



# Working Group (1) Tourism

Date: May 26 (Sat), 2018

Location: Philharmonia Hall, B-Con Plaza

## Theme: New Possibilities of ONSEN Tourism

Coordinator: **Ms. Mihoko Kubota** (Associate Professor, Faculty of Business Administration, Asia University)

Panelists: **Ms. Izumi Kuwano** (President, Yufuin-Onsen Tourism Association)

**Mr. Shiro (Masayuki) Wakui** (Distinguished Professor, Tokyo City University / Chair, ONSEN & Gastronomy Tourism Association)

**Mr. David James** ([UK] Director of Tourism, City of Bath)

**Mr. Jérôme Phelipeau** ([France] CEO, Compagnie de Vichy)

**Ms. Yolanda Perdomo** ([Spain] Former Director, UNWTO Affiliate Members Programme)

### Issues

- (1) What should the world's ONSEN areas do to facilitate the attraction of domestic and foreign customers?
- (2) How do we realize sustainable ONSEN tourism?

### Summary of Panelist Remarks



#### Mr. David James

- Bath is located about one and a half hours from London. It is the site of the UK's only natural hot spring, and the townscape has been inscribed as a World Heritage Site.
- Bath was originally built by the Romans. Their building of Roman-style baths here marked Bath's beginning as an ONSEN area. Nowadays, though, the baths have been replaced by modern spas, which are visited by several million people each year.
- While many people come to Bath for recreation and health reasons, our plan is to attract even more tourists by fully leveraging the stylish features of Bath's Georgian-style buildings in marketing. I want visitors to feel happy and relaxed soaking in the thermal spas and to even change their outlook on life. This kind of well-being is very important, and I want to introduce its appeal as much as possible.
- During the London Olympics in 2012, media came in droves to the UK from around the world. They sought information from outside of London too, and we had much to do with

these press reporters. For the Tokyo Olympics in 2020, mechanisms should be built for people to travel from Tokyo to the provinces, and I want you to tell the press of the world that there are wonderful local stories.

- Each ONSEN area has its own unique values. It is important to distinguish these, and to disseminate information domestically and internationally.



#### Mr. Jérôme Phelipeau

- Many domestic visitors take advantage of France's social security system in coming to Vichy. About 30% of visitors to Vichy are long-term stays of about three weeks, but visitors from China and so on are short-term stays of about three days. Their purpose is more for wellness than health. Inbound tourism accounts for only about 10%, but in the high-end market, inbound tourists account for one-third of the market.
- Japan is an aging society, and there has been talk of this being a threat, but for senior citizens, exercising in thermal



springs is very important. If programs targeting the elderly can be developed, then this situation will present opportunity.



**Ms. Izumi Kuwano**

- Each year, about 3.8 million tourists visit Yufuin Onsen. The town itself is small enough to walk around, and we value this sense of scale. Since the people greeting visitors to Yufuin also live in the town themselves, I believe nothing is more important than living in harmony with the community.
- At the same time, the local Yufuin administration has enacted a variety of unique ordinances these past 30 years. I feel the local area has a number of distinctive characteristics, and for them to be sustainable, I think the unique local ordinances have led Yufuin to what it is now.
- It is purely because of the local environment and ONSEN that we are able to welcome visitors to our town, and so, as those involved in tourism, we want to develop and implement strategies with sustainability in mind.
- On the other hand, one issue we have is that the Yufuin we essentially want to convey to overseas tourists is not being conveyed. Including marketing, this is one area that still needs to be developed.



**Mr. Shiro (Masayuki) Wakui**

- The clear fact of the matter is that a depopulation and a declining birthrate and aging population substantially weaken the travel market. It should also be noted that as the working-age population decreases and there are fewer people to perform manufacturing roles, the economy will further contract. There is also the risk of regional economies falling into decline as their populations decrease. To counter these, firm action must be taken.
- In a diverse and global world, ONSEN are a phenomenon that enables us to “retreatment” our bodies and minds.

- Japan’s nature parks, and its national parks in particular, are extremely valuable. Currently, the Japanese government is promoting the Project to Fully Enjoy National Parks, in an effort to communicate the “national parks” brand to the world.
- As indicated in the SDGs, if we are going to create a world by 2030 in which no one is left behind, as a developed nation, Japan cannot simply steer toward growth. It is important that we be a little more intent on building a mature society measured by how happy we are.
- ONSEN culture in Japan is all about “retreatment”. We drink a nice *sake*, we eat a nice meal, we soak in the ONSEN, and we relax. This is very important. Having a room in mind leads to better overall health.
- “ONSEN & Gastronomy Tourism” involves breathing in the local ambience, savoring local foods, drinking local *sake*, bathing in local ONSEN, and walking in moderation. I believe that it become very important movements. They are not about specific travel agencies or specific hotels making profit. Their great consequence lies in integrating a community, by the whole community providing a reasonable degree of hospitality to the best of its ability.



