



ICDES May
2025 8-11

International Conference on
Destinations, Events and Sports

Hokkaido University,
Sapporo JAPAN

Innovations and
Transformations

Program & Abstracts

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Welcome Message



Chair

Professor Hiroyuki Kamiyama, Hokkaido University, Japan

We are pleased to announce that the International Conference on Destinations, Events and Sports will be held from May 8 to 11, 2025, at Hokkaido University in Sapporo. This inaugural conference, co-hosted by the University of Central Florida's Rosen College of Hospitality Management, Hokkaido University, and The Hokkaido Shimbun Press, aims to provide an international platform for academic exchanges focusing on the future of tourism.

Tourism and hospitality management is a crucial field of study for building a sustainable future by maximizing the value that tourism brings to local communities and economies. This discipline plays a particularly significant role in the industrial development of Hokkaido and Florida, both renowned resort destinations where the three co-hosting organizations are based. Inspired by grassroots international exchanges between researchers in Hokkaido and Florida, this conference invites participants from around the globe to further expand networks and discussions.

To deepen discussions about the future of tourism, the conference will focus on the three key research areas of destinations, events, and sports, under the overarching theme of innovation and transformation. One of the challenges facing society today is the sustainable development of tourist destinations. Tourism not only creates temporary economic benefits but also carries the responsibility of preserving regional cultures and natural environments while contributing to peace through the appeal of these attractions and the exchange of people. To explore practical solutions together, we look forward to exchanging opinions with participants on these research areas and on challenges.

Hokkaido, the host location, is a premier resort destination in Asia. Its breathtaking seasonal beauty and rich cultural heritage will undoubtedly appeal to all participants. For Hokkaido University, this conference marks an important step towards its 150th anniversary in 2026 and serves as a milestone in strengthening industry-government-academia collaboration in the tourism sector.

We sincerely hope that many of you will take advantage of this excellent opportunity to participate in discussions that promise to contribute to the future development of tourism destinations, events and sports. We eagerly look forward to your participation and to the registration of your presentation topics.

We look forward to seeing you in Sapporo.

Greetings from the Organizers



Kiyohiro Houkin

President of the Hokkaido University

Good morning, everyone. Thank you very much for participating in the International Conference on Destinations, Events and Sports. On behalf of Hokkaido University, I would like to extend my heartfelt welcome to you all.

Tourism is a vital industry for the regional economic development and community revitalization of Hokkaido. At Hokkaido University, the Graduate School of International Media, Communication, and Tourism Studies and the Center for Advanced Tourism Studies engage in multifaceted tourism research, including tourism policy, tourism economics, regional development, and sustainability. Accordingly, co-hosting this international conference holds great significance for us.

In particular, given that Sapporo City, the venue for this conference, is preparing to establish a Destination Management Organization (DMO) in April 2026, this conference offers an exceptionally timely opportunity to deepen our understanding of destination management. I look forward to the opportunity for discussions with experts from around the world to enhance the competitiveness of tourist destinations and contribute sustainably to regional economies.

Our co-host, the University of Central Florida, boasts world-class hospitality management programs and provides cutting-edge insights into tourism industry development. Hokkaido University hopes to learn from their advanced expertise and apply it to the development of the tourism industry in Hokkaido.

I would also like to express my sincere gratitude to the Hokkaido Shimbun Press, with which we have cultivated a partnership over many years, for their generous cooperation in organizing this conference. The collaboration among industry, academia, and the media has created this valuable opportunity to bring together experts from Japan and abroad. Hokkaido's tourism industry has the power to drive the regional economy as a whole. Through this conference, I hope to see lively discussions that will further unlock the potential of tourism in Hokkaido and lead to sustainable development.

I hope this conference will serve as a forum for exploring the future of the tourism and hospitality industry, and for fostering new partnerships and developments. With these words, I would like to conclude my opening remarks.

Thank you very much.

Greetings from the Organizers



Dr. Cynthia Mejia

Dean of UCF Rosen College of Hospitality Management

The UCF Rosen College of Hospitality Management is proud to be a partner for the inaugural international conference on destinations, events and sports. Located in Orlando, Florida, the USA's premier destination for attracting and hosting sporting events, the UCF Rosen College proactively collaborates with its industry, education and government stakeholders to educate and develop the future leaders of these highly dynamic sectors within the wider tourism and hospitality industry. Underpinned by world-leading research and immersive industry experiences, we invest heavily in our students and faculty and remain committed to expanding their opportunities internationally. This conference serves as a perfect platform for their ongoing professional development and for the sharing of our collective experiences with our many friends and colleagues from Hokkaido and the city of Sapporo. In examining the contemporary innovations and transformations that are driving change across destinations, events and sports, this international conference demonstrates the power of international collaboration, the long-lasting impact of memorable experiences, and the ability of academic, industry and government partners to drive economic growth. We thank our friends from Hokkaido, Japan for their initial invitation to collaborate on this exciting adventure and wish all delegates from across the world an enjoyable, engaging and transformational conference in the beautiful city of Sapporo.

Dr. Cynthia Mejia, Dean of UCF Rosen College of Hospitality Management

Greetings from the Organizers



Yuji Horii

President and Representative Director
The Hokkaido Shimbun Press Co., Ltd.

We are delighted to announce that the International Conference on Destinations, Events and Sports (ICDES2025) will be held at Hokkaido University as the main venue. We are deeply honored to participate in this conference as a co-organizer.

Tourism, events and sports possess the tremendous power of bringing vitality and hope to local communities. As a media organization and a company deeply rooted in the community, Hokkaido Shimbun is committed to fulfilling its mission of reporting on the latest developments across Hokkaido and communicating the region's attractions and challenges.

Through events such as the Hokkaido Marathon, the Rugby World Cup and the Tokyo Olympic Marathon in Sapporo, we have been sharing the sense of unity and potential that sports bring to the community. In 2019, we were also involved in the launch of the Hokkaido Sports Support Network, a public-private partnership, and have experienced firsthand the power of sports to promote regional development and international exchange.

In recent years, with the sustainability of tourism being questioned, preparations are underway in Sapporo to establish a destination management organization (DMO), and there are high expectations for the development of new tourism strategies through public-private partnerships. Tourism, events and sports each offer distinct value, but their convergence creates powerful opportunities for regional development and transformation.

I sincerely hope that this conference will serve as a new step toward connecting the power of tourism to the next generation by bringing together the expertise and experience of the academic and private sectors.

I wish all participants a fruitful exchange and discovery through interaction with Hokkaido's nature, culture and people.

Greetings from the Governor of Hokkaido



Naomichi Suzuki
Governor of Hokkaido

It is with great pleasure that we announce the holding of ICDES 2025 and offer a warm welcome to all participants who have arrived in Hokkaido.

We recognize the great significance of this conference in Hokkaido, where global leaders in tourism and hospitality are tackling important challenges. The solutions and collaborations emerging from this event will be invaluable as we in Hokkaido pursue our goal of becoming a premier international destination.

It is our hope that the networks cultivated through active engagement will foster novel innovations and play a vital role in realizing sustainable tourism.

We sincerely wish for the success of this conference and the happiness of all participants. We also hope that you will take this opportunity to enjoy the natural beauty, cuisine, activities, hot springs, and other attractions of Hokkaido.

Greetings from the Mayor of Sapporo



Katsuhiro Akimoto
Mayor of Sapporo

We are delighted to announce that the first international conference on tourism hospitality management, "ICDES2025," is being held in Sapporo. We warmly welcome all participants from both within and outside Japan.

We understand that this conference will bring together experts from around the world to discuss various challenges in the tourism industry, including tourism marketing and sustainable tourism. As a city that prides itself on being a tourist destination, Sapporo views this conference as a valuable opportunity to further enhance its appeal as a leading tourism destination and to promote ongoing regional development.

