

Addressing the Critical Need to Tourism Crisis Management

(The significance and importance of tourism crisis management and how to respond to crises)

Date: February 25th, 2021(Thu.)

Time: 13:00~15:00 (Japan Standard Time: UTC +9 hours)

[Notice] Access link will be available 30 minutes prior to the webinar

[Language]

English

[Number of Attendees]

500

Organized by: Japan Tourism Agency (JTA),

Ministry of Land, Infrastructure, Transport and Tourism
in collaboration with UNWTO Regional Support Office
for Asia and the Pacific & Asia-Pacific Tourism Exchange
Center

Supported by: ASEAN-Japan Centre

Purpose of the Event

Tourism Crisis Management involves developing measures, plans, and manuals to promptly respond to disaster events adequately to minimize the negative impact to visitors and the tourism industry. Moreover, the world today is increasingly intricate as we are exposed to the threats of the novel coronavirus.

JTA and UNWTO Regional Support Office for Asia and the Pacific have been collecting, analyzing, and organizing best practices for crisis response in Japan and overseas in each phase of the four “R”s,” which are said to be the basic elements of tourism crisis management: (1) Risk Reduction, (2) Readiness, (3) Response, and (4) Recovery. Based on these best practices, we have also developed a ‘Crisis Management Guidebook’ which will be introduced during this webinar.

This webinar will feature experts from UNWTO Headquarters and ASEAN Secretariat with keynote speeches to provide their insights on tourism crisis management.

Thank you and we look forward to seeing you all at the webinar.

Programme

12:30: Registration for ZOOM access

13:00: Opening remarks by the organizer <Video message>.

Mr. Tomohiro Kaneko, Director, International Tourism Division, Japan Tourism Agency,
Ministry of Land, Infrastructure, Transport and Tourism

13:05: Keynote Speech 1 <Video Message>

The Importance of Tourism Crisis Management (tentative title)

“The Importance of Crisis Communications”

Dr. Dirk Glaesser, Director, Sustainable Development of Tourism Department,
United Nations World Tourism Organization (UNWTO)

13:20: Keynote Speech 2 <Live>

COVID-19 Crisis Response in the Tourism Sector – an ASEAN Perspective (tentative title)

Ms. Aditya Amaranggana, Senior Officer Tourism Marketing, ICT & Tourism Division,
ASEAN Secretariat

13:35: Introduction on the Usage of Tourism Crisis Management “Guidebooks, Teaching Materials, and Instructor’s Guidebook” <Live>

Mr. Masato Takamatsu, President, Tourism Resilience Research Institute /
Visiting Researcher, JTB Tourism Research & Consulting Co.

14:35: Question and Answer session

14:55: Closing Remarks <Video Message>

Ms. Hiroko Suzuki, Deputy Chief, UNWTO Regional Support Office for Asia and the Pacific

Profiles: Keynote Speakers



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.



Ms. Aditya Amaranggana
Senior Officer, Tourism Marketing, ICT & Tourism Division, ASEAN Secretariat

Aditya Amaranggana is a Senior Officer for Tourism Marketing at ASEAN Secretariat. She holds a Bachelor's Degree in Accounting from the University of Indonesia, and a Master in Tourism Management from Bournemouth University (United Kingdom). Graduated in 2010 from the University of Indonesia, she started her career as a financial auditor at PricewaterhouseCoopers. She continued her study for a Master's degree with a full scholarship offered by Bournemouth University in 2012. Following her graduation from Bournemouth University in 2014, she received an offer from the World Tourism Organization (UNWTO) in Madrid (Spain) where she started her career as Project Associate in the Affiliate Members Department and promoted to Project Specialist in the Tourism Market Intelligence and Competitiveness Department. In 2020, she decided to return to her homeland to develop tourism initiatives in the region.

How to register online

[Registration Fee]
No admission fee

[Click the URL below]
<https://questant.jp/q/TCM2021ENG>

[Deadline for online registration]
February 22nd, 2021 (Mon.)



Register Online
via the QR code here

[Note]
After registration, an automatic email will be sent out to the email address provided. A ZOOM URL will also be given to the registered e-mail address right before the webinar.
All provided personal information will be used solely for the purpose of communicating webinar-related information with the registered person.

- Webinar facilitating company:
JTB Tourism Research & Consulting Co. (Commissioned by JTA)



《Contact information》

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Consulting Division
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