

Speaker Bios

As of 22 January 2018

TALEB RIFAI



A. Brief biography

Taleb Rifai is Secretary-General of the World Tourism Organization (UNWTO). He began his four-year term on 1 January 2010 and has been elected for a second four-year term, starting January 2014, by the 20th Session of UNWTO General Assembly held in August 2013.

From January 2006 to March 2009 he was Deputy Secretary-General of UNWTO after which he assumed the functions of Secretary-General a.i. till December 2009.

Prior to assuming his current post, he was the Assistant Director-General of the International Labour Organization (ILO) for three consecutive years. His responsibilities included the overall supervision and implementation of the International Labour Standards, as well as advising on labour markets and employment policies, particularly in the Middle East region.

From 1999 to 2003, Mr. Rifai served in several ministerial portfolios in the Government of Jordan, first, as Minister of Planning and International Cooperation in charge of Jordan's Development Agenda and bilateral and multilateral relationships with donor countries and agencies. He was subsequently appointed Minister of Information, in which capacity he was in charge of communication and public media and restructured the Jordan Television Network. In 2001, his portfolio was expanded to include the Ministry of Tourism and Antiquity.

During his term as Minister of Tourism and Antiquity, Mr. Rifai established Jordan's first Archaeological Park in the ancient city of Petra in collaboration with UNESCO and the World Bank. He also realized several grand projects in Jerash, the Dead Sea and Wadi Rum. As Minister of Tourism, he was also the Chairman of the Jordan Tourism Board, President of the Ammon School for Tourism and Hospitality and was elected Chairman of the Executive Council of the UNWTO in 2001.

In the three years preceding his service in the Jordanian Cabinet, Mr. Rifai was the CEO of the Jordan Cement Company, one of the country's largest public shareholding companies with over 4,000 employees. During his term he successfully led and directed the first large-scale privatization and restructuring scheme in Jordan by bringing in the French cement company Lafarge in 1998 and continued to serve as CEO under the new Lafarge management.

From 1993 to 1997, Mr. Rifai was actively involved in policymaking and developing trade and investment strategies, initially in his capacity as Director of Jordan's Economic Mission to Washington DC promoting trade, investment and economic relations between Jordan and the USA. In 1995 he became the Director General of the newly established Investment Promotion Corporation, responsible for developing and implementing policies aiming at attracting Foreign Direct Investment into Jordan.

From 1973 to 1993 Mr. Rifai was involved in research, teaching and practicing Architecture and Urban Design in Jordan and the United States. He was a professor of Architecture at the University of Jordan and taught several courses in Philadelphia, Chicago and Cambridge. As an architect, he won several international competitions and supervised numerous projects, particularly in the rehabilitation of old urban centres.

Mr. Rifai received his PhD in Urban Design and Regional Planning from the University of Pennsylvania in Philadelphia in 1983, his Master's degree in Engineering and Architecture from the Illinois Institute of Technology (IIT) in Chicago in 1979, and his BSc in Architectural Engineering from the University of Cairo in Egypt in 1973.

Mr. Rifai, a Jordanian national born in 1949, has travelled and lectured extensively, and received several distinguished decorations including one of Jordan's highest medals for public service, Al Kawkab, as well as several high-level decorations from France, Italy and many other countries.

B. Experience and skills

- Mr. Rifai's background combines solid political experience and technical knowledge in the field of tourism, as well as experience in the work and functioning of international organizations. His background also provides him with extensive economic, business and academic experience.
- Throughout his professional career, Mr. Rifai has been a reformer and a consensus builder: two important qualities in effecting sustainable change. His ability to introduce fresh thinking and to work closely with people in order to ensure buy-in and to achieve enduring reforms is evident in all his endeavours, notably, restructuring the Jordan Television Network, privatizing the Jordan Cement Company and introducing fresh thinking to the UNWTO where he was the principal author of the "White Paper", a blueprint for reform in 2009.



Name: Yasuto Kwarabayashi

Date of birth: February 18, 1965

Education:

March 1987

B.A. from the Faculty of Law, University of Tokyo

June 1993

M.B.A. from Columbia University, USA.

