

*Towards the Future of Tourism*

**2005**

# ***World Students' Tourism Summit***

*– Dynamic, Sustainable and Boundless –*



Beppu, Oita Prefecture, Kyushu

**Nov.8 (Tue) ~ 15 (Tue), 2005**

**Organizers: Ritsumeikan Asia Pacific University (APU), Oita Prefecture, Beppu City**

Supporting Bodies: Cabinet Office; Ministry of Land, Infrastructure and Transport; Ministry of Foreign Affairs; Ministry of Education, Culture, Sports, Science and Technology;  
Ministry of Economy, Trade and Industry; Fukuoka Prefecture; Saga Prefecture; Nagasaki Prefecture; Kumamoto Prefecture; Miyazaki Prefecture; Kagoshima Prefecture;  
Japan Business Federation; Kyushu Yamaguchi Economic Federation; Kyushu Tourism Promotion Organization;  
Japan Broadcasting Corporation (NHK) Oita Station; The Yomiuri Shimbun, Seibu; The Nishinippon Shimbun; Oita Godo Shimbun; Kyodo News;  
Oita Broadcasting System, Inc.; TOS TV Oita; Oita Asahi Broadcasting Co. Ltd.; FM Oita Broadcasting Co., Ltd.  
(In the process of receiving official approval from some of the supporting bodies listed above.)

# Welcome Message



Ritsumeikan Asia Pacific University  
President

## Monte Cassim

The World Students' Summit was started in October 2002, by the co-hosting of Ritsumeikan Asia Pacific University (APU), University for Peace (UN), and Ritsumeikan University. 339 students from 23 domestic universities and 58 universities from 25 different countries gathered at APU to discuss the theme of how can we establish security and sustainable development on Earth. This theme was pursued the following year when the National University of Singapore organized the 2003 World Student Summit around the theme "Forging ahead: Developing Strategies for Youth Action on Global Issues".

The World Tourism Student Summit, addressing the theme "Towards the Future of Tourism-Dynamic, Sustainable and Boundless", will bring students with a genuine interest in tourism together with key figures in the tourism industry and will aim to tackle the issue of tourism revival from an academic perspective and formulate suggestions that can be applied worldwide.

APU will also take advantage of this occasion to undertake several tourism-related, long-term initiatives such as the establishment of an education system, fostering students that will be active in the tourism industry in the future. APU is also committed to upgrade its current academic tourism-related research as indicated by the establishment of a new Tourism & Hospitality Program, scheduled to start in 2006.

This international conference on tourism will merge the experience of prominent figures in the tourism sector with the power and fresh perception of the current young generation. We would be delighted to have you join us for this unique event.



Oita Prefecture  
Governor of Oita Prefecture

## Katusada Hirose

Tourism is what binds all cultures of the world together. In this day and age that increasingly offers chances for exchange through globalization, the sheer breadth and depth of the tourism industry clearly marks it as the industry that will define the 21<sup>st</sup> century.

Located on the island of Kyushu, Oita Prefecture offers the largest number of *onsen*, or hot springs, in Japan. Encompassed by both mountains and sea and bathed in the historical tradition born of such natural blessings, the *onsen* of Oita have earned it fame across Japan. Beyond the *onsen*, Oita Prefecture is home to the second largest population of international students of all the prefectures in Japan and is also a bustling 21<sup>st</sup> century manufacturing base, which includes state-of-the-art companies involved with the steel, chemical, semiconductor, electronics, and automotive industries.

We are proud that Oita Prefecture has the opportunity to host The World Student's Tourism Summit and help shape the 21<sup>st</sup> century by providing a forum for our future leaders – the students – to discuss issues affecting the tourism industry today.

I look forward to being able to see all of you at the summit and hope that you enjoy your time spent with each other on the caravan tours, experiencing the lifestyle and tourist industries of Kyushu.



Beppu City  
Mayor of Beppu

## Hiroshi Hamada

Beppu is a city blessed with abundant *onsen*, or hot springs, from ancient times. It was founded around eight major hot springs, and was developed to become the representative *onsen* capital of Japan. It has since developed its own unique "*onsen* culture".

Whether you are comparing the number of *onsen*, output of hot spring water or the quality of the water, Beppu rates the number one in Japan.

Beppu is also at the forefront of internationalization, providing homes to over 2400 international students from over 77 different countries and regions.

We are honored that Beppu has been offered the chance to host the World Students' Tourism Summit. We welcome students, researchers and professionals connected to the tourism industry from around the world who will no doubt shape the tourism industry in the 21<sup>st</sup> century.

