UNWTO Conference on Tourism & Technology
28th Joint Meeting of the UNWTO Commission for East Asia and the Pacific & UNWTO Commission for South Asia

Nara, Japan, 1 - 4 June 2016

Overall Programme

Wednesday, 1 June 2016

Arrival and Welcome Reception

14:00 – 21:00 Registration

19:00 – 20:30 Welcome Reception at NARA Royal hotel hosted by Japan Tourism Agency, the Ministry of Land, Infrastructure, Transport and Tourism, Japan

Thursday, 2 June 2016: UNWTO Conference on Tourism & Technology

08:00 – 10:00 Registration (Welcome Tea/Coffee) at Nara Centennial Hall

09:30 – 10:00 Opening Ceremony for UNWTO Conference on Tourism & Technology and UNWTO Commission for East Asia & the Pacific, UNWTO Commission for South Asia Twenty-eighth Joint Meeting
  • Welcome remarks by Mr. Akihiko Tamura, Commissioner of Japan Tourism Agency, Ministry of Land, Infrastructure, Transport and Tourism (MLIT), Japan
  • Opening remarks by Dr. Taleb Rifai, the Secretary-General, UNWTO
  • Welcome remarks by Mr. Shogo Arai, the Governor of Nara Prefecture
  • Congratulatory remarks by Mr. Hiromi Tagawa, the Chairman of Japan Association of Travel Agents (JATA)

10:00 – 10:15 Presentation on Tourism and Technology by Dr. Roger Carter, UNWTO Consultant and Managing Director, TEAM Tourism Consulting
  How both engineering and digital technologies are enhancing the processes of travel nationally and internationally and increasing visitors’ enjoyment of destinations. The ways in which tourism markets have changed as a result of access to new technologies and the business ventures that they have enabled.

10:15 – 10:30 Coffee and Tea Break
10:30 – 12:00

Session 1:
Challenges and opportunities of new technology for the travel and tourism industries

Presentations by key players in the travel and tourism industries that discuss how all types of new technologies have had impacts on their markets, strategies and operations over the past 5-10 years. In addition to the changes that they anticipate over the next 5-10 years in their use of technologies and market demand in their sector.

Moderator: Mr. Mario Hardy, CEO, PATA
- Mr. Jackson Pek, Vice-President of Amadeus, Legal Counsel and responsible for Industry Affairs in Asia Pacific
- Mr. Erick Stephens, Chief Technology Officer, Microsoft, Public Sector Asia-Pacific
- Mr. Patee Sarasin, Chief Executive Officer, Nok Airlines Co.
- Mr. Akihiro Horisaka, Director, Senior Executive Officer, Senior General Manager of Marketing Department, West Japan Railway Company
- Mr. Tatsuya (Tony) Hamada, Senior Executive Officer, Deputy Executive Divisional Director, Corporate Planning Division in charge of Tourism, Olympic & Paralympic Games Coordination, Narita International Airport Corporation

12:00 – 13:30

Lunch

13:30 – 15:00

Session 2:
Challenges and opportunities of new technology for tourism destinations

Presentations and discussion by destination organisations that have been at the forefront in the use of new technologies, with a review of the impacts that new technologies and applications have had on their markets, strategies and operations over the past 5-10 years. In addition to the changes that they anticipate over the next 5-10 years in the uses of new technologies and in market demand in their destination.

Moderator: Dr. Roger Carter, UNWTO Consultant and Managing Director, TEAM Tourism Consulting
- Mr. Vinod Zutshi, Secretary, Ministry of Tourism, India
- Dr. Junaida Lee, Deputy Secretary General of the Ministry of Tourism & Culture Malaysia
- Mr. Anthony Lau, Executive Director of Hong Kong Tourism Board
- Mr. Yoshinori Ochi, Secretary-General of Japan Association of Travel Agents (JATA)
15:00 – 15:30  
**Technology showcase by Japan Tourism Agency**

The Showcase would supplement and enhance the three sessions of the conference by providing hands-on demonstrations of the technological advancements that are improving the visitor’s experience and that are ultimately expected to change the travel and tourism industry in Japan.

- Mr. Kiyoshi Takagi, Director, Huis Ten Bosch Co. Ltd.
- Mr. Seiichiro Kubo, President, Gurunavi, Inc.
- Mr. Takuya Nakagawa, Deputy Director, R&D Office, Global ICT Strategy Bureau, Ministry of Internal Affairs and Communications of Japan

15:30 – 15:45  
**Coffee and Tea Break**

15:45 – 17:15  
**Session 3: Tourism and travel innovations and new business models**

Presentations and discussion by key tourism and travel innovators about the ways in which their businesses have developed and introduced new business models; and the impacts that they have had on the travel and tourism industries, including enhanced sustainability and greater access to travel for large segments of the population regardless of their age and/or physical limitations.