Job experience:

June 2016 – present

Vice Commissioner, Japan Tourism Agency, Ministry of Land, Infrastructure, Transport and Tourism (MLIT)

July 2015

Director, Budget and Accounts Division, Minister's Secretariat, MLIT

January 2013

Director, Passenger Transport Division, Road Transport Bureau, MLIT

July 2011

Director, Coastal Shipping Division, Maritime Bureau, MLIT

July 2009

Director, International Exchange Promotion Division, Japan Tourism Agency, MLIT

July 2007

Director, Financial Affairs Division, Railway Bureau, MLIT

July 2006

Director, Railway Planning Office, General Affairs Division, Railway Bureau, MLIT

May 2003

First Secretary, Permanent Delegation of Japan to the Organisation for Economic Co-operation and Development (OECD)

May 1998

Deputy Director, International Air Transport Division, Administration Department, Civil Aviation Bureau, former Ministry of Transport (MOT)

September 1995

Director, Transport Policy Division, Planning and Coordination Department, Iwate Prefecture

January 1995

Head of Hijack-Prevention Office, General Affairs Division, Administration Department, Civil Aviation Bureau, MOT

June 1991

Government-sponsored graduate study at Columbia University

April 1987

Entered the Ministry of Transport and was assigned to the Administration Division, Ports and Harbours Bureau, MOT

Dr. Tobias Luthé
Curriculum Vitae

Date of birth: 16.08.1975
Citizenship: German (Swiss resident)
Triemlistrasse 17
CH-8047 Zürich
Tel. +41 76 5686442

HTW Chur - ETH Zurich - USI Lugano - Uni Freiburg



ACADEMIC POSITIONS & CAREER

Professor for Sustainability Science. Department “Living Environment” (Regional Economic Development, Architecture, Tourism), University of Applied Sciences HTW Chur, CH. 2011-present.

Lecturer:

Engineering Design and Computing Laboratory. ETH Zürich, Since 2016.
Institute for Economic Research, University of Switzerland (USI) Lugano. Since 2015.
University of Freiburg, Centre for Key Qualifications, Germany. 2005-present.

Director of Research. Institute for Tourism and Leisure, University of Applied Sciences HTW Chur, CH. 2012-2015.

Senior Researcher and Senior Lecturer in sustainability science. Institute for Tourism and Leisure, HTW Chur, CH. 2009 – 2011.

Postdoctoral Researcher, University of Chambéry, Institut de la Montagne, France. 2008 – 2009.

ACADEMIC EDUCATION

Ph.D. in Environmental Sciences, Institute for Outdoor Sports and Environmental Sciences, German Sport University DSHS Cologne, Germany. Advisors Prof. Dr. R. Roth and Prof. Dr. em. H. Elsasser (University of Zurich, Economic Geography). 2005-2009. Dissertation (18.02.2009): Vulnerability to global change and sustainable adaptation of Alpine tourism.

M. A. in Education and Communication on Sustainable Development, University of Rostock, Germany. 2002-2005. Thesis: Sustainability Leadership Training: Development and Evaluation of a University teaching concept on sustainable development.

M. Sc. in Forest- and Environmental Sciences, Major Environmental Economics, specializing in life cycle design and the built environment. University of Freiburg, Germany. 1999-2001. Thesis: Life Cycle Analysis (LCA) of engineered timber products for the use in passive solar buildings (German Diplom).

B. Sc. in Forest Sciences, University of Freiburg, Germany (1997-1999) (German Vordiplom).

EXCHANGES & SCHOLARSHIPS

Visiting scholar at the Vancouver Island University, Nanaimo, Vancouver Island, British Columbia, Canada. 2011.

EU Marie Curie scholarship in Sustainability Evaluation in a Transboundary Context. Stockholm Environment Institute. 2010.

Fellow of the 8th OIKOS PhD summer academy “Sustainability, Innovation, Entrepreneurship”, University of St. Gallen. 2007.

Scholarship of the University of California at Berkeley, California, USA, in sustainable architecture and design. 2001/02.

ERASMUS scholarship exchange program with the Universidad de Cordoba, Spain. 1999.

