

# International ONSEN Summit Oita Prefecture, Japan Report



**Dates: May 25 (Fri) - 27 (Sun), 2018**

**Location: Beppu International Convention Center (B-Con Plaza)**

**Organizer: International ONSEN Summit Organization Board Committee  
(Chairman: Governor of Oita Prefecture)**

# Greetings

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## **Katsusada Hirose, Governor of Oita Prefecture**

Chairman of the International  
ONSEN Summit Organization  
Board Committee

The International ONSEN Summit was convened based on the expectation that getting people from around the world to begin using ONSEN and understand its charm will lead to the further development of the world's ONSEN areas. Leaders from ONSEN areas in 17 regions in 16 countries around the world were welcomed to the Summit, where they were joined to more than 1,000 representatives of municipalities that are home to ONSEN in Japan and other related organizations, making for a very fruitful international conference.

Based on a theme of the "Possibility of Regional Development by Worldwide ONSEN Locations: Diverse Ways to Utilize Local Resources Connected with ONSEN," the Summit was divided into three areas: Tourism; Medical, Health & Beauty; and Energy. In addition to sharing examples of best practice in utilizing ONSEN culture and ONSEN resources nurtured in each region, there was also lively discussion on new possibilities for ONSEN. The results of these discussions have been summarized in the Summit Declaration.

During the summit, presentations were made by leaders from ONSEN areas around the world on the wide-ranging ways to utilize ONSEN in each of the three areas. The summit was covered not only by Japanese media, but by media from six overseas countries too. The appeal of ONSEN as a blessing of the Earth was communicated both in Japan and overseas, and I believe this coverage has furthered people's understanding and use of ONSEN.

Various thought-provoking suggestions were also put forward for issues related to ONSEN areas.

It is my hope that incorporating and giving shape to these suggestions at each ONSEN area will lead to further revitalization of the world's ONSEN areas. In addition, it is also my hope that, for the development of ONSEN areas, this Summit will continue to be held as a forum for discussion and information exchange by the world's ONSEN areas.

In closing, as host of the world's first International ONSEN Summit, I would like to express my sincere appreciation to the leaders from ONSEN areas around the world for participating in the summit and for endorsing its intent, as well as to representatives of national bodies, relevant organizations and student volunteers for their cooperation in the Summit.

I am delighted that the world's first International ONSEN Summit was able to be held here in Beppu, where we could welcome leaders of ONSEN areas from around the world to this momentous event.

The Summit turned out to be a fruitful international conference, with participants engaging in lively discussion in the three areas of Tourism; Medical, Health & Beauty; and Energy. "Sustainable" was the keyword that popped up most in discussion, and going forward, will be of great significance. Recognizing that ONSEN are a limited resource, in order for ONSEN towns to achieve sustainable development, we must keep a balance between the utilization and protection of ONSEN resources.

In addition to leading to further development of the world's ONSEN areas, my hope for the Summit is that it can continue to be held in other places around the world, allowing for further discussion on the possibilities of ONSEN.

Beppu is a cosmopolitan city, with close to 3,300 international students living here. I feel proud that Summit participants involved in ONSEN in Japan and overseas could enjoy the ONSEN vibe and local hospitality Beppu has to offer in the excursions around the city.

Looking forward, we will continue to refine the hospitality that only Beppu can offer so that people the world over will feel inspired when they visit.

In closing, I would like to extend my sincere thanks to the leaders of ONSEN areas in Japan and around the world for participating in the summit, to the many officials for their support and cooperation in hosting the Summit, as well as to all the student volunteers for their enthusiastic cooperation.



## **Yasuhiro Nagano, Mayor of Beppu City**

Vice Chairman of the International  
ONSEN Summit Organization  
Board Committee

## Table of Contents

### 1. Outline of the International ONSEN Summit

Overview .....	2
Program .....	3

### 2. Summit Report

International ONSEN Summit Plenary Session .....	4-17
• Agenda .....	4
• Organizer & Guest Greetings .....	5-6
• Introduction Speech from Overseas Participants (Representing 17 Regions in 16 Countries) ...	7-11
• Keynote Speech .....	12-14
• Case Study Speeches (1) – (3) .....	15-17
Working Groups (1) – (3) .....	18-23
Summit Declaration .....	24-25
Press Conference .....	26-27
Welcome Reception for the International ONSEN Summit & 3rd Japan ONSEN Summit ...	28-29
Standing Buffet .....	30
Farewell Dinner .....	31-32
Excursion .....	33-36
Courtesy Calls .....	37
3rd Japan ONSEN Summit .....	38-39

### 3. Related Events

International ONSEN Tourism & Products Exhibition .....	40
ONSEN & Gastronomy Walking Tour .....	41

### 4. Management Materials

PR & Awareness-Raising .....	42-43
Media Reports (Japan) (Overseas) .....	44-46
Student Volunteers & Staff Support .....	47-49

### 5. Data

Organization Board Committee, etc. ....	50-52
Collaborating Organizations .....	53
Sponsorship .....	54

# 1. Outline of the International ONSEN Summit



The International ONSEN Summit is the world's first international conference on ONSEN where participants exchange information and engage in discussion on the use of ONSEN resources and the potential for regional development. Participants in the Summit included leaders and researchers from ONSEN areas in Japan and around the world. Following a keynote speech and case study speeches, more in-depth discussion in three distinct areas was had by separate working groups, and as a final result of that debate, the International ONSEN Summit Declaration was adopted.

