



The ASEAN-Japan Tourist Guides Exchange Program to be held in Tokyo, Himeji, and Kobe between November 28th and December 2nd, 2016

The ASEAN-Japan Centre, an intergovernmental organization of ASEAN and Japan based in Tokyo, will organize the ASEAN-Japan Tourist Guides Exchange Program between November 28<sup>th</sup> and December 2<sup>nd</sup>, 2016. The program will invite individuals who are engaged in tour-guiding in each of ten ASEAN Member States. It is aimed at exchanging knowledge and experiences of guiding and heightening skills and abilities to conduct guiding in Tokyo, Himeji, and Kobe.

To ensure growth sustainability and greater contribution to the ASEAN economy in the area of tourism, ASEAN Member States reached the Mutual Recognition Arrangement on Tourism Professionals (MRA-TP), which was designed to facilitate the free movement and employment of qualified and certified tourism personnel between ASEAN Member States. The MRA-TP is an important driver in raising standards of tourism and improving qualifications of the tourism workforce in the ASEAN region. This Exchange Program attempts to contribute to the MRA-TP, focusing on tour guides in ASEAN nations. Professional tour guides for cultural heritages from each ASEAN country and Japan will participate in the program in order to learn problems and challenges, as well as current practice and environment of tour-guiding in the concerned regions and discuss measures to facilitate the MRA-TP.

The program mainly focuses on tourism professionals for cultural heritages. The participants will visit some major heritages in Tokyo, Himeji, and Kobe, such as Meiji Jingu and Himeji Castle, in order to learn practical issues and improve skills of guiding. The outcomes of this program, including understandings, suggestions, and experiences gained by the participants, will be widely share with the relevant policy institutions in ASEAN Member States and Japan.

<Agenda of the Exchange Program>

- Dates: November 28 – December 2, 2016  
Locations: Tokyo, Himeji, and Kobe  
Language: English  
Cooperated by: The Japan Tourism Agency, Southeast Asia Tourist Guide Association (SEATGA), and Japan Guide Association (JGA)  
Participants: Tour guides in ASEAN nations and Japan, professionals in tourism-related industries, tourism related agencies and municipalities, and printed media.  
Schedule: November 28 - Arrival  
November 29 - Presentations by SEATGA, JGA, and the participants, discussions, and questions and answers  
November 30 - Field visits in Tokyo for skill improvement exercise  
December 1 - Field visits in Himeji for skill improvement exercise  
December 2 - Field visits in Kobe for skill improvement exercise  
Departure

The ASEAN Japan Centre is an intergovernmental organization established by the ASEAN Member States and Japan in 1981. It has been promoting exports from ASEAN to Japan while revitalizing investment, tourism as well as people-to-people exchanges between the ASEAN Member States and Japan.

URL : <http://www.asean.or.jp/en/>

\* ASEAN (Association of Southeast Asian Nations) is a regional cooperative organization consists of 10 countries in the Southeast Asia, namely Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam

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ASEAN-Japan Centre, Tourism & Exchange Division,  
1F, Shin Onarimon Bldg., 6-17-19 Shimbashi,  
Minato-ku, Tokyo 105-0004 Japan  
TEL 03-5402-8008 FAX 03-5402-8009  
E-mail: [info\\_to@asean.or.jp](mailto:info_to@asean.or.jp)