

# International Symposium on Sustainable Tourism for Community Development



Date

**May 24th** (FRI), 2019  
**14:00–17:30**

Venue

**Kutchan Public Hall**  
〒044-0013  
4-2-2, Minami-3-Johigashi,  
Kutchan Town, Hokkaido

Organizer: Japan Tourism Agency MLIT,  
Kutchan Town,  
Hokkaido G20 Tourism Minister's Meeting Executive Committee

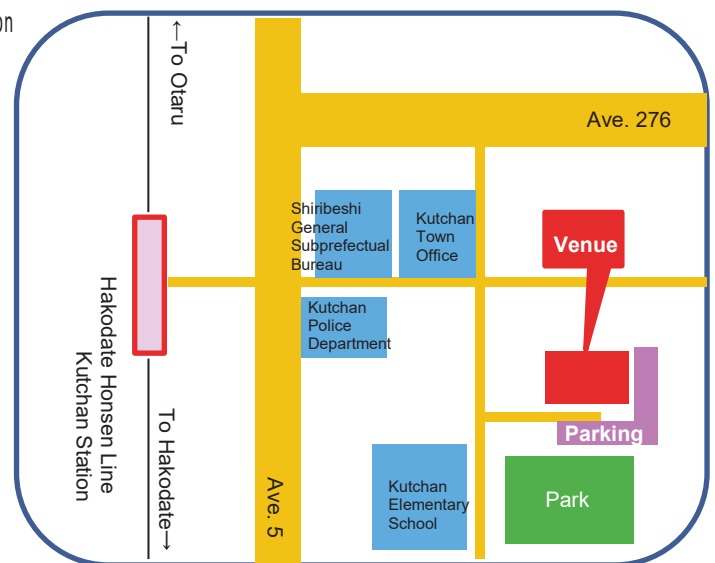
Collaborator: Kutchan Town Residence Committee for G20 Tourism Minister's Meeting Promotion  
Hokkaido Bureau of Telecommunications MIC  
Hokkaido Bureau of Economy, Trade and Industry METI  
Hokkaido Regional Development Bureau MLIT  
Hokkaido District Transport Bureau MLIT  
Hokkaido Government  
Hokkaido Tourism Organization  
Hokkaido Adventure Travel Association (HATA)  
UNWTO

Capacity: 450 persons

Entrance Fee: Free

Registration: Fill out the "Registration Form" and send it by e-mail or FAX.

**Deadline: May 8th** (WED), 2019



## 【Introduction】

‘Sustainability’ has become a world-wide call to action. In tourism sector, raising awareness of the need for sustainable tourism development, as was achieved in 2017 through the United Nations International Year of Sustainable Tourism For Development (IY2017), has elevated the importance as a critical lever for achievement of the UN SDGs, with emphasis on local community upliftment.

Tourism can stimulate economic growth, create decent jobs and business opportunities, as well as make impacts for social, cultural and environmental wellbeing. While working to continuously meet the needs of visitors, tourism industries, destinations and environments, it is essential that the sector continue to maintain an appropriate balance between key elements of sustainability, namely environment, economy and local society in the tourism destination.

In advance of the G20 Tourism Ministerial Meeting to be held in this October in Kutchan-cho, Hokkaido, Japan, this May an international symposium on Sustainable Tourism will be hosted by the Government Japan and local governments.

This symposium will be the engagement of global leaders in tourism in discussion around various approaches to tourism as a contributor to community development through the nature-based tourism, as well as culture-based tourism, from the perspective of developing local communities as a shared place for ‘good visiting and good living’.



## 【Application】

• Fill out “Registration Form” and send it by email or FAX to Hokkaido District Transport Bureau MLIT below.

Email: [hkt-g20som@mlit.go.jp](mailto:hkt-g20som@mlit.go.jp)

FAX: 011-290-2702



※The applications will be closed upon reaching the first 450 people.

※We will contact you only if a number of application reached the limitation.

## =Programme=

### Opening Remarks

#### Keynote speech I

Speaker: from UNWTO (TBD)

#### Keynote speech II

Speaker: Mr. Shannon Stowell

(CEO, Adventure Travel Trade Association)

#### Panel discussion I

#### “Tourism Development Through Utilizing and Conserving Natural Environment”

Speakers: Mr. Ross Findlay (CEO, NAC Inc.)

Mr. Keiichiro Yamada (CEO, JTIC SWISS)

Mr. Shannon Stowell and others

#### Panel discussion II

#### “Tourism Development Through Fostering the Local Culture”

Speakers: Mr. Hideo Akibe

(Managing Director, Akan Ainu Industrial Arts Association)

Ms. Noriko Tada

(Chairman, Tanabe City Kumano Tourism Bureau)

Speaker from JICA (TBD) and others

#### Conclusion & Closing Remarks

## Registration Form

I/We would like to participate in this symposium.

**Total Number:**     person(s)    

\* Should be filled in

Organization	Designation	*Name	*Phone number	*E-mail address

## 【Acceptance】

※Please note that organizers assume that you grant us photography and filming permission for your participation in order to publish the symposium report, post on media and for practical utilization in tourism promotion activities under the Japan Tourism Agency, MLIT.

※Collected personal information will only be used for the symposium operation.