During your stay, we hope you will enjoy the seasonal delicacies of Hokkaido and the harmonious blend of nature and urban amenities in Sapporo's streetscape. We sincerely hope that your visit to Sapporo will be a fruitful and memorable experience.

Committee

CONFERENCE COMMITTEE

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Professor Hiroyuki Kamiyama, Hokkaido University, Japan

Dr. Jeeyeon “Jeannie” Hahm, University of Central Florida, USA

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Dr. Tadayuki Hara, University of Central Florida, USA

– Co-Chair

Dr. Alan Fyall, University of Central Florida, USA
 Professor Hiroyuki Kamiyama, Hokkaido University, Japan
 Dr. Jeannie Hahm, University of Central Florida, USA

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(UN Tourism)

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Venue Access

ICDES2025 Venue: **Hokkaido University Conference Hall**

Nishi 5 chome, 8-1, Kita 8 jo, Kita Ward, Sapporo,
Hokkaido 060-0808

■ By Train:

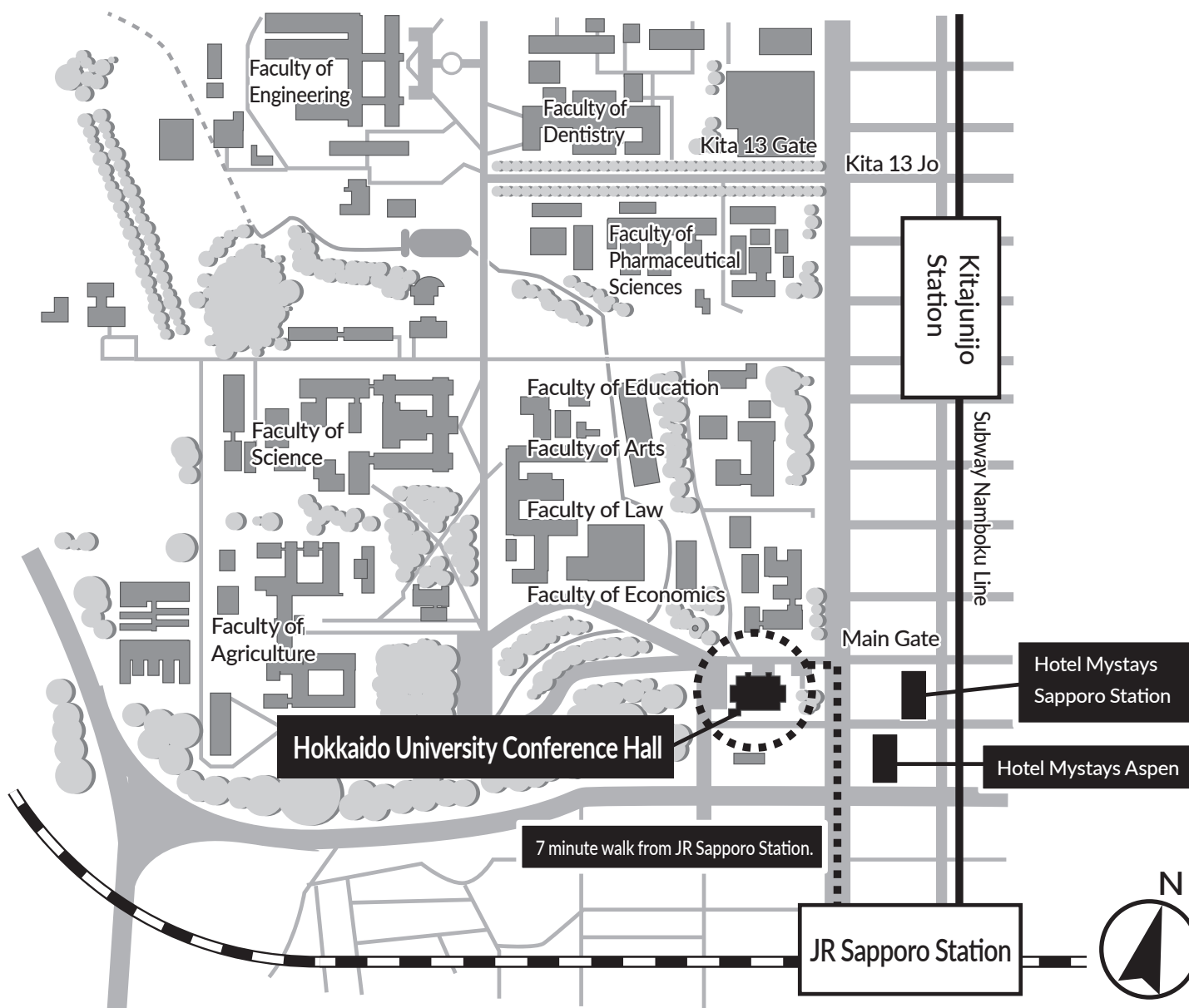
Get off at "JR Sapporo Station" and walk 7 minutes.

■ By Subway:

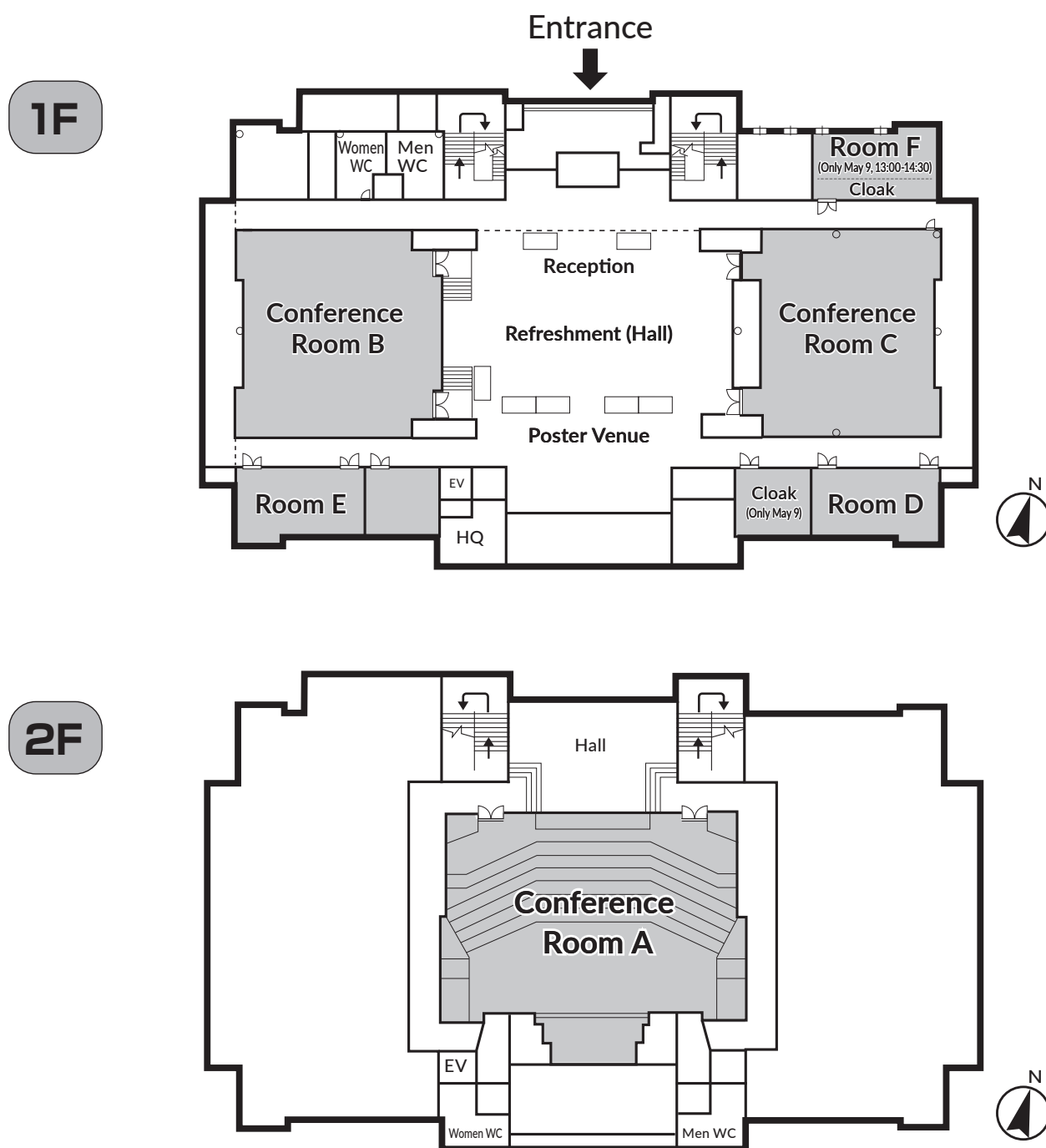
Sapporo City Subway, Namboku Line

Get off at "Sapporo Station" and walk 7 minutes.

