

Japan Travel Seminar in New Delhi, India

Date and time: 14:00 – 15:30, Tuesday, February 19, 2019

Place: Regal Hall, The LaLit, New Delhi

Co-hosted by the International High-Speed Rail Association and Japanese Embassy in India

Supported by JNTO's Delhi Office

Objectives:

In order to promote Japan's inbound tourism in India, this seminar provided basic information about inbound tourism and appeals of traveling in Japan, inviting India's high-ranking government officials including those from the Ministry of Tourism, representatives of local tourism media and those involved in Japan's inbound tourism. The seminar was also aimed at presenting Japan's Shinkansen as an appealing experience-oriented tourism content that provides an authentic Japanese experience rather than being merely a means of travel, thereby promoting public understanding about Shinkansen's roles and benefits in society, and building up grass-root support for the on-going HSR project linking Mumbai and Ahmedabad.

The seminar also served as an opportunity to examine HSR's potential to transform our society, touching on Shinkansen's roles in promoting Japanese tourism to highlight the impact of India's HSR projects, including the Mumbai – Ahmedabad project, on the country's tourism.

Participants : 79 participants in total

- Suman Billa, Joint Secretary of India's Ministry of Tourism
 - Jyotsna Suri, Chairperson, Tourism Committee, Federation of Indian Chambers of Commerce and Industry (FICCI)
 - Kenko Sone, Minister, Japanese Embassy in India
 - 5 representatives of tourism media in India
 - 38 representatives of travel companies in India
 - 2 from the FICCI
 - 31 from IHRA member companies
- * Participation was sought by sending invitations from the JNTO, Japanese Embassy in India and the IHRA.

Program :

See the attachment. Greeting messages were delivered by IHRA Chairman Masafumi Shukuri and Japanese Embassy Minister Kenko Sone representing Japan, and India's Tourism Ministry Joint Secretary Suman Billa representing India. This was followed by presentations by JNTO Executive Vice-President Mamoru Kobori and former Japan Tourism Agency Commissioner Akihiko Tamura. High tea was served after the presentations for networking among attendants.

Presentation Overview :

(1) JNTO Executive Vice-President Mamoru Kobori

“In Japan, Once is Never Enough”

- As basic information on inbound tourism, Kobori presented general information about the JNTO, and pointed to the growing popularity of Japan as a travel destination and an increase in the number of Indians visiting Japan. He also cited main tourism sites and recommended travel routes for Indian travelers that can be visited with the Shinkansen, while highlighting the appeals of each of Japan's distinctive four seasons.
- Kobori also mentioned the activities of the Japan – India Joint Council Meeting, how to utilize the website the JNTO operates, its travel company support program and collaboration with media, while expressing expectations on both Japan and India to promote mutual tourism.

(2) Former Japan Tourism Agency Commissioner Akihiko Tamura

“The Shinkansen. Make your way through Japan with high-speed train”

- Tamura described the appeal of traveling around Japan with the Shinkansen. He referred to the convenience of using the Japanese Shinkansen to visit Japan's “Golden Route” and other popular tourism destinations, Shinkansen's extensive travel networks covering the entire nation, and the use of the Shinkansen as a way of enjoying an authentic Japanese experience (in terms of punctuality, capacity, frequency, safety, cleanliness, crew discipline, etc.).
- Tamura then stressed that the opening of Shinkansen services and subsequent improvement in its operational speed have shortened travel time between major cities, making it possible to visit multiple cities or circulate wider areas, thereby transforming the way visitors travel. In addition, he said, Shinkansen's outstanding safety, punctuality and massive transportation capacity have fostered a culture of school trips that help Japanese students visit greater distances to learn about their own country's culture and history in depth.
- Tamura mentioned that the distance covered in the Mumbai – Ahmedabad project,

undertaken jointly by Japan and India, was roughly the same as the distance between Tokyo and Osaka, suggesting the potential impact of Japan's Shinkansen technology on Indian society and tourism. He expressed Japan's commitment to contributing to the advancement of India, a country of unlimited potential, through various projects including the Shinkansen.

- Finally, some video footage showing the opening of Kyushu Shinkansen was screened to indicate how much the Shinkansen is loved by the people of Japan and how much economic and social expectations it receives. Tamura concluded by expressing high hopes that even a greater number of Indians would visit Japan and travel around the country on the Shinkansen, and also that the day would come, sooner than later, when many Japanese visitors could travel around India on the Shinkansen.