Scholarship of the University of British Columbia (UBC) MKRF, Vancouver, Canada. 1996/97.

ORGANIZATION AND LEAD OF CONFERENCES (selection)

Leading an interactive session „The revival of resilient mountain communities: What constitutes a new model of “Alpine urbanism” or “live-work-play” in the Alps? The successful story of Ostana, Piedmont, Italy.” AlpWeek, Grassau, Germany.

3rd SMTA (Sustainable Mountain Tourism Alliance) Symposium, January 2017, Ostana, I, on tourism and the circular economy

2nd SMTA (Sustainable Mountain Tourism Alliance) Symposium, January 2016, Chamonix, FR (30+ participants, virtual participation)

1st SMTA Symposium, January 2015, Chur, CH (70+ participants, three days, international key note speakers, field visits)

Session on “Systems Thinking and Responsible Management Education”, 1st PRME (Principles of Responsible Management Education) Conference, University of Applied Sciences HTW Chur, 2014 (10 session participants with speed talks and workshops as part of a 100+ people conference)

Annual tourism conference from 2011-2015, Institute for Tourism, University of Applied Sciences HTW Chur, CH (100+ participants, speed talk format and workshops)

REVIEWS FOR ACADEMIC JOURNALS AND FUNDING AGENCIES

Regional Environmental Change, Global Environmental Change, Climatic Change, Ecology & Society, Sustainability Science, Ecological Economics, GAIA, Journal of Industrial Ecology, Local Environment, Futures; Research cluster ‘Fit for Change’, Bavarian State Ministry of Science and Education, Polish Research Council, Norwegian Research Council, Swiss National Science Foundation

AFFILIATIONS, MEMBERSHIP ON SCIENTIFIC BOARDS & ORGANISATIONS

International Passive House Association (iPHA)
Expert and evaluator, resilience research cluster 'Fit for Change', Bavarian State Ministry of Science and Communication
Program on Ecosystems Change and Society (PECS), Stockholm Resilience Center
Scientific Commission of the Parc Adula Nationalpark project, Switzerland
Institute of Advanced Sustainability Science, Technical University Munich
International Expert Group on Earth System Preservation, TUM Munich
Sustainability Transitions Research Network (STRN)
Sustainable Mountain Tourism Alliance (co-founder and vice-president)
European Outdoor Group, Sustainability Working Group
Advisory Board of GreenRoomVoice, an EcoTransparency Tool for the global outdoor products industry
Co-founding member of the Sustainability Commission of the University of Applied Sciences HTW Chur, CH (2012-2015)
Research Commission of the University of Applied Sciences HTW Chur, CH
Sustainability Commission of the University of Freiburg, Germany (2003-2007)

PROFESSIONAL EXPERIENCE & CAREER

Founding director of the MonViso Institute, an Alpine hub and real-world laboratory for research, education and entrepreneurship in sustainability transformations and social-ecological design, situated in the Italian Piedmont Alps (since 2015, www.monviso-institute.org).

Founder and systemic designer of the Grown – Outdoor Creativity Lab (since 2007). Grown is an eco-entrepreneurial business to design and build the most sustainable skis and related outdoor products, and to offer outdoor adventures combining science communication with outdoor sports in wild places (since 2012).

Sustainability Manager & Head of Environmental Affairs of the German Ski Federation (DSV), Munich, Germany. 2003-2008.

Trainee in Sustainable Investment Research, Renewable Energies Invest. Private Bank Sarasin, Basel, Switzerland. 2003.

Business consultant in the wood product industry. Applikatio Consultancy, Freiburg, Germany. 2002.

Whole Systems Design of the Swall Institute, a sustainably designed work&play retreat in the high desert of California (2001, www.swall-institute.org).

Trainee in circular economies at UNDP/ZERI (Zero Emissions Research Initiatives) Geneva, International Environment House and EXPO 2000 in Hannover, Germany. 2000.