*This facility does not have parking. Please use the nearest public transportation.



Venue Guide Map



Information for the Dinner Party

Venue: Former Hokkaido Government Office Building (Red Brick Office)

Address: Kita 3-jo Nishi 6-chome, Chuo-ku, Sapporo

Day: May 10 (Sat.)

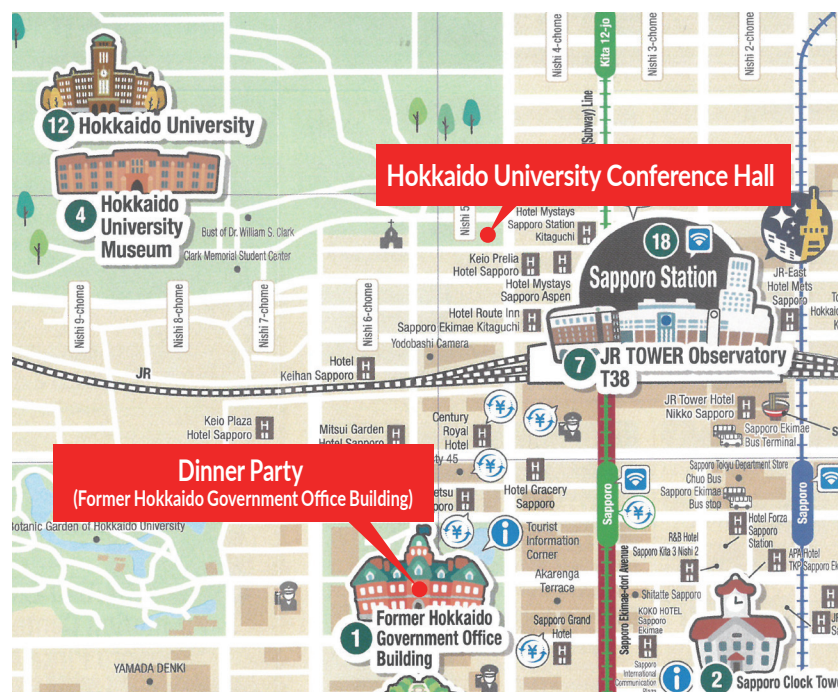
Venue opens: 6:50PM~ -We kindly ask that you arrive at the venue by 6:50 PM.

Dinner time: 7:00PM~8:30PM

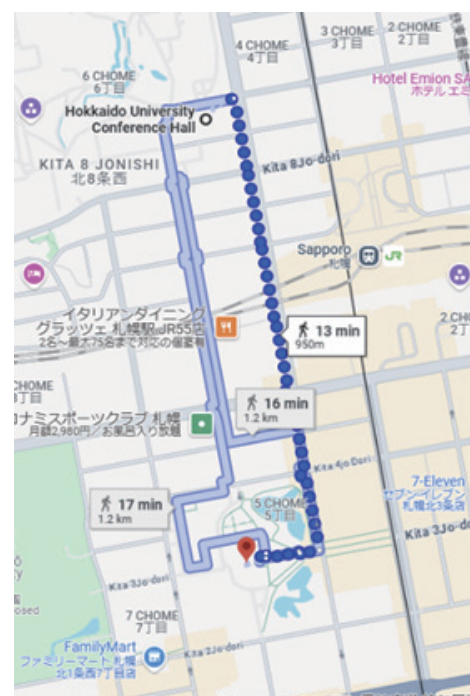
Dress code: business casual

Meeting point & time

In front of the main entrance of Former Hokkaido Government Office Building 6:50PM Our staff will be waiting for you.



Source: Sapporo Wide-area Guide Map



Source: Google Maps

* As the venue has not yet officially reopened to the public, we kindly request that you refrain from sharing any details or posting on “social media” about this special use of the space for the conference. We appreciate your understanding and cooperation.

Timetable

Date	Time	Room A	Room B	Room C
May 8 (Thu.)	17:00 - 20:00	Conference Registration (Hall)		
	18:00 - 20:00			Welcome Reception
May 9 (Fri.)	8:30 - 9:15	Venue Opens / Morning Coffee Break (Hall)		
	9:15 - 9:30	Welcome Address & Guest Introduction		
	9:30 - 10:20	Session 1: Keynote Lecture 1 Kevin Wright (Travel Oregon, USA)		
	10:30 - 11:50		Session 2A: Event Tourism I	Session 2B: Technology & Innovation in Tourism I
	12:00 - 12:50	Session 3: Lunchtime Seminar Masashi Yokoyama (Oriental Land Co., Ltd., Japan)		
	13:00 - 14:20		Session 4A: Event Tourism II	Session 4B: Technology & Innovation in Tourism II
	14:30 - 15:30	Session 5: Panel 1		
	15:30 - 16:00	Session 6: Poster Presentations and Coffee Break (Hall)		
	16:00 - 17:20		Session 7A: Tourism Experience & Behavior I	Session 7B: Cultural & Heritage Tourism I
	17:30 - 18:30		Session 8A: Tourism Experience & Behavior II	Session 8B: Cultural & Heritage Tourism II
	18:30 - 19:10	Session 9: Keynote Lecture 2 Peter Laimer (Statistics Austria, Austria)		
	19:10 - 19:20	Group photo shoot		
May 10 (Sat.)	9:00 - 9:30	Venue Opens / Morning Coffee Break (Hall)		
	9:30 - 10:20	Session 10: Keynote Lecture 3 James Bulley (Trivandri, UK)		
	10:30 - 11:50		Session 11A: Tourism Experience & Behavior III	Session 11B: Technology & Innovation in Tourism III
	12:00 - 12:50	Session 12: Lunchtime Seminar Ryoichi Shimada (Japan Airport Terminal Co., Ltd., Japan)		
	13:10 - 14:30		Session 13A: Tourism Experience & Behavior IV	Session 13B: Miscellaneous II
	14:30 - 15:10	Session 14: Keynote Lecture 4 Susanne Becken (Griffith University, Australia)		
	15:10 - 15:40	Coffee Break (Hall)		
	15:50 - 16:50	Session 15: Panel 2		
	17:00 - 17:50	Session 16: Special Session		
	19:00 - 20:30	Dinner Party (Former Hokkaido Government Office Building)		
May 11 (Sun.)	8:00 - 10:00			
	10:00 - 11:30			
	12:00 - 13:00			
	13:00 - 13:50			
	14:00 - 14:50			
	14:50 - 15:20			
	15:20 - 17:00			
	17:00			

