

JAPANESE-GERMAN CENTER BERLIN (JDZB) THE JAPAN FOUNDATION (JF)

PROGRAM

for the symposium

Reconsidering tourism

**Japanese and German perspectives on challenges, trends,
and sustainability**

Wednesday, March 19, 2025

10:00 – 13:00 CET / 18:00 – 21:00 JST

online

As of: February 28, 2025

Languages: German and Japanese with simultaneous interpretation

09:30 – 10:00	CET / Registration on Zoom	17:30 – 18:00 JST
10:00 – 10:10	Welcoming Remarks	18:00 JST
10:00 – 10:05	Dr. Julia Münch, Secretary General, Japanese-German Center Berlin	
10:05 – 10:10	Shinya Kurosawa, President, The Japan Foundation	
10:10 – 10:50	Keynote statements	18:10 JST
	<i>Moderation: Dr. Phoebe Stella Holdgrün, Head of Team Project Management, JDZB</i>	
10:10 – 10:30	Prof. Dr. Noriko Yagasaki, Professor, School of Arts and Sciences, Tokyo Woman's Christian University	
10:30 – 10:50	Prof. Dr. Anna Klein, Professor for Tourism Economy, IU International University of Applied Sciences, Munich Campus	
10:50 – 10:55	Coffee break	
10:55 – 11:55	Best practice examples for local and regional sustainable tourism	18:55 JST
	<i>Moderation: Dr. Phoebe Stella Holdgrün, Head of Team Project Management, JDZB</i>	
	In alphabetical order:	
	Lajana Gebhard, Program Officer for Sustainability at Allgäu LLC	
	Fan Hsieh, Kita Management, Ōzu City, Ehime Prefecture	
	Brad Towle, Tanabe City Kumano Kodo Tourism Bureau	

Daniela Wiese, Head of Marketing / MICE Marketing + PR / International Marketing + PR at Regensburg Tourisms LLC

Q & A

11:55 – 12:00 Coffee break

12:00 – 13:00 **Panel discussion: sustainability in the tourism strategies of Japan and Germany** 20:00 JST

Moderation: Lorenz Denninger, Project Officer, JDZB

In alphabetical order:

Dieter Janecek, Federal Government Coordinator for the Maritime Industry and Tourism

Prof. Dr. Anna Klein, Professor for Tourism Economy, IU International University of Applied Sciences, Munich Campus

Tsutomu Wakamatsu, Board Member, Japan National Tourism Organization

Prof. Dr. Noriko Yagasaki, Professor, School of Arts and Sciences, Tokyo Woman's Christian University

Q & A

13:00 End of symposium 21:00 JST