Mountain Guide and Sports Teacher (leading mountaineering and expedition trips worldwide since 1998)

PRACTICAL FORMATIONS

International Passive House Consultant (iPHA)
Sports Teacher (German State Ministry for Education)
Guide for ski mountaineering, German Alpine Association (Trainer B Skihochtouren DAV)
Professional ski instructor for Alpine, Telemark and Nordic techniques (staatlich gepruefter Skilehrer (first ever passing on Telemark) DSLV;
Member of the German Telemark Demo Team (2004-2007); Landesskilehrer DSV, Swiss Snow Pro, Professional Ski Instructor of America (PSIA).
Forest and wood worker.
German hunting liscence and many years of experience in wildlife management.


LANGUAGE SKILLS

German (mother tongue)
English (professional)
French (good)
Spanish (basic)
Italian (beginner)

OTHER SKILLS

Design software: CAD (Onhouse, AutoCad, SketchUp Pro, ArchiCad), Adobe InDesign, Illustrator, Fireworks
Maps and geographical software: GIS (OpenGIS), Orthomapping
Photography: Adobe Photoshop, Lightroom, 3D and ortho/aerial photography with drones
Webdesign: html, Adobe Dreamweaver, Wordpress

Zurich, 02.11.17



Profile of Ms. Mayumi Seino



Ms. Mayumi Seino

Gassan Washi –Akari Lampshade Artist

Ms. Mayumi Seino was born in Nishikawa, Yamagata. Her great-grandmother lived in Nishikawa and made Gassan washi paper, a craft particular to the snowy area, so it has always been something personal for her. After working for a company in Tokyo, she started crafting lights using the Gassan washi paper at Gassan-Shizu's Sendaiya Hot Spring inn. Not only are her works exhibited for sale in Sendaiya, they are also displayed during Gassan-Shizu Hot Spring's "Yuki-Hatago-no-Akari" (an event reproducing an old inn village with snow) and light-making workshops. All of these efforts help spread the charm and uniqueness of the Gassan washi paper, even garnering customers from abroad, and help revitalize the region.

Tadashi Iori

Secretary-General, International Alliance of Sports Yukigassen (snowball battle)



Born in Hokkaido in 1965. After working for a travel agency, he got a job at the Sobetsu town office in 2000 where encountered sports Yukigassen. Joined the Executive Committee that operated Showa-Shinzan International Yukigassen Executive Committee and afterward serving as Director and Supervisor.

When IAY (International Alliance of sports Yukigassen) that consisted of association of Yukigassen across Japan in 2013, he took office as the first Secretary-General and has been promoting Sport Yukigassen with both domestic and international related association and enthusiasts since then.

"Sports Yukigassen" which will be introduced at this conference is a winter sports developed by local community with 2,600 populations, in the mountain village called "Sobetsu-cho" in Hokkaido. In 1987, the community came up with an idea making Yukigassen into sports, which was an originally activity for children, by developing international rules and specialized competition equipment (such as snowball making machine and dedicated helmet).

In 1988, the world's first sports Yukigassen competition " Showa-Shinzan International Yukigassen " and this has continued to be held in every February as the world's premier event (World Championship*) contending for the championship. On the other hand, the sports Yukigassen has evaluated as a characteristics of entertainment that can be enjoyed easily when snow is available; high competitive nature that requiring physical abilities, intelligence, team work; in addition to the environmentally friendly sports that can fully utilize natural snow. YUKIGASSEN competitions are held in 11 countries as well as in Japan under the same rules, equipments and names.

一般社団法人国際雪合戦連合
庵 匡

1965年に北海道で生まれ、旅行会社勤務を経て2000年に壮瞥町役場に転職し、そこでスポーツ雪合戦に出会う。2003年に昭和新山国際雪合戦を運営する実行委員会(※5)に入り、その後、事務局長(※6)、統括(※7)などの役員を歴任。2013年に各国雪合戦連盟で構成する「一般社団法人国際雪合戦連合(※8)」が創設されると、初代専務理事(※9)に就任し、現在も国内、海外の連盟・愛好者と力を合わせてスポーツ雪合戦の普及活動に取り組んでいる。

