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**Conference**

**JAPAN – THE GATE TO ASIAN TOURISM MARKET**

**26-27th of November**

**VENUE**

**Pre-conference seminar:** Luhtre Tourism Farm (Rapla County, www.luhtre.ee)

**Conference:** PROTO Invention Factory(Tallinn, <http://prototehas.ee>), entrance Noble, room Lessner

**Language:** English

**AGENDA**

**PRE-CONFERENCE SEMINAR**

26th of November at Luhtre Tourism Farm,

Rapla County, www.luhtre.ee

*16.45* *Bus from Tallinn to Luhtre Tourism Farm.*

*Departure from Tallinn Bus Station regular line bus parking area.*

18:00 –18:30 **Welcome words by CAITO project**

**Presentation of GO RURAL tourism products brochure and Sauna product brochure**

*Ms.Lea Sudakova, Estonian University of Life Sciences*

*Ms. Asnate Ziemele, Latvian Countrytourism Association „Lauku Celotajs“*

*Ms. Raili Mengel, Estonina Rural Tourism Organisation*

18:30 – 19:00 **How we hosted the Japanese Tour Operators and Media group**

*Ms. Marje Schmidt, Luhtre Tourism Farm*

19:00 – 19:45 **Sauna product - sharing experiences.**

*Discussion.*

*Smoke sauna product via VR glasses.*

20:00..... **Joint dinner**

**Folk-dance group**

*ca 22:00 Bus takes guests back to Tallinn*

**CONFERENCE**

27th of November at PROTO Invention Factory, entrance Noble, room Lessner

Peetri 10, Tallinn

http://prototehas.ee

10:00 – 10:30 *Welcome coffee and registration*

10:30 – 10:35 Moderator Mr. Kristo Elias

10:35 – 10:40 **Welcome words by H.E. Mr. KITAOKA Hajime, Ambassador Extraordinary and Plenipotentiary of Japan**

**TOURISM TRANSPORT AND TRAVEL INFORMATION**

10:40 – 10:55 **Gap analysis results in Customer Journey provided by CAITO project**

*Mr. Roger Evans, Estonian University of Life Sciences*

10:55 – 11:10 **Latvian tourism routes example**

*Mr. Gusts Asmanis, Head of Public transport division at Road Transport Administration in Latvia*

11:10 – 11:30 **Integrating and improving rural travel experiences through digital solutions,**

*Mr. Toni Lusikka, VTT Research Scientist*

11:30 – 12:00 **Panel discussion for tourism-transport related institutions**

*Ms. Misa Sugiura, Tallink/Silja Line Japan Market Specialist*

*Mr.Toni Lusikka, VTT Research Scientist*

*Mr. Roger Evans, Estonian University of Life Sciences*

12:00 – 12:10 **PROTO Invention Factory intro**

*Mr. Ott Sarapuu, Managing Director of the PROTO Invention Factory*

12:10 – 13:00 *Buffet lunch*

**TOURISM MARKETING AND COORDINATION FOR JAPANESE TOURISM MARKET**

13:00-13:45 **Japanese tourism market, common marketing for Asian markets, cooperation with CAITO project**

*13:00 – 13:15 Mr. Shigeyoshi Noto, Visit Finland*

*13:15 – 13:30 Ms. Inguna Žīgure, Tourism Department of* Investment and Development Agency of Latvia

*13:30 – 13:45 Ms. Annely Vürmer, Sectoral Manager of Business Marketing,*

*Estonian Tourism Board Enterprise Estonia*

13:45 – 14:05 **How Japan introduces the new products and how CAITO built bridge between Estonian, Latvian and South Coast of Finland rural areas and Japan.**

*Mr. Shigeyoshi Noto, CAITO project Japanese market expert, Foresight Marketing Ltd.*

14:05 – 14:30 **Panel discussion for tourism coordination and marketing institutions**

*Mr. Shigeyoshi Noto, Visit Finland*

*Ms. Inguna Žīgure, Tourism Department of* Investment and Development Agency of Latvia

*Ms. Annely Vürmer, Estonian Tourism Board Enterprise Estonia*

*Ms. Minna Ermala, Lohja City Tourism Development*

*Ms. Raili Mengel, Estonian Rural Tourism Organisation*

*Ms. Asnate Ziemele, Latvian Countrytourism Association „Lauku Celotajs“*

14:30 – 15:00 *Coffee break*

**ENTREPRENEURS AND INTERMEDIARIES– PRODUCT DEVELOPMENT**

15:00 – 15:20 **Why tour operators pay penalties when trying to include rural tourism product and services**

*Ms. Marianne Lifländer, Destination Manager, KuoniTumlare*

15:20– 15:40 **Intermediary between customers and Japanese**

*Mr. Uģis Nastevičs, Japanese language guide, Latvia*

15:40 – 15:50 **How to welcome Japanese guests, Christmas time home visit**

*Ms. Riitta Laine, guide at Tytyri mine and tourism entrepreneur, Finland*

15:50 – 16:00 **Smoke sauna story**

*Ms. Eda Veeroja, tourism entrepreneur, Estonia*

16:00 – 16:10 **Farm visit with Japanese guests and mid-summer festival**

*Ms. Anna Palelione, Latvian Countrytourism Association „Lauku Celotajs“*

16:10 – 16:30 **Tour operator´s and media familiarisation trips feedback**

*Ms. Minna Ermala, Lohja City Tourism Development*

*Ms. Raili Mengel, Estonian Rural Tourism Organisation*

*Ms. Asnate Ziemele, Latvian Countrytourism Association „Lauku Celotajs“*

16:30 – 16:50 **Discussion and questions**

**Reflection of the day**

Ms. Sisi Salumaa, Shiritori OÜ, Jaapani gruppide giid ja tõlk

16:50 – 16:55 **Greetings** by Ms. Merike Niitepõld, The Head of Managing Authority of Central Baltic Programme, Regional Council of Southwest Finland

16:55 – 17:00 **Closing of conference,** by moderator Mr Kristo Elias