tourism organizations, airlines, railway companies, hotels, embassies and insurance companies. The Council, chaired by JATA Vice-Chairman Jungo Kikuma is tasked with stimulating demand for overseas travel.

The member-organizations will work by region (Europe, Middle East, North, Central and South America, Asia, Oceania & the Pacific) and a separate committee will be tasked with marketing.

HR Orientation and Training

In February, seventeen universities participated in an Internship Program initiated by JATA and supported by its member companies. Over the course of 9 days in Tokyo, 45 students attended seminars where travel professionals from 25 companies shared experience, taught business manners and talked about the business environment at present. The internship program was held for a fourth consecutive year as a long-term project to nurture talented human resources who will have the knowhow and power to further the advancement of the travel industry.

JATA Managerial Forum



The Managerial Forum, held in February, covered themes as artificial intelligence and the

travel industry, latest trends in the business environment, the functions and value of travel agencies, and the relations between travel agencies and LCC. In the keynote speech, Mr. Takayuki Furuta Ph.D., touched on the relation between everyday life, travel, AI and robotics.

MOU between Japan Tourism Agency and Russian Tourism Authority for expanding bilateral tourism exchange in 2017 – 2019

In 2005, Japan and Russia agreed on a joint activity program which would strengthen the cooperation in the field of travel and tourism. In line with the program, the Japan Tourism Agency and The Tourism Authority of the Russian Federation signed a MOU in February in Moscow for cooperation in the period 2017 – 2019. 2018 was designated as the “Japan’s Year in Russia” and “Russia’s Year in Japan.” A number of cultural events, exchange programs and other initiatives will take place in order to promote the expansion of tourist and youth exchange between the two countries.



New National Tourism Office of Estonia in Japan



In the beginning of this year, the Tourism Authority of Estonia delegated the right to promote its tourism resources to Foresight Marketing, a company well known for its promotional activities for emerging destinations. The travel industry welcomes the move by the Estonian government to commission a Japanese marketing company. Foresight Marketing, has developed its knowhow and professional network by specializing in tourism promotion.

Tajikistan Tourism Seminar for the travel industry @ the Tajik Embassy in Tokyo



The Tourism promotion seminar was held in February in the Embassy of the Republic of Tajikistan in Tokyo. H.E. Mr. Hamrokhon Zarifi’s greeting was followed by a presentation of the tourism resources of the country, featuring its rich cultural heritage and un-spoilt nature. The seminar was attended by 15 representatives of travel agencies specializing in travel to Central Asia.

Kyrgyz Tourism Seminar for the industry @ the Kyrgyz Embassy in Tokyo



The Embassy of the Kyrgyz Republic in Tokyo organized a tourism promotion seminar for the travel targeting the travel industry on March 8th. Seventeen representatives of travel companies and media attended the seminar. The embassy offered traditional snacks and drinks and also announced the dates and itinerary of a familiarization tour for the travel trade.

Dr. Taleb Rifai, Secretary General of UNWTO visits JATA



Dr. Taleb Rifai, Secretary General of UNWTO, visited Japan on the occasion of the opening of the Tokyo liaison office of APTEC Japan. During his visit, Dr. Rifai made a courtesy call to Prime Minister Shinzo Abe and also paid a call to JATA, addressing the staff and management of the association. He emphasized that the JATA and UNWTO have strengthened their relationship and have been working together. The collaboration between the two organizations, while contributing to the advancement of member companies of JATA, has helped further the development of global tourism. Dr. Rifai express gratitude for the support of JATA Chairman Tagawa and all related persons who have helped further the agenda of sustainable tourism and development.



Tourism Expo Japan

September 21st - September 24th 2017 @ Tokyo Big Sight

σ *Applications open till **April 28th!*** ρ

TEJ is expanding its overseas travel promotion program!



With exhibitors from over 140 countries and regions across the world, and over 40,000 industry professionals all gathered in one place, it is the one and only Tourism EXPO Japan 2017!

