

Working Level Meeting Minute

[As of 31 July 2019]
[Drafted by M Alfy Jo]

Contents

1. [Jeju] Greetings
2. [Secretariat] Report
3. [Okinawa] The 23rd ITOP Forum
4. [General] Discussion

1. [Jeju Special Self-Governing Province] Greetings

- Expressed sincere gratitude to the Okinawa Prefectural Government for preparing for the working level meeting and the 23rd ITOP Forum.
- Attended the UNWTO Conference in June to publicise Jeju Island and discuss the way of cooperation between the ITOP and UNWTO. As a result, there is a rough plan in progress to co-organize the ITOP International Policy Seminar next year (2020).
- Wished the 23rd ITOP Forum in November a success.

2. [Secretariat] Reporting on the ITOP Forum

- 「*REVIEW*」 (period from November 2018 to July 2019)
 - ITOP Special Exhibition (exhibition and food/cultural experience; attracted **1,700** visitors)
 - 2019 ITOP International Policy Seminar (sustainability session, the Jeju Forum; attracted **150** visitors)
 - UNITAR tourism capacity building programme (attracted 6 participants in three sessions)
 - 「*PLAN*」 (period from August 2019 to May 2020)
 - The 23rd ITOP Forum (5-6 November, 2019 in Okinawa, Japan)
 - The 4th tourism capacity building programme (scheduled in October in Jeju)
 - 2020 ITOP International Policy Seminar (28-30 May, 2020 in ICC Jeju)
- ※ *Note: UNWTO is planning to participate as a co-organizer*

3. [Okinawa Prefectural Government] Preparation for the 23rd ITOP Forum

- Overview of the 23rd ITOP Forum
 - Date: 5-6 November, 2019 (for 2 days)
 - Venue: Okinawa Harborview Hotel
 - Theme: *Contributing to SDGs through Tourism*
 - Notes
 - Okinawa Prefectural Government will bear trip expenses for 4 persons including representatives from each region (accommodation, transportation and meals will be paid except for the flight tickets).

- Each member to prepare a representative's presentation corresponding to the 17 UN SDGs.
- Why SDGs?
 - Emergence of social issues following increases in tourist inflow (lives of residents, etc.)
 - The Governor of Okinawa's interests regarding tourism (sustainable tourism)
 - Tourism policy keeping in pace with global trends and sustainable development of the tourism industry
- Draft of joint statement (please find the **Attachment 3**)
 - Each member to propose 2 or 3 provisions for the joint statement.
 - Currently 3 provisions prepared → (after collecting all proposals) finalise the draft in 3 to 5 provisions in total.
- Okinawa's suggestion
 - ① DMO exchange meeting
 - ※DMO: Destination Management Organization
 - Invite DMOs from each member (Okinawa to cover one person per member)
 - Aim to establish a network of DMOs in members and allow them to benchmark one another.
 - Example of an exchange meeting (*images below*)



- ② Paperless forum
 - To be true to the forum's theme, minimize printed materials for sustainability's sake.
 - All meeting materials and programs will be available in digital formats viewable on electronic devices such as tablets and mobile phones.

→ **All participating representatives (Jeju, Southern Province, Secretariat) agreed with two suggestions above.**

4. (All member regions) Additional discussions

○ Selection of the topic

- Southern Province: The topic looks very timely and is in consistent with the direction of the Southern Province. Choosing one topic from the 17 SDGs could be very difficult. The Southern Province, in addition to the SDGs, is pursuing a high-end tourism, in particular, natural preservation and pollution prevention.
- Jeju: All policy activities at Jeju are centered around ‘cleanness and coexistence,’ which are perfectly consistent with the SDGs. Keeping organizing ITOP Forums centering on the SDGs beyond the Okinawa forum seems to be a good idea.

○ DMO exchange meeting

- Secretariat: A mere B2B exchange meeting may not yield significant accomplishments. The purpose of the exchange meeting should be clarified.
- Okinawa: We have no concrete plans yet but would organize it centering on the Okinawa tourism association and bureau. The key purpose should be to discuss tourism promotions between tourism associations and provide them with concrete business opportunities.
- Southern Province: The DMO exchange meeting seems to be a very good idea. It would be important to involve players in the private sector, rather than sharing ideas among representatives of the members. Although some budgetary issues anticipated, we would do our utmost to keep pace with DMO.
- Jeju: The key should be attracting DMOs in consistence with the SDGs. It would be better if such DMOs would contribute to both the exchange meeting and the symposium.

○ Symposium arrangement

- Secretariat: Guides are needed as to what this symposium would look like. We have had symposiums for experts, scholars, and university students.
- Okinawa: This symposium, keeping in pace with the UN SDGs, is intended for experts in tourism and relevant academic disciplines. Each member region is expected to deliver a governor’s presentation and a symposium presentation.

- Encouraging non-attending members

- Okinawa: We need to make positive efforts to keep in touch with non-attending member regions and encourage them to take part in. It is needed to ask not only Okinawa but also other member regions to share contact information to do so. The Secretariat's cooperation will be appreciated. Okinawa is currently in contact with the Hawaii Tourism Authority.
- Secretariat: We will do our utmost to secure accurate contact information (especially Hainan and Bali) through international networks including Jeju Province's Peace and International Affairs Division. The Secretariat will further its efforts to support in that regard.