**Ms. Yolanda Perdomo**

- To this point, people from various places have each their own way of doing things. Now is the time for us to bring our experiences together, and to think about the next step. It is very important for us to partner with the right people and to collaborate together.
- Food is an important component. But, it is not simply about eating food. It is also important to create places where visitors can interact with locals.

**Working Group Summary**

**Ms. Mihoko Kubota**

Discussion was wide-ranging, but can be summarized into the following five points on options that should be explored for ONSEN areas in the future and on ways of making innovation happen.

- How important is collaboration adapted to the new age? Also, how seriously can you tackle that collaboration?
- A challenge is also an opportunity. How seriously you take advantage of that opportunity is important.
- How to recognize the unique value of the local area, and to communicate it in a strong voice.
- Locality for being global. Partnering with the world begins with first establishing a regional uniqueness.
- Reaffirm the fact that, though countries may be different, a feature common to ONSEN areas is the pursuit of essential happiness and healing of the soul. Have a global mindset.





## Theme: Vision of ONSEN Use for Healthy Life Expectancy and Healing - From Kur to Wellness -

Coordinator: **Mr. Sumito Goda** (Executive Director, Non-Profit Corporation "The Forum on Thermalism in Japan")

Panelists: **Dr. Masaki Saito** (Professor, School of Marine Science and Technology, Tokai University)

**Dr. Shinya Hayasaka** (Director, Onsen Medical Science Research Center, Japan Health & Research Institute / Professor, Human Life Sciences, Tokyo City University)

**Mr. Markus Matz** ([Germany] Deputy Managing Director, THE KUR UND BÄDER GMBH BAD KROZINGEN)

**Mr. Massimo Sabbion** ([Italy] Former Manager, Abano-Montegrotto Hotel Association)

**Ms. Yasuko Jouandeau** ([France] Directrice M.A. General Incorporated Association SPALOHAS Club / Consultant, Journaliste specialised in Thermalisme, Thalassotherapie, Spa)

### Issues

- (1) (Medical) The efficacy of ONSEN on physical and mental diseases
- (2) (Health) What new ways are there in each country for using ONSEN resources to extend healthy life expectancy?
- (3) (Beauty) How can the elements and chemical properties of ONSEN spring water be applied in the area of health?

### Summary of Panelist Remarks



#### Mr. Markus Matz

- In the 1960s and 1970s, open spa therapy was available in Germany. The patient would pay for the room charge, but the fees for medical treatment provided by a physician were covered by health insurance.
- From the 1970s and into the 1980s, rehabilitation clinics were developed, and they were considered to be effective in the treatment of various diseases, such as orthopedic disease, heart disease, cancer and neuralgia.
- In 1996, medical insurance was reformed, and the scope of treatments covered became more limited. As a consequence, there was an increase in people looking to use thermal spas for wellness at their own expense.
- More people are using ONSEN on weekends and extended vacations for relaxation and leisure.







**Mr. Massimo Sabbion**

- Consideration needs to be given to all services that leverage the regional characteristics, without changing the traditions of each ONSEN area and the things of importance that have been handed down.

- In the past, we've put effort into promoting the widespread use of thermal springs for treatment by enabling customers to take advantage of the national medical insurance, etc., but now, instead of just focusing on treatment, it is important to provide a broader user environment that also incorporates wellness, gastronomy, sports and the like.
- Japanese ONSEN are the pinnacle of hospitality. While balneotherapy has various effects on the body, hospitality is also important both mentally and physically.



**Dr. Shinya Hayasaka**

- Up until the 1990s, balneology research was also being conducted in various parts of Japan, and there were university hospitals that incorporated ONSEN into treatment all over the country. But now, the Kyushu University Hospital here in Beppu is the only one remaining.

- I would like to gather cases using a nationally standardized questionnaire in a loose epidemiological study or statistical investigation.
- In the past, there have been separate studies in each ONSEN area, but it is not easy to carry out large studies in a single location. Using a nationally standardized format, I want to conduct a nationally standardized study in ONSEN areas, and collect data on about 10,000 cases over a three-year period until fiscal 2020.



**Ms. Yasuko Jouandeau**

- In France, evidence of balneotherapy for disorders such as obesity, depression, postoperative mental and physical care for breast cancer has been accepted, and so is covered by health insurance.

- Thalassotherapy, in which seawater is medically used to assist health, has also taken hold.
- Bungotakada City is working on a Japanese-style thalassotherapy business. Health tourism is also possible in Japan, utilizing tourism and health resources that naturally exist.