During the Summit, Beppu will also be hosting a number of events including a festival organized by women engaged with the tourism industry in Beppu, a National Town Development Convention, and the first-ever game of basketball in the new BJ national league, which the Heat Devils - Beppu's very own basketball team - will take part in.

I hope that you will enjoy your experiences during the World Students' Tourism Summit and return home not only with increased knowledge of tourism, but with a deeper understanding of Japan gained through interacting with Kyushu's rich culture and from experiencing Beppu's unique "*onsen* culture".

# 2005 World Students' Tourism Summit

## Ritsumeikan Asia Pacific University, Oita Prefecture, Beppu City

In efforts to promote local revitalization and international mutual understanding in this age of international awareness, Ritsumeikan Asia Pacific University, Oita Prefecture and Beppu City, are planning to hold a '2005 World Students' Tourism Summit'. The themes of the Summit, the creation and generation of tourist destinations and the preservation of local heritage, culture and the natural environment, will form the basis of international discussions devoted to the development of tourism and the fostering of human resources capable of becoming a strong presence in the tourism industry.

The tourism industry in the 21<sup>st</sup> Century is expected to make significant contributions to global economic development. The cultural exchange and understanding brought about through tourism is contributing towards a more peaceful and internationalized global society. In addition to contributing to the development and rejuvenation of local communities and economies, tourism development is playing an important role in both improving the status of the tourism industry and enhancing education aimed at nurturing the next generation of individuals ready to take on the tourism industry.

It has become necessary for not just Japan, but countries around the globe, to create opportunities to both promote the attractiveness of tourist regions on a local and international scale, and to seek advice from the potential foreign tourist market. In order to achieve sustainable tourism it is necessary to establish a broad network of people involved with tourism and to develop educational programs that foster individuals with high expertise in tourism related fields. In addition, the instability of the tourism industry, an industry more recently affected by the SARS epidemic, terrorist activities and natural disasters such as the sea surges that followed the Sumatra earthquake, has led to a new challenge of finding people trained in the areas of risk management.

Oita Prefecture was one of the host regions for the world's largest four yearly soccer tournaments, the 2002 Fifa World Cup, jointly hosted by South Korea and Japan. Oita prefecture is extremely advanced in regards to the promotion of tourism and regional development, and has a large number of tourism destination resorts, taking full advantage of the numerous hot spring resources in Beppu, Yufuin and other areas within the prefecture. Taking advantage of the rich cultural, traditional and natural resources prevalent in the Kyushu region, Oita, along with the other prefectures in Kyushu, united to form the 'Kyushu Tourism Promotion Organization'. This entity is currently working towards new strategies aimed at the expansion and development of tourism in the Kyushu region.

Ritsumeikan Asia Pacific University, a truly international university that embraces the ideals of freedom, peace and humanity; international mutual understanding; and the creation of the future of the Asia Pacific, was established through the cooperation of The Ritsumeikan Trust, Beppu City and Oita Prefecture in April 2000. Under the umbrella of the College of Asia Pacific Studies, students from 75 countries and regions from around the globe are studying an increasing number of tourism, hospitality and environmental courses, heading down the path to becoming future leaders in the tourism industry.

In October, 2002, Ritsumeikan Asia Pacific University, in conjunction with the University of Peace, hosted the '2002 World Students' Summit'. Messages were received from Kofi Annan, the United Nations Secretary-General, and Sadako Ogata, Co-chair of the Commission of Human Security. 339 students from 23 domestic universities and 58 universities from 25 different countries, gathered at Ritsumeikan Asia Pacific University to discuss the theme 'How can we establish Human Security and Sustainable Development on the Earth?'

Tourism serves as one of the driving forces behind the development of humankind, the international community and the global economy. Oita Prefecture, Beppu City and Ritsumeikan Asia Pacific University are holding the '2005 World Students' Tourism Summit' to serve as an opportunity for researchers, specialists and student representatives from numerous countries and regions around the globe, to get together to freely discuss the challenges facing the international tourism industry. Through the summit, it is hoped that Kyushu can promote the new face of tourism development to tourism industry personnel, governments and universities from around the world.



