



**“ASEM Symposium on Promoting Tourism in Yangon”**  
**13th February 2017**  
**Yangon, Myanmar**

ASEM member countries gathered and discussed tourism in “ASEM Symposium on Promoting Tourism” on 25th September 2015 in Tokyo.

As its follow-up event, Japan, co-sponsored by Government of the Republic of the Union of Myanmar holds “**ASEM Symposium on Promoting Tourism in Yangon**” on Monday, **13th February 2017**.

In this seminar, Mr. Yasuhiro Watanabe, Professor, Obirin University, School of Business Administration, Tourism, Hospitality and Entertainment Program, delivers a keynote speech about the importance of tourism and the suggestion on promoting tourism.

We hope that this seminar and the following reception would provide a great opportunity to gain deeper understanding of the promotion of tourism and exchange our views on that, inviting Myanmar government officials, business communities and diplomatic delegation of ASEM member countries.

Subject: Tourism promotion : its role in reinforcing connectivity

***Programme***

- 5:00 p.m. - Welcoming remarks by H.E Mr. Tateshi Higuchi,  
Ambassador of Japan to Myanmar  
- Opening remarks by U Ohn Myint, Deputy Director-General  
of Ministry of Hotels and Tourism of Myanmar  
- Introduction by Mr. Yuji Amamiya, Director of Asia-Europe  
Cooperation Division, Ministry of Foreign Affairs of Japan
- 5:10 p.m. - Speech by Mr. Yasuhiro Watanabe, Professor,  
Obirin University, School of Business Administration,  
Tourism, Hospitality and Entertainment Program
- 5:50 p.m. - Q & A Session
- 6:10 p.m. - Reception

- Venue: Residence of Japanese Ambassador to Myanmar  
(No.80, Natmuk Road, Bahan Township, Yangon)
- Language: English

# Yasuhiro WATANABE



## **Education**

**Sophia University**, Foreign Language Department, English Language Division, B.A. in literature (1971-1976)

**Sydney University**, International Auditing Student (1972-1973)

**Nihon University Graduate School of Social Science and Cultural Studies**, International Political Science and Economics Master's Program, M.A. (1999-2001)

## **Experience**

**Obirin University**, School of Business Administration, Tourism, Hospitality and Entertainment Program,  
Professor (2013 – present)

*Tourism Development, Tourism Industry, Ecotourism, Tourism English, Tourism Business Management.*

**Toyama University**, Faculty of Art and Design, Art Management Division,  
Professor (2002-2013)

*Tourism English, Tourism Business, English Presentation, Hospitality in Tourism.*

## **Kintetsu International Express (Kinki Nippon Tourist Co. Ltd)**

Manager, Research and Development, Tokyo Regional Sales Division,  
Marketing and Planning. Staff Training (tour escorting and tour guiding.) , Customer Relations, Sales Promotions – Oceania bound group tours. (1976-2002)

## **Japan-Asean Centre**

*Seminar on Japanese Tourism*, held at various tourist destinations in ASEAN.  
Chief Instructor (1996-2006)

## **Toyama Prefecture**

*Toyama Tourism College*

Senior and Junior Tour Guide Education Program,  
Chief Instructor (2010-present)

Papers published in journals of:

- Japan Foundation for International Tourism, (2006, 2014)
- World Cultural Tourism Association, (2010, 2011, 2012)
- Creation of East Asian 'kyosei' Studies (2012)
- Toyama University, Faculty of Art and Design (2006)
- Jissen English Communication,(2002)
- Nihon University Graduate School of Social Science and Cultural Studies (2002)