



AASM 2019

ASIAN ASSOCIATION FOR SPORT MANAGEMENT CONFERENCE

Symposium 2

Mega-sport events and Sport tourism

Overview

In this symposium, speakers will discuss the possibility of the development of sports tourism triggered by mega-sports events such as 2019 Rugby World Cup, 2020 Tokyo Olympics Paralympic Games, and 2021 Kansai World Masters Games, which will be held in Japan over the next three years. Japan now faces the social issues of aging and population decline, and the perspective of tourism business as an export industry is essential to sustainable economic growth in the future. Therefore, we will discuss how Japan can maintain its growth as a legacy of continuously held mega-sports events from the perspective of fostering the tourism industry.

Speaker	Ms. Maki Kobayashi	Organization: The Tokyo Organising Committee of the Olympic and Paralympic Games Position: Executive Director of Communications & Engagement
	Dr. John Horne	Organization: Waseda University Position: Professor (Faculty of Sport Sciences)
	Dr. Hyun-Duck Kim	Organization: Keimyung University / Korean Association of Sports Management (KASM) Position: Professor/Secretary General
Moderator	Dr. Munehiko Harada	Organization: Waseda University Position: Professor
Date	August 8, 2019 [Thu] 14:00	
Venue	Building A 13F	

Host Organization : Japanese Center for Research on Women in Sport

