

**The 4th Tourism Strategy Study Group -
Mr. David Atkinson, CEO of Konishi Decorative Arts and Crafts Co., Ltd.**

As a part of the Tourism Strategy Group, the Tokyo Metropolitan Public University Corporation invites people from the industry who have support the project to study tourism in a new world in a wide range, multifaceted, and depth. This year, which is the final year of the project, we will hold study groups on the theme of "How to Revive Post-pandemic Tourism," given that the tourism industry has been hit hard by the COVID-19 pandemic and is still in a difficult situation.

The 4th Tourism Strategy Study Group was held on Monday, December 14, 2020. Mr. David Atkinson, CEO of Konishi Decorative Arts and Crafts Co., Ltd. gave a lecture titled "How to Revitalize Tourism after COVID-19."

Profile:

CEO of Konishi Decorative Arts and Crafts Co., Ltd.
Visiting Professor at Nara Prefectural University.
Former Chief Financial Officer of Securities Research
Department, Goldman Sachs

Lecturer: Mr. David Atkinson



After graduating from the University of Oxford (majored in Japanese studies), he worked for a major consulting and securities company before joining Goldman Sachs in 1992. He was one of the first to point out the problem of bad debts at major banks and made an opportunity for reorganization. After working as managing director of the company, he appointed partner (co-sponsor), but left the company in 2007. In 2009, he joined Konishi Decorative Arts and Crafts Co., Ltd., which has been repairing national treasures and important cultural properties for more than 300 years and became a director.

In 2011, he assumed the post of executive chairman and CEO, and became CEO in 2014.

In 1999, he introduced him to the Urasenke, and in 2006 he received the tea name "Soshin". He received the 2016 Management Award from the business magazine Zaikai, the 2017 Japan-British Society Award, the 2017 Furusatozukuri (Hometown Community Creation) Grand Prize for Individuals from the Ministry of Internal Affairs and Communications in 2018, and the 2018 Nihonbunka Kouken (Japanese Culture Contribution) Award from the Japan Fashion Association.

His books include "New Tourism Nation Theory" (Yamamoto Shichihei Prize, Real Estate Companies Association Award, Toyo Keizai Inc.), "New Income-Doubling Theory" (Toyo Keizai Inc.), and "The Only Way to Restore Japan Is to Improve Productivity!" (Asuka Shinsha Inc.), "How to make Japan the Country that People in the World Want to Visit the Most", "New Highly Productive Nation Theory", "Japanese odds", "Japanese companies' odds" (Toyo Keizai Inc.), "Turning point of the destinies of the nation" (Kodansha Ltd.), etc.

- Cabinet Secretariat, Growth Strategy Council, Experts
 - Tourism Strategy Execution Promotion Task Force, Experts
 - Member of the Administrative Reform Promotion Council's Executive Reform Working Group
 - Member of the Countryside Stay Japan, Food Culture Overseas Transmission Area, Expert Council
 - Member of the "VISIT! National Park" Expert Council
 - Member of the Committee for The Promoting Easy-to-Understand Multilingual Support for Sightseeing Destinations around Japan Commentary
 - Japan Heritage Review Board
- and others

In his speech, he said, "The tourism industry was hit hard by COVID-19, but what needs to be done remains the same. What was originally weak was surfaced by COVID-19. Now we should just solve each one of them thoroughly."

On top of that, he cited "infrastructure development" and "dispatch of information " as important points in Japan's tourism strategy, and as an example of specific measures, he

mentioned the improvement of luxury hotels with guaranteed service levels, the enhancement of digital marketing functions and centralized transmission of external information of the Japan National Tourism Organization (JNTO).

He also added that the tourism industry would continue to be an important factor in revitalizing the local economy, and that natural tourism that makes use of the rich nature of the four seasons of the region has great potential because it can expect tourists to stay at a travel destination longer.