Timetable

Date	Time	Room D	Room E	Room F / Rusutsu Resort
May 8 (Thu.)	17:00 - 20:00	Conference Registration (Hall)		
	18:00 - 20:00			
May 9 (Fri.)	8:30 - 9:15	Venue Opens / Morning Coffee Break (Hall)		
	9:15 - 9:30			
	9:30 - 10:20			
	10:30 - 11:50	Session 2C: Sustainable Tourism & Development I	Session 2D: Sport Tourism I	
	12:00 - 12:50			
	13:00 - 14:20	Session 4C: Sustainable Tourism & Development II	Session 4D: Social Media & Influencers I	Session 4E: Miscellaneous I (13:00-14:30)
	14:30 - 15:30			
	15:30 - 16:00	Session 6: Poster Presentations and Coffee Break (Hall)		
	16:00 - 17:20	Session 7C: Sustainable Tourism & Development III	Session 7D: Tourism in Crisis & Recovery I	
	17:30 - 18:30	Session 8C: Social Media & Influencers II	Session 8D: Tourism in Crisis & Recovery II	
	18:30 - 19:10			
	19:10 - 19:20			
May 10 (Sat.)	9:00 - 9:30	Venue Opens / Morning Coffee Break (Hall)		
	9:30 - 10:20			
	10:30 - 11:50	Session 11C: Sustainable Tourism & Development IV	Session 11D: Destinations I	
	12:00 - 12:50			
	13:10 - 14:30	Session 13C: Sport Tourism II	Session 13D: Destinations II	
	14:30 - 15:10			
	15:10 - 15:40	Coffee Break (Hall)		
	15:50 - 16:50			
	17:00 - 17:50			
	19:00 - 20:30	Dinner Party (Former Hokkaido Government Office Building)		
May 11 (Sun.)	8:00 - 10:00			Travel to Rusutsu Resort
	10:00 - 11:30			Mountain Visit
	12:00 - 13:00			Session 17: Lunchtime Seminar Kenjiro (Ken) Karahashi (Hokkaido Airports Co., Ltd., Japan)
	13:00 - 13:50			Session 18: Keynote Lecture 5 Alan Fyall (University of Central Florida, USA)
	14:00 - 14:50			Session 19: Panel 3
	14:50 - 15:20			Closing Reception
	15:20 - 17:00			Enjoy the Rusutsu Resort
	17:00			Depart for Sapporo

Keynote Lecture

09:30-10:20, May 9 (Room A)

Moderator: Dr. Alan Fyall (Univeristy of Central Florida, USA)



Session 1: Keynote Lecture 1

Role of Events and Sports in the Marketing of Oregon

Kevin Wright
Travel Oregon, USA

Kevin Wright will explore Travel Oregon's strategic approach to destination management, offering insights relevant to Japan's evolving tourism landscape. He will begin by examining past and current trends in Oregon's tourism industry, focusing on Travel Oregon's vision, mission, and funding model. Also highlighted will be the structure of Oregon's tourism ecosystem and the agency's collaborations and partnerships with key organizations throughout the state.

A central theme of the presentation will be Travel Oregon's 10-year vision, emphasizing how data-driven insights, strategic planning, and stakeholder collaboration shape decision-making within the agency. Kevin will explore how Oregon integrates branding and marketing initiatives, showcasing an "always-on" marketing approach that amplifies niche tourism markets such as culinary, outdoor recreation, and cultural experiences.

Travel Oregon's approach to event creation and support will be examined, covering major events throughout the state as well as Travel-Oregon lead initiatives such as The Governor's Conference on Tourism.

By illustrating Oregon's strategic and collaborative approach to destination management, this session will provide practical takeaways for tourism leaders, offering models for sustainable growth, stakeholder engagement, and long-term destination resilience.

Keynote Lecture

18:30-19:10, May 9 (Room A)

Moderator: Prof. Hiroyuki Kamiyama (Hokkaido University, Japan)



Session 9: Keynote Lecture 2

Emerging Trends in Tourism Statistics in the Context of Destinations, Events and/or Sports

Dr. Peter Laimer

Statistics Austria, Austria

Tourism is a relevant economic driver in many countries and might significantly impact the development of the nation. At sub-national and destination levels there is strong evidence that tourism is also a significant contributor to environmental, economic and social changes. Defining a tourism destination and/or region is a key issue for comparability purposes and it becomes a relevant issue when doing investigations related to statistical sources on national, regional and local levels, therefore.

The presentation deals with definition approaches of destination from the statistical perspective being the key and the pre-condition for further tourism related investigations on subnational level. Another focus of the speech is to show that measuring tourism on subnational/destination level is concerned with challenges since statistical sources don't usually include all levels of spatial units and small sample sizes do not allow data analysis on rather disaggregated territorial levels.

Furthermore, in particular the measurement of subnational tourism from a more holistic point of view will be given space in the presentation considering - among others - the rationale for such a broader view on tourism. In addition, experiences and best practices are going to be shared in regard to the measurement of tourism on subnational level, referring to the example of the European Union and to a selection of respective projects in Austria.

The presentation will try to foster and to enhance a common understanding, what tourism measurement on destination levels means and showing various limits this kind of research is facing. However, the contribution could encourage stakeholders in putting more emphasis on doing more research related to tourism data on destination level. Sharing experiences in this field could create additional awareness concerning the value of these data and improving a better understanding of tourism activities on subnational level.

Keynote Lecture

09:30-10:20, May 10 (Room A)

Moderator: Dr. Alan Fyall (University of Central Florida, USA)



Session 10: Keynote Lecture 3

Emerging Trends in the Hosting of Major Sport Events

James Bulley
Trivandi, UK

With over 30 years' experience of planning and operating major events, James Bulley will explore the trends shaping the future of major sports events and what they mean for hosts, event professionals and the industry as a whole.

The market size of major events reached \$1.7 billion in 2024 and is expected to grow to over \$2 trillion by 2032, underscoring their continued significance. New territories are fiercely competing to host much coveted major sports, recognising their power to drive national visions, economic development and international influence. Recent shifts have seen Qatar host the 2022 FIFA World Cup, Morocco and Saudi Arabia securing the 2030 and 2034 editions respectively, and India, Qatar and Turkey amongst the potential mix to host the 2036 Olympics.

Fans are increasingly seeking more exciting, immersive and hyper-personalised experiences with research showing that 45% of Gen Z attend live events to elevate their social status. We are already seeing the rapid growth of new, often shorter, sport event formats such as The Hundred in cricket, the T100 Triathlon, and the upcoming 'Ultimate Championships' in athletics. Whilst fan engagement is being revolutionised through technologies like Hawk Eye, VAR and DSR.

Innovations in technology will also redefine how major events are planned, operated and experienced. These include AI-driven efficiencies in resource management, optimisation of venue layouts and sustainable food waste disposal, as well as advancements in real-time crowd and traffic monitoring, fire-hazard detection and surveillance capabilities.

As the industry adapts to this rapidly evolving landscape, this session will address the critical need for the entire industry to work together to bridge the gap between academic research and real-world application. Translating new thinking into practical, scalable solutions will be essential to creating unforgettable experiences that not only captivate audiences, but deliver sustainable legacies, lasting value and measurable impact.

Keynote Lecture

14:30-15:10, May 10 (Room A)

Moderator: Dr. Alan Fyall (University of Central Florida, USA)



Session 14: Keynote Lecture 4

Sustainability Trends – a Destination Lens

Dr. Susanne Becken

Griffith University, Australia

This keynote explores how tourism destinations can engage in climate-resilient development, integrating both climate risk adaptation and the low-carbon transition. Addressing climate change at the destination involves tourism businesses, destination marketing organisations, but also involves a broad network of partners and stakeholders that need to work together to achieve the step change required. Building on net-zero destination research in Australia, decarbonisation pathways will be explored. The keynote will also discuss major climate risks for destinations, and here a focus on extreme heat impacts in global city destinations, including major events such as the Olympic Games, will be taken. Adaptation and mitigation actions-spanning waste reduction, nature restoration, and carbon accounting-will be connected as shaping tourism's future. Notably, the event sector has emerged as a leader, with strong engagement in nature restoration initiatives and evolving sustainability standards. I argue that this leadership is both an opportunity and a responsibility, requiring continued innovation to set benchmarks for the broader tourism industry.