**Moderator:** Mr. Ryoichi MATSUYAMA, President of Japan National Tourism Organization (JNTO)

- Mr. Katsuhisa Shiote, Director Service Team Promotion Department, Hoshino Resort Co., Ltd.
- Mr. Hiroyuki Fukushima, Vice-President of Service Strategy, Nippon Telegraph and Telephone Corporation
- Ms. Sarah Mathews, Head of Destination Marketing for APAC, TripAdvisor
- Mr. Edmund Bartlett, C.D., M.P. Chairman & Co-Founder of CTICO, the Chair of UNWTO Affiliate Member Program and the Minister of Tourism of Jamaica.

17:15 - 17:20  
**Conclusions and recommendations by Dr. Roger Carter**

17:20 - 17:30  
**Closing remarks**

- Mr. Akhiro Tamura, Commissioner of Japan Tourism Agency, Ministry of Land, Infrastructure, Transport and Tourism (MLIT) of Japan
- Mr. Zoltan Somogyi, Executive Director, UNWTO
Welcome Reception at Nara Hotel hosted by the Japan Tourism Agency, Ministry of Land, Infrastructure, Transport and Tourism.

Friday, 3 June 2016: 28th CAP – CSA Joint Regional Meeting

--- PROVISIONAL AGENDA ---

09:30 – 10:30
1. Adoption of the agenda
2. Communication of the Chairman (i.e. Philippines) of the joint meeting
3. Communication of Co-Chairman (i.e. India) of the joint meeting
4. Report of the Secretary-General

10:30 – 11:00 Tea & Coffee break
11:00 – 12:20
5. Report on the implementation of the General Programme of Work
6. Report on regional activities:

12:20 – 14:00 Lunch
14:00 – 15:00
7. Update on Technical Committees
   7.1. Programme and Budget Committee
   7.2. Committee on Tourism and Sustainability
   7.3. Committee on Tourism and Competitiveness
   7.4. Committee on Statistics and TSA

15:00 – 15:30 Tea & Coffee break
15:30 – 16:30
8. Tourism and Ethics
9. International Year of Sustainable Tourism for Development 2017
10. ST-EP International Organization
11. Tourism and Security: Towards a framework for a safe, secure and seamless travel
12. Affiliate members’ intervention and Other matters
13. Place and date of the 29th joint meeting of the two commissions
18:30 – 20:00  Farewell dinner hosted by Nara prefectural government at Hotel Nikko Nara.

Saturday, 4 June 2016

09:00 – 16:00  Technical Tours in Nara

**Route 1: NARA main route for sightseeing (maximum capacity is 40)**

Theme:  Visit the monuments of Nara Park (recommended for first-time visitors to Nara)

Schedule

- Departure time: Around 9 AM  /  Arrival time: around 4 PM (travel by bus)

09:30 Visit the Buddha Hall of Todaiji Temple guided by a Buddhist monk
↓
11:30 Visit Kasugataisha shrine for prayers guided by a Shinto priest
↓
13:30 Lunch at I・RA・KA [L’orchestrata Ristrante]
↓
14:30 Visit to Heijyokyo Palace Site

**Features**

**Todaiji Temple ~See the world’s largest gilt-bronze Buddha statue~**
It is no exaggeration to say that Todaiji Temple is the symbol of Nara. The Buddha Hall of Todaiji Temple is one of the world’s largest wooden structures and houses the 15 meter Rushana Buddha statue, which is the world’s largest gilt-bronze Buddha statue. The tour around Buddha Hall will be led by the chief priest who will take visitors to the special viewing platform to see the Buddha up-close.

**Kasugataisha shrine ~Formal visit to the Shinto shrine at a special time in its history~**
For the past 1,200 years Kasugataisha shrine has been periodically rebuilt every twenty years. This is in the tradition of the “Shinkinen-Zotai” ceremony to purify the site and to please the gods. This year, 2016, is the year of “Shinkinen-Zotai” and visitors will be able to experience Kasugataisha shrine and receive a lecture from a Shinto priest.

**Heijyokyo Palace Remains ~Visit the recently restored ancient capital~**
Heijyokyo Palace served as the emperor’s residence and government offices when Nara was the first fully developed capital of Japan from 710 to 784. Visitors can see and learn about the large-scale archeological excavation and continuous research done about the site. From 2001 to 2010 the Great Hall of State (Daigoku-den) traditionally used for ritual ceremony, was reconstructed at its original site.

**Nara Kasugano International Forum ~I・RA・KA~ [L’orchestrata Ristrante] (Lunch)**
L’orchestrata Ristrante is located inside a Japanese garden where you will be able to enjoy Italian cuisine using locally-grown fresh ingredients.
Route 2: Explore ancient architectural sites (maximum capacity is 40)

Theme: Discover the significant sites of Nara and learn about the architecture

Schedule
Departure time: Around 9 AM / Arrival time: around 4 PM (travel by bus)

09:40 Visit Horyuji Temple and learn about the methods to preserve the site
↓
11:00 Lunch at Jikoin Temple where vegetarian meal and a cup of green powdered tea will be served
↓
14:00 Special visit to Toshodaiji Temple guided by a Buddhist monk
↓
15:05 Visit to the Heijyokyo Palace Site

Features
Horyuji Temple ~Explore the ancient site still intact after 1,200 years~
Founded in 607, Horyuji temple was designated as a UNESCO World Heritage Site in 1993. During the tour you will be able to learn about the preservation of the ancient temple buildings and see the abundance of national treasures found in the precinct.