This year, we've lined up our best business matching program yet!



- *Enhanced!* Sep 21s: Business meetings by appointment, arranged in advance through our matching system.
- *New!* Sep 22nd: Drop-in style business meetings at exhibitors' booths arranged in advance through our matching system.
- *New!* Sep 23rd & 24th: Business-meeting areas available throughout the duration of the EXPO.

In addition

Enhanced! Improved quality of negotiations participants (buyers and sellers)

Enhanced! More buyers from the Tokyo Metropolitan Area and local regions

New!

Buyer attraction and special seminar in association with MICE (tentative)

And more

Networking opportunities!

Sep 21st: Networking presentation of outbound travel professionals – a networking event for travel agencies (buyers) and exhibitors (sellers)

Please note!

The contact details of both buyers and sellers will be available beforehand to those who register for the Business Session through the system set by the Tourism EXPO Japan Promotion Office. The exhibitors will be able to set appointments on Saturday (Sep 23rd) and Sunday (Sep 24th) at their booths by contacting their prospective partners directly.



The NEWS!

*The website of Tourism EXPO Japan 2017 will be open TODAY,
March 31st, Friday!*

Head over to see what is new about TEJ 2017 !

For inquiries:

Tourism EXPO Japan (TEJ) Promotion Office

Tel. +81-3-5510-2004; Email: event@t-expo.jp URL: t-expo.jp/en

1st TEJ Ministerial Round Table

The 1st Tourism EXPO Japan (TEJ) Ministerial Round Table in collaboration with UNWTO will be held on September 21, the first day of Tourism EXPO Japan 2017. The discussion theme will be “Sustainable Tourism for Development,” in line with the “International Year of Sustainable Tourism For Development” designated by UNWTO.

Ministerial class and top industry executives from all the world will be there for the discussion. We look forward to meeting with you in September in Tokyo.

σ Salt & Pepper ρ



Russian wine. Is there such a thing?



The other day, when the Russia Working Group finished its meeting, the members got together over a glass (or two) of Russian wine, some borsch and piroshkies. The wine – unexpectedly good – was the big surprise for most of the members. As you know, talk about vodka. Everybody responds with “Russia.” Talk about Russian wine and everybody is like “What? Is there such a thing?”



Well, there is and it is indeed worth trying.

The travelers of the baby-boomer generation still have an unfavorable image of Russia. The former cold-war adversary is still associated with a close to non-existent service industry and lurking danger awaiting those who visit (though what exactly the danger is no one seems to know). As far from reality as this image is, we need to admit that little has been done to change it.

Which is a pity because with its rich cultural and historical heritage, the country is a yet-unexplored gold mine for the travel industry. Just a thought here, but as wine has gotten big in Japan, popularizing Russian wine and food might give a helping hand to improving the image of the Russian Federation among potential travelers.

We know, it is not an easy thing to do. But as the saying goes “difficult roads often lead to beautiful destinations.”

You are welcome to explore our new blog in English at <https://officeinternationaltourism.wordpress.com/>

↪ See who visited us in the past two months ↻

February 7th, 2017 Mr. Fikdanel Thaufik, Vice President, Japan, Korea & USA Region, Garuda Indonesia, visited Mr. Tadashi Shimura

February 27th, 2017 Mr. Joonho Ahn, Director of Seoul City Tourism and Sports Bureau, and Mr. Byungtae Kim, President of Seoul Tourism Office, visited Mr. Jungo Kikuma, Vice-Chairman of JATA

March 6th, 2017 Mr. Piya Yodmani, CEO of Nokscoot, visited Mr. Tadashi Shimura, President of JATA

March 7th, 2017 Sales Mission from Discover New England (USA) visited the Headquarters of JATA

For more information about JATA, you are welcome to explore <http://www.jata-net.or.jp/english/whats/wht12.htm>