

# 2019 G3T

GLOBAL THERMAL THINK TANK

18-20 October

## PROGRAM



Kai-Kawaji Ashiyu

Kai-Ito

Tombo no Yu

### Venue:開催場所

#### DAY 1

Oct 18, 10.00 am: Ueda Chamber of Commerce and Industry (UCCI), 1-10-22, Ote, Ueda-city, Nagano  
10月18日 10.00 am: 長野県上田市大手 1-10-22 上田商工会議所  
([www.ucci.or.jp/access/](http://www.ucci.or.jp/access/))

#### DAY 2

Oct 19, 11:00 am: Kakeyu Onsen Koryu Center 1434-2, Kakeyu Onsen, Ueda-city, Nagano  
10月19日 11:00 am: 長野県上田市鹿教湯温泉1434-2 鹿教湯温泉交流センター  
([www.city.ueda.nagano.jp/msangyo/tanoshimu/onsen/kakeyu.html](http://www.city.ueda.nagano.jp/msangyo/tanoshimu/onsen/kakeyu.html))



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## PROGRAM OUTLINE (G3Tプログラム概要)

(※以下、敬称略)

## Friday 18th October

(10月18日：金曜日)

9:30 am: Arrival at Ueda Chamber of Commerce and Industry (UCCI) 上田商工会議所集合

## Day1 Program (1日目会議開始)

10:00 am Opening Speech: Mr. Charles Davidson,  
Chair of G3T  
(開会のご挨拶：G3T代表 チャールズ・デビッドソン議長)

10:10 am Keynote (基調講演)  
"Utilisation of ONSEN for modern lifestyle"  
「新・湯治～現代のライフスタイルにあった温泉地の活用について～」  
環境省 温泉地保護利用対策室 室長補佐 高橋尚子  
Ms. Shoko Takahashi, Deputy Director of Hot Spring Conservation and Use Promotion Office,  
Nature Conservation Bureau,  
Ministry of the Environment

10:30 am Q&A / Free Discussion

## Topic 1

How can we preserve the geo-thermal environment and build sustainable communities?

(トピック1：如何にして温泉環境と持続可能なコミュニティを保護していくか?)

10:40 am "Building thriving sustainable communities thorough hot springs tourism"  
「温泉観光を通じた活気に満ちた持続可能コミュニティの構築」  
Mr. Charles Davidson, Founder / Chairman / Creative Director, Peninsula Hot Springs

11:00 am Q&A/Free Discussion

11:10 am "Cultural features and history of the oldest hot spring resort at Bessho Onsen"  
「信州最古の温泉地別所温泉の歴史と文化的特徴」  
別所温泉旅館組合 組合長/信州別所温泉 旅宿上松や代表取締役 倉沢晴之介  
Mr. Harunosuke Kurasawa, Chairman of Bessho Onsen Ryokan Association, President of Ryokan Uematsuya

11:30 am Q&A / Free Discussion

11:40 am "Social, environmental and economic benefits of spa resorts and thermal centres on their local communities: a case study of Poland"  
「地域コミュニティにおけるスパリゾート及び温泉施設の社会的、環境的、経済的メリット：ポーランドの例」  
Ms. Diana Dryglas, Associate Professor,  
AGH University of Science and Technology

12:00 pm: Lunch at Ueda-jo Castle Park  
(上田城跡公園にて昼食)

All speakers and delegates group photo  
(集合写真の記念撮影)

13:50 pm: Leave from Kanko-Kaikan in the Ueda-jo Castle Park (上田城跡公園内観光会館より出発)

14:00 pm: Afternoon Session starts (午後の部開始)

Welcome Speech: Mr. Youichi Tsuchiya,  
Mayor of Ueda City

(歓迎のご挨拶：上田市 市長 土屋陽一)

Welcome Speech: Mr. Kenichiro Yanagisawa,  
Head of Ueda Chamber of Commerce

(歓迎のご挨拶：上田商工会議所 会頭 柳澤憲一郎)

## Topic 2

Health/wellness effects of bathing in hot spring facilities  
(トピック2：温泉浴による健康・ウェルネス効果)

14:20 pm "Physiological and psychological benefits of bathing style in Japan"  
「日本の温浴方式による身体的・精神的メリット」  
財) 日本健康開発財団 温泉医科学研究所 主席研究員 後藤康彰

Dr. Yasuaki Goto, Chief Researcher of The Onsen Medical Science Research Center (OMRC), Japan, Health & Research Institute