<b>Summit dates</b>	May 25 (Fri) – 27 (Sun), 2018
<b>Location</b>	Beppu City, Oita Prefecture Beppu International Convention Center (B-Con Plaza)
<b>Organizer</b>	<b>International ONSEN Summit Organization Board Committee</b> Chairman Katsusada Hirose (Governor of Oita Prefecture) Vice Chairman Yasuhiro Nagano (Mayor of Beppu City) Vice Chairman Koji Yukishige (President of Tourism Oita (Oita Prefectural Tourism Association)) Auditor Shoji Himeno (Chairman of Oita Association of Corporate Executives) 14 Other Committee Members (see P51 for list of members)
<b>Supporters</b>	Ministry of Economy, Trade and Industry (METI) / Ministry of Land, Infrastructure and Transport (MLIT) / Japan Tourism Agency (JTA) / Ministry of the Environment (MOE) / Ministry of Foreign Affairs (MOFA) / Japan External Trade Organization (JETRO) / Japan National Tourism Organization (JNTO) / Japan Travel and Tourism Association (JTTA) / The Japan Foundation / Japan International Cooperation Agency (JICA)
<b>Theme</b>	Possibility of Regional Development by Worldwide ONSEN Locations: Diverse Ways to Utilize Local Resources Connected with ONSEN
<b>Working Groups</b>	<ul style="list-style-type: none"> <li>◆ <b>Working Group (1) Tourism:</b> New Possibilities of ONSEN Tourism</li> <li>◆ <b>Working Group (2) Medical, Health &amp; Beauty:</b> Vision of ONSEN Use for Healthy Life Expectancy and Healing - From Kur to Wellness -</li> <li>◆ <b>Working Group (3) Energy:</b> Use of ONSEN as a Sustainable Energy Source</li> </ul>
<b>Participating Countries and Regions</b>	<b>17 Regions in 16 Countries (listed in alphabetical order based on United Nations nomenclature)</b> <ol style="list-style-type: none"> <li>1. People's Republic of China: Xianning</li> <li>2. People's Republic of China: Yantai</li> <li>3. Czech Republic: Hodonin</li> <li>4. French Republic: Vichy</li> <li>5. Federal Republic of Germany: Bad Krozingen</li> <li>6. Republic of Hungary: Budapest</li> <li>7. Republic of Iceland: Grindavik (Blue Lagoon)</li> <li>8. Italian Republic: Abano</li> <li>9. Hashemite Kingdom of Jordan: Ma'in</li> <li>10. Mongolia: Bayankhongor Province</li> <li>11. New Zealand: Taupo</li> <li>12. Republic of Korea: Busan</li> <li>13. Kingdom of Spain: Madrid</li> <li>14. Kingdom of Thailand: Chiang Mai Province</li> <li>15. United Kingdom: Bath</li> <li>16. United States of America: Hot Springs (Arkansas)</li> <li>17. Socialist Republic of Viet Nam: Tuyen Quang Province</li> </ol>
<b>Summit in Figures</b>	<p><b>1. Summit Participants: 1,039</b> Participants from overseas: 86 Participants from Japan: 953 (Local Government: 272, Societies and Companies, etc.: 262, other: 419)</p> <p><b>2. Registered Media Representatives: 46</b> Overseas Media: 18 Representatives from 6 Countries (France, Germany, Italy, Spain, United Kingdom, United States) Japanese Media: 28 Representatives from 20 Media Companies</p> <p><b>3. Administrative Staff: 185</b> Prefectural and Municipal Staff: 152 Student Volunteers: 33</p>

## Program

### May 25 (Fri)

14:00–16:30	3rd Japan ONSEN Summit (Organizer: Ministry of the Environment)
17:45–20:00	Welcome Reception for the International ONSEN Summit & 3rd Japan ONSEN Summit

### May 26 (Sat)

9:00-12:00	<p>International ONSEN Summit Plenary Session Organizer Greetings Katsusada Hirose, Governor of Oita Prefecture Chairman of the International ONSEN Summit Organization Board Committee</p> <p>Guest Greetings Masaharu Nakagawa, Minister of the Environment, Japan Introduction Speech from Overseas Participants</p> <p><b>I. Keynote Speech</b> Sustainable Tourism &amp; Possibility of Further Development of Hot Spring Locations in the World [Spain] Yolanda Perdomo, Former Director, UNWTO Affiliate Members Programme</p> <p><b>II. Case Study Speeches</b></p> <p>(1) Tourism Attracting Tourists Utilizing ONSEN Hot Springs in France [France] Jérôme Phelipeau, CEO, Compagnie de Vichy</p> <p>(2) Medical, Health &amp; Beauty Situation of Hot Spring Medical Treatment in Italy and New Vision for Hot Spring Medical Treatment Pursuing Health and Beauty [Italy] Massimo Sabbion, Former Manager, Abano-Montegrotto Hotel Association</p> <p>(3) Energy Energy and Tourism: Multiple Use of Geothermal Power and Resources at Blue Lagoon in Iceland [Iceland] Ása Brynjólfsdóttir, Director of Research and Development, Blue Lagoon Ltd.</p>
12:00-13:00	Lunch Break * Standing Buffet
13:00-16:00	<p><b>III. Working Group Session</b></p> <p>Working Group (1) Tourism Theme: New Possibilities of ONSEN Tourism</p> <p>Working Group (2) Medical, Health &amp; Beauty Theme: Vision of ONSEN Use for Healthy Life Expectancy and Healing - From Kur to Wellness -</p> <p>Working Group (3) Energy Theme: Use of ONSEN as a Sustainable Energy Source</p>
17:00-18:00	Working Group Summary & Summit Declaration
18:10-18:40	Press Conference
19:00-21:00	Farewell Dinner

### May 27 (Sun)

	Excursions
9:30-13:20	(1) Tourism Course (Beppu City)
8:15-13:20	(2) Medical, Health & Beauty Course (Beppu City)
9:30-13:20	(3) Energy Course (Beppu City)
9:00-16:20	(4) ONSEN & Gastronomy Walking Tour Course (Nakatsu City)

#### Related Events

##### International ONSEN Tourism & Products Exhibition

May 26 (Sat) – 27 (Sun), 2018: Convention Hall, B-Con Plaza

Features include booths showcasing the countries and local governments participating in the Summit, booths selling produce from different parts of Japan, refreshments booths, and stage events.