Kannawa Onsen (Beppu)



# Schedule

	Time	Event	Venue
<b>Nov. 8 (Tue)</b>		<b>Tourism and Exchange Caravan Tours</b> (Four routes starting from Fukuoka, Nagasaki and Kagoshima )	Stay in Kyushu
<b>9 (Wed)</b>		<b>Caravan Tours (Kyushu)</b>	Stay in Kyushu
<b>10 (Thu)</b>		<b>Caravan Tours (Oita Prefecture)</b>	Stay in Oita Prefecture
<b>11 (Fri)</b>	AM AM-PM 15:00~15:30 15:30~16:30 16:30~18:00 18:30~20:00	<b>Caravan Tours (Beppu City)</b> <b>Preparation Time for Caravan Tour Presentations</b> <b>Plenary Session 1</b> (Opening Declaration, Welcome Greetings) <b>Plenary Session 2</b> (Introductory Lectures) <b>Workshops</b> <b>Welcome Reception</b> (Commendation Ceremony for Video Competition and Showing of Prizewinning Videos Video and Poster Session)	APU APU APU APU Stay in Beppu City
<b>12 (Sat)</b>		<b>Speakers from UN Organizations</b> <b>Workshops</b> <b>Presentations of Caravan Tour Results</b> <b>Tour Plan Competition</b>	APU APU APU APU Stay in Beppu City
<b>13 (Sun)</b>	AM 11:30~12:30 12:30~15:25	<b>Workshops</b> <b>Preparatory Discussion for Declaration</b> <b>Lunch Reception</b> <b>General Assembly</b> Greetings from the Organizers and Guests Keynote Speeches 1. WTO(World Tourism Organization): Risk Management in the International Tourism Network 2. PATA(Pacific Asia Travel Association): Sustainable Development Workshop Presentations and Declaration Review from Tourism Industry Representatives Closing Remarks	Beppu B-con Plaza ↓ Stay in Beppu City
<b>14 (Mon)~15 (Tue)</b>		<b>Leave Beppu</b>	

Note: The above program is subject to change

# Towards the Future of Tourism

## Core Themes

### *Dynamic* Driving Forces for Tourism Promotion

1. Role of Technology and Media in Tourism
2. Factors Shaping Future Tourism Trends
3. Transnational Market Analysis and Promotion of Inbound / Outbound Tourism

### *Sustainable* Essential Elements for Sustainable Tourism

1. Sustainable Development of Tourism
2. Stakeholder Cooperation
3. Current Practices and Future Challenges for Tourism Management

### *Boundless* Factors Shaping the Future of Tourism

1. Transnational Risk Management
2. Policy and Regulatory Barriers Affecting Tourism
3. Tourism and Intercultural Understanding

## Plenary Programs

### Plenary Sessions (Nov. 11)

15:00 - Welcome Greetings  
15:30 - Introductory Lectures

Key figures and students will be divided into 3 groups according to the core themes. Lectures will be provided by key figures in each group.

### General Assembly (Nov. 13) 12:30 - 15:25

- Greetings from the Organizers and Guests
- Keynote Speeches  
WTO: Risk Management in the International Tourism Network  
PATA: Sustainable Development
- Workshop Presentations and Declaration
- Review from Tourism Industry Representatives
- Closing Remarks

### Workshops (Nov. 11-13)

- Student Sessions  
Nov. 11: 16:30 - 18:00  
Nov. 12: AM and PM  
Nov. 13: 9:00 - 11:30 (Including preparatory discussions for Declaration)

Students will be divided into 9 groups on the sub-themes and will discuss them in detail with the key figures who will also be in attendance.

### Speakers from UN Organizations

(Nov. 12) AM

Representatives from UN Organizations will speak to participants on their current activities related to tourism.

### Tourism and Exchange Caravan (Nov. 8-11)

Participants will travel on one of the four different caravan tours offered and experience first-hand the major attractions in Kyushu.

### Video Competition (Nov. 11)

Students will produce promotional videos of "tourism" in their home countries/regions. The outstanding submissions will be shown during the summit.

### Tour Plan Competition (Nov. 12)

Students from Japanese universities will design model tours in Kyushu. Students who have submitted excellent plans will present their plans in front of participants during the summit.

## Objectives

### Human Resource Development

- Fostering students who will play active roles in tourism in the future
- Facilitating scholarly exchange between students and tourism experts
- Promoting cooperation between stakeholders in tourism
- Incorporating risk management into sustainable tourism development
- Utilizing new technology for tourism development

### Exchange Events in Beppu City

(Nov. 11-13)

Beppu City - one of the three hosts - will stage a number of events to promote exchange between local citizens and summit participants. Participants will be able to enjoy the local events after the plenary sessions.

# Tourism and Exchange Caravan Tours in Kyushu

Tours of Kyushu will take place from the 8th to the 11th of November in order to provide the summit participants with the chance to experience some of the many tourist locations in Kyushu. Participants will enjoy multiple places of interest in Kyushu as they travel on one of the four caravan routes either individually or with other summit participants. The tours will depart from their designated starting point on the 8th of November and arrive in Beppu on the 11th.