Keynote Lecture

13:00-13:50, May 11 (Rusutsu Resort)

Moderato: Dr. Tadayuki Hara (University of Central Florida, USA)



Session 18: Keynote Lecture 5

Destination Planning for Events: A Portfolio Perspective

Dr. Alan Fyall

University of Central Florida, USA

Dr. Fyall will reflect on past trends in the marketing and management of destinations and identify themes for future research and practitioner adoption, before exploring the role events play in the planning, development, marketing, and management of destinations. Events are no longer a reactionary “add on” to destination strategies but are central to the development, and reinvigoration, of many destinations around the world. It is imperative that those charged with the leadership of destinations understand the dynamics of events, their power, and limitations, to affect change and how they can contribute to the development of more sustainable, resilient, and resident-friendly destinations.

Underpinning such understanding is the need for destination leaders to view events through a “portfolio” perspective and identify the grouping of events that can collectively deliver the most desirable outcomes for the destination at large. Such an approach to events involves strategically planning a diverse mix of events that appeal to different markets throughout the year, in turn reducing the dependency on a single major event and mitigating risks. A balanced event portfolio can also nurture community engagement, this in addition to building and/or enhancing the destination’s brand identity by highlighting its unique assets. For a portfolio perspective to succeed, collaboration among destination leaders, event organizers, government bodies, and relevant stakeholders is a necessity with important lessons for the future funding and governance of destinations. It also serves as a catalyst for destinations to strategically align events with broader economic and tourism goals. A portfolio perspective for destination events is intended to build resilience and adaptability, and to ensure destinations remain competitive and vibrant year-round to their tourist and resident communities.

The background features a series of concentric, overlapping circles in various shades of gray. Interspersed among these circles are several circular icons, each containing a different symbol: a person silhouette, a dollar sign, an envelope, a padlock, a bar chart, a speech bubble, a smartphone, a laptop, and a gear. These elements are connected by thin, light gray lines, creating a network-like or digital theme.

Program

Thursday, May 8 | DAY 1

*Time zone is JST

17:00 - 20:00	Conference Registration	Hall
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18:00 - 20:00	Welcome Reception	Room C
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Friday, May 9 | DAY 2

8:30 - 9:15	Venue Opens / Morning Coffee Break	Hall
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9:15 - 9:30	Welcome Address & Guest Introduction	Room A
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9:30 - 10:20	Session 1: Keynote Lecture 1	Room A
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Role of Events and Sports in the Marketing of Oregon
Kevin Wright (Travel Oregon, USA)

Moderator: Alan Fyall

10:30 - 11:50	Session 2A: Event Tourism I	Room B
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Moderator: Kayode Aleshinloye

10:30	The Stressful Nature of Event Management: A Scoping Review Uncovers Underlying Causes, Impacts & Mitigation Strategies Angelika Bazarnik
10:50	Event Tourism: A Case Study from the Walleye Festival Bob Lee
11:10	Game Time or Screen Time? The Role of Childhood and Sports in College Students' Phubbing Habits Damon Leiss, Jodie Leiss, Nina Adjanin, Joel McCormick and Gordon Brooks
11:30	Residents' Resistance to Mega Events: A Recurring Decimal Kayode Aleshinloye, Ece Zivrali and Frank Badu-Baiden

10:30 - 11:50	Session 2B: Technology & Innovation in Tourism I	Room C
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Moderator: Janelle Chan

10:30	Enhancing Destination Appeal through AI Generated Imagery: A Bottom Up Approach in Sustainable Gastronomy Tourism Janelle Chan
10:50	Extended Reality (XR) Solutions as a Marketing Instrument for Destinations and Events – a Perspective from the Next Traveler Generation Vanessa Borkmann
11:10	A Qualitative Comparative Analysis of the Dissemination Effects of Short-Form Videos on Traditional Sports and Games Shuangshuang Liu and Yifan Zuo
11:30	Identifying Tourist Preferences in Dining, Accommodation, and Activities from Online Reviews: An Integrated BERTopic-LLM Approach Ting Zhang and Tetsuo Shimizu

10:30 - 11:50	Session 2C: Sustainable Tourism & Development I	Room D
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- Moderator: Manuela de Carlo
- | | |
|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 10:30 | The Economics of Tourism – Maximizing the Contribution of Ecotourism in the Economic Development and Environmental Conservation in the Context of the Dhofar Governorate, Oman
Ali Akaak and Wolfgang Georg Arlt |
| 10:50 | Network Orchestration for Sustainable Tourism Innovation
Anna M. Burton, Michele Bettin and Astrid Dickinger |
| 11:10 | The Transformation of DMOs Towards Sustainability: Insights from the Italian Context
Francesca D’Angella, Manuela De Carlo, Anna Scuttari and Annamaria Pesci |
| 11:30 | Research on Business Model Innovation of Sports Ecosystem of Kwai Platform
Shuhong Xiao and He Dong |

10:30 - 11:50	Session 2D: Sport Tourism I	Room E
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- Moderator: Nicholas Wise
- | | |
|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 10:30 | Supplemental Tourism Activities of Away Football Spectators at the Japan National Stadium: Examining Spectator- and Tourist-Orientations
Akari Ota and Eiji Ito |
| 10:50 | On the Road Again: Exploring Sustainability in Motion through the Theory of Planned Behavior and Climate Worry in Sports Tourism
Nina Adjanin, Pornchanok Ruengvirayudh, Anne Dietrich and Gordon Brooks |
| 11:10 | Serious Running and Prosocial Behaviors: The Effects of Psychological Benefits, Interpersonal Interactions, and Place Attachment
Linghan Zhang and Xiaofei Hao |
| 11:30 | Delivering Paris 2024 Summer Olympic Surfing Events in French Polynesia: Multistakeholder Perspectives on the Event Organization in Teahupo'o and its Preliminary Event Impacts
Karina Mukanova |

12:00 - 12:50	Session 3: Lunchtime Seminar	Room A
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- Moderator: Hiroyuki Kamiyama
- | | |
|--|---------------------------------------------------------------------------------------|
| | Concept of Events at Theme Parks
Masashi Yokoyama (Oriental Land Co., Ltd., Japan) |
|--|---------------------------------------------------------------------------------------|

13:00 - 14:20	Session 4A: Event Tourism II	Room B
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- Moderator: Kai Kronenberg
- | | |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 13:00 | Evaluating Event Portfolios through Non-use Values
Martin Wallstam, Kai Kronenberg and Robert Pettersson |
| 13:20 | Guiding Principles in Experience Design: The Case Study of PCMA Convening Leaders 2025
Eric Olson and Smita Singh |
| 13:40 | To Examine Social Capital and the Consequences of Residents' Psychological Well-being on Future Sport Event-related Behaviors in the context of the Paris 2024 Summer Olympic Games
Yi Zhang, Rui Biscaia, Keita Kinoshita, Christopher Hautbois and Shintaro Sato |
| 14:00 | Effectiveness of Facilities for Regional MICE Promotion
Kohei Manaka, Yuma Takeichi and Xuelin Yao |

13:00 - 14:20 Session 4B: Technology & Innovation in Tourism II**Room C**

Moderator: Bingna Lin

- 13:00 Digital Mediation of Taste: A Study of the Dissemination of Cantonese Cuisine on Rednote
Yu Hong and Qiuju Luo
- 13:20 Applying Web Mining to Access Logs of Destination's Website for Estimation of Destination Website Visitor's Information Seeking Behavior and Interest
Kennichiro Hori, Yu Ogasawara, Yohei Kurata and Tetsuo Shimizu
- 13:40 Machine Translation and Inbound Tourism: Enhancing Communication at Haneda and Narita Airports
Yukiko Ideno, Yoko Sakamoto, Takahiro Mitsumata and Teppei Terashima
- 14:00 Dissecting the Formation of Embodied Metaphors in Virtual Reality Tourism
Bingna Lin and Yangyang Tan