Jikoin ~ Learn about the starting point of the tea ceremony~
Jikoin is one of the earliest schools of the tea ceremony in Japan. While visiting the birthplace of the tea ceremony you will be able to take part in the wabi-cha style of tea ceremony. Enjoy making tea in a simple and scenic setting, while appreciating a well-maintained beautiful garden and learning from a temple master.

Toshodaiji temple ~A temple for peace and friendship representing the international aspect of ancient Nara~
Toshodaiji Temple is located to the west of Nara city. It was founded in 759 by the Chinese priest Ganjin-Wajyo who endured many hardships to arrive in Japan. Currently, two important buildings remain: the main hall (kondo) and the lecture hall (kodo) both built during the Nara period. These buildings reflect the breadth of architecture during the 8th century.

Heijyokyo Palace Remains ~ Visit the newly restored ancient capital~
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Sekishu cuisine : Vegetarian cuisine (Lunch)
A type of Japanese cuisine that originated by Buddhist monks in the temples, the meal consists of vegetables, beans, and grains, and does not include meat, fish, or alcohol.

※ Our menu complies with customers who are vegetarian or halal
※ Tour schedule will be changeable.
Route 3: Experience the traditional crafts and natural sights in Nara (maximum capacity is 40)

Theme: A tour to experience the intangible heritage of Nara beyond the temples

Schedule
Departure time: Around 8AM / Arrival time: around 4PM (by bus)

08:00 Experience the “deer call”
↓
09:30 Experience making wheat noodles which is local specialty at Menyu-kan operated by Miwa-wheat noodle Yamamoto company.
↓
11:30 Offer prayers to the one of the oldest shrines in Japan: Omiwajinja Shrine
↓
13:30 Lunch at L’Auberge de Plaisance de Sakurai

Features
Shika yose or “deer call” ~An experience only found in Nara~
In the expansive tobihino field, you will experience the fun attraction of the “deer call.” While Beethoven is played on a horn, you will see the magnificent site of deer coming from every direction. This worthwhile experience is only available in Nara.

Menyu-kan ~Soul food in Nara; experience making wheat noodles~
Somen is a white long wheat noodle that resembles strings. Somen is a delicious noodle found in many Japanese dishes. While it requires many steps, people enjoy the process of making somen. Experience tenobe, by grabbing the noodle at both ends to stretch and to thin the noodles. You will be able to bring home your hand-made somen and enjoy hot and fresh noodles with your family and friends.

Omiwa Shrine ~ Where the mountain itself is the god~
Dating back to the age before emperors in Japan, Omiwa Shrine is known as the oldest shrine in the country and has the largest tori (gate) in Japan. The Omiwa Shrine is dedicated to the mountain and believers worship Mt. Miwa as a god. During the tour, you will have the opportunity to observe a religious ceremony held by the Shinto Master. You will also see where the god of sake is enshrined in Mt. Miwa and learn about the relationship between sake and god in Japan.

L’Auberge de Plaisance Sakurai (Lunch)
L’Auberge de Plaisance Sakurai serves French cuisine using locally sourced ingredients from the fertile land in Nara. During lunch you will have the opportunity to taste French cuisine using locally grown Yamato vegetables and Yamato beef, pork, and chicken. Fresh seafood is sourced from Wakayama Prefecture and Ise Bay.

※ Our menu complies with customers who are vegetarian or halal
※ Tour schedule will be changeable.
Route 4: Discover the Latest Tour Attraction and Historical Spots in Kyoto (maximum capacity is 40)

Schedule
Departure time: around 9AM / Arrival time: around 4PM (by bus)

10:00 Visit to the Kyoto Railway Museum
↓
11:30 Lunch at Ganko Takasegawa Nijo-en
↓
13:00 Visit to Hanamikoji street
↓
14:00 Visit to Fushimi Inari Shrine

Features

The Kyoto Railway Museum opened in April 2016 and is the newest addition to the tourism sites of Kyoto; a city where both tradition and modern innovation are valued. It offers the opportunity to experience Japan’s steps toward modernization through the country’s railway history. The museum’s exhibitions will take you on a journey by tracing the history of train engineering to the present day by highlighting the cutting-edge technologies installed in the latest models of trains.

After visiting the Kyoto Railway Museum, you will be welcomed to Ganko where you may enjoy traditional Japanese cuisine.

Next you will enter Gion, located just a few steps from the fashionable center of Shijo Street. In the historic Gion district, you will be able to experience the traditional side of Kyoto.

Fushimi Inari Shrine is considered to be one of the most important Shinto shrines in Kyoto. Popular with visitors, it is also known to bring about good luck in business. The shrine is known for its thousands of vermilion “torii” or gates, all of which are built by donations. The trail through Fushimi Inari leads to the top of Mount Inari, where you will be able to enjoy a spectacular view over the city of Kyoto.

※ Our menu complies with customers who are vegetarian or halal
※ Tour schedule will be changeable.

Sunday, 5 June 2016

09:00 – 16:00 Departure of delegates