

From Founding Editor-in-Chief

The Rugby World Cup 2019 was held in October of this year for the first time in Japan and it was an exciting Cup. The 1st World Cup was held in New Zealand and Australia in 1987 and it has been held every four years since then. Many foreign people visited Japan to watch the rugby matches and had a good impression of Japan (for example, Japanese culture, history and hospitality). If this trend continues, foreign visitors will increase in 2020, and one of the key performance indicators (KPI) that the number of inbound tourists reaches 40 million, will be almost achieved. The Rugby World Cup was held in Hokkaido, Iwate and Oita Prefectures in addition to Tokyo and Osaka and there were twelve venues. There were many spectators. The exchange among players, supporters and local residents was promoted greatly due to the unique hospitality (*'omotenashi'* in Japanese) of the venue. Japanese children performed 'War Cry' called 'Haka' of the New Zealand team and Japanese rugby spectators sang the national anthem of opponents. The spectators implemented various kinds of hospitalities as Japanese. It was famous the War Cries of four teams of the Pacific Islands located in the southern hemisphere (New Zealand, Samoa, Fiji, and Tonga), and the Rugby World Cup 2019 became a big sports exchange (sports tourism). This people-interaction will be handed over in the Tokyo Olympics and Paralympics 2020 and inbound tourists will visit many Japanese rural areas. It is a good trend and an economic ripple effect in the area will be increased. It is important to hold the international events continuously for constructing a tourism nation.

Now, international academic conferences, which is one of MICE (Meeting, Incentive, Conference (Convention), Exhibition (Event)), are also important in Japan as well as sports events. The international conference on tourism is not held absolutely in Japan in spite of being a tourism nation, namely there is also unlimited potential in Japan. International meetings and conferences are indispensable to develop the tourism industry continuously not only in Japan but also Asia, because the development has to be based on theory and analysis.

The publication of this journal is supported by the International Society for Tourism Research (ISTR). ISTR will hold an international conference on tourism for the first time as a co-organizer in Okinawa. We hope that readers and practitioners in addition to academicians and the editors participate in the conference and present research results. Additionally, the participants could discuss about various kinds of tourism strategies and find the clue for tourism development.

It is decided that the branch of North East of China Office is established, and Prof. Ding Wei (Dalian Polytechnic University) is formally inaugurated as Editorial Director of the branch. Prof. Ding Wei is serving as the Vice Dean of Faculty of Foreign Language. Dalian Polytechnic University is one of central core universities in Liaoning of China and is achieving important research results especially in the fields of design and food science. The population of Dalian is about six million and there are many university students studying Japanese compared to other provinces. Many Japanese companies have also entered Dalian. The city is a leading pro-Japanese city in China. It is necessary that this journal takes a firm status in Asia and contributes to the tourism industry in each country. Also for that, the establishment of a branch office (Editorial Director) is essential in each region. ISTR is going to propose many events to contribute to researchers from now on.

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Takashi Oyabu
Founding Editor-in-Chief

Information on International Conferences
SEAMA 2020
Islands Tourism & Hospitality Management
March 6-7, 2020

The conference's aim is for domestic and foreign researchers and experts to meet together, and present research (or case study) results, in order to contribute to the development of tourism and hospitality management in island areas. Recently, there are some societies for tourism and hospitality in Japan and the society members mostly consist of domestic members. Researcher's interaction is important to develop the society and tourism industry now. Okinawa Prefecture is one of the representative island areas in Japan and has many tourism resources. The culture is greatly different from other Japanese areas. It is thought that the conference can contribute to the further development of the area by integrating knowledge gained in the conference.

Conference venue

- University of the Ryukyus
(Senbaru 1, Nishi-haracyo, Naka-kamigun, Okinawa Pref.
903-0213, Japan)

Period

- March 6-March 7, 2020 (10:00-17:00 on both days)

Conference chairperson

- Prof. Shunsaku Hashimoto (Faculty of Global and Regional Studies, University of the Ryukyus)

Conference secretariat

- Dr. Hiroshi Ikeda (istr@union-services.com), Publishing Director of International Society for Tourism Research (ISTR) (1-6, Uehommachi-Nishi 5 chome, Chuo-ku, Osaka, 542-0062 Japan)

Keynote speech

- March 6 in the morning: two presentations (planned)
- March 7 in the morning: two presentations (planned)

Panel discussion

- March 6, 15:30 to 17:00 and March 7, 15:30 to 17:00

Oral presentation

- March 6, 13:00 to 15:00 and March 7, 13:00 to 15:00
- Each presentation time is 25 minutes (including question-and-answer 5 minutes)

Poster presentation

- March 6, 11:50 to 12:50 and March 7, 11:50 to 12:50

Language

- English

Registration fee

- Regular JPY 20,000 (or USD 200), Student JPY 10,000 (or USD 100)
- ISTR editorial member JPY 10,000
- Registration fee includes the conference proceeding and lunches (welcome reception fee is necessary 5,000 yen in addition to the registration fee).

Abstract submission and registration

- Abstract is within 300 words and send it to Dr. Ikeda until January 10, 2020 (Fee payment should be in advance).

- Abstracts should clearly state the purpose, results and conclusions of the work.

Application for participation through e-mail

- To Dr. Hiroshi Ikeda, istr@union-services.com, telephone +81-6-6763-5431, telefax +81-6-6763-5463

Guest speaker

- Some guests are arranged as keynote speakers.

Paper submission to *Journal of Global Tourism Research (JGTR)*

- The presented papers could be published in JGTR through simple review process after the conference if the presenter wishes (refer to <http://www.union-services.com/istr/journal.html>). The cost is about 50,000 yen (within 6 pages).

Organizer

- Islands Tourism & Hospitality Management Association

Co-organizer

- Tourism and Hospitality Educators Researchers Association of Asia, Tourism Business and Research Association of Japan, Tourism Business Studies Association, Fu-Jen Catholic University, International Society for Tourism Research

Sponsorship

- Maeda Corporation, Union Press, Okinawa Convention & Visitors Bureau, Pingtun Tourism Association and some companies in Okinawa Prefecture