##### ONSEN & Gastronomy Walking Tour

May 26 (Sat) 2018: Beppu, May 27 (Sun): Nakatsu

Walking around these ONSEN areas will take participants along routes of rich nature, history and culture unique to each community. Participants will be able to **savor** the delicious foods and *sake* (rice wines), **soak** in the ONSEN waters, and **experience** the charms of the particular ONSEN areas.

## 2. Summit Report

# International ONSEN Summit Plenary Session

Date: May 26 (Sat), 2018

Location: Philharmonia Hall, B-Con Plaza

### Agenda

## Opening Ceremony

### Introduction of Guests

**Mr. Masaharu Nakagawa**

Minister of the Environment, Japan

**H. E. Mr. Tomas Dub**

Ambassador Extraordinary and Plenipotentiary of Czech Republic

**H. E. Dr. Norbert Palanovics**

Ambassador Extraordinary and Plenipotentiary of Hungary

**Mr. Dambadarjaa Batjargal**

Chargé d'Affaires ad interim of Mongolia

### Introduction of Working Group Coordinators

**Working Group (1) Tourism**

**Ms. Mihoko Kubota**

Associate Professor, Faculty of Business Administration, Asia University

**Working Group (2) Medical, Health & Beauty**

**Mr. Sumito Goda**

Executive Director, Non-Profit Corporation

“The Forum on Thermalism in Japan”

**Working Group (3) Energy**

**Dr. Kasumi Yasukawa**

Deputy Director, Renewable Energy Research Center, Fukushima Renewable Energy Institute, National Institute of Advanced Industrial Science and Technology

### Introduction of Organizers

**Katsusada Hirose**

Chairman, International ONSEN Summit Organization Board Committee, and Governor of Oita Prefecture

**Yasuhiro Nagano**

Vice Chairman, International ONSEN Summit Organization Board Committee, and Mayor of Beppu City

**Koji Yukishige**

Vice Chairman, International ONSEN Summit Organization Board Committee, and President of Tourism Oita (Oita Prefectural Tourism Association)

### Organizer Greetings

### Guest Greetings

### Introduction Speech from Overseas Participants

## Keynote Speech

## Case Study Speeches



## Organizer Greetings

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### **Katsusada Hirose**

Chairman of the International ONSEN Summit Executive Committee,  
Governor of Oita Prefecture

Your Excellencies the Ambassadors, Mr. Masaharu Nakagawa, Japanese Minister of the Environment, leaders of ONSEN areas from 17 regions in 16 countries around the world, ladies and gentlemen: it is an absolute delight to welcome so many of you, and to be able to host this International ONSEN Summit on such a grand scale. On behalf of the people of Oita Prefecture, I warmly welcome you all to Oita.

From ancient times, people living in ONSEN areas in Oita Prefecture have incorporated ONSEN into their daily lives, enjoying ONSEN in the morning and evening. People living in neighboring villages, too, would bring food and other provisions with them for an extended stay at the ONSEN as they relieved their exhaustion from farm work. Locals would also make use of the steam rising from ONSEN to cook.

More recently, exchange programs with ONSEN areas in countries around the world have become very popular, and they have made a significant contribution in new uses of ONSEN and in revitalizing ONSEN areas. For instance, in a place called Yufuin, in 1971, young managers of *ryokan* (Japanese-style inns) visited and observed tourist spots and hot spring and health resorts in Europe over a 50-day period, and based on their observations, they put a great deal of effort into town planning on their return to Yufuin. As a result, this place is an ONSEN area that is now symbolic of Japan.

Another example is the nearly 30 years of ongoing exchange between Nagayu Onsen in Takeda City—said to have the best carbonated springs in all of Japan—and Bad Krozingen in Germany, which also features highly carbonated thermal springs.

Here in Beppu too, the city has a number of sister city relationships, including with Bath in the UK, Yantai in China and Rotorua in New Zealand. Promoting cultural, sport and other exchanges, and speaking proudly of each other's ONSEN, I believe, further enhances the appeal and charm of our ONSEN. Beppu City has also been selected by the New Zealand All Blacks as the site of their official training camp for the Rugby World Cup 2019. This too, I believe, is a union that stems from ONSEN.

The development of beauty care treatment using Beppu fango, as well as cosmetics containing ONSEN elements, also came about because of technology exchange with Abano in Italy.

Through exchange programs among ONSEN areas, it is important that information on the use of ONSEN in many different areas—such as tourism, medical care & health, and energy—be brought to the table, and exchanged and disseminated. My hope in doing so is that people from across the world will begin to use ONSEN, and understand and publicize its charm, and ultimately, that visitor numbers to ONSEN areas in each country will increase in the future.

This Summit is being held based on such expectations. Following extensive discussions in the three Working Groups, I hope you will take the opportunity on the excursions to see the applications of ONSEN for yourself, and to deepen your exchange.

Again, I would like to welcome you all to Oita Prefecture, and I look forward to hearing some lively discussion during the Summit.

## Guest Greetings

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**Mr. Masaharu Nakagawa**  
Minister of the Environment, Japan

May I offer my congratulations on organizing such a splendid International ONSEN Summit. I would also like to extend a warm welcome to Japan to our many guests from a variety of countries, and especially to Ms. Yolanda Perdomo, former director of the UN World Tourism Organization's Affiliate Members Programme. I would also like to express my appreciation to the members of the International ONSEN Summit Organization Board

Committee for their efforts in organizing this Summit.

Oita Prefecture, as you know, is an area abundant in rich and varied ONSEN. I think it only right that it be called the ONSEN Prefecture, and that it will long be remembered as the location for this inaugural Summit. I would like to reiterate my profound esteem to Mr. Hirose, Governor of Oita Prefecture, for taking an active, central role in the planning and organization of the Summit.

