

**The 2nd Tourism Strategy Study Group –
Mr. Hiromi Tagawa, Director and Senior Executive Adviser of JTB Corp.**

As a part of the Tourism Strategy Group, the Tokyo Metropolitan Public University Corporation invites people from a wide range of backgrounds who have supported the project to study tourism in a new world in a wide range, multifaceted, from the industry depth. This year, which is the final year of the project, we will hold study groups on the theme of "How to Revive Post-pandemic Tourism", given that the tourism industry has been hit hard by the COVID-19 pandemic and is still in a difficult situation.

The second Tourism Strategy Study Group was held on Thursday, October 15, 2020. Mr. Hiromi Tagawa, Director and Senior Executive Adviser of JTB Corp. was invited as a lecturer and spoke on "The Tourism Strategy in the New Normal Era".

Mr. Hiromi Tagawa (Director and Senior Executive Adviser of JTB Corp.)



Profile:

After graduating from a university in 1971, he joined Japan Travel Bureau (currently JTB Corp.). Going through serving as the Director and Vice President of JTB International (USA) Inc., Director and General Manager of the Sales Planning Department, and Managing Director and General Manager of the East Japan Sales Division, he was appointed President and CEO of JTB Corp. in 200, Chairperson of the Board in 2014, and Director and Senior Executive Adviser in 2020. He also serves as Vice Chairman and Chairman of the Tourism Promotion Committee of the Tokyo Chamber of Commerce and Industry, Special Advisor of the Japan Chamber of Commerce and Industry, Vice Chair of the World Travel Tourism Council (WTTC), Chairman of the Japan Ecotourism Society, Chairman of the Japan Shopping Tourism Organization, Chairman of the Long Stay Foundation, President of the San'in Tourism Organization, and a member of the Advisory Council on Tourism in Tokyo Metropolitan Government.

In his lecture, Mr. Tagawa said, "There is a word by Eiichi Shibusawa, 'Being in adversity, we will have to do our best.' I think this is our mission, who are engaged in the tourism industry with the pandemic. What was recognized again because of the COVID-19 disaster, is the social and economic influence of the tourism industry. When including not only the direct markets but also the surrounding markets, the tourism industry has a very broad base. Based on these influences, it is necessary to take measures to prevent infection, and implement measures to boost the tourism industrial."

In addition, Japan ranked first in several indicators by the World Economic Forum's "The Travel & Tourism Competitiveness Report 2019." Among them, "I would like to make a special mention of public health. This is a characteristic of Japan that can be proud of to the world, and things that are obvious to Japanese people seem attractive to foreign tourists."

In this COVID-19 disaster, he explained the necessity of building the new tourism such as "formulating guidelines of avoiding 3C's, for safety and security", "thinking about new journeys in a digital society (digital technology)", and "new ways of working and vacation (workation)". He concluded the lecture with mentioning that in order to put "Japan as a country where is good to visit and good to live" into place, there are three important points i.e., "reconfirm the attractiveness of the local region", "recognize the role of tourism that contributes to regional revitalization" and "focus on education for the youth who are a treasure of the region".