**Dr. Masaki Saito**

- While evidence on the effects of ONSEN can be emphasized, especially in the area of medical care, taking samples of ONSEN bathing is difficult. They also vary widely because of the differences in length of bathing and preferred temperatures depending on the person as well as the quality of spring water.

- If we could use a device that can measure heart rate, blood pressure and blood oxygen levels along with bathing, we could automatically collect a lot of data. And based on this data, we could navigate safe and comfortable bathing.
- The collection of soft evidence could lead to advances in ONSEN research.

**Working Group Summary**

**Mr. Sumito Goda**

- Regarding the state of balneotherapy in various countries, we confirmed the current circumstances of France, Italy and Germany, and along with Japan, I think we are headed in the same direction.
- European countries are shifting from long-term convalescence stays to compact Kur of a week or 10 days, in part because of cuts in social security. In Japan, 1-night/2-day tourist stays became established in Japan after the war, based on the culture of ONSEN convalescence; however, now the Ministry of the Environment is promoting "ONSEN Stay" based on the aspiration of linking stays of two or three nights to healing and health promotion.
- While it may appear at first glance that Europe and Japan are moving in different directions, I think the future of ONSEN lies in the vision to which each is headed.
- The healing, efficacy and effectiveness of each ONSEN are felt the same, and there is a spiritual part that is not visible to the eye. Moreover, rather than some special exercise, I think what is important for health is a mental outlook and an attitude to keep on living.
- What I want to convey to other countries is that, since ancient times, Japan has regarded ONSEN as an object of faith and healing, at one with nature. This spiritual ONSEN culture underpins Japan's balneal culture.
- While it is true that earthquake disasters are brought about by volcanoes and by the earth, it is also true that they provide us the blessing of ONSEN. My hope is to pass the ONSEN culture—a gift from our planet Earth—down the generations.







# Working Group (3) Energy

Date: May 26 (Sat), 2018

Location: Conference Room, B-Con Plaza

## Theme: Use of ONSEN as a Sustainable Energy Source

Coordinator: **Dr. Kasumi Yasukawa** (Deputy Director, Renewable Energy Research Center, Fukushima Renewable Energy Institute, National Institute of Advanced Industrial Science and Technology)

Panelists: **Mr. Kouichi Fukuda** (General Manager, Geothermal Power Department, Thermal Power Division, Energy Service Headquarters, Kyushu Electric Power Co., Inc.)

**Mr. Shigeto Yamada** (General Manager - Geothermal Power Thermal & Geothermal Power Plant Engineering Department, Power Plant Division, Power & New Energy Business Group, Fuji Electric Co., Ltd.)

**Dr. Greg Bignall** ([New Zealand] Head of Department, Geothermal Sciences, GNS Science)

**Ms. Ása Brynjólfssdóttir** ([Iceland] Director of Research and Development, Blue Lagoon Ltd.)

### Issues

(1) How should geothermal energy be utilized?

(2) How should we promote sustainable energy use in ONSEN area?

### Summary of Panelist Remarks



#### Mr. Kouichi Fukuda

● At Kyushu Electric Power's Hatchobaru and Otake power plants located in Kokonoe Town, Oita Prefecture, the hot water and steam used to generate geothermal power is utilized in heating facilities and in the greenhouse cultivation of roses and gypsophila.

- Kyushu Electric Power adopted binary cycle power generation systems in 2006, 2015 and 2018. It has further expanded its use and application of geothermal energy, carrying out geothermal power generation in Indonesia, too, since May 2018.
- To protect ONSEN areas, it is important to undertake regular monitoring and prescribed environmental assessment for preserving nature. That alone though is not enough. Mutual understanding, communication, and building trusting relationships based on these are also important.
- As a form of communication and in order to increase understanding about geothermal power generation, an open day event has been held once a year at the Hatchobaru Power Plant since the start of its operations, opening the plant

premises up to the public. A permanent exhibition center has also been set up, visited by 22,000 people throughout the year.



#### Mr. Shigeto Yamada

● According to data on capacity (power generation capacity) of the world's geothermal power plants, there has been considerable growth in Iceland and Turkey. Developing a wide range of businesses and

actively utilizing geothermal energy is commendable.

- Geothermal power generation is not just about heat. There is potential to expand business in a variety of ways.
- Some people think that geothermy is not beneficial to primary industry. In addition to using energy for ONSEN, it is vitally important that there be people in each region who can examine and plan broader energy uses best suited to the region.
- Although expanding geothermal power generation is important, so too is widening opportunities for the use of ONSEN resources. A good idea would be for consultants and companies to come to the fore, leading to broader use.