今回紹介する「スポーツ雪合戦(※1)」は、人口わずか2,600人の北海道の山村「壮瞥町」の町民たちが考案したウィンタースポーツであり、1987年、それまで単なる雪国の子どもの遊びだった「雪合戦」を、国際ルールや専用の競技用具(雪球製造器(※2)や専用ヘルメットなど)を開発することでスポーツに進化させた。

1988年には世界初のスポーツ雪合戦の大会「昭和新山国際雪合戦(※3)」を開催し、現在もチャンピオンを争う世界最高峰の大会(世界選手権(※4))として毎年2月に開催している。その一方でスポーツ雪合戦は、雪さえあれば気軽に楽しめる娯楽性、身体能力・知力・チームワークが求められる高い競技性、そして自然に降る雪をフルに活用した環境に優しいスポーツ、などの特性が評価され、国内各地はもとより、海外11か国でも同じルール・用具・名称によるYUKIGASSEN大会・イベントが行われている。

Mr. Masayuki Okuda



In 2000, Mr. Okuda opened an Italian restaurant, *Al-ché-cciano*, which uses seasonal local ingredients from Tsuruoka City in Yamagata Prefecture. He offers a menu of dishes that allows diners to feel close to the local growers who brought these ingredients into being. In 2004, Mr. Okuda was appointed and remains a goodwill ambassador of *Shonai: Food Capital*, an initiative which brings Shonai's food and ingredients to all of Japan. In 2014, he contributed to Tsuruoka's certification as a UNESCO Creative City for its Gastronomic Culture. Outside of Japan, Mr. Okuda has worked to bring food from Tsuruoka, Yamagata Prefecture and Japan to the world, such as acting as a cooking supervisor at *Japan Night 2012* in Davos, Switzerland, and cooking as an advisor on gastronomic culture from Yamagata and Tsuruoka City at the 2015 World Exposition in Milano, Italy. In 2017, his book *Tabemono Jikan* was awarded the grand prize in the Culinary Heritage Section of the 2017 Gourmand World Cookbook Awards.

Nobuyuki Sato



Academic Background

March 1976 Graduated from Nihon University,
College of Law

Professional Background

March 1976 Employed at Japanese Inn KOYO
as Managing Director

May 1982 Assumed role of Executive Director at KOYO

May 1993 Assumed role of Representative Director at KOYO

May 1993 Founded Clean Service Co., Ltd, assumed role of Company President

May 2017 Assumed role of Chair of the Board at KOYO

May 2017 Assumed role of Managing Director at CS Corporation, Inc.

Main Background of Awards

2009 National Environmental Health Association Council Chairperson's Commendation

2009 Tohoku District Transport Bureau Director's Commendation

2010 Ministry of Health, Labour and Welfare's Commendation

2011 Medal with Blue Ribbon

Current Position

- Chair of the Board of Japanese Inn KOYO
- Managing Director of CS Corporation, Inc.
- Standing Advisor of All Japan Ryokan Hotel Association
- Administrative Director of the Yamagata Prefectural Ryokan Hotel Association
- Chair of the Board of the Yamagata Prefectural Environmental Health Association Conference
- Deputy Chair of the Yamagata Prefectural Tourism and Products Association

Items of Special Note

Japanese Inn KOYO has, for 47 continuous years, been selected as amongst the top 10 for the "Top 100 Hotels and Inns as Selected by Professionals" list, voted upon by travel companies nationwide. In 2017, it achieved fifth place.

Ross Findlay

NAC Niseko Adventure Centre CEO & Founder

ロス・フィンドレー

NAC ニセコアドベンチャーセンター 代表取締役・創設者



Graduated from Canberra University Australia Sports Study in Australia.

And established NAC Niseko Adventure Center on March, 1995 to provide activities throughout the year, including rafting. As well as experience as a ski instructor/guide, sports tester, fitness programmer, sports coordinator for disabled people around the world, he is working aggressively on various sports such as football, karate, swimming, land, ski, kayak, road bike as hobbies. By trying for bringing out the charm of the region through outdoor activities making full use of the field of Hokkaido and leading to the revitalization of the region, he continue discovering “fun” constantly with a new perspective. In 2004, with the achievement which brought a great influence on the summer tourism scene of Niseko, he was designated officially as the first foreigner of 100 tourism charisma selected by the Ministry of Land, Infrastructure and Transport. He has also served as a number of other committee members and is sending a new vision to the region.