I reckon there would not be a soul here today who does not like ONSEN. That includes me. I love them. ONSEN are ingrained in people's lives here in Japan, and each ONSEN area has cultivated its own unique culture. ONSEN have also been popular among foreign tourists since long ago. Recently, though, more than just soaking in the hot springs, an increasing number have enjoyed the distinctive culture of an ONSEN area, as well as the landscape and atmosphere of ONSEN quarters, plus the completely open relationship with others. And for this, I would like to take this opportunity to express my gratitude on behalf of Japan.

Shortly, Ms. Perdomo will present the keynote speech, titled "Sustainable Tourism & Possibility of Further Development of Hot Spring Locations in the World." As someone who aspires to a national commitment to tourism utilizing ONSEN areas and other places where unique cultures have been cultivated, I am intrigued by this title and look forward to her speech. I have heard that, later, discussion will also turn to such topics as Medical, Health & Beauty and Energy.

Looking at the many topics that relate to ONSEN this way, I expect that ONSEN areas could really help in resolving the issues facing Japan and the wider world. Such issues include extending healthy life expectancy in a super-aging society, and measures to combat global warming utilizing naturally generated heat in ONSEN.

At the Ministry of the Environment, in addition to working on the sustainable use of ONSEN resources and the safe use of ONSEN through proper administration of the Hot Springs Act, we will also put effort into the revitalization of ONSEN areas.

To this end, I am grateful for the cooperation of ONSEN experts gathered here today.

In closing my congratulatory remarks, I wish you all a meaningful Summit.



## Introduction Speech from Overseas Participants (Representing 17 Regions in 16 Countries)

\* Listed in alphabetical order based on United Nations nomenclature



### Xianning, People's Republic of China

#### Mr. Ding Xiaoqiang

Secretary of the CPC Xianning Municipal Committee  
Director of the Standing Committee of Xianning  
Municipal People's Congress



The City of Xianning has been known as a hot spring area since the Tang Dynasty about 1,400 years ago. It is so rich in ONSEN resources that in China it is called the “land of hot springs.”

In addition, it is also the location of a tourist spot famous as the stage for the Battle of Red Cliffs in *The History of the Three Kingdoms*.

Tourism is recognized as an important industry here for raising the standard of living for the local people, and so I hope to learn much about case studies in Japan where ONSEN resources are used effectively for tourism. Taking the opportunity of this Summit, I hope to deepen our exchange and cooperation with Oita Prefecture, and to build a win-win relationship.



### Yantai, People's Republic of China

#### Mr. Xiaoliang Lyu

Secretary of the Party Committee, The Party Committee of Longquan Town, Muping District, Yantai



The City of Yantai is blessed with geothermal resources and has many hot springs, but the most famous in particular would have to be the Longquan Hot Spring in the Muping District, boasting a great amount of flow and a high-temperature water. In addition, Yantai is also China's top gold-producing region, and has been touted as an important region in the Belt and Road Initiative being advocated by President Xi Jinping.

Thirty-three years ago, in 1985, Yantai concluded a friendship city agreement with Beppu—the host city for this Summit. Going forward, I hope to further promote exchange between our two cities through these kinds of opportunities.



## Hodonin, Czech Republic

**Mr. Milan Lúčka**

Mayor of Hodonin



Hodonin is home to one of the newest hot spring facilities in the Czech Republic—the Hodonín Spa—offering balneotherapy, rehabilitation and health promotion services.

The best feature of the Hodonín Spa is the quality of the spring water. It is said to have the highest iodine content in all of Europe. Blessed with a natural environment and favorable climate, it is also an ideal spot for relaxation, where visitors can walk along beautiful, historic townscapes.



## Vichy, French Republic

**Mr. Jérôme Phelipeau**

CEO, Compagnie de Vichy



Vichy is a famous hot spring area, not only in France, but across all of Europe. Its hot spring water originates from the Auvergne Volcanoes. The natural carbonated water that springs from the ground is suitable for both bathing and drinking, and is also used in cosmetics and supplements.

Vichy's origin as a hot spring area can be traced back to the middle of the 18th century. Even about 100 years ago, close to 300,000 people would visit the area each year as a summer resort or as a place to recuperate. Still today, it remains a popular area for wellness and socializing, with many French and foreign visitors alike visiting or holidaying in the area.



## Bad Krozingen, Federal Republic of Germany

**Mr. Markus Matz**

Deputy Managing Director, THE KUR UND BÄDER GMBH BAD KROZINGEN



Bad Krozingen has maintained a sister city exchange with Taketa City, Oita Prefecture, for 30 years since 1989. With a history of such exchange, it is truly an honor to participate in this Summit being held in Oita Prefecture.

In addition to cultural exchange based on ONSEN, we have also maintained economic exchange with Taketa City, and I am pleased to see that you are still enjoying Bad Krozingen wines. I look forward to spending a meaningful time with you all at this Summit.



## Budapest, Hungary

**Mr. Motoji Katsuta**

Representative of Japan, Hungarian National Tourism Agency



With about 350 hot spring facilities around the country, Hungary is an “hot spa superpower” located in central Europe. Coinciding with this Summit, the Hungary Embassy has produced a booklet titled *Hot Springs of Hungary*. Please be sure to check it out.

The history of hot springs in Hungary goes back a long way. In addition to ruins of ancient Roman hot spring facilities from 2,000 years ago, there are *hamam* (steam baths) rooted in the times of the Ottoman rule in the 16th century, hot spring facilities built in the art nouveau style of the 19th and 20th centuries, as well as more recent spa and wellness facilities. I hope you will make a trip to Hungary where you can experience a diverse ONSEN culture.