**Dr. Greg Bignall**

● In New Zealand, geothermal energy accounts for about 19–20% of power. This presents an opportunity to close the fossil fuel power plants. In the medium term, I would like to consider future investment in, and future expansion of, the

geothermal power generation.

- What is important is how the community wants to use geothermy. The position of the Maori people is that they want to protect nature, rather than own it. Whether it be hot springs or geothermal energy, it is important to have a conviction and sentiment of protecting—not owning.
- Even if the power plant is very small in scale, it supplies power to greenhouses and dairy factories, creates jobs, and generates profits. In this respect, it is a big positive for regional economic development.
- When pumping hot water up from underground, we need to balance the lost water and the replenishment rate, that is, replenishing water to nature. There was a time in New Zealand when that rate was wrong, and we placed a burden on the planet. However, as long as we keep that balance, geothermal resources will be a renewable energy.



**Ms. Ása Brynjólfsson**

● At Blue Lagoon, we view the hot springs, hotel, skin care shop and restaurant as a single enterprise group (Resource Park), and we utilize the hot springs in a variety of ways, such as having the hot water produced in generating

power utilized by each of the facilities in a sustainable manner.

- Monitoring is crucial in order to promote sustainable energy use. Education, communication, and the building of relationships of mutual trust lead to sustainable development.
- We are striving to generate energy using natural resources wherever possible in order to improve the quality of life for the local people.
- Through the hot springs, being able to create and supply jobs in various industry sectors is also important. It is imperative to proceed with development collaboratively while considering the potential in sector.



Panel exhibition of initiatives by participating organizations



Booklet of initiatives by participating organizations

**Working Group Summary**

**Dr. Kasumi Yasukawa**

- Regarding the point on how geothermal energy should be utilized, there are industrial applications. In utilizing geothermal energy in industrial settings, it is important to consider the characteristics of local resources and to also take the social environment into consideration when planning.
- Regarding new possibilities for power generation using ONSEN, particularly on islands and in remote locations, since power transmission is sometimes cut during times of disaster, a power plant that uses hot springs—even a small-scale plant—would be extremely effective.
- Regarding the point on how sustainable energy use should be promoted in ONSEN areas, many in the conference room are of the view that development of large-scale geothermal power generation would perhaps have an impact on ONSEN, and so it is necessary to consider whether there is a separate way of successfully using ONSEN in ONSEN areas and using the energy without adversely affecting the ONSEN.
- In examining energy use that does not affect the source of an ONSEN, it is important to conduct effective numerical modeling based on monitoring data to make forecasts for the future. Furthermore, it is also important to produce technical guidelines that can also be understood by non-specialists, and to develop a social environment for building management systems that avoid wanton development.
- Regarding harmony with the natural environment, the landscape and the living environment, it is important to have a design that meets with the approval of the community. Rather than just hiding the plant from view, there also needs to be facilities on show from the perspective of environmental education and tourism.
- Regarding sustainable development based on consensus-building with local stakeholders, it is important to build consensus in close communication with the local community, and to consider ways of using ONSEN for multiple purposes, which will contribute to sustainable development of the region.







# Summit Declaration

Date: May 26 (Sat), 2018

Location: Philharmonia Hall, B-Con Plaza

The working group coordinators presented a summary of discussions from the three working groups, and lastly, the Summit Declaration was announced by Ms. Yolanda Perdomo, former Director of the UNWTO Affiliate Members Programme. The Summit Declaration included an affirmation by leaders from ONSEN areas around the world to contribute to development of ONSEN areas by utilizing the knowledge and networks gained at the Summit, and to promote uses for ONSEN in the three areas of tourism; medical, health & beauty; and energy. In addition, the leaders declared to continue the Summit as a forum for ongoing information exchange and discussion. The Summit Declaration was approved with great applause by Summit participants.





## Declaration for the International ONSEN Summit

We, the leaders of the world's ONSEN, gathered information on and actively discussed the theme of the "Possibility of Regional Development by Worldwide ONSEN Locations" at the "International ONSEN Summit" held in Beppu City, Oita Prefecture, Japan. In the future, we hope that people from across the world will begin to use ONSEN and understand its charm. In order to further develop the world's ONSEN, we will make appeals to the world on the following points to declare our intent to implement them.

### 1. Contribution to Developing the World's ONSEN Locations

We will use the examples of practical applications for ONSEN culture and ONSEN resources, the specialized knowledge concerning the natural blessings that are ONSEN resources, and the networks we gained with various organizations at this Summit to the fullest extent. In addition to endeavoring to create an ONSEN related database, we will contribute to the world's ONSEN locations while creating new values for ONSEN and striving for mutual exchange.