13:00 - 14:20 Session 4C: Sustainable Tourism & Development II**Room D**

Moderator: Masashi Wakasugi

- 13:00 Promoting Participation Intent in Pro-Poor Tourism to Alleviate Absolute Poverty
Masashi Wakasugi and Yi Xuan Ong
- 13:20 Enhancing Inclusivity: Stakeholder Perspectives in Developing Muslim-Friendly Tourism in Non-Muslim Destinations
Husna Zainal Abidin and Cahaya Rizka Putri
- 13:40 Sustainable Hotel Practices and Guest Awareness: The Case of Japan
Reiko Fujita and Harumi Kaseda
- 14:00 Rethinking the Legitimacy and Financial Sustainability of Destination Management Organisations in Japan
Hirokazu Kobayashi

13:00 - 14:20 Session 4D: Social Media & Influencers I**Room E**

Moderator: Jeannie Hahm

- 13:00 Exploring the Impacts of Social Media Influencer Communication for Post-Disaster Tourism Recovery
Yi Xuan Ong
- 13:20 From Virtual to Real: Unveiling the Role of Video Games in Shaping Postmodern Tourist Experiences through the Case of Genshin Impact
Na Young Mun, Xiaoxiao Fu, Eddie Mao and Arthur Huang
- 13:40 Non-Place Making: Chinese Tourists' Daka and the Production of Tourist Spaces through Social Media
Yan Tan
- 14:00 Celebrating the Games: A Sentiment Analysis of Emotions in Olympics Opening and Closing Ceremonies
Jihye Park, Jeannie Hahm and Sang Hun Park

13:00 - 14:30 Session 4E: Miscellaneous I**Room F**

Moderator: Alan Fyall

- 13:00 Why are Art and Pop Culture Tourism Events Essential for Regional Revitalization?
Meng Qu, Takayoshi Yamamura and Kyungjae Jang

13:18	Development and Effectiveness Test of Entrepreneurship Education Program for High School Students Mission-completion Type Real International Exchange Machinaka Rogaining Nozomi Shiina, Keisuke Tomida, Keiji Iwaki and Akito Shiraish
13:36	Deconstruction and Reconstruction of the Concept of Sustainable Tourism Yutaka Nakajima and Yusuke Ishiguro
13:54	Sports Tourism or Anime Pilgrimage? Sports Anime as Attractions for the Destination Development Qian Jin
14:12	Evaluating Carbon Emissions of Intracity Travel at Tourism Destinations Using Mobile Phone Location Data Sunkyung Choi, Manaka Kanamaru and Shinya Hanaoka

14:30 - 15:30 Session 5: Panel 1 Adventure & Sports Tourism

Room A

Moderator: Jeannie Hahm

Yasuhiro Oshima (Tokyo Marathon Foundation / National Stadium (during the Tokyo Olympics), Japan)

Munehiko Harada (Japan Sports Tourism Alliance, Japan)

Judith Mair (University of Queensland, Australia)

Karina Mukanova (International University of Monaco, Monaco)

15:30 - 16:00 Session 6: Poster Presentations and Coffee Break

Hall

The Impact of Symbolic Representation of Everyday Urban Heritage on the Reconstruction of Urban Cultural Spaces: A Case Study of the Daming Palace National Heritage Park
Xiaoxiao Liu

Green Climate in Ecotourism Communities: Conceptualization, Scale Development and Validation
Zhicai Wu, Bowen Wang (presenter) and Haizhou Zhang

Study on the Impact of Post-Disaster Power Relations on Cultural Representation in Settlement Spaces - A Case Study of Qiang Ethnic Villages in Sichuan Province, China
Wenqian Hu, Yu Okamura and Yingju Zhang

Enhancing Added Value of Tourism Based on Adventure Tourism – A Case Study of National Parks in Eastern Hokkaido
Qidan Yang, Yifan Wang and Fuyu Lyu

The Future of Integrated Resorts in Japan: A Comparative Analysis of Osaka, Incheon, and Tokyo's Potential
Yukiko Ideno

Understanding the Ripple Effects of Tourist Misbehavior
P. Monica Chien, Wanting Sun and Ravi Pappu

16:00 - 17:20 Session 7A: Tourism Experience & Behavior I

Room B

Moderator: Misaki Higashihara

16:00 The Role of Optimal Distinctiveness in Shaping Individuals' Retro Experiences in Tourism and Hospitality
Zuhui Liao and Vincent Tung

16:20 More is Not Better: Analysis of Tourism Experience Using Peak-End Rule
Misaki Higashihara and Lingling Wu

16:40 Exploring the Preferences of Chinese Tourists for Camping Facilities: Implications for Next-Generation Tourism in Hokkaido
Qian Guo

17:00 Exploring Tourists' Perceptions of Co-Branding Strategies in Theme Parks and Their Impact on Attitudes and Behavioral Intentions: A Case Study of Universal Studios Japan
Mengming Chen

16:00 - 17:20 Session 7B: Cultural & Heritage Tourism I

Room C

Moderator: Hong Fan

16:00 Transforming a Rural County into a Destination Brand: The Case of the Village Super League in Rongjiang, China
Hong Fan

16:20 Avant-Garde Bookstore: A Pioneering Investigation into Business Models for Rural Sustainable Development and Cultural Heritage Preservation
Qian Qiu

16:40 Students' perspectives of global learning
Harng Luh Sin

17:00 Sustainability Factors of Anime Tourism Sites: Case Study of Model Location of Natsume Yujin-Cho [Natsume's Book of Friends] in Hitoyoshi Kuma Region, Kumamoto Prefecture, Japan
Onozawa Yasuko

16:00 - 17:20 Session 7C: Sustainable Tourism & Development III

Room D

Moderator: Alan Fyall

16:00 The flow of Jurisdictional Boundaries in Social Co-creation Rural Tourism Development
Feng Huang

16:20 "What Other Events, Blueberry Picking?": Presentation of Findings from Event Management of Nature-Based Events Use of Local Actors' Knowledge to Protect Nature
Axel Eriksson

16:40 The Power of Mega-Events: Using Events to Develop Accessible Destinations
Marcus Hansen, Mike Duignan and Alan Fyall

17:00 Working Holiday Makers in Niseko: Post-Pandemic Labor Mobility and Community Integration
Kyoko Morikoshi and Hayato Nagai

16:00 - 17:20 Session 7D: Tourism in Crisis & Recovery I

Room E

Moderator: Sergio Alvarez

16:00 A Study on the Potential of Reconstruction and Revitalization Tourism in Japan's Disaster-Affected Areas and the Role of Tourism DX
Atsutoshi Oshima

16:20 The Dual Lens of Crisis: Residents and Visitors' Perspectives on Post-Crisis Destination Image
Yuanyuan Shi and Jingru Zhang

16:40 A Theoretical Framework for Social Amplification of Risk in Coastal Tourism Destinations with Harmful Algae Blooms
Sergio Alvarez

17:00 Situating Current Events in Los Angeles: Re-Thinking Landscape Planning Policy amid Natural Disasters
Nicholas Wise

17:30 - 18:30 Session 8A: Tourism Experience & Behavior II**Room B**

Moderator: Tadayuki Hara

- 17:30 VR Cultural Tourism and Museum Tourism: Research on the Scenario Differences and Application Effects of the Experience Economy Theory
Yuanhan Fang, Yerim Chung, Lihuan Jiang and Wangqi Tian
- 17:50 Exploring the Role of Feral Animals in Peripheral Rural Destinations: The Case of Cat Village in Taiwan
Li-Hsin Chen
- 18:10 Destination Image of Japan Among Arab Visitors and Non-visitors: A Construal Level Theory Perspective
Mohamed N. El-Barbary, Mohamed E. Mohamed and Mohamed Abou-Shouk

