



在タイ日本国大使館  
Embassy of Japan in Thailand



**JTTRI-AIRO**

Japan Transport and Tourism Research Institute  
ASEAN-India Regional Office

## JTTRI-AIRO Opening Commemorative Symposium

### Shifting Tourism for the Post-Pandemic Era

~How should Thailand and Japan work towards Quality Tourism?~

22<sup>nd</sup> Feb (Wed) 2023

14:00-17:00 (ICT)

16:00-19:00 (JST)

Hybrid Symposium : The Okura Prestige Bangkok  
: Zoom Webinar

(TH-JP Simultaneous Interpretation Available)

Reception party will be held after the symposium

Organized by : Japan Transport and Tourism Research Institute ASEAN-India Regional Office  
Cooperation from : Ministry of Tourism and Sports of Thailand, Embassy of Japan in Thailand

As tourism, which has been severely affected by the COVID-19 pandemic, is showing signs of revival, we will discuss how COVID-19 has changed tourists' needs and what tourism stakeholders in Thailand and Japan should do in the future based on these changes. This symposium aims to promote Quality Tourism by sharing insights on sustainability-conscious measures described in the "Five-Year Joint Action Plan on Japan-Thailand Strategic Economic Partnership". Correspondingly, it is expected to foster mutual understanding between Thailand and Japan.

Registration

**Please register by 20<sup>th</sup> February 2023**  
from the URL link below or scan the QR code.  
<https://forms.gle/ibMzupjNDxgtyJN8A>

Contact

**JTTRI (ASEAN-India Regional Office)**  
<https://www.jttri-airo.org/en/contact-1-form.php>  
Tel. +66-(0)2-258-6928



upper row Thailand Time

lower row Japan Time

# Program

14:00 - 14:05

16:00 - 16:05

Opening Remarks

**SHUKURI Masafumi**

Chairman, Japan  
Transport and Tourism  
Research Institute (JTTRI)



14:05 - 14:20

16:05 - 16:20

Greetings from  
Guests of Honor

**Phiphat  
RATCHAKITPRAKARN**

Minister of Tourism and  
Sports, Thailand



**OBA Yuichi**

Deputy Chief of Mission  
and Minister, Embassy of  
Japan in Thailand



## Special Lecture

14:20 - 15:10

16:20 - 17:10

**Mongkon WIMONRAT**

Assistant Permanent  
Secretary, Ministry of Tourism  
and Sports (MOTS), Thailand



**MIZUSHIMA Satoru**

Vice - Minister for International  
Affairs, Ministry of Land,  
Infrastructure, Transport and  
Tourism (MLIT), Japan



Break

## Panel Discussion and Q&A

15:40 - 16:55

17:40 - 18:55

**Moderator**

**Jutamas  
WISANSING**

Assistant Professor in  
Tourism Management,  
Managing Director of  
Perfect Link Consulting Group



**Pattaraanong  
NA CHIANGMAI**

Executive Director for the  
Northern Region,  
Tourism Authority of  
Thailand (TAT)



**Suthiphong  
PHEUNPHIPHOP**

Vice President of Tourism  
Council of Thailand (TCT)



**NAKAYAMA  
Rieko**

Executive Vice President,  
Japan National Tourism  
Organization (JNTO)



**SAWANOBORI  
Tsuguhiko**

Manager of Jalan Research  
Center, Recruit Company  
Limited



16:55 - 17:00

18:55 - 19:00

Closing Remarks

**OKUDA Tetsuya**

President, ASEAN-India  
Regional Office, JTTRI



**The Okura Prestige Bangkok,  
Grand Ballroom, 3rd Floor**

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