### 2. ONSEN and Tourism Promotion

Tourism is a transformative tool, and has the capability of reducing poverty, wealth and gender inequality, preserving culture, protecting of tangible and intangible heritage. It can also promote environmental, social, and economic progress and sustainability.

ONSEN are an important natural and cultural resource in the tourism field. In addition to working to improve environmental awareness and preserving the natural blessings that are ONSEN resources, we will aim to enhance charms of each region by differentiating the regional specialties, and create ONSEN tourism even more people can enjoy.

### 3. Medical, Health, and Beauty Uses for ONSEN

ONSEN are an incredibly beneficial resource in the medical, health, and beauty fields. We will propel research via industrial, academic, and government cooperation and promote use of ONSEN in these fields as a resource for all humanity while conveying information about the new possibilities and charms of ONSEN. Especially, it is notable that the use of ONSEN has expanded to wellness field (health promotion and beauty) in addition to cure (medical treatment).

### 4. Use of ONSEN Energy

ONSEN are a resource whose application as an energy source is expected to grow. As we enter into the age of energy diversification, we will continue to advance sustainable use and application of ONSEN, including protecting ONSEN resources, using ONSEN energy in a variety of fields such as power generation, local air conditioning, and thermal use with agriculture and fishery while aiming for harmony with the natural environment.

### 5. Continuation of the International ONSEN Summit

We, with the purposes mentioned, will continuously hold the Summit in order for leaders of the world's ONSEN to share information and discuss with each other.

We declare the above.

May 26th, 2018

At the conclusion of the meeting, a press conference was held by the keynote speaker, case study presenters and the organizer.

**Katusada Hirose, Governor of Oita Prefecture and Chairman of the International ONSEN Summit Organization Board Committee, remarked on the overall Summit.**



**Katusada Hirose,  
 Governor of Oita Prefecture**

Following on yesterday’s start of the International ONSEN Summit, today’s program saw a keynote speech and case study speeches in the morning, and lively discussion by the three working groups on

Tourism; Medical, Health & Beauty; and Energy, in this afternoon. In light of the discussion had in these working groups, summaries of the working groups were presented just now.

The Declaration for the International ONSEN Summit has also just been adopted. One of the declarations is the hope that getting people from across the world to begin using ONSEN and to understand its charm will lead to further development of the world’s ONSEN areas.

Furthermore, as signaled in the conclusion of the Declaration, I believe that one of the outcomes of this Summit has been the shared sentiment of continuing to hold the Summit in order for leaders from ONSEN areas around the world to engage in ongoing information exchange and discussion.

My feeling about the Summit this time is that getting a range of people to present a variety of views on various ONSEN will serve to spur others to lead this impetus to new developments for their ONSEN. As Chairman of the Summit Organization Board Committee, I am amazed at how very good the Summit was in this respect. For example, looking at tourism policies, while ONSEN are a resource common to different regions, using this and differentiating your ONSEN according to regional characteristics will help you to find new customers. As customers shift their interests away from recuperation more toward “wellness,” such as health and beauty, we must respond. I think it was great that we were able to have a common awareness of these new things.



**(Question)**

**This was the first time for the International ONSEN Summit to be held. What is the main takeaway for you?**



**Ms. Yolanda Perdomo**

I am delighted to have attended this conference.

<How do we move forward towards a new way of collaboration?>

<How do we work in cooperation with other regions of the world, not just in the original region of

Japan?> <How do we incorporate human’s new needs for ONSEN?> Even though I have attended many conferences before, participating in discussion to frame ideas on these questions was extremely inspiring. If we can all take this initiative forward, we will be able to create a global product in collaboration with these other tourist destinations. Then, in the future, we should be able to meet many of the needs of the new type of traveler who looks for something different, who looks for happiness and a sense of purpose for truly fulfilling their inner desires.

I think this is part of Japanese tradition. I think there is a real need to incorporate tradition and cultural heritage, and I think it will serve as an example—not only for product development, marketing and governance—but for innovation. Therefore, I really must congratulate the organizers for this. I look forward to seeing a broader development of these ideas at future conferences.



**Mr. Jérôme Phelipeau**

We discussed ONSEN and Japan’s ONSEN market. We pointed out that part of the problem is Japan’s aging society and that people are going to ONSEN more often than before. I think it is a golden opportunity to think about it. That is because, talking of Vichy in

France, for example, the people who go to thermal spas are the elderly. ONSEN are especially suited for older people. In my opinion, at the moment, ONSEN in Japan are too focused on family, children and family business. More focus should be put on the elderly. They have time. They can spend a longer time at ONSEN.