## Grindavik, Republic of Iceland

**Ms. Ása Brynjólfsdóttir**

Director of Research and Development, Blue Lagoon Ltd.

Iceland is an island state in Europe, with many hot springs because of the volcanic activity there. In particular, Blue Lagoon, which is located close to Grindavik, has become a tourist destination famous the world over for the scale of its hot springs and its blue color.

Blue Lagoon is one of the world's largest hot springs, capitalizing on the heated wastewater from the adjacent geothermal plant. Our concern for the future is how to sustain the geothermal resources.



## Abano, Italian Republic

**Mr. Massimo Sabbion**

Former Manager, Abano-Montegrotto Hotel Association

Comprised of Abano and neighboring Montegrotto, the Abano-Montegrotto hot springs are recognized as an important area for recuperation, not only in Italy, but across the whole of Europe.

I am delighted to be able to share this experience and knowledge at this Summit with leaders from hot spring areas around the world. I hope to share the significance that hot springs—the blessings of nature—have on people's health and wellbeing.



## Ma'in, Hashemite Kingdom of Jordan

**Mr. George Siouty**

General Manager, Ma'in Hotsprings Resort & Spa

The Ma'in hot springs are located in an area of both historic and religious significance, close to the world-famous tourist destination, the Dead Sea. Since 2015, the hot springs have been acclaimed as one of the world's finest spas.

Said to have been effective in curing disease since ancient times, other attractions of the Ma'in hot springs include the picturesque panorama of black mountains and the views of hot springs running down the face of those mountains.



## Bayankhongor Province, Mongolia

**Mr. Bayarmagnai Sovd**

Head, Foreign Relation and Tourism Department, Bayankhongor Province

Bayankhongor Province is a tourist destination that typifies Mongolia, with vast grasslands and nomadic landscapes often imagined when people think of Mongolia. Within Mongolia, the province is also famous for its natural hot springs.

Among the many hot spring areas, the Shargaljuut hot springs are the most popular. Said to be effective in curing a variety of diseases, more than 10,000 people visit Shargaljuut each year for recuperation.

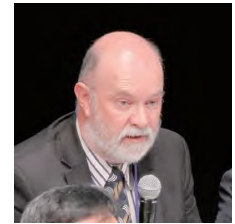




## Taupo, New Zealand

**Dr. Greg Bignall**

**Head of Department, Geothermal Sciences, GNS Science**



New Zealand is a volcanic country with many geothermal fields scattered across the land. Among them, the region of Taupo is so rich in geothermy that it is called the heart of New Zealand. Located about 30 km from Taupo is the city of Rotorua, which has maintained a sister-city exchange with Beppu for 31 years since 1987. Rotorua asked me to pass on their best regards to everyone in Beppu.

As our understanding of renewable energies increases and as demand grows, so too does interest in geothermal heat. Furthermore, just like the people of Japan, the indigenous Maori people have enjoyed hot springs, respecting the hot spring resources and building their own unique hot springs culture.



## Busan, Republic of Korea

**Mr. Kim Kwang Hee**

**Director General of Medical and Sports Bureau, Busan Metropolitan City**



Busan is Korea's second largest city. It has been developed as an international tourist city—a metropolis on the one hand, while also blessed with a beautiful natural environment, such as mountains and the sea. In recent years, it has also become a center for the contents industry, such as movies and K-pop.

Busan is also home to the Dongnae hot springs, said to be the oldest in all of Korea. The *Legend of the White Crane* is still told here of how an injured white crane stood in the hot water before flying away cured. Now, large spas and open-air foot baths have been developed, visited by many local and foreign tourists.



## Madrid, Kingdom of Spain

**Ms. Yolanda Perdomo**

**Former Director, UNWTO Affiliate Members Programme**



Tourism is a key national industry for Spain. In 2017, about 82 million tourists visited Spain (3rd in world), and revenues from the travel industry amounted to about 68 billion dollars (2nd in world). Of course, there are also hot springs in Spain, and their history is old enough to be traced back to the Roman era.

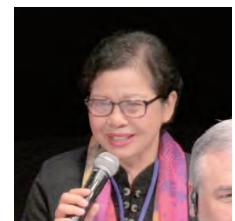
As we develop and execute strategies for tourism promotion in a range of areas, including gastronomy, wine, culture and cultural heritage, at the same time, we are also formulating and implementing strategies to cope with the current issues of certain parts of town being crowded due to large tourist numbers and the deterioration of historic buildings.



## Chiang Mai Province, Kingdom of Thailand

**Ms. Sarapee SILA**

**Manager, Sankamphaeng Hot Spring**



Chiang Mai Province is a world-famous tourist destination with unique culture and scenery, including beautiful temples and townscapes nestled between mountains. It also has many hot spring areas, but particularly popular among tourists are the Sankampaeng Hot Springs, located 36 km northeast from central Chiang Mai.

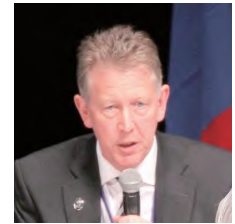
A social welfare fund has also been set up in Sankampaeng Hot Springs so that the thermal spas can also be enjoyed by poor people in the community. Through this Summit, I look forward to building networks and gaining know-how on the development of hot spring areas, so that we can build a resort area that is even more enjoyable for tourists and locals.



## Bath, United Kingdom

### Mr. David James

Director of Tourism, City of Bath



Located about one hour west of the capital city of London, Bath enjoys popularity both for its beautiful streetscapes and for the country's only hot spring area. Bath has been inscribed by UNESCO as a World Heritage Site, and is visited by about 6 million domestic and foreign tourists each year.

