Sustainability is Cool in Arctic Tourism

June 28, 2018 from 2 pm – 6 pm
in Hokkaido University, Sapporo, Japan
Ministry of Economic Affairs and Employment of Finland invites you to attend the Sustainability is Cool in Arctic Tourism seminar that will be held on 28 June 2018 from 2 pm – 6 pm in Hokkaido University, Sapporo, Japan. Seminar will be organized in cooperation with Hokkaido University, Hokkaido Government, Hokkaido Committee for Economic Development, Team Finland, Business Finland, Visit Finland and Embassy of Finland in Tokyo.

Key issues that will be examined include:

- How do arctic fragile environment, indigenous cultures, changing seasons and sparsely located population affect in tourism companies both in Japan and in Finland?
- What kind of solutions and problems companies have had in combining profitable business and sustainability in the arctic region?
- How to best combine indigenous cultures and tourism?
- Opening arctic tourism markets from Japanese perspectives: possibilities and challenges.

There will be simultaneous translation into English and Japanese.

Programme

14.–14.30 Opening words
by Mr. Harri Mäki-Reinikka, Ambassador, Senior Advisor for Northern Policies and Secretary General for Finland’s Arctic Advisory Board

Opening words
by Mr. Sei-Ichi Saitoh, Professor, Director of Hokkaido University Arctic Research Center
Hokkaido University

14.30–16 Session 1
Understanding Future Challenges and Opportunities of Arctic Tourism
Hokkaido’s Inbound Tourism Strategy
- Mr. Yuji Kondo, Senior Director
  Bureau of Tourism, Department of Economic Affairs
  Hokkaido Government

Sustainable Tourism in Finland
- Mr. Pekka Laitinen, Commercial Counselor
  Business Finland Japan

Indigenous Cultures and Tourism: Ainu as a Case Study
- Koji Yamasaki, Associate Professor
  Hokkaido University
  Center for Ainu and Indigenous Studies

Glimpses into Discussions Developing Sámi Tourism in Finnish Lapland
- Ms. Sanna Kyyrä, Specialist
  Ministry of Economic Affairs and Employment of Finland

16–16.30 Coffee Break

16.30–18 Session 2
Sustainability and Arctic Tourism
Arctic Tourism, Visit Arctic Europe case
- Mr. Rauno Posio, Project Director
  Visit Arctic Europe -project

Experiencing the Arctic's with Finnair
- Mr. Mikko Turtiainen, Director, Finnair

Sustainable Arctic Tourism
- Mr. Ito Eijiro, CEO, Cruise Life

Niseko an Evolving Northern Ski and Year round Resort
- Mr. Ross Findlay, Niseko Promotion Board