17:30 - 18:30 Session 8B: Cultural & Heritage Tourism II**Room C**

Moderator: Yichen Wang

- 17:30 Heading to Jingdezhen: The Practice of Life Politics
Lu Gao and Qiuju Luo
- 17:50 Attractive Hokkaido with Nature -- using by platform "Hokkaido Loginet Express"
Seiichi Iida
- 18:10 Being the Destined One: The Commodification of Fantasy in Pilgrimage Tourism in the Case of Black Myth: Wukong
Yichen Wang

17:30 - 18:30 Session 8C: Social Media & Influencers II**Room D**

Moderator: Xiaoxiao Fu

- 17:30 Exploring the Potential of Virtual Reality in Promoting Cultural Tourism
Nagi Medai and Lingling Wu
- 17:50 Understanding Dynamic Aesthetic Experiences of Tourism Videos: An Electrophysiological Approach
Fiona Chi, Xu Vivian Li, Kam Pong Chris Wong, Guangyu Sonic Yang, Tak Po Connie Chan and Kin Sun Sammy Chan

17:30 - 18:30 Session 8D: Tourism in Crisis & Recovery II**Room E**

Moderator: Naoki Wakabayashi

- 17:30 Small Business Orientation and Survival of Small Hotels Under the COVID-19 Pandemic: A Case Study of Lodging Industry in Kyoto City
Naoki Wakabayashi and Akiko Yamamoto
- 17:50 Tourism in Crisis: Exploring the Impact of Social Capital in an Online Community During COVID-19
Noriko Takai and Tadayuki Hara
- 18:10 Japanese Overseas Travel: Why Has the Number of Overseas Travellers Not Recovered?
Tetsu Nakamura

18:30 - 19:10	Session 9: Keynote Lecture 2	Room A
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Moderator: Hiroyuki Kamiyama

Emerging Trends in Tourism Statistics in the Context of Destinations, Events and/or Sports
 Peter Laimer (Statistics Austria, Austria)

19:10 - 19:20	Group Photo Shoot	Room A
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Saturday, May 10 | DAY 3

9:00 - 9:30	Venue Opens / Morning Coffee Break	Hall
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9:30 - 10:20	Session 10: Keynote Lecture 3	Room A
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Moderator: Alan Fyall

Emerging Trends in the Hosting of Major Sporting Events
 James Bulley (Trivandi, UK)

10:30 - 11:50	Session 11A: Tourism Experience & Behavior III	Room B
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Moderator: Eric Olson

10:30 Uses of Dating Apps by Gay Men in Tourism Destinations
 Eric Olson

10:50 Estimating the Impact of the Noto Peninsula Earthquake on Hotel Room Availability Using a Hierarchical Bayesian Model
 Tetsuya Tamaki, Mamoru Yoshida, Yoshio Kajitani, Hiromichi Yamaguchi, Shohei Suzuki and Yu Ogasawara

11:10 Understanding Value Co-creation through Tourist Perspectives in Forest-based Regenerative Tourism
 Yiqin Zhang and Meng Qu

11:30 Exploring Factors Influencing Tourists' Participation in Value Co-Creation for Night Tourism and Revisit Intentions: The Case of Mianyang Fantawild Oriental Heritage Theme Park
 Shiyong Xu, Henry Tsai, Nelson Tsang and Sung Gyun Mun

10:30 - 11:50	Session 11B: Technology & Innovation in Tourism III	Room C
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Moderator: Shuhong Xiao

10:30 A Case Study on Emerging Business Models in Metaverse Golf: The Example of Golfzon China
 Shuhong Xiao and Cuicui Tian

10:50 Disrupting Hospitality Education and Industry With Innovation and Technology
 Brian Collins

11:10 Event Tourism Research: A Bibliometric Analysis Using Visviewer and Thematic Analysis
 Norol Hamiza Zamzuri, Kalam Azad Issa and Nurhazwani Abd

11:30 Possibility to Utilize Mobile Big Data for Accommodation Statistics
 Truong V. Nguyen and Tetsuo Shimizu

10:30 - 11:50 Session 11C: Sustainable Tourism & Development IV**Room D**

Moderator: Yuning Wang

- 10:30 The Gentrification of Rural Tourism Destinations: A Longitudinal Case Study Based on Field Theory
Xinrui Wang
- 10:50 Research on Hybrid Social Capital in Rural Tourism Communities under the Development of Rock Climbing Tourism: A Case Study of Yangshuo, China
Yuning Wang and Lingyuan Zhang
- 11:10 Bringing Snow South: Resource Flow and Indoor Ski Tourism in China's Greater Bay Area
Siya Wang
- 11:30 The Changing Role of Tourism Guide Services in the Post-Disaster Recovery Phase
Masahiro Kanno

10:30 - 11:50 Session 11D: Destinations I**Room E**

Moderator: Xinyi Shi

- 10:30 "Everyone is Welcome Here!" Examining DMOs Accessibility Efforts
Juliana Tkatch, Karen Tavares, Alan Fyall and Yinying Zhong
- 10:50 Generating Emotional Energy in Red Tourism Destinations: An Interactive Ritual Chains Approach
Xinyi Shi and Dan Zhu
- 11:10 Study on the Concept, Planning and Implementation of Olympic-scape at Paris Olympics 2024
Kazuya Yamazaki and Yu Okamura
- 11:30 Occupational Therapy and Destination Management: A Journey Toward Accessible Destinations
Marcus Hansen and Alan Fyall

12:00 - 12:50 Session 12: Lunchtime Seminar**Room A**

Moderator: Hiroyuki Kamiyama

Overview of the Radiative Cooling Material, "Radi-Cool"
Efforts toward carbon neutrality at Haneda Airport Terminal Building
Ryoichi Shimada (Japan Airport Terminal Co., Ltd., Japan)

13:10 - 14:30 Session 13A: Tourism Experience & Behavior IV**Room B**

Moderator: Sangchoul Yi

- 13:10 The Loss Outweighs the Gain: Reflecting on Misconceptions about the Effectiveness of Green Nudging in the Context of Tourist Experiences
Jingyan Liu, Jingling Xu and Jiaman Liu
- 13:30 Assessing the Impact of Recreational Fishing Image on Fishing Tourism Demand
Sangchoul Yi, Taehyeon Kim and Dong-Hun Go (presenter)
- 13:50 How Do Festival Events Endow Destination Fascination? An Exploratory Case Study of the Wuzhen Theatre Festival
Jiayuan Zhang, Yanzhen Tuo and Qiuchen Han
- 14:10 Development of a Method to Grasp the Movement of Tourists Using Secure Cross-Organizational Data Collaboration
Keiichi Ochiai, Kazuma Nozawa, Keita Hasegawa, Kazuya Sasaki, Masayuki Terada, Miho Tabuchi, Tetsuro Nakahara, Keisei Iwasaki, Nobumasa Ikemoto, Mariko Tsujii, Yasushi Sasamoto, Masahiro Ota, Kotaro Kobayashi and Hiroyuki Kamiyama

