

***Tourism Development in the Tohoku (North-eastern) Region,
Japan: Insights from Foreign Researchers***

Date and Time: February 13 (Thursday), 2020 13:00-16:50

Place: Tohoku Gakuin University, Tsuchitoi Campus, Hoy Memorial, B1F Hall

- 13:00-13:05 Opening Address from Faculty of Business Administration Dean Saito, Yoshiyuki
13:05-13:10 Address from Transcosmos Foundation as Main Sponsor
13:10-13:20 Introduction of UNISA and the City of Adelaide by Dr. Brown, Graham

1st presentation 13:20-14:20

Dr. Hallak, Rob (University of South Australia)

“Developing the Tourism Industry in Regional Destinations through Innovation and Entrepreneurship”
(including 10 minutes Q&A)

2nd presentation 14:20-15:20

Dr. Brown, Graham (University of South Australia)

“Place Transformation: The Role of Eventscapes of the Olympic Games”
(including 10minutes Q&A)

3rd presentation 15:30-16:10

Murayama, Takatoshi, Hallak, Rob, Matsuoka, Kosuke, and Akiike, Atsushi

“Measuring the Competitiveness of a Japanese Local Tourism Destination: A Case of Miyagi Zao Mountains Area”

16:10-16:15 Comments from a Practitioner and an Academic Researcher on Presentations
Ishinomaki Area Tourism Promotion Organization

Osaka University, Graduate School of Economics, Dr. Katsumata, Sotaro

16:15-16:45 Response to Comments 16:45-16:50 Closing Address

17:00-18:00 Social Gathering of Audience at Café Birthday of Tsuchitoi Campus
(Free entry and free snack and coffee)

Co-organized by Tohoku Gakuin University, Faculty of Business Administration

Tohoku Gakuin University, Regional Symbiosis Promotion Organization

Sponsored by Transcosmos Foundation

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