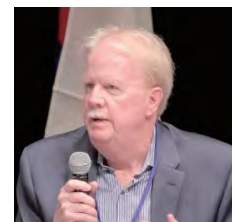
Located within the city limits of Bath, the Roman Baths are a museum that give us insight into how the people of ancient Rome and the Celts used to use the hot springs. Nowadays, there are also shops standing side by side where consumers can enjoy fashion and food, and at the Recreation Ground in the center of the city, people can watch matches played by the rugby club which is the pride of local Bathonians.



## Hot Springs (Arkansas), United States of America

### Mr. Anthony Taylor and Mr. Robert Kempkes

Co-Owner, Quapaw Baths and Spa



Hot Springs has flourished as a hot spring resort since the beginning of the 20th century, and was also used for spring training by major league baseball teams. However, as Americans changed the way they spend their leisure time, we forgot the merits of hot springs for recuperation, and so for a time, the community went into decline.

More recently, attention was once again drawn to the relaxing effect of hot springs and the benefits for health promotion, and so in 2007, the bathhouse in Hot Springs National Park was reopened. Last year, about 3 million visitors came to the area to enjoy the hot springs and rich nature.



## Tuyen Quang Province, Socialist Republic of Viet Nam

### Mr. Chau Van Lam

Member of The Central Committee of the Communist Party of Vietnam  
Secretary of Provincial Party Committee



Located about 140 km northwest of the capital city of Hanoi, Tuyen Quang Province is a region with high potential, blessed with exquisite mountains and lakes and a flourishing unique culture.

In terms of hot springs, the My Lam Hot Spring is especially famous, and is loved by many people. Besides bathing, therapies based on drinking the mineral spring water are also popular.

At this Summit, I am looking forward to sharing opinions on the development of hot spring areas, and in particular, on the curative power and energy potential of hot springs. I think it is wonderful that the Summit is being held here in Oita Prefecture, which boasts the greatest amount of flow from hot springs in Japan, and I am deeply touched by the hospitality provided.

## Keynote Speech

# Sustainable Tourism & Possibility of Further Development of Hot Spring Locations in the World



## Ms. Yolanda Perdomo

Former Director, World Tourism Organization (UNWTO) Affiliate Members Programme

Ms. Perdomo graduated in International Economics from the American University of Paris. She has experience in both the public and private sectors, and previously served as the Vice-Counselor for Tourism for the Government of the Canary Islands. As a director of the Affiliate Members Programme at UNWTO, she engaged in tourism promotion, collaboration and regional expansion, leading 600+ affiliate members. Currently, she is a professor at the Master of Tourism and Public Administration, a joint program of the Spanish Tourism Office and the National Institute for Public Administration.

**Ms. Perdomo began her presentation on sustainable tourism with two case studies that she was actively involved in at two popular tourist destinations. She then went on to make reference to some thought-provoking comments penned by such scholars in business administration as Kotler and Porter, as well as a report on global trends in wellness, before turning discussion to helpful points for future tourism, providing a number of suggestions for the direction of the Onsen Summit.**

## Summary of Presentation

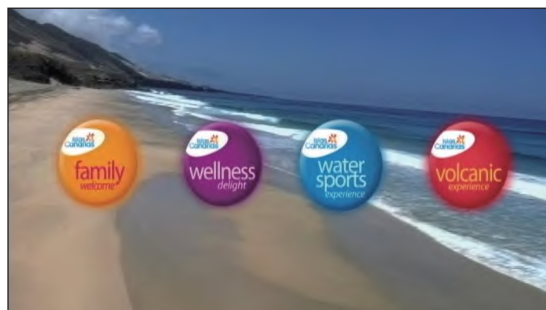
### Spain: Tourism promotion in the Canary Islands (2007–2010)

The main competitor to the Canary Islands are northern African countries, such as Tunisia and Morocco, and places like Turkey. In terms of cost and newness of facilities, the environment in places like these was better than the Canary Islands. The tourism strategy we took was to divide tourism elements into Wellness, Volcanic, Family and Water Sports, and then to combine the different elements into one holistic strategy.

My impression from this initiative we implemented eight years ago is how difficult it is to incorporate all local stakeholders into

one harmonious plan. Especially in small regions, people are competitive. They are reluctant to work with each other and to share information. Different political parties also complicate this problem further.

When I started working at the UNWTO, I wondered whether a tool could be created that would make it easier for private and public participants to collaborate in overcoming these problems I had encountered in the Canary Islands. It was then that I devised the UNWTO prototype methodology. From 2012, we implemented several prototypes and pilot projects around the world, and developed a business model for people with completely different views to work together.



### Uruguay: Prototype implemented by UNWTO at Punta del Este (2014)

The next example is a UNWTO prototype. Punta del Este is a high-end resort destination, especially for Argentinians and Brazilians, and had been extremely successful in branding itself. However, tourists would only come for a few months during the summer. The rest of the year, vacation houses would close, and even finding a place to stay was difficult. Our challenge, therefore, was how to overcome the seasonal imbalance in Punta del Este.



I spoke with businessmen, owners of restaurants and hotels, and all of them told me the same thing. They all spoke about the special energy in the place, and how this energy allows people to feel a sense of well-being. We therefore decided to develop a tourism product where energy is at the center of thinking, and where everything is designed to provide well-being. Since natural energy can be felt irrespective of the season, tourists can do a variety of things throughout the year, such as going to the beach even in winter to feel the energy of the wind and the sea.

Through this prototype, we can recognize how important spirituality is for tourism. Tourists want to do more than simply visit a place: they want to be part of that place, and to feel connected to it.

### United Nations: 17 goals of the 2030 Agenda for Sustainable Development

The UN Sustainable Development Goals must also be taken into consideration in tourism. These include the goals of “No Poverty”, “Zero Hunger”, and “Good Health and Well-Being for People”. According to a report published in 2017 by the Business and Sustainable Development Commission, it has been verified that achieving these global goals will create at least US\$12 trillion in opportunities. Therefore, the reason for achieving these goals is not only because it is the right thing to do, but also because it provides business opportunities and gives you an advantage over your competitors.

