

TTRA A-Pac 3rd Annual Conference

4th-6th December. Meiji University, Tokyo, Japan

From 4-6 December, Meiji University hosted the 2015 TTRA Asia Pacific Conference, entitled: 'So What? Understanding Travel and Tourism Research in the Asia Pacific Context.' Tourism is taking off across the Asia-Pacific region. Inbound visitors to Japan have more than doubled in the last decade to reach around 13.5 million, and we broke some records of our own at this A-Pac chapter meeting, which received 81 Abstract submissions and 76 attendees from 20 different countries. We were also pleased to welcome Jeffrey Eslinger, President of TTRA International, amongst an all-star cast of delegates that joined the event held at Meiji's Surugadai Campus in central Tokyo.

The conference began on Friday afternoon with a special panel on the role of 'Women in Contents Tourism.' At the Welcome Cocktail Function which followed, delegates were treated to a tasting session of local COEDO beer as CEO Shigeharu Asagiri explained in person about his craft beer originally brewed from sweet potatoes. Saturday morning kicked off with a special panel on 'National Parks in Asia Pacific,' with case studies from Malaysia, Vietnam and Japan. After coffee, the Concurrent Sessions began, followed by the AGM after lunch. At the Conference Dinner that evening a seasonal spirit was on display alongside the Santa hats as delegates danced to the beat of a local entourage performing a Bon Odori, a festival-like dance routine. On Sunday morning a keynote by sponsors Repucom CEO Andy Hata (also a Meiji Alumni!) provided a practitioner's insight into sports event marketing in Japan with a talk on 'Government, Tourism & Events.' This was followed by a special panel on 'Tourism Sustainability in the Pacific,' with case studies of socio-economic Monitoring in New Zealand and tourism and traditional culture in the Pacific Islands. After another local Bento Box lunch, the concurrent sessions – and counter-debate- continued until late on Sunday afternoon.

Many thanks to all the sponsors, the organizing committee and everyone who helped make this event such a big success.

JONES, Thomas E., Senior Assistant Professor, Graduate School of Governance Studies

ガバナンス研究科 ジョーンズ, トマステ任准教授