*Footage showing local people celebrating the opening of the Shinkansen service along the route of Kyushu Shinkansen

Attendants' response :

- We appreciate an occasion like this to obtain information about Japan, as such information is scarce in India despite a growing public interest in the country. Since many people travel individually, information about means of transportation is valuable. We want to see this kind of seminar to be held on a continuous basis. (Travel agency)
- Indian people are strongly interested in the Shinkansen, and are eager to try it when they visit Japan. Japan Rail Pass is indispensable. (Travel agency)
- We are interested in media collaboration with the JNTO. We hope they extend Familiarization Trip invitations to media organizations as well. (Media organization)
- Video footage has a powerful effect. The footage about Kyushu Shinkansen would be a great way of conveying Shinkansen's benefits and atmosphere to the people of India. We have high expectations for the opening of Shinkansen services in India. (Media organization)



Greeting message by IHRA Chairman Shukuri



Greeting message by Japanese Embassy Minister Sone



Greeting message by Indian Tourism Ministry Joint Secretary Billa



Presentation by JNTO Executive Vice-President Kobori



Presentation by the former Japan Tourism Agency Commissioner Tamura



Pictured from left, JNTO Executive Vice-President Kobori, IHRA Chairman Shukuri and the former Japan Tourism Agency Commissioner Tamura



Pictured from left on the front row, FICCI Tourism Committee Chairperson Suri and Indian Tourism Ministry Joint Secretary Billa



Attendants enjoying the presentation with enthusiasm



Networking over high tea



Japan National
Tourism Organization

Embassy of Japan

Japan Travel Seminar 2019 in New Delhi

The Shinkansen

Make your way through Japan with a High-speed Train

Tuesday, February 19th, 2019

Venue: The Lalit New Delhi “Regal Hall”

Barakhamba Avenue, Connaught Place, New Delhi

14:00- Opening remarks

Masafumi Shukuri, IHRA Chairman

Kenko Sone, Minister, Embassy of Japan

Shri Suman Billa, Joint Secretary, Ministry of Tourism, Government of India

14:10- Speaker 1

Mamoru Kobori, Executive Vice-President, Japan National Tourism Organization

“In Japan, Once is Never Enough”

14:50- Speaker 2

Akihiko Tamura, Former Japan Tourism Agency Commissioner

“The Shinkansen: Make your way through Japan with a High-speed Train”

- What is Shinkansen?

- Why use it ?

- Shinkansen in India?

15:30- Networking with high-tea

Curriculum Vitae of Speakers



Mamoru Kobori

Born in 1955 in Tochigi Pref., Japan

Education: Bachelor of Arts at Tokyo University of Foreign Studies

1977 Employed by the Japan National Tourism Organization (JNTO).

1986 Deputy Director of JNTO London Office.

1998 Director of JNTO New York Office.

2008 Executive Director of Japan Convention Bureau, JNTO

2011 Executive Director of Marketing & Promotion Department, JNTO.

2014 Senior Executive Director, JNTO.

2015 Executive Vice-President, JNTO.



Akihiko Tamura

1. Date of Birth: September 15, 1955

2. Home Town: Tokyo

3. Education: Bachelor of Law 1980, University of Tokyo

MBA 1985, Cornell University, U.S.A

4. Brief Career

1980.4 Entered Ministry of Transport

2000.6 Director of Travel Promotion Division, Tourism Department,
Transport Policy Bureau

2001.1 Director of Travel Promotion Division, Tourism Department,
Policy Bureau

2002.4 Director-General for Airport Policy, Planning and Promotion
Department, Fukuoka Prefecture

2004.7 Director of Port Transport Division, Maritime Bureau

2005.7 Director of Port Management and Operation Division,
Ports and Harbors Bureau

2006.7 Director of General Affairs Division, Administration Department,
Civil Aviation Bureau

2008.7 Assistant Vice-Minister, Minister's Secretariat

2010.7 Deputy Director-General, Railway Bureau

2011.8 Senior Deputy Director-General, Railway Bureau

2012.9 Director-General, Civil Aviation Bureau

2015.9 Commissioner, Japan Tourism Agency

2018.8 Advisor, Ministry of Land, Infrastructure, Transport and Tourism

2019.1 Advisor, Sumitomo Mitsui Banking Corporation