Yoshinogari Historical Park - Saga



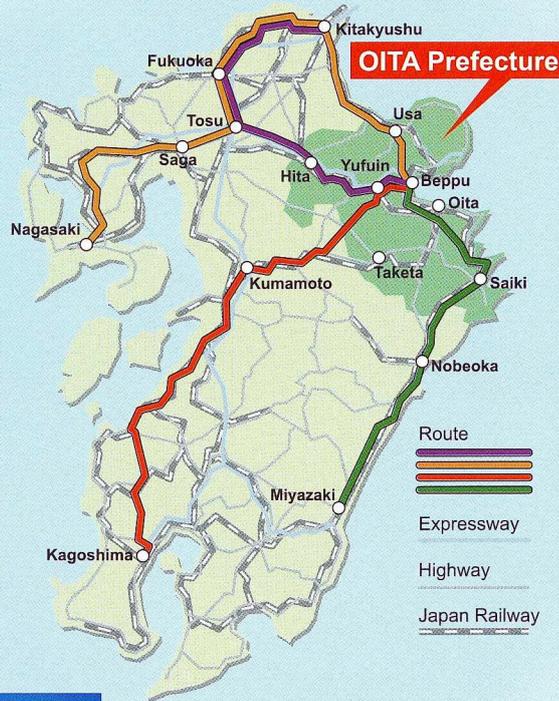
Fukuoka City - Fukuoka



Takegawara Onsen - Oita



Nagasaki Peace Park - Nagasaki



Seagaia-Miyazaki



Kumamoto Castle - Kumamoto



Mt. Sakurajima - Kagoshima

## Itineraries

The examples below are potential tourist itineraries in Kyushu following the predetermined routes. Participants are given the option to develop their own itinerary based on their particular interests. The summit organizers will distribute tourism information regarding each of the prefectures of Kyushu in order to help participants make the most of their caravan tour.

- Fukuoka** Fukuoka → Kitakyushu (Space World, Mojiko Historical District) → West, Oita Prefecture (Hita, Yufuin) → **Beppu**
- Nagasaki** Nagasaki Prefecture (Huis Ten Bosch) → Saga Prefecture (Yoshinogari Historical Park, Ariake Sea, Higata) → North, Oita Prefecture (Nakatsu) → **Beppu**
- Kagoshima** Kagoshima (Kyushu Sinkansen) → Kumamoto (Kumamoto Castle) → Northeast, Kumamoto Prefecture (Mount Aso) → Southwest, Oita Prefecture (Taketa) → **Beppu**
- Miyazaki** Miyazaki (Nichinan Coastline, Seagaia) → North, Miyazaki Prefecture (Takachiho) → Southeast, Oita Prefecture (Saiki) → **Beppu**

## Workshop Themes

### Theme of 2005 World Students' Tourism Summit ***Towards the Future of Tourism Dynamic, Sustainable and Boundless***

The main theme will be broken down into nine sub-themes drawing on the three keywords - dynamic, sustainable and boundless. Students will be divided into nine groups based on the sub-themes and will discuss them in detail.

Key figures will also be in attendance at each group and will be on hand to provide students with advice.



## Themes

### I. **Dynamic** - Driving Forces for Tourism Promotion

1. Role of Technology and Media in Tourism
2. Factors Shaping Future Tourism Trends
3. Transnational Market Analysis and Promotion of Inbound / Outbound Tourism

### II. **Sustainable** - Essential Elements for Sustainable Tourism Development

1. Sustainable Development of Tourism
2. Stakeholder Cooperation
3. Current Practices and Future Challenges for Tourism Management

### III. **Boundless** - Factors Shaping the Future of Tourism

1. Transnational Risk Management
2. Policy and Regulatory Barriers Affecting Tourism
3. Tourism and Intercultural Understanding

If you wish to participate in the "2005 World Students' Tourism Summit", please contact the Network Office at Ritsumeikan Asia Pacific University as stated below.

### Ritsumeikan Asia Pacific University Network Office

1-1 Jumonjibaru, Beppu City, Oita 874-8577, JAPAN  
Tel: +81(Japan)-977-78-1114  
Fax: +81(Japan)-977-78-1113  
E-mail: ml-summit2005@ml.apu.ac.jp  
URL: <http://www.apu.ac.jp/summit2005>

### Oita Prefecture

#### Regional Revitalization, Nature & Scenic Preservation, Tourism Promotion and International Affairs Planning Promotion Department

3-1-1 Ohte-machi, Oita City, Oita 870-8501, JAPAN  
Tel: +81(Japan)-97-536-1111  
URL: <http://www.pref.oita.jp/english/>

### Beppu City

#### Onsen Tourism Department

1-15 Kaminoguchi-machi, Beppu City, Oita 874-8511, JAPAN  
Tel: +81(Japan)-977-21-1111  
URL: <http://www.city.beppu.oita.jp/51englishpage/index.html>