**Mr. Massimo Sabbion**

The takeaway for me is the focus of this very wonderful and splendid conference and summit, that is, the private and public sectors going in the same direction. This is a first for me to see this. This is thanks to the patronage of Governor Hirose and Mayor Nagano. In addition,

I also saw mayors of other municipalities in Oita Prefecture present at the Summit. Have government officials attend the conference like this is very important to us. That is because, no matter what, to reach a bright future for ONSEN, there needs to be swift and rigorous collaboration between administrative agencies and private-sector organizations such as hotels and inns.

These public-private partnership programs will be very important for the future.



**Ms. Ása Brynjólfssdóttir**

I have to say this conference has been beyond my expectations. I have learned a lot from the very inspiring presentations from all of you, and also from the worthwhile discussions in the working group. I think that the future for ONSEN is very bright. There are a lot of

opportunities to develop ONSEN further for the value of the community and for improving our lives and quality of life. As Mr. Massimo Sabbion commented, one of the key factors to develop ONSEN further and to promote the use of ONSEN is good collaboration with all stakeholders.



**Yasuhiro Nagano,  
Mayor of Beppu City**

First, I would like to express my sincere gratitude to Governor Hirose, and to all of you who have come today, for taking on the challenge of holding this wonderful new venture—the world’s first International ONSEN Summit—in

our city of Beppu.

I think that a keyword going forward will be the one that featured in all your speeches, that is, “sustainable.” Naturally, ONSEN are a finite resource, and so knowing how to maintain sustainable growth and development is important. Moreover, I have once again realized that ONSEN are one of the key resources—a means for enabling sustainable growth in the future in a wide range of sectors, including the environment, energy, medical, health and beauty, and of course, tourism.

To this end, I thought, important themes going forward will be the questions of how to nurture people in this environment, and how to protect and utilize this resource of ONSEN in such an environment. What has been important above all, though, I

think, has been actually gathering the many people involved in ONSEN in one place and engaging in wide-ranging discussions in this way.

Beppu is truly a city of diversity, home to more than 3,300 international students from 88 countries. I think it is a city with special value. In the same way, I am very hopeful that gathering so many of you here to complement each other’s deficiencies and inabilities, and to inspire each other to do things previously not possible, will lead to new collaborations and ventures for completely new challenges.

I am really looking forward to the second Summit, and of course, subsequent Summits after that. I reckon that it is also important to keep the Summit going.

**(Question)**

**As the government, what kind of measures do you want to take in the future?**

**Katsusada Hirose, Governor of Oita Prefecture**

Discussion at the International ONSEN Summit today was based on the various issues surrounding ONSEN, and spanned three areas: Tourism; Medical, Health & Beauty; and Energy. It included various thought-provoking remarks, and so I think it is important that we apply these suggestions to our various measures for ONSEN.

For instance, someone spoke about pooling data, converting it into database form, and linking it to future ONSEN development. Mr. Jérôme Phelipeau gave the example of Vichy in France, where, for a long time, data was collected from customers about the efficacy of ONSEN, and this was then tied to insurance coverage. Going forward, I think we have to do this kind of data collection. At yesterday’s Japan ONSEN Summit, the concept of “ONSEN Stay” came up in discussion, and so I think we could collect and utilize data on health and medical aspects of ONSEN in this.

Another topic discussed was differentiating ONSEN according to regional characteristics. This has already been mentioned, but by getting people from around the world to gather at a summit like this to share the elements of ONSEN that their country prides itself on, this allows other participants to gain awareness for the special features of ONSEN in their own country. We can then find the regional characteristics and make the most of them. Doing so, we will try to differentiate and promote ONSEN in each part of Oita Prefecture. I think the Summit was helpful for this.





# International ONSEN Summit & 3rd Japan ONSEN Summit

## Welcome Reception: ONSEN & Gastronomy

Date: May 25 (Fri), 2018

Location: Suginoi Hotel

A Welcome Reception was held, jointly hosted by the International ONSEN Summit Organization Board Committee and the Ministry of the Environment. In addition to cuisine made using local Oita ingredients and locally brewed sake accompanied by a performance by DRUM TAO, the reception included a tourism exhibition to disseminate information on Oita to domestic and foreign guests.

