

September 4, 2019
ASEAN-Japan Centre

**AJC organized “Seminar on Educational Travel to ASEAN 2019”
in Tokyo to introduce ASEAN Member States
as destinations for educational travel**



“Seminar on Educational Travel to ASEAN 2019” on August 5, 2019

The ASEAN-Japan Centre (AJC), an intergovernmental organization of the 10 ASEAN¹ Member States and Japan based in Tokyo, held the "Seminar on Educational Travel to ASEAN 2019" on August 5, 2019 in Tokyo. This seminar was held with the support of Ministry of Education, Culture, Sports, Science and Technology; Japan Tourism Agency; Japan Association of Travel Agents; Japan School Tours Bureau; Educational Tour Institute. About 100 people participated in the seminar from schools and travel industry.

As the Tokyo Metropolitan Government relaxed its school trip regulation this year, the seminar was held in Tokyo to further highlight the ASEAN Member States as educational travel destinations. The number of Japanese high school students who visit foreign countries on school trip is increasing. Singapore and Malaysia among the ASEAN Member States are listed in the top 5 countries that Japanese students visit the most, and the number of students visiting Singapore and Malaysia has doubled compared to 20 years ago². As of 2017, the share of Singapore and Malaysia combined is

¹ ASEAN (Association of Southeast Asian Nations) is a regional cooperative organization established in 1967. The Member States of 10 countries in the Southeast Asia include Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam, and the total population counts more than 650 million.

² Number of Japanese students visiting Singapore and Malaysia:

Singapore: 12,774 persons in 1998 / 27,015 persons in 2017

Malaysia: 7,267 persons in 1998 / 12,975 persons in 2017

(The report by Ministry of Education, Culture, Sports, Science and Technology, Japan, on the international exchange and etc. among high schools and etc. 2017, issued on August 27, 2019.)

approximately 26% of the total number of students participating in overseas school trips, which is leading the expansion of market share of Asia as a whole³.

In the seminar, Ms. Naomi Takahashi, Chief Marketing Officer from Visit Indonesia Tourism Office, Ministry of Tourism of Indonesia, introduced the nature of Bali and Bintang Island that serve as educational materials as well as the islands' environment in regard to hosting school trips, and the expected educational outcome from the trips to the islands. Other speakers from ASEAN NTOs and a private sector also gave presentations to introduce the strength of each country as an educational travel destination.

As the case report, Mr. Masahiko Hirano, a teacher from Tokyo Gakugei University Senior High School gave a presentation titled "The NEW educational travel to Thailand" and talked about his experience of educational travel to Thailand. He shared the story of how the school began to send students to Thailand and how he organized and developed the school trip by explaining the actual itinerary with many photographs.

In the questionnaire that was collected from the participants at the end of the seminar, many of them answered that they were attracted to Southeast Asia as an educational travel destination. Furthermore, 95% of the participants answered that they would consider Southeast Asia as an educational trip destination "positively" or as "one of the options".

The AJC focuses on youth exchange as part of its exchange promotion activities; therefore, AJC will continue to promote educational travel to ASEAN by Japanese students.

■ "Seminar on Educational Travel to ASEAN 2019" in Tokyo, Japan

<https://www.asean.or.jp/en/tourism-info/20190820/>

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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 : <https://www.asean.or.jp/en/>

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³ Annual report of educational travels "Databook" 2018 by Japan School Tour Bureau.