UNWTO AFFILIATE MEMBERS CORNER: SUSTAINABILITY AND DIGITALIZATION IN TOURISM PRODUCT DEVELOPMENT

WHEN: 23 September, 2022, 10.00 AM (GMT+9)
WHERE: Big Sight Conference Hall, Conference Tower 1st Floor, Room 101
        Tokyo, Japan

PROGRAMME
Opening Remarks (10:00-10:25)

Mr. Ion Vilcu,
Director, UNWTO Affiliate Members Department

Mr. Yoshiaki Hompo,
Chief, UNWTO Regional Support Office for Asia and the Pacific

Mr. Tadashi Shimura,
President, Japan Association of Travel Agents

Presentations by Affiliate Members

Part 1 (10:25-10:55)

JTB Corp.
*Towards a better future: Sustainability efforts at JTB Corp.*
Kuniko Takasaki, Executive Officer, Chief Communication Officer

**Brief:** Presentation of how JTB Corp. seeks to become a more sustainable tourism business practice in the post-COVID era by signing an MoU with GSTC, initiatives to become a Carbon-neutral operation by 2050, and much more.

European Travel Commission
*Promoting destination Europe in Asia. Co-branding promotional campaigns programme 2022-2023*
Miguel Gallego, Head of Marketing

**Brief:** ETC’s Co-branding Promotional Campaigns Programme provides funding for pan-European promotional campaigns in Asia that contribute to reinforcing consumer confidence in travel and building a distinctive image of Europe as a travel destination. The EU co-funded program is open to public and private partners.
International Gay & Lesbian Travel Association (IGLTA)

*How to make LGBTQ+ travel truly transformative*
Shiho Ikeuchi, IGLTA Board Member, Kyoto, Japan

**Brief:** Preview of IGLTA Foundation report “Going Further: How to Make LGBTQ+ Travel Transformational for Travelers, Communities and the Planet”, that will be published in October. The report highlights travelers’ increased attention to business impacts on their local communities, economy, and environment. This initiative sets five steps for positive action to develop LGBTQ+ travel in a responsible way.

Networking Coffee Break (10:55-11:10)

Intervention by UNWTO Regional Department for Asia and the Pacific (11:10-11:20)

Ms. Eun Ji Tae
Officer, UNWTO Regional Department for Asia and the Pacific

Part 2 (11:20-11:50)

Seoul Tourism Organization (STO)

*How to use digitalization and innovation as a tool to accelerate the recovery*
Dinah Kwon, Manager, Global Marketing Team

**Brief:** Presentation of “Virtual Seoul”, the world’s first virtual event platform developed for city marketing, aimed to create a public resource for local event planners to hold their MICE events and build an effective and attractive destination marketing tool in the digital meetings industry.
Basquetour - Basque Tourism Agency
Euskadi-Basque Country, Leading Responsible Tourism
Juan Daniel Solana Alonso, General Manager

Brief: Implementation strategy and project to advance in the transformation of Basque destinations into smart, more accessible, sustainable, efficient, and competitive, responding throughout the tourist trip life cycle and offering an excellent adequate service to the preferences and needs of all tourists, for the final benefit of the local welfare.

Wakayama University
Culture as a centerpiece for internationalising tourism education
Ms. Kazue Nakamoto, Principal Officer, Center for Tourism Research

Brief: How to combine Japanese culture and tourism education to enhance internationalisation.

Q&A Session

Closing Remarks
Mr. Ion Vilcu,
Director, UNWTO Affiliate Members Department

Group Photo
Feel free to reach out to the Affiliate Members Department at:

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