



## World Tourism Organization (UNWTO)

### UNWTO International Conference on Tourism and Snow Culture

~ Snow Experiences and Winter Traditions as Assets for Tourism Destinations ~  
Yamagata, Japan, 2 - 3 February 2018

#### PRELIMINARY PROGRAMME

#### Thursday, 01 February 2018 Bunshokan

Arrivals and registrations

(Arrival Registration available at Metropolitan Yamagata from 13:30-15:30 or at Bunshokan from 16:30-17:30)

#### Pre-conference programme (Online registration closed)

- 16:45 (TBC) Depart from official hotels.
- 17:00-17:30 Visiting the courtyard of Bunshokan (former prefectural government office building).  
At the courtyard, we will experience the Japanese Snow Igloo & Snow Lantern.
- 17:30-19:30 Welcome Reception hosted by Yamagata Prefectural Governor (Venue: Bunshokan).
- 19:30 Return to official hotels.

#### Friday, 02 February 2018 Yamagata International Convention Center BIG WING

- 08:00-17:00 Arrival Registration  
(Available at Yamagata International Convention Center BIG WING / Online registration is mandatory)
- 09:00-09:15 Opening Remarks
  - Ms. Mieko Yoshimura, Governor, Yamagata Prefectural Government
  - Mr. Xu Jing, Regional Director for Asia and the Pacific, UNWTO
  - Mr. Akihiko Tamura, Commissioner, Japan Tourism Agency, MLIT
- 09:15-09:45 Keynote Speech
  - Dr. Taleb Rifai, Former Secretary-General, UNWTO
- 09:45-10:25 SESSION 1 - Part 1: Current status and opportunities of snow culture tourism  
Speakers:
  - Mr. Yasuto Kawarabayashi, Vice Commissioner, Japan Tourism Agency, MLIT
  - Dr. Tobias Luthe, Professor, Chur University of Applied Science
- 10:25-10:40 Q&A for Session 1 - Part 1
- 10:40-11:00 Coffee Break
- 11:00-11:30 SESSION 1 - Part 2 : Current status and opportunities of snow culture tourism  
Speakers:
  - Ms. Mayumi Seino, Gassan Washi-Akari lampshade artist
  - Mr. Tadashi Iori, Secretary General, IAY - International Alliance of sports Yukigassen (snowball battle)
- 11:30-11:45 Q&A for Session 1 - Part 2
- 11:45-12:00 Introduction of Gastronomic culture in "snow country" in the Tohoku Region  
Speaker:
  - Mr. Masayuki Okuda, Owner and Executive chef, Italian restaurant "Al-ché-cciano", Tsuruoka, Yamagata prefecture
- 12:00-13:15 Lunch Break ~ Showcase of Gastronomic culture in Tohoku Region (Online registration closed)