### Program

#### Opening Performance

**DRUM TAO**

#### Opening

#### Welcome Greetings by Organizer

##### **Katsusada Hirose**

Chairman of the International ONSEN Summit Organization Board Committee  
Governor of Oita Prefecture

##### **Reiji Kamezawa**

Director-General of the Nature Conservation Bureau, Ministry of the Environment

#### Introduction of Participants

#### Address by Representative of Participants

##### **Ms. Yolanda Perdomo**

Former Director, UNWTO Affiliate Members Programme

#### Introduction of Guests

#### Toast

##### **Yasuhiro Nagano**

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

#### Social Conversation

#### Closing Remarks

##### **Koji Yukishige**

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

#### Close

#### Address by Representative of Participants



Ms. Yolanda Perdomo

Former Director, UNWTO Affiliate Members Programme

#### Greeting the Participants



#### Opening Performance



DRUM TAO

#### Welcome Greetings by Organizer



Katsusada Hirose  
Chairman of the International ONSEN Summit Organization Board Committee  
Governor of Oita Prefecture



Reiji Kamezawa  
Director-General of the Nature Conservation Bureau, Ministry of the Environment

#### Address by Ms. Yolanda Perdomo at Welcome Reception (Excerpt)

Tourism is a tool that has the power to reform in reducing poverty and wealth inequality, preserving culture, protecting intangible and tangible heritage, promoting gender equality, and improving environmental, social and economic development and sustainability.

Tourism is one of the few commercial activities that has enough leverage to incite positive change in values and which can benefit everybody. The combination of the health and security industry with the tourism sector is the best option for meeting human happiness.

This Summit is a spring for advancing this movement further forward and for creating opportunities. I firmly believe that it will contribute to the establishment of tourism in Oita Prefecture and in Japan, to the construction of a model completely linked to the UN Sustainable Development Goals, and to providing what the human race ultimately needs, that is, happiness.



### Toast



Yasuhiro Nagano  
Vice Chairman of the International ONSEN Summit  
Organization Board Committee  
Mayor of Beppu City

### Closing Remarks



Koji Yukishige  
Vice Chairman of the International ONSEN Summit  
Organization Board Committee  
President of Tourism Oita (Oita Prefectural Tourism Association)

### Menu

#### Food Stalls

Teppanyaki-grilled Bungo beef with Oita *shiitake* mushrooms  
Toriten Chicken tempura (*Kabosu* lime Ponzu)  
Soup with dumplings  
Sushi (Tsukumi tuna, yellowtail, sea bream)  
Oita sashimi seafood (Seki horse mackerel, Seki isaki, Tsukumi tuna)  
Assorted hors d'oeuvres with *Kabosu* lime, Oita green perilla  
Homemade smoked collection (local octopus, amberjack, tuna, local poultry) with *Kabosu* lime  
Salad bar of Oita vegetables  
Sandwiches made with Oita vegetables  
Sandwich rolls, open sandwiches  
Assorted Oita fruits  
Various desserts made with Oita fruits

#### Buffet Bar

##### Warm dishes

Oita chicken with a scent of *Kabosu* lime, Takada leek, king oyster mushrooms  
Bouillabaisse with Bungo Channel seafood, Taketa saffron, Nakatsu sea eel, etc.  
Bungo beef stew with spring vegetables and bamboo shoots  
Saeki sea bream steamed in white wine with Hiougi shellfish, Himeshima hijiki seaweed  
Saiki sea bream steamed in white wine, with Noble scallops and Himeshima hijiki

##### Chinese

Dong po rou with Kome-no-Megumi pork  
Crispy fried flounder in sweet and sour sauce (from Kamae)  
Fried rice

##### Halal dishes

Grilled lamb, served with local vegetables  
Grilled chicken, asparagus grilled with herb bread crumbs

##### Vegetarian dishes

Steamed, tempura and terrine of local vegetables

### Scenes of the Reception



### Booths Promoting Oita Products



Display of Agricultural Products



Display of Craft Products



Tasting of Oita Sake





# Standing Buffet

Date: May 26 (Sat), 2018

Location: Reception Hall, B-Con Plaza

At the lunch venue, a buffet menu was provided featuring Oita products. Along with demonstrations of bamboo crafts (a specialty product of the region), a tea ceremony section was set up, allowing participants to experience Oita culture.



## Demonstration of Bamboo Crafts



## Tea Ceremony Section



## Buffet Bar



Oita specialty: Chicken tempura



Bungo Oita: Balls of rice with chopped chicken



Local Oita cuisine: Soup with dumplings



Oita Kabosu lime sodas, supplied by the Oita Prefecture Kabosu Promotion Council

## Menu

- Sandwiches (3 types: egg, tuna, ham)
- Oita specialty: Chicken tempura
- Mini hamburgers
- Vegetable salad platter... with a dressing of grated vegetables or a fried sesame dressing
- Deep-fried skewers (shrimp, chicken breast, vegetables)
- Bungo Oita: Balls of rice with chopped chicken, balls of rice with fish, meat and vegetables
- Local Oita cuisine: Soup with dumplings



# ONSEN Farewell Dinner

Date: May 26 (Sat), 2018

Location: Hotel Shiragiku

A farewell dinner was held to give thanks to panelists, overseas participants and others. Participants were able to sample Oita's rich food culture, and look back at the Summit in a relaxed atmosphere.

