

February 22, 2017  
ASEAN-Japan Centre

**AJC organized the “Seminar on Accessible Tourism” in KL, Malaysia  
~ ASEAN tourism stakeholders learned Japanese efforts on barrier-free tourism ~**



YBhg. Datuk Rashidi Hasbullah, Deputy Secretary-General, Ministry of Tourism and Culture Malaysia (center-left), two Japanese tourism experts, stakeholders from Brunei and Malaysia, and Mr. Vathouniyom Douangmala, Director of Tourism & Exchange Division of the AJC (center-right) as a moderator during the panel discussion on February 7, 2016.

“Tourism for all - to promote universal accessibility” was the annual theme announced by World Tourism Organization (UNWTO) on the World Tourism Day 2016, and Accessible Tourism is receiving increasing attention among ASEAN tourism stakeholders.

The ASEAN-Japan Centre (AJC), an intergovernmental organization of ASEAN and Japan based in Tokyo, organized a seminar on Accessible Tourism on February 7, 2017 in Kuala Lumpur, Malaysia. The seminar was co-organized with the Ministry of Tourism and Culture, Malaysia, and attended by some 120 local tourism stakeholders from both the public and the private sectors.

During the seminar, Mr. Naohiro Fukawa, Director of Tourism Shizuoka Japan, and Mr. Hisashi Yamaguchi, the President of TIC Travel Center Co., Ltd, both of whom were Japanese tourism experts dispatched by the AJC, gave lectures on the latest Japanese overseas travel market and travel products featuring accessible tourism, respectively. In addition, local tourism experts introduced the current situation of accessible tourism in Malaysia, followed by a panel discussion among related panels from ASEAN Member States and Japan. Tourism stakeholders from Brunei Darussalam, Cambodia, Indonesia and Laos, who attended the Accessible Tourism Workshop in Japan organized by the AJC prior to the seminar, reported their workshop experiences, which also highlighted the Japanese tourism attractions from their point of views.

YBhg. Datuk Hj Ab Ghaffar A Tambi, Secretary-General, Ministry of Tourism and Culture Malaysia who made the opening remarks of the seminar, emphasized the importance for Malaysia tourism to be ready and cater for accessible tourism as number of senior travelers and disable tourists is increasing; and extended his appreciation to the AJC for co-hosting the seminar in country.

■ **“Seminar on Accessible Tourism” in Kuala Lumpur, Malaysia**

<http://www.asean.or.jp/en/tourism-info/20170217/>

\* ASEAN (Association of Southeast Asian Nations) is a regional cooperative organization of 10 countries in the Southeast Asia, including Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam, and the total population counts more than 620 million.

**<< Background >>**

In accordance with its mandate to further promote sustainable tourism between the ASEAN Member States and Japan, the AJC invites tourism stakeholders from the ASEAN Member States to Japan every year to provide them with opportunities to attend a technical workshop and update their knowledge of Japanese tourism market and industry.

The seminar was conducted as a follow-up activity of the workshop on accessible tourism, which was conducted by the AJC in October 2016, in Tokyo and Mie Prefecture, Japan, by inviting stakeholders from five out of 10 ASEAN Member States (Brunei Darussalam, Cambodia, Indonesia, Laos and Malaysia).

**<< Outline of the seminar >>**

■ **Title:** Seminar on Accessible Tourism

■ **Date:** February 7, 2017

■ **Locations:** Kuala Lumpur, Malaysia

■ **Organizer:** ASEN-Japan Centre

■ **Co-organizer:** Ministry of Tourism and Culture, Malaysia

■ **Participants:** Approx. 120 people

■ **Program:**

**Presentation :**

- “Japanese Overseas Travel Market” by Mr. Naohiro Fukawa, Director, Tourism Shizuoka Japan
- “Accessible Tourism Travel Products” by Mr. Hisashi Yamaguchi, President, TIC Travel Center Co., Ltd.

- “Accessible Tourism in Malaysia : An Overview” by Dr. Toney K. Thomas, Associate Professor and Deputy Dean School of Hospitality, Tourism and Culinary Arts, Taylor’s University Lakeside Campus
- “Action Plan Towards KL as an Accessible City” by Ch'ng Gaik Bee @ Hjh Dalilah Bee Abdullah, Deputy Director, Project Implementation and Building Maintenance Department, Kuala Lumpur City Hall
- Report on Accessible Tourism by Workshop participants from Brunei, Cambodia, Indonesia and Laos

**Panel Discussion and Q & A Session :**

- ✧ **Topic:** Accessible Tourism: Public – Private Partnership
- ✧ **Moderator:** Mr. Vathouniyom Douangmala, Director of Tourism & Exchange Division, ASEAN-Japan Centre
- ✧ **Panelists:**
  - YBhg. Datuk Rashidi Hasbullah, Deputy Secretary-General, Ministry of Tourism and Culture Malaysia
  - Mdm Mary Chen, Director, Challenges Media, Malaysia
  - Ms. Caroline Ang, Executive Director, Bon Asia Holiday Management Services Brunei
  - Mr. Naohiro Fukawa, Director, Tourism Shizuoka Japan
  - Mr. Hisashi Yamaguchi, President, TIC Travel Center Co., Ltd.



The workshop participant from Laos shared the accessibility of Japanese public facility during the seminar on February 7, 2016

**<< ASEAN-Japan Centre >>**

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/>

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