

Program on Interpretation 2021

Possibilities of Non-Personal Interpretation -Storytelling in the digital age-

Date

1 December 2021

Time

15:00-18:30 (JST,WIT)

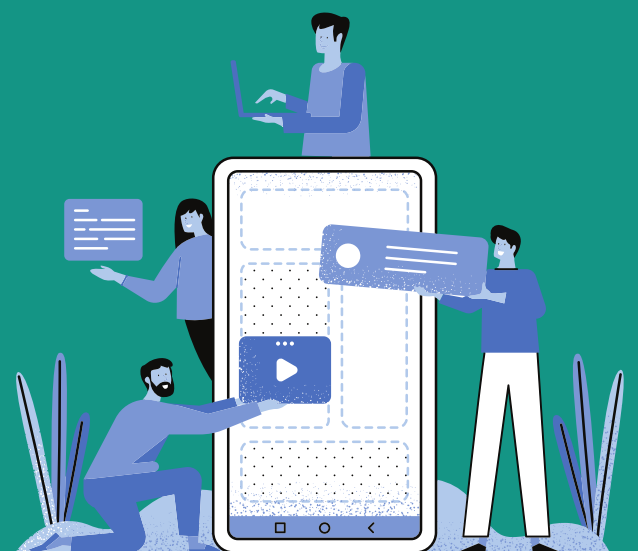
13:00-16:30 (ICT,WIB)

14:00-17:30 (BNT, MYT, PST, SGT,WITA)

12:30-16:00 (MMT)

Language

English



Organizer

ASEAN-JAPAN CENTRE

Website: www.asean.or.jp/en/

Inquiry : Ms. Nagaoka / Tourism & Exchange Cluster
(info_to@asean.or.jp)

Register here!

<https://bit.ly/3c0bYFc>



Program

Opening Remark

Speaker: Kunihiko Hirabayashi, Secretary General, ASEAN-Japan Centre

Keynote Speech

The Way Forward: the Outlook of Post-Pandemic Tourism

Speaker: Keisuke Murayama, Founder and CEO, Yamatogokoro Inc.

The tourism industry around the world is beginning to see a glimmer of hope for a recovery after facing tremendous challenges caused by the surge of Covid-19. More than a year into the pandemic, it has also created some changes that may shift the values of tourism to the area, and the way of interaction between tourists and local communities in the days ahead. We will take this opportunity to review the crucial changes that occurred during the pandemic and assess the future direction of the tourism industry to better navigate the shift and adjust ourselves.

Keywords: Sustainable tourism / Value-added improvement / Productivity improvement / Safety and security (non-contact) / Tourism and DX (Digital Transformation)

Topic 1

Learning from examples: Non-personal Interpretation Services from Japan and Overseas

Speaker: Keisuke Murayama, Founder and CEO, Yamatogokoro Inc.

This session systematically organizes various methods of non-personal interpretation and explains advanced approaches based on examples from Japan and overseas.

Topic 2

Introduction of Latest Technologies for Non-Personal Interpretation in Japan

1) Nippon Gallery / TOPPAN INC.

Experiential Tourism Based on Printing Technologies.

Introduction to "A method for communicating Japanese culture through VR, 4K expressions"

2) QR Translator / PIJIN Co., Ltd.

QR Translator is the first patented cloud service to offer an easy solution for multilingual contents. From one QR code, users will be directed to the content in an optimal language based on the setting of their devices. There is no need to create different links for different languages and the service is available in 39 languages.

Topic 3

“Making Every Destination a Museum-like Experience”

-Our audio guide helps to enjoy the trip with your senses-

Speaker: Yuki Naruse, Founder & CEO, ON THE TRIP

Since the launch of the company, ON THE TRIP has been proposing various ways to communicate local attractions of cultural assets and facilities such as temples and museums. The service has contributed to the increase of sales and profits while minimizing the burden on the facilities. In this session, its founder will talk about his methods of how to attract tourists and how to create contents to attract more visitors.