13:10 - 14:30 Session 13B: Miscellaneous II		Room C
		Moderator: Ayimu Shayifu
13:10	Not a Single Path to Success: Corporate Green Innovation in Small and Medium-Sized Tourism Enterprises Jiaman Liu and Jingyan Liu	
13:30	Impact of Hotel REITS on Hotel Management: A Comparative Analysis of Vertical Integration and Performance in Aso City, Kumamoto Prefecture Kaori Takahashi, Katsunori Obata and Wenhsin Yu	
13:50	Research on the Inheritance and Protection of Agricultural Heritage Systems through Social Innovation in Festival Activities: A Case of Xinjiang Yili Tianma International Tourism Festival Ayimu Shayifu, Jingjing Cao, Xinmei Liu, Peng Gao and Xiaoxia Suo	
14:10	Rhythm in Human Geography: Conceptual Advances and Methodological Implications Zhi-Cai Wu and Xingnan Wu	
13:10 - 14:30 Session 13C: Sport Tourism II		Room D
		Moderator: Wenxin Ke
13:10	Community Engagement and Sustainable Development in Sports Events: A Case Study of Le Tour de Langkawi in Malaysia Kalam Azad Isa, Norol Hamiza Zamzuri (presenter) and Herwina Rosnan	
13:30	Research on Advertising Effect of e-Sports Live Events - Based on E-sports Audience Experimental Examination and Empirical Verification of Structural Equation Model Jiawen Pan	
13:50	The Study of the Impact Mechanism of Community Participation in Rural Sports Event Live Streaming on Destination Tourism Wenxin Ke	
14:10	Enhancing Customer Experience Management During Mega Events in Hong Kong: A Multidimensional Analysis of attendee Touchpoints Olive Nyaga	
13:10 - 14:30 Session 13D: Destinations II		Room E
		Moderator: Reiko Fujita
13:10	A Comparative Time Series Analysis of the Japanese Tourist Destinations: The Case Study of Two Preservation Districts in Japan Maimaitiniyazi Mamuti and Atsushi Kawasumi	
13:30	Transforming a Rural County into a Destination Brand: The Case of the Village Super League in Rongjiang, China Hong Fan	
14:10	An Empirical Analysis of the Impact of World Heritage Sites on Inbound Tourists Worldwide Ren Jia	
14:30 - 15:10 Session 14: Keynote Lecture 4		Room A
		Moderator: Alan Fyall
	Sustainability Trends – a Destination Lens Susanne Becken (Griffith University, Australia)	
15:10 - 15:40 Coffee Break		Hall

15:50 - 16:50 Session 15: Panel 2 Sustainable Tourism & Events

Room A

Moderator: Jeannie Hahm

Fumiko Kato (WAmazing, Japan)
Susanne Becken (Griffith University, Australia)
Sergio Alvarez (University of Central Florida, USA)
Maharaj Vijay Reddy (University of Wolverhampton, UK)

17:00 - 17:50 Session 16: Special Session

Room A

Moderator: Jusuke Ikegami

The Future of Tourism in Hokkaido
Tadayuki Hara (University of Central Florida, USA)
Yoshiaki Hompo (UNWTO Regional Support Office for Asia and the Pacific in Japan, United Nations Tourism (UN Tourism), Japan)
Kenjiro (Ken) Karahashi (Hokkaido Airports Co., Ltd., Japan)
Tsutomu Tsuchiya (Hokkaido University, Japan)

19:00 - 20:30 Dinner Party

Former Hokkaido Government Office Building

Sunday, May 11 | DAY 4

8:00 - 10:00 Travel to Rusutsu Resort

10:00 - 11:30 Mountain Visit

12:00 - 13:00 Session 17: Lunchtime Seminar

Moderator: Hiroyuki Kamiyama

Shaping the Future of Hokkaido Travel
Kenjiro (Ken) Karahashi (Hokkaido Airports Co., Ltd., Japan)

13:00 - 13:50 Session 18: Keynote Lecture 5

Moderator: Tadayuki Hara

Destination Planning for Events: A Portfolio Perspective
Alan Fyall (University of Central Florida, USA)

14:00 - 14:50 Session 19: Panel 3 Tourism Digital Transformation

Moderator: Xiaoxiao Fu

Hisatake Kamori (Rusutsu Resort, Japan)
James N. Suzuki (Kutchan Tourism Association [NISEKO], Japan)
Vanessa Borkman (SRH Berlin University of Applied Sciences, Germany)
Youcheng Wang (University of Central Florida, USA)

14:50 - 15:20 Closing Reception

15:20 - 17:00 Enjoy the Rusutsu Resort

17:00	Depart for Sapporo
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19:00	Arrive at Sapporo
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ともに創る。北の空と大地の未来

HAPPY STORIES START*

北の大地に輝く、7つの星々。
それは降り立つ翼たちの目印。
旅の無事を人知れず支える、空の港の灯。
離れていたって、気持ちは一緒。
空港と空港、人と空港がつながったとき
北海道で紡がれる物語は、より輝くはず。
旅する人。住んでいる人。
みんなが心躍るストーリーが、
北海道エアポートからはじまります。

Hokkaido* Airports

2019年に設立した北海道エアポート株式会社は、新千歳空港、稚内空港、釧路空港、函館空港、旭川空港、帯広空港および女満別空港の7空港を運営しています。



公式HPはこちら



空港で一緒に
働きませんか





当社グループは、羽田空港における施設管理運営業、物品販売業、飲食業で事業を展開しています。当社グループの総合力で航空業界を取り巻く環境変化に着実に対応し、羽田空港が世界で最も評価される空港にするため、日々事業に取り組んでいます。また、羽田空港外への事業展開にも積極的に挑戦し、日本空港ビルグループ全体として企業価値の向上を目指していきます。

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羽田空港の旅客ターミナル運営会社として、世界で最も評価される空港の実現を目指します

空港評価総合世界第3位(3部門1位)

- ・空港の清潔さ
 - ・国内線総合評価
 - ・PRM(PERSONS WITH REDUCED MOBILITY)
- ※アクセスに特別な支援を必要とする人々のケア



総合評価部門(World's Best Airports)

順位	空港名	国
1位	チャンギ国際空港	シンガポール
2位	ドーハ・ハマド国際空港	カタール
3位	羽田空港	日本
4位	仁川国際空港	韓国
5位	成田国際空港	日本

省エネ対策を中心とした取り組み

放射冷却素材”Radi-Cool”の導入



Radi-Coolは太陽光を反射し、自然現象の放射冷却を用いて室内の熱を放射することで、エネルギーを使わず室温を下げられる地球環境にやさしい製品として、旅客ターミナルビルのガラス面、パッセンジャーボーディングブリッジなどに導入しています。エネルギーを使わずに内部の熱を放射することで、環境負荷を低減し、カーボンニュートラル・脱炭素社会の実現に貢献します。



北海道のコンビニ セイコーマートの 公式通販

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🔍 セイコーマート 公式通販 検索

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開けたとたん、メロンの
甘い香りが広がります。

商品番号 7606

Secoma
北海道メロンサワー 350ml 24本入

本体価格 **3,072円**

10%税込 **3,379.20円**

送料別

24本入

北海道余市町の「中野ファーム」で収穫された
完熟トマト「桃太郎」を使用。



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Secoma
北海道余市町産
完熟トマト耐ハイ 350ml 24本入

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10%税込 **3,564.00円**

送料別

24本入



辛口で甘くないので
どんな料理でも相性抜群。
国産ゆず果汁の
さわやかな味わい。

商品番号 7611

Secoma
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350ml 24本入

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10%税込 **3,828.00円**

送料別

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旨みたっぷりの塩スープに
北海道産山わさびパウダーを効かせた、
刺激的な一杯。



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8%税込 **1,918.08円**

送料別

12個入



北海道産
昆布だしの利いたつゆと、
きざみ揚げの甘みが
相性抜群!

商品番号 7219

Secoma
道産昆布だしうどん 12個入

本体価格 **1,776円**

8%税込 **1,918.08円**

送料別

12個入



鯉と煮干しの香り豊かな
こだわりのつゆ!
香ばしい小海老天入り。

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Secoma
小海老天そば 12個入

本体価格 **1,776円**

8%税込 **1,918.08円**

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※妊娠中や授乳期の飲酒は、胎児・乳児の発育に悪影響を与える恐れがあります。

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ICDES2025 International Conference on Destinations, Events and Sports

Secretariat Office

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5F, Kitaguchi Yoshiya Building Kita 7-jo Nishi 4-chome, Kita-ku, Sapporo, 060-0807 JAPAN

TEL: (+81)11-299-5910 E-mail: icdes2025@ec-mice.com

URL: <https://icdes2025.com>



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