## Program

### Opening

#### Welcome Greetings by Organizer

##### Katsusada Hirose

Chairman of the International ONSEN Summit  
Organization Board Committee  
Governor of Oita Prefecture

#### Toast

##### Mr. Kiichiro Sato

Chair of the Oita Association of City Mayors  
Mayor of Oita City

#### Social Conversation

#### Address by Representatives of Overseas Participants

##### Mr. Jérôme Phelipeau

CEO, Compagnie de Vichy

##### Ms. Ása Brynjólfssdóttir

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

##### Mr. Massimo Sabbion

Former Manager,  
Abano-Montegrotto Hotel Association

#### Acknowledgement by Governor, Presentation of Commemorative Gifts

### Close

#### Welcome Greetings by Organizer



Katsusada Hirose  
Chairman of the International ONSEN Summit  
Organization Board Committee  
Governor of Oita Prefecture

#### Toast



Mr. Kiichiro Sato  
Chair of the Oita Association  
of City Mayors  
Mayor of Oita City

#### Address by Representatives of Overseas Participants



Mr. Jérôme Phelipeau



Ms. Ása Brynjólfssdóttir



Mr. Massimo Sabbion





## Scenes of the Farewell Dinner



## Menu

### Appetizer

Green tea tofu, raw sea urchin, cherry tomatoes (jellied dashi broth)

### Thinly sliced sashimi

Thinly sliced Kabosu lime-fed flounder

### Kassen sashimi

Seki sea bream, Seki horse mackerel, Beppu Bay prawns, amberjack Ryukyu

### Soup served in bowls

Clear soup with Saiki sea eel and kudzu starch

### Broiled fish

Kunisaki hairtail wrapped around asparagus

### Steamed dish

Turban shell, Bungo beef, local chicken, Seki grunt, shiitake mushrooms, etc.

### Fried dish

Tatsuta-fried Usuki fugu (with shiitake mushrooms, Oita paprika, etc.)

### Tomewan soup

Country-style miso soup (Hita nameko mushrooms, Saganoseki kurome (kelp), Aj-ichi leeks)

### Rice dish

Rice with game fowl

### Seasonal pickled vegetables

Shibori daikon radish, carrot pickled with moromi-miso (unrefined miso paste), shiitake mushrooms and kelp boiled in soy sauce, pickled cucumber

### Seasonal dessert

Oita fruits



# Excursion

Date: May 27 (Sun), 2018

Location: Beppu City, Nakatsu City

This excursion took Summit participants from Japan and overseas to tour of local resources, etc. in Oita Prefecture that utilize ONSEN. The aim of the excursion was to get participants to experience the various charms and attractions of Oita Prefecture. On the day, about 140 people from Japan and overseas participated in the tour.

## (1) Tourism Course (9:30–13:20)

### Beppu Station

#### Beppu Station Foreign Tourist Information Office

Participants were introduced to the efforts of the information office, which is visited by 60,000 foreign tourists each year.



#### Umi Jigoku

Participants toured the beautiful cobalt blue jigoku (hot spring) and visited an exhibition space introducing the history of Beppu's ONSEN.



#### Stroll through Kannawa

Participants toured the hydropathic establishment and steam bath while soaking up the atmosphere of a hot spring resort.



#### Fujiya Gallery Hanayamomo

Participants received an explanation about the art gallery while savoring the atmosphere of the oldest ryokan (Japanese-style inn) in Beppu, founded in 1899.



### Lunch

### Arrive back at Beppu Station

#### Participation

Overseas Participants	28
Domestic Participants	21
Total	49



## (2) Medical, Health & Beauty Course (8:15–13:20)

### Beppu Station

#### Beppu Beach Sand Baths

At the Beppu Beach Sand Baths, participants tried a hot sand bath, an experience not so common overseas. They had a very good sweat while enjoying the scenery of the seaside.



#### Kitahama Hot Spring (Termas)

At Kitahama Hot Spring (Termas), participants toured various inside ONSEN and open-air baths.



#### Myoban Yu no Sato

Following an explanation about the manufacturing process for the natural bath agent “medicinal Yu no Hana,” participants toured inside a Yu no Hanagoya hut.



#### Toji Yanagiya

Following an explanation about *toji* (hot-spring cures) in Japan, participants toured facilities steeped in *toji* culture as well as heating facilities that utilize ONSEN and *jigokumushi* (steam from hot spring).



### Lunch

### Arrive back at Beppu Station

#### Participation

Overseas Participants	13
Domestic Participants	26
Total	39