オーストラリア・キャンベラ大学スポーツスタディ卒業。1995年3月にラフティングを含む、通年を通じたアクティビティを提供するNACニセコアドベンチャーセンターを設立。

世界各国でのスキーインストラクター/ガイド、スポーツテスター、フィットネスプログラマー、身体障害者のためのスポーツコーディネーターとしての経験だけでなく、趣味でもサッカー、空手、水泳、陸上、スキー、カヤック、ロードバイクなど様々なスポーツに積極的に取り組んでいる。北海道の土地を活かしたアウトドアアクティビティを通して地域の魅力を引き出し、また地域の活性化につながればとの思いで常に新しい視点で「楽しさ」を発掘しつづけている。2004年にはニセコの夏の観光シーンに多大な影響をもたらした功績が認められ、国土交通省より外国人で初めて観光カリスマ百選に認定された。他にも多数の委員を務め、地域に新しいビジョンを送り込んでいる。

Dr. Guihai Zhang



President of Heilongjiang Province Institute of Ice & Snow Industries

Dr. Guihai Zhang, President of Heilongjiang Province Institute of Ice & Snow Industries, is one of the first experts and practitioners specialized in snow industry in China. He has done a lot of studies relating to snow culture, snow economy, snow tourism and snow sports activities for many years. Dr. Zhang has issued many papers on snow industry in China, and been involved in the planning on snow tourism and sports industries for many related provincial departments.

As an assistant professor as well, he is an adviser for many cities and provinces, e.g. Harbin, Yichun, Altay, Jilin, Zhangjiakou, Shanxi and Heilongjiang provinces, and Xizang Autonomous Region.

M. Pascal Roux
PRESIDENT OF MDP CONSULTING



After securing the function of Business Engineer, he managed multiple medium-size companies always with the overall objective of a distinction and an organizational innovation in companies. In 2010, Pascal acquired MDP Consulting and became its President. He brings all his passion to confirm the uniqueness of the Cabinet and to bring its customers the assurance of special consideration and professional. He anchors the complementary components of competence Tourism Engineering and urban Planning. In 2011, MDP became an Affiliate Member of the World Tourism Organization. MDP Consulting has now an international dimension and reputation allowing the firm to broaden its thinking. Tourism economies make the territories to grow with their own rooted features. Pascal's passion is to reveal and enhance those ones.

Pascal is regularly invited to participate in lectures, workshops and conferences throughout the world with a focus on innovation planning, and how organizations and ideas impact destinations.

Pascal spent his entire life in the French Alps mountains where tourism economy conveys so much to people, being the first winter destination worldwide. Pascal has worked throughout the world destinations and understands multicultural views and models. He is a native French and speaks English.

Date Miwako

MORI TRUST CO., LTD

MORI TRUST HOTELS&RESORTS CO., LTD

President & CEO



Ms Date has been the CEO and president of Mori Trust Corporation since June 2016, after joining the company in 1998 with experience of working at a consulting firm. She is also CEO and President of Mori Trust Hotels & Resorts since 2011, while holding the position on the board of a number of organizations such as manager of KEIZAI DOYUKAI, commissioner of Tokyo Building Owners and Managers Association, and commissioner of Japan Hotel Association.

Ms Date holds a bachelor's degree from University of Sacred Heart, Tokyo, and a master's degree from Keio University.

伊達 美和子

森トラスト株式会社 代表取締役社長

森トラスト・ホテルズ&リゾーツ株式会社 代表取締役社長

東京都出身。聖心女子大学卒業、慶應義塾大学大学院修了。

総合コンサルティング会社勤務を経て、1998年森トラスト入社。

2011年には森トラスト・ホテルズ&リゾーツ社長に就任。

2016年6月から現職となり、森トラスト代表取締役社長を務める傍ら、

公益社団法人経済同友会幹事・一般社団法人東京ビルディング協会理事・一般社団法人

日本ホテル協会理事など数々の団体役員を務める。

Mr. Kazuhiko KOSHIKAWA



Mr. Kazuhiko Koshikawa became the Executive Senior Vice President of the Japan International Cooperation Agency on May 23, 2016. Before taking this position, Mr. Koshikawa served as Ambassador to Spain between September 2014 and April 2016.

