

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)

► Free Participation

► Japanese-English simultaneous interpretation

	Time	Subject	Speaker
Part 1	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 Research Institute
	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 Research Institute
	15:30	Rest	
Part 2	15:45	• Case study • Panel Discussion	【Case study】 (1) Mr. Akinobu Ishimatsu : Assistant manager, Economic Department Tourism Division, Aso City (2) Mr. Steve Noakes : Chairman, 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 Research Institute 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 : Chairman, Binna Burra Lodge, Australia
	17:15	Closing remarks by the organizer	Mr. Yoshiaki Hongo : Chief, UNWTO Regional Support Office for Asia and the Pacific

登壇者プロフィール



- Mr. Tomohiro KANEKO/Vice Commissioner, Japan Tourism Agency
In 1991 Entered MITI, 2008 to 2011 Counsellor, Permanent Mission of Japan to the United Nations and Other International Organizations in Geneva. 2011 to 2013 Director, International Economic Affairs Division METI, Japan. 2013 to 2015 Principal Counsellor, Multilateral Trade System Department METI, Japan. 2015 to 2017 Director, Economic Partnership Division Ministry of Economy, Trade and Industry (METI), Japan. 2017 to 2019 Director General, Planning Department Japan External Trade Organization (JETRO). 2019 to 2020 July Deputy Commissioner for International Affairs, Agency for Natural Resources and Energy, Ministry of Economy, Trade and Industry (METI), Japan.



- Dr. Dirk Glaesser/Director, Sustainable Development of Tourism Department, United Nations World Tourism Organization (UNWTO)
Dirk Glaesser is Director of the Sustainable Development of Tourism Department at the United Nations World Tourism Organization (UNWTO). Under his supervision, the programme addresses the challenges and opportunities of sustainable tourism development, including climate change, sustainable consumption and production, health emergencies, biodiversity and travel facilitation. It also promotes safe travel behavior and has closely monitored various health emergencies, from SARS, Pandemic Influenza A (H1N1) 2009 to the most recent COVID-19 outbreak, and their impact on travel and tourism. He joined the World Tourism Organization in 1997 and has held various positions in UNWTO, among them Chief of the Risk and Crisis Management Department and supervisor of UNWTO's Consulting Unit on Biodiversity and Tourism. He is a banker by profession and a Colonel of the Reserve. He obtained his Ph.D. from the University of Lüneburg (Germany) and won the ITB scientific award for his work on Crisis Management. He is the author of a number of publications which have been widely translated.



- Mr. Masato Takamatsu/President, Tourism Resilience Japan
Having 20 year-experience as travel and tourism researcher and consultant, the Great East Japan Earthquake and Tsunami triggered him to enter the field of tourism crisis management. As a leading expert in disaster and crisis management for travel and tourism sector, he is involved in number of projects on tourism crisis management and post-disaster recovery. He also serves as expert/advisor for international organizations including WTTC, UNWTO, UNDRR and WTCF. Domestically, he serves as advisor to Japan Tourism Agency, Japan Chamber of Commerce and Industry, Japan Travel and Tourism Association and other industry organizations. Mr. Takamatsu is currently the Network Lead of ARISE Japan.



- Ms. Margaret Bowen/Head of Tourism Recovery, Austrade
Margaret joined Austrade in 2015. In her role, she is focused on supporting Australia's tourism sector as it responds to the impacts of the COVID-19 pandemic. Before that, she led Austrade's bushfire response and the initial stages of Austrade's COVID-19 response to support Australian business. Prior to her current role, Margaret has worked to advocate the interests of Australian business on international trade, economic and foreign policy issues and led Austrade's policy work on sensitive investment cases and critical infrastructure. Margaret has more than 15 years' experience leading high performing teams in Austrade, Prime Minister and Cabinet, and the Department of Foreign Affairs and Trade. Her work has had a particular focus on economic and trade relation with China and Japan. She speaks Japanese.

- Mr. Akinobu Ishimatsu/Assistant manager, Economic Department Tourism Division, Aso City



- Mr. Steve Noakes/Chairman, Binna Burra Lodge, Australia
Steve Noakes has been involved in the travel and tourism industry for 45 years, and is a long term advocate for sustainable tourism practices across the Asia Pacific region. He was the lead Asia Pacific representative in the development of the Global Sustainable Tourism Council, serving on the GSTC Board and continuing as a senior GSTC Trainer. He has also been an active participant on the UNWTO Panel of Tourism Experts and the World Committee on Tourism Ethics, contributing to a number of UNWTO projects in Asia and East Africa.



- Mr. Masaki Kobayashi/Director of Tourism Planning Division, Tourism Department, Hakodate City
Masaki Kobayashi entered Hakodate City Hall in April 1996. After experiencing counter services in the finance department, he has worked of the Board of Education, Planning Department, Economic Department, and others, and has been in the current position since May 2019. Currently, he is in charge of management work as **Director of Tourism Planning Division, Tourism Department**, and working as formulation and promotion of the city's tourism basic plan, surveys and statistics on tourism, and maintenance of tourist facilities.



- Mr. Makoto Sakaguchi/General Manager, General Affairs Department, Goryokaku Tower Co.
Makoto Sakaguchi entered Goryokaku Tower Co., Ltd. in June 2005. After being assigned to the sales department, he served as chief in the accounting department, and successively worked as a manager and deputy director in the general affairs department, then he has been in his current position since April 2017. Currently, as the general manager of the general affairs department, he is in charge of management as a financial, legal, personal affairs, labor, secretary, equipment.



- Ms. Yuka Onaga/CEO & President, THUNDERBIRD Co., Ltd.
Yuka Onaga is the first Chief Executive Officer and President of Thunderbird Co., Ltd., a consulting firm specializing in tourism crisis management in Okinawa. She has worked for the Okinawa Convention & Visitors Bureau (OCVB) for 26 years from 1993 to 2019. In order to strengthen activities in tourism crisis management in Japan, including Okinawa Prefecture, she retired from OCVB in March of 2019, which led her to her current position.



- Mr. Yoshiaki Hompo/Chief, UNWTO Regional Support Office for Asia and the Pacific
Chief of UNWTO Regional Support Office for Asia and Pacific, Visiting Professor of Tokyo Metropolitan University, Chairman of Tobu Toptours Co., Ltd. In 1974, Mr. Hompo completed a Master's degree from the Tokyo Institute of Technology and entered into the Ministry of Transport (MoT). After successively holding various posts such as Counselor for the Permanent Delegation of Japan to OECD, Director of Planning Division, Tourism Department, Transport Policy Bureau, MoT, Senior Managing Executive Officer of Japan Post and Deputy Vice-Minister for Tourism Policy, Ministry of Land, Infrastructure, Transport and Tourism, Mr. Hompo took office as the first Commissioner for the Japan Tourism Agency when the Agency was established in 2008. He has also served as Visiting Professor (Tourism Course) of Tokyo Metropolitan University and Member of the World Committee on Tourism Ethics among other prominent posts.