Tackling the goals is also going to be a wonderful marketing tool, because you will be able to show to your customers that you are a tourist destination that is contributing to achievement of these global goals.



### Global trends to be taken into consideration when setting strategies for onsen tourism

I also want to make reference to some global trends that should be taken into consideration. One of them is **life expectancy**. Life expectancy has an enormous impact on the well-being industry. Baby boomers want to age in good health, and as they enter the market, they are going to spend a lot of money. Moreover, **spirituality, sense of purpose** and the like must also be included in considerations.

In his book *Marketing 3.0*, Kotler talks about the importance of collaboration as a new source of innovation, and also about the influence on society by the ability of “right-brainers”—those with creative thought—to express themselves. In terms of consumption patterns too, right-brainers (creative people such as professionals, scientists, professors and writers) select companies that are conscious of sustainable development goals like the ones I mentioned before, and so are able to influence society by sharing their thoughts in social media.

Another author, Rajendra Sisodia, states in his book *Firms of Endearment* that, in the 18th century, with the French Revolution and the Declaration of Independence in the United States, we lived in an age of empowerment; and in the 19th century, with the Industrial Revolution, we lived in an age of knowledge; but right now, we are living in an age of transcendence. That is because, for the first time in history, people aged 40 and over are in the majority. When they do something, rather than the ordinary, they try to take more meaningful action. Companies that are loved (firms of endearment), that are fueled by a sense of purpose, are trusted by these people and are the most successful. With these ideas in mind, the wellness industry—including such sectors as wellness tourism, the spa industry, fitness, and healthy eating—is a market with a very large potential.

### Mindful tourism

In the *Wellness 2030* report drafted by the Gottlieb Duttweiler Institute and the Global Wellness Institute, technology and biohacking are included in the trends that are going to affect the future of wellness and well-being tourism. Technology makes a strong contribution to the wellness industry, which is often thought of as a spiritual discipline, and so companies that are able to respond to these changes will survive.

Such ideas as mindful tourism that is conscious of the customer leads to well-being in which the body and mind are considered in a holistic way. We should connect health, well-being and tourism as an important prerequisite to happiness, and we should also look at those indices of happiness measured by a variety of standards, such as the Happy Planet Index and the World Happiness Report.



### Development of regional initiatives

To broaden Japan's *onsen* to the wider world, effort must be put into distinct Japanese elements in which people recognize value. While building spas and providing treatments are important, a new focus should also be placed on abstract value proposition to achieve happiness and spirituality, and on fulfilling these requirements using technology. Such an exercise will require public-private collaboration and action at all levels. And at the national level, collaboration will be needed between different ministries and between the different departments. For example, in the case of Oita, the agriculture, forestry, and fisheries departments should work closely together with the tourism department.

The fact that you are thinking about collaborating with other parts of the world, instigating change, and making *onsen* a distinctive feature is wonderful. I am excited about the fact of working around the global idea of well-being through an *onsen* proposition, and all the participants here today, myself included, are ready to collaborate with you anytime. Kotler says, "Supplying meaning is the future value proposition in marketing." The "future" he refers to is now, and it is marvelous that you are on the way to reaching this.

#### (List of references cited during the presentation)

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- John Mackey and Rajendra Sisodia. *Conscious Capitalism : Liberating the Heroic Spirit of Business*, Harvard Business School Publishing Corporation, 2014.
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## Case Study Speeches

### (1) Tourism

## Attracting Tourists Utilizing Onsen (Hot Spring) Resources in France



### Jérôme Phelipeau

[France] CEO, Compagnie de Vichy

Jérôme Phelipeau graduated from HEC Paris, and has a master's degree in law. He joined the Banque de Gestion Privée in 1978. He subsequently held executive positions in the beverage industry, before buying the Compagnie de Vichy in 2005. Since then, he has been an advocate for "Global Health" combining balneotherapy and health, and has championed this concept from Vichy. He is also the founding president of Innovatherm, a regional cluster for thermal spa innovation.

CEO of Compagnie de Vichy, Jérôme Phelipeau, presented specific examples regarding the use of hot spring resources in Vichy, France, well known as a popular hot spring resort.



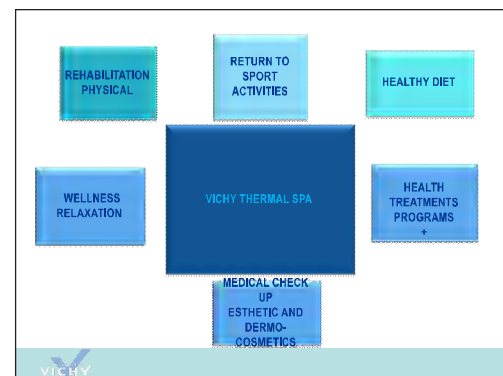
- Located in central France, Vichy has 9 hot springs, and has a rich natural environment surrounded by mountains and lakes.
- It is also famous for its beautiful townscape, with streets lined with Art Deco and Art Nouveau buildings.



- Top-ranking Vichy Célestins Spa Hôtel.
- Vichy-branded confectionery, cosmetics and other products are sold.
- Dietetic therapies are also available for patients with metabolic syndrome or diabetes, etc.



- Besides a living shopping town, there are an opera theater, golf course, casino, sports stadium and other facilities.
- Culture and sports are also popular, not just spas. In the April–October peak season, various sporting events are held.



- The corporate philosophy of Vichy spa hotels is to serve as a therapist for each and every hotel guest.
- Preventive medical services are offered through a combination of spa and wellness. More than just maintaining health and beauty, various certifications have been obtained, such as for sick people to use spas for a better quality of life, and for seriously ill patients to use rehab spas.

