

July 2024

**The 7th TEJ Ministerial Round Table in collaboration with UN Tourism  
Tourism EXPO Japan 2024**

**13:00 – 16:45, September 26, 2024 at Tokyo Big Sight, Japan**

**Framework and Guidelines for Panelists**

Dear Panelist,

We are pleased to bring to your attention the “Framework and Guidelines for Panelists” of the 7<sup>th</sup> Tourism EXPO Japan Ministerial Round Table in collaboration with UN Tourism.

**1. Basic Information**

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| (1) Venue            | Tokyo Big Sight, Japan   |
| (2) Panelists        | 15 - 20 Tourism Ministers/Vice Ministers, Chief Executives<br>of International Tourism Organizations   |
| (3) Time Schedule    | Thursday, September 26, 2024<br>13:00 – 13:20 Signing Ceremony of The Private Sector Commitment to<br>the UN Tourism Global Code of Ethics for Tourism (tentative)<br>13:30 – 14:30 Keynote Panel Discussion<br><b>14:45 – 16:45 Ministerial Round Table (120-minute discussion)</b><br>18:00 – 19:30 Welcome Reception  |
| (4) Moderator        | Ms. Marjorie Dewey<br>President, Connect Worldwide Japan, Co.Ltd.  |
| (5) Discussion Style | <ul style="list-style-type: none"><li>- At the start of the discussion, the moderator will briefly introduce all the panelists.</li><li>- Each panelist is invited to make <b>3-minutes of remarks</b> at the beginning of the discussion and present his/her view or experience based on a theme of Ministerial Round Table 2024. (Oral presentation only, no video/PowerPoint)</li><li>- Discussion points and issues to be addressed for a 3-minute speech are provided below.</li><li>- If time permits, you may have an opportunity to speak for an additional 2 minutes.</li></ul> |
| (6) Language         | English and Japanese (Simultaneous interpretation)   |

## **2. Discussion Points at the Ministerial Round Table**

### **Theme of the Ministerial Round Table: Creating a New Travel Journey**

Background: Tourism has enormous potential. As stakeholders in the tourism industry, how can we harness this power? What are our responsibilities? This forum aims to explore what each stakeholder should focus on and how we should act.

#### **Discussion Points**

- What kind of message is needed to get young people thinking about the tourism of the future?
- How can we increase the value of regions themselves in order to promote sustainable regional development? (Shift from quantity to quality)
- How can we create a new high-value tourism industry, such as by incorporating cultural tourism (e.g., gastronomy tourism)?

The panelists of the Ministerial Round Table are invited to share the goals and specific policies of their countries with a focus on “Creating a New Travel Journey” so that we can extract the common challenges which the sector as a whole need to deal with.

## **3. Contact**

If you need any further information, please do not hesitate to contact us.

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