Mr. Koshikawa's previous career includes the Deputy Vice-Minister at the Ministry of Foreign Affairs of Japan (September 2012 - August 2014), Director-General for International Cooperation Bureau (September 2011 - August 2012), and Japanese Ambassador to Angola (August 2008 - August 2011).

Previously, Mr. Koshikawa was the Deputy Vice Minister for International Affairs in the Ministry of Finance (August 2006 - July 2008). He also served as the Deputy Press Secretary for the Prime Minister Yoshihiro Mori and Junichiro Koizumi (2000 – 2001) in the Prime Minister's office.

As career member of the Senior Foreign Service, he was the Deputy-Consul General in New York (July 2001 - July 2004). At the Ministry of Foreign Affairs in Tokyo, he served as the Director of Economic Policy Division, Economic Affairs Bureau (August 2004 – July 2006), Director of South America, Director of Central America and Caribbean region (August 1997- March 1999).

Born in 1956 in Chiba Prefecture, Japan, Mr. Koshikawa graduated from the Faculty of Law of the Hitotsubashi University in Tokyo in March 1980.

Curriculum Vitae

Snow Country Tourism Zone



Tomohiro Iguchi

Born in Yuzawa Town, Minamiuonuma-gun, Niigata Prefecture in 1973. Graduated from Eastern Washington University in Bachelor of arts in Business Administration (BBA)

Took over his family business, Japanese inn, as the fourth generation and renovated the inn as “Echigo Yuzawa HATAGO Isen” in 2005. Launched “Snow Country Tourism Zone” that consisted of seven municipalities in 2008, and committed to managing the organization. Also, served as a committee member of the Tourism Industry Review Conference that organized by the Japan Tourism Agency. Reorganized the “Snow Country Tourism Zone” as general incorporated association in 2013, and has been serving as Representative Director since then. Continued to playing a key role in the wide-area tourism business, such as tourism quality standards, human resource education, CSR project. Published a book called “Yukimaroge Management Theory” in 2013.

井口智裕（いぐちともひろ）1973 年新潟県南魚沼郡湯沢町生まれ。Eastern Washington University 経営学部マーケティング科卒業。旅館の4代目として家業を継ぎ、2005 年「越後湯沢HATAGO井仙」をリニューアル。2008 年に周辺7市町村で構成する「雪国観光圏」をプランナーとして立ち上げ、運営に尽力し、観光庁の観光産業検討会議の委員も務める。2013 年一般社団法人雪国観光圏を設立し、代表理事に就任。観光品質基準、人材教育、CSR事業など広域観光圏事業を中核的に推進している。著書に『ユキマロゲ経営理論』。



Karmen Mentil, Austria

Born in Austria, Master's degree in Tourism and Leisure Time Management, Self employed tourism consultant since 1997, with the consultancy ÖAR Regional Consultants, Austria, Vienna.

Karmen Mentil focusses on projects for sustainable tourism development and regional development programmes: international project management, trainings, design and realisation of thematic conferences and media trips, marketing.

Since its foundation in 2006 Karmen Mentil is director of the association "Alpine Pearls". **Alpine Pearls** is the network of 25 alpine communities that offer green travels and comfortable ways to enjoy holidays in an environmentally conscious fashion: The so-called "Pearls of the Alps" offer climate protection and nature conservation via soft mobility during the holidays.

Alpine Pearls promotes sustainable tourism with environmentally-friendly mobility. The association's members profit from the joint market activities and form a strong European tourism brand. The activities include e.g. joint marketing activities, mutual media relations, production of joint advertising media, co-operation with partners, events and public relations, etc.

Contact:

Management Alpine Pearls | Karmen Mentil

Weng 42 | A-5453 Werfenweng | AUSTRIA

Mail: karmen@alpine-pearls.com | www.alpine-pearls.com