## (2) Medical, Health and Beauty

### Current State of Onsen (Hot Spring) Therapy in Italy, and New Developments for Onsen Recuperation/Recreation Pursuing Health and Beauty



#### Massimo Sabbion

[Italy] Former Manager, Abano-Montegrotto Hotel Association

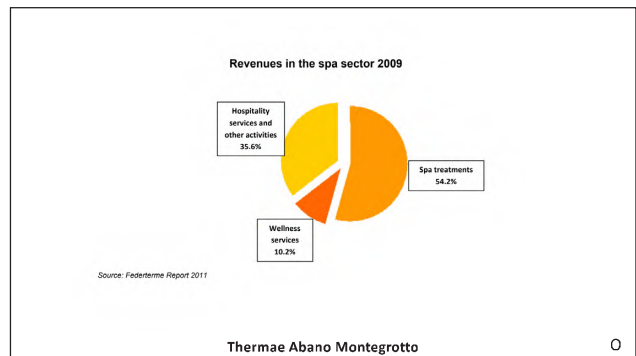
Massimo Sabbion holds a degree in business and administration from the Ca' Foscari University of Venice. He has over 40 years of experience in the hotel service and balneotherapy sectors. While running the 5-star Hotel President Terme as general manager, he also held various prominent positions, including vice mayor of Abano Terme. As the former chair of the Abano-Montegrotto Hotel Association, he is engaged in health promotion utilizing hot springs.

Former Manager of the Abano-Montegrotto Hotel Association, Massimo Sabbion, presented specific examples regarding the initiatives of the Italian comune of Abano Terme, famous since ancient times for its abundant hot spring resources.



Thermae Abano Montegrotto

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Source: Fedeterme Report 2011

Thermae Abano Montegrotto

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- There are 120 hotels in Abano-Montegrotto. More than simply offering hot springs, they are also Italian medical institutions that provide mud therapy and aquatic therapy using hot spring water.
- Clay formed in volcanic soil is prepared over time, and used for treatment.

- About 55% of earnings by spa facilities is derived from therapy. The rest is accommodation and other services (about 35%), and wellness (about 10%).
- Hotels are not built entirely on accommodation. A large proportion of their earnings are from therapy.



Thermae Abano Montegrotto

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Thermae Abano Montegrotto

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- The term "spa" has various definitions. In addition to its use as drinking water, and for recuperation and therapeutic facilities, demand for "spa" is also increasing in wellness tourism.
- The tide of the times in which there is demand for all manner of services has also spread to cosmetics, etc., with a range of products being made of water and mud from hot springs.

- Abano-Montegrotto is also located close to Verona. There are marvelous vineyards and wineries in the hilly country, meaning visitors can also enjoy food and touring during their stay here.
- Being able to stay at a hotel that has hot springs with medically certified benefits adds further value to the local food and tourism sectors.

### (3) Energy

## Energy and Tourism: Multiple use of Geothermal Power and Resources at Blue Lagoon in Iceland

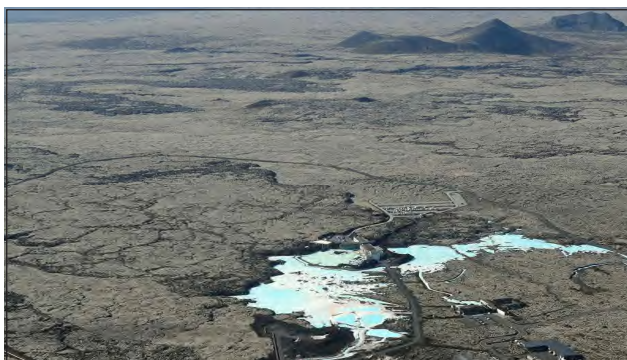


### Ása Brynjólfssdóttir

[Iceland] Director of Research and Development, Blue Lagoon Ltd.

Ása Brynjólfssdóttir holds a master's degree in pharmacy from the University of Iceland. Since joining the Blue Lagoon Ltd., a company engaged in researching the healing properties of geothermal seawater, she has spent many years researching the geothermal seawater of the Blue Lagoon and its constituent elements, and subsequently a range of skin-care products has been developed. She has been one of the key personnel in the management team, helping to elevate the Blue Lagoon Ltd. into one of Iceland's leading firms in health tourism.

Geothermal energy has been utilized extensively in Iceland, where (similar to Japan) there are many active volcanoes. Director of Research and Development at the Blue Lagoon Ltd., Ása Brynjólfssdóttir, presented specific examples regarding multiple use of geothermal energy at the Blue Lagoon, sizeable hot spring facilities that capitalize on geothermal resources from a nearby geothermal power plant.



- The Blue Lagoon was listed by National Geographic as one of the Wonders of the World.
- The lagoon's geothermal seawater flows from volcanic aquifers 2000 meters within the earth, emerging at the surface enriched with algae, silica and minerals.
- Studies suggest that the unique elements of the lagoon have healing properties and are especially effective for psoriasis.

- Silica is a characteristic element of the lagoon and gives it its blue color. It precipitates to form the white iconic Blue Lagoon silica mud mask available to all guests.
- Blue Lagoon is a venture company, leading in health tourism and skin care.
- It represents both a destination and a unique brand on a global base.



- The company's philosophy is to utilize local geothermal resources in a sustainable manner.
- A photobioreactor system uses CO<sub>2</sub> emitted from the geothermal plant to cultivate algae. Thus, transforming a resource, otherwise discarded, into a valuable commodity while reducing the plant's carbon footprint.

- Capital is currently being invested into a new luxury hotel, The Retreat at Blue Lagoon Iceland. The hotel has 62 suites, and the beautiful buildings have been designed to fit the surrounding volcanic landscape.
- Blue Lagoon is now known the world over, and is a destination that everyone wants to visit. The Blue Lagoon is to provide guests with an unforgettable experience.