



ASEM Symposium on Promoting Tourism

25th September 2015

Tokyo, Japan

Concept Paper

1. Background

During the ASEM 10 Summit Meeting in Milan in October 2014, the ASEM leaders recalled the importance of tourism both as an engine for growth and decent job creation and as a crucial tool to enhance people-to-people contacts, and reaffirmed their willingness to deepen cooperation in this area between Asia and Europe. Based on this idea, Japan decided to take a lead for the promotion of tourism between Asia and Europe and to host the ASEM Symposium on Promoting Tourism on 25th September 2015 in Tokyo.

2. Objectives

- (1) The main objective of the Symposium is to contribute to promoting tourism exchanges between Asia and Europe through discussions on the current situation of tourism exchanges between the two regions, activities and best practices for tourism promotion in individual countries, and problems and challenges facing inter-regional tourism exchanges.
- (2) In addition, the Symposium features the public-private collaboration for tourism promotion. The ASEM Symposium on Promoting Tourism will be held as an event of “Tourism Expo Japan 2015,” which is the world largest comprehensive tourism festival consisting of a forum, symposiums, meetings, exhibitions of more than 150 countries and regions etc. (<http://www.t-expo.jp/en/>). ASEM members will be able to enjoy the synergies of the EXPO and the Symposium (Please refer to the following 4. for the whole day programme for ASEM participants.).
- (3) In the Symposium, some countries are expected to make presentations on the themes of respective sessions. The seminar will also be a venue for exchanging experiences and opinions in this field among all ASEM members.

- (4) We aim to submit the Chair's Summary, which will be an outcome of this Symposium, to the ASEM 12th Foreign Minister's Meeting (FMM12) scheduled in Luxemburg in November 2015.

3. Main topics of the Symposium

The Symposium consists of the following two sessions:

Session 1 The current situation of tourism exchanges between Asia and Europe, activities and best practices for tourism promotion in individual countries

Session 2 Problems and challenges facing inter-regional tourism exchanges

Participants will share information, good practices and challenges concerning their own activities in the field of tourism in those sessions, and pave the way for further discussions on this topic towards FMM12 and the ASEM 11th Summit Meeting in 2016 in Mongolia.

(1) Session 1

Tourism is an important socio-economic driver for Asia and Europe. In 2014, both regions had significant tourism growth. The World Tourism Organization (UNWTO) World Tourism Barometer shows that Europe, the most visited region, with over half of the world's international tourists, had a 4% increase in 2014 with 22 million added arrivals, for a total of 588 million. There was also great growth in the Asia and Pacific region, which had a 5% increase with 13 million added arrivals, for a total of 263 million.

The first session will analyze the current situation in tourism exchanges between Asia and Europe. Activities and best practices in promoting tourism exchanges will be showcased. Examples may include tourism policies that develop infrastructure, remove restrictions, protect tourism resources, highlight authentic cultural experiences and local creativity, and enhance bilateral and multilateral collaboration.

(2) Session 2

There are obstacles in promoting inter-regional tourism exchanges. According to the UNWTO *Tourism Towards 2030* report, there are challenges in regards to infrastructure, business environment, marketing, and human resources, in addition to the difficulties in maximizing social and economic benefits and minimizing negative impacts of tourism.

The second session will present the challenges facing inter-regional tourism exchanges. For instance, participants will identify and discuss issues such as the lack

of appropriate infrastructure, strict visa policies, insufficient connectivity, safety and security, poor hygiene standards as well as loss of direct expenditure or economic leakage, and the absence of destination management policies.

4. Date and Venue

Date: 25th September 2015, 9:00 - 21:30

Venue: Tokyo Big Sight (3-11-1 Ariake, Koto-ku, Tokyo) and Marunouchi area

5. Programme

9:00 - 9:30 Opening Ceremony of the Tourism Expo Japan 2015

9:30 - 10:00 Keynote Speech at the International Tourism Forum
(Theme: Tourism and Culture)

10:30 - 12:00 ASEM Symposium on Promoting Tourism

12:00 - 13:00 Lunch

13:30 - 16:30 ASEM Symposium on Promoting Tourism (cont.)

17:00 - 18:00 Tour of Exhibitions

(17:30 - 19:00 International Tourism Leaders' Meeting (ASEAN and Japan only))

19:30 - 21:30 JAPAN NIGHT (at Marunouchi area)

6. Participants

Government officials responsible for tourism, business professionals engaged in the tourism industry, experts and scholars (The maximum number of participants expected from each delegation is 4.)

※ Non-ASEM members which participate in the other events of the Tourism EXPO Japan 2015 are allowed to join the Symposium as observers.

7. Co-sponsors

ASEM members are invited to co-sponsor the Symposium. Co-sponsors will be asked to make comments on a draft Chair's Summary which Japan will prepare in advance.

8. Expenses

Organizational expenses will be covered by Japan. Participants are expected to pay for their own air fares, travel expenses between the airport and hotel, and accommodation.

9. Contact Points

- For matters relating to the programme
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