- 13:15-14:00 SESSION 2 : Development of snow tourism destinations  
 ~ Presentation on best practice scenarios (in Japan & Asia)
- Speakers;
- Mr. Nobuyuki Sato, Chairman, Japanese Inn KOYO
  - Mr. Ross Findlay, CEO & Founder, NAC -Niseko Adventure Centre
  - Mr. Guihai Zhang, President, Heilongjiang Ice and Snow Industrial Research Institute
- 14:00-14:10 Q&A for Session 2
- 14:10-14:50 SESSION 3: Discovering new possibilities;  
 Part 1: New opportunities for snow destinations
- Speakers;
- Mr. Pascal Roux, President & CEO, MDP Consulting
  - Ms. Miwako Date, President and Chief Executive Officer,  
 Mori Trust Co., LTD. / Mori Trust Hotel & Resorts Co., LTD
- 14:50-15:05 Q&A for Session 3 - Part 1
- 15:05-15:20 Coffee Break
- 15:20-16:20 SESSION 3: Discovering new possibilities;  
 Part 2: Sustainable regional development through snow tourism (including branding and promotion)
- Speakers;
- Mr. Kazuhiko Koshikawa, Executive Senior Vice President, JICA  
 Mr. Toshiyuki Nakamura, Director General, Industrial Development and Public Policy Department, JICA
  - Mr. Tomohiro Iguchi, Representative Director, Snow Country Tourism Zone
  - Ms. Karmen Mentil, Director, Alpine Pearls
- 16:20-16:35 Q&A for Session 3 - Part 2
- 16:35-17:20 Conclusion & Closing Remarks  
 The potential of snow tourism for restoration in the Tohoku Region after the Great East Japan Earthquake in 2011
- Master of Ceremony;
- Mr. Yoshiaki Hompo, Chief, Regional Support Office for Asia and the Pacific, UNWTO
- Panelists;
- Ms. Mieko Yoshimura, Governor, Yamagata Prefectural Government
  - Dr. Taleb Rifai, Former Secretary-General, UNWTO
  - Mr. Ryoichi Matsuyama, President, Japan National Tourism Organization
  - Mr. Shigeto Kubo, President & COO, Japan Travel and Tourism Association
  - Mr. Hiromi Tagawa, Chairman, Japan Association of Travel Agents
  - Mr. Satoshi Seino, Chairman, Tohoku Tourism Promotion Organization
  - Mr. Yasuto Kawarabayashi, Vice-Commissioner, Japan Tourism Agency, MLIT
- 17:20-17:25 Closing Ceremony
- 17:30-18:15 Press Conference
- 19:00-20:30 Farewell Reception hosted by Japan Tourism Agency at Yamagata Museum of Art  
 \*(by invitation only)

**Saturday, 03 February 2018 Yamagata International Convention Center BIG WING (Business Meeting)**

- 09:00-12:00 Business Meeting 《B2B》 (International delegates only)

**Technical Visit**

(Notice) The Technical Visits are organized for international delegates ONLY. Delegates of Japanese nationality are kindly asked to refrain from applying.

1. One-Day Trip: Saturday, 03 February 2018

| Day                                | Technical Visit 1 *One-Day Trip *Lunch included   | Online registration closed. |
|------------------------------------|---|-----------------------------|
| Feb. 3 <sup>rd</sup> , 2018 (Sat.) | 09:00 Departure from official hotels<br><br>Visiting;<br>🇯🇵 Yamagata Snow Festival<br>🇯🇵 Ohanami (Flower viewing) and Hinamatsuri<br>🇯🇵 Zao Snow Monster (Zao Juhyo)<br><br>17:30 Return to official hotels |                             |

2. Two-Day Trip: Saturday, 03 February 2018 & Sunday, 04 February 2018

| Day                                | Technical Visit 2 *Two-Day Trip *Lunch on Feb.4th included. Lunch and Dinner on Feb.3rd not included.  | Online registration closed. |
|------------------------------------|--|-----------------------------|
| Feb. 3 <sup>rd</sup> , 2018 (Sat.) | 13:00 Departure from BIG WING (After the end of business meeting)<br><br>Visiting;<br>🇯🇵 Yamagata Snow Festival<br>🇯🇵 Light Up of Zao Snow Monster (Zao Juhyo)<br><br>19:30 Return to official hotels<br>(Notice) The Two-Day Trip doesn't provide the accommodation in Yamagata City on Feb. 3 <sup>rd</sup> , 2018, so please kindly make a hotel reservation for Feb. 3 <sup>rd</sup> , 2018 at the same time of the online registration. |                             |
| Feb. 4 <sup>th</sup> , 2018 (Sun.) | 08:30 Departure from official hotels<br><br>Visiting;<br>🇯🇵 Visit sake brewery and tasting<br>🇯🇵 Experience Japanese traditional culture<br><br>15:00 Return to official hotels  |                             |

Yamagata Snow Festival



Yamagata Snow Festival



Light Up of Zao Snow Monster (Zao Juhyo)



Yamagata Snow Festival



Zao Snow Monster (Zao Juhyo)

