



**“ASEM Symposium on Promoting Tourism in Yangon”**  
**13th February 2017**  
**Yangon, Myanmar**

ASEM member countries gathered and discussed tourism in “ASEM Symposium on Promoting Tourism” on 25th September 2015 in Tokyo.

As its follow-up event, Japan, co-sponsored by Government of the Republic of the Union of Myanmar, would like to hold “**ASEM Symposium on Promoting Tourism in Yangon**” on Monday, **13th February 2017**.

In this seminar, Mr. Yasuhiro Watanabe, Professor, J. F. Oberlin University, School of Business Administration, Tourism, Hospitality and Entertainment Program, will deliver a keynote speech about the importance of tourism and the suggestion on promoting tourism.

We hope that this seminar and the following reception will provide a great opportunity to gain deeper understanding of the promotion of tourism and exchange our views on that, inviting Myanmar government officials, business communities and diplomatic delegation of ASEM member countries.

***Programme*** (TBC)

- 5:00 p.m. - Welcoming remarks by H.E Mr. Tateshi Higuchi, Ambassador of Japan to Myanmar
- Opening remarks by the representative of the Myanmar Government (TBD)
- 5:10 p.m. - –Speech by Mr. Yasuhiro Watanabe, Professor, J. F. Oberlin University, School of Business Administration, Tourism, Hospitality and Entertainment Program
- 5:40 p.m. - Q & A Session
- 6:10 p.m. - Reception

- Venue: Residence of Japanese Ambassador to Myanmar (No.80, Natmauk Road, Bahan Township, Yangon)
- Language: English

# Yasuhiro WATANABE



## **Education**

**Sophia University**, Foreign Language Department, English Language Division, B.A. in literature (1971-1976)

**Sydney University**, International Auditing Student (1972-1973)

**Nihon University Graduate School of Social Science and Cultural Studies**, International Political Science and Economics Master's Program, M.A. (1999-2001)

## **Experience**

**J. F. Oberlin University**, School of Business Administration, Tourism, Hospitality and Entertainment Program,  
Professor (2013 – present)

*Tourism Development, Tourism Industry, Ecotourism, Tourism English, Tourism Business Management.*

**Toyama University**, Faculty of Art and Design, Art Management Division,  
Professor (2002-2013)

*Tourism English, Tourism Business, English Presentation, Hospitality in Tourism.*

## **Kintetsu International Express (Kinki Nippon Tourist Co. Ltd)**

Manager, Research and Development, Tokyo Regional Sales Division,  
Marketing and Planning. Staff Training (tour escorting and tour guiding.) , Customer Relations, Sales Promotions – Oceania bound group tours. (1976-2002)

## **Japan-Asean Centre**

*Seminar on Japanese Tourism*, held at various tourist destinations in ASEAN.

Chief Instructor (1996-2006)

## **Toyama Prefecture**

*Toyama Tourism College*

Senior and Junior Tour Guide Education Program,

Chief Instructor (2010-present)

Papers published in journals of:

- Japan Foundation for International Tourism, (2006, 2014)
- World Cultural Tourism Association, (2010, 2011, 2012)
- Creation of East Asian 'kyosei' Studies (2012)
- Toyama University, Faculty of Art and Design (2006)
- Jissen English Communication,(2002)
- Nihon University Graduate School of Social Science and Cultural Studies (2002)