



[Organizer] UNWTO Regional Support Office for Asia and the Pacific / Japan Tourism Agency

Raising Awareness of Tourism Crisis Management

Sharing case studies and communication plan

Date Thursday, February 17, 2022 1:30pm – 5:15pm
(Japan Standard Time: UTC +9 hours) (Ready for enter:12:45pm)

Location Online (a Zoom webinar)

Capacity 1,000 *Registration will be closed once there is no more place available.

Registration Deadline Sunday, February 13, 2022, 11:59pm (JST)

Language Japanese-English simultaneous interpretation

How to register



<https://va.apollon.nta.co.jp/resilience/jph?MODE=top&language=1>

✓ pre-registration required

✓ Free participation

Overview

This symposium will help local governments, DMOs, and tourism operators to deepen their understanding of tourism crisis management. In order to assist the formulation of policies, topics including "Guidelines for tourism crisis management planning and crisis response manual creation" and "Best practices for tourism crisis management of Australia and Japan" will be covered. Also, discussions on tourism crisis management communication, including the collection and dissemination of information, will be held with local people actually working in tourism crisis management as well as experts. We hope to see you at the symposium.

Panelist

Mr. Masaki Kobayashi :Director of Tourism Planning Division, Tourism Department, Hakodate City
Mr. Akinobu Ishimatsu :Assistant manager, Economic Department Tourism Division, Aso City
Mr. Makoto Sakaguchi :General Manager, General Affairs Department, Goryokaku Tower Co.
Ms. Yuka Onaga : CEO & President, THUNDERBIRD Co., Ltd.
Mr. Steve Noakes :Chairperson, Board of Directors, Binna Burra Lodge, Australia

Program

*Agenda and speakers are subject to change.

13:30	Opening remarks by the organizer 1	Mr. Tomohiro Kaneko :Vice Commissioner, Japan Tourism Agency
13:35	Opening remarks by the organizer 2 (Video Message)	Dr. Dirk Glaesser :Director, Sustainable Development of Tourism Department, United Nations World Tourism Organization (UNWTO)
13:40	Keynote Speech 1	"Fostering Awareness of Tourism Crisis Management" Mr. Masato Takamatsu :President, Tourism Resilience Japan
14:00	Keynote Speech 2	Ms. Margaret Bowen :Head of Tourism Recovery, Austrade
14:20	Seminar	"Guidance for Preparing Tourism Crisis Management Plan and Tourism Crisis Response Manual" Mr. Masato Takamatsu :President, Tourism Resilience Japan
15:30	Rest	
15:45	Case study Panel Discussion	【Case study】 (1) Mr. Akinobu Ishimatsu :Assistant manager, Economic Department Tourism Division, Aso City (2) Mr. Steve Noakes :Chairperson, Board of Directors, Binna Burra Lodge, Australia (3) Mr. Masaki Kobayashi :Director of Tourism Planning Division, Tourism Department, Hakodate City • Mr. Makoto Sakaguchi :General Manager, General Affairs Department, Goryokaku Tower Co. 【Panel Discussion】 "Design and Practice of Tourism Crisis Management Plan" Facilitator • Mr. Masato Takamatsu :President, Tourism Resilience Japan
17:15	Closing remarks by the organizer	Mr. Yoshiaki Hongo : Chief, UNWTO Regional Support Office for Asia and the Pacific

Contact

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— Persons in charge —

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