14:40 pm Q&A / Free Discussion

14:50 pm "French Hot Springs industry research update"  
「フランスの最新温泉産業研究」  
Mr. Jean-Guy de Gabriac, CEO,  
Tip Touch International

15:10 pm Q&A / Free Discussion

15:20 pm "Relationship between Onsen and Bedding - Futon and Pillow that support comfortable sleep"  
「温泉と寝具のつながり ～快適な眠りを支える布団と枕について～」  
西川株式会社 営業企画統括部 課長 森田直樹  
Mr. Naoki Morita, Chief of Sales Planning Division,  
NISHIKAWA Co.,Ltd.

15:40 pm Q&A / Free Discussion

15:50 pm "The Genuine Shiatsu -Japanese traditional treatment used at Onsen facilities"  
「本物の指圧 ～温泉施設で利用される日本の伝統施術～」  
財) 国際指圧普及財団 理事長 浪越孝  
Mr. Takashi Namikoshi,  
Chairman of International Shiatsu Foundation (ISF)

16:10 pm Q&A / Free Discussion

16:20 pm "Global hot springs industry research update"  
「世界の最新温泉産業研究」  
Mr. James Clark-Kennedy, PhD Candidate,  
RMIT University

16:40 pm: Leave from UCCI to Hanaya at Bessho Onsen  
(外国人参加者は、上田商工会議所から別所温泉「花屋」へ移動)



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## Saturday 19th October

(10月19日：土曜日)

- 6:30am: **Zen experience at Anraku-ji temple**  
(安楽寺での座禅体験)  
\*If you would like to join this, please come to the entrance of HANAYA at 6:30 am.  
(※ご参加されたい方は、朝6時半に旅館「花屋」入り口に集合願います。)
- 8:00am: **Breakfast at HANAYA**  
(旅館「花屋」にご宿泊の外国人参加者は、朝8時より朝食)
- 9:20am: **Bus leave from Ueda station**  
(上田東急REIホテルロビー集合 別所温泉へバスで移動)
- 10:00am: **Leave from Hanaya (Bessho Onsen) to Saito Hotel (a 400 year-old Onsen Cure Facility) at Kakeyu Onsen by bus**  
(別所温泉「花屋」より、設立400年の湯治ホテルである鹿教湯温泉「斎藤ホテル」へバスで移動)
- 11:00am **Day 2 Program @Kakeyu Onsen Koryu Centre**  
(2日目開始) @鹿教湯温泉交流センター

### Topic 3

Trend of cross-cultural hot springs facilities and services in the world

(トピック3：世界の温泉文化、施設、サービスの動向)

- 11:00 am **"Attractive points of hot springs tourism from the view point of Japanese tourists"**  
「日本人観光客目線から見た、国内外温泉観光の魅力ポイント」  
温泉ビューティ研究家・トラベルジャーナリスト 石井宏子  
Ms. Hiroko Ishii, Hot spring beauty specialist / Travel journalist
- 11:20 am **Q&A / Free Discussion**
- 11:30 am **"Victoria University PhD scholarship study into the Social, Environmental and Economic impact of hot springs. An international collaborative research opportunity"**  
「ビクトリア大学奨学金博士課程としての『温泉の社会・環境・経済に及ぼす影響』国際共同研究の機会」  
• Ms. Li He (Helly), Research Partnerships, Victoria University, Australia.  
• Roland Lyman, Lecturer on Destination Management and Health Tourism, University of Applied Science, Luzern, Switzerland.
- 11:50 am **Q&A / Free Discussion**
- 12:00 pm: **Lunch at Tatsumiya, a traditional local cuisine restaurant** (「辰巳屋」で昼食)  
\*Please choose Soba or Bento when we ask you in the afternoon on Oct-18.  
(\*蕎麦か弁当のいずれかより選択：10/18の午後にご質問いたします。)

14:00 pm: **Afternoon Session starts** (午後の部開始)

### Topic 4

Trend & innovation of spa services utilising hot springs  
(トピック4：温泉に関連するスパサービスのトレンド&イノベーション)

- 14:00 pm **"Wellness Programs at Hoshino Resorts called YOJO-stay" 「養生滞在」**  
星野リゾート スパ・ウェルネス事業開発責任者 渡邊怪子  
Ms. Keiko Watanabe, Head of group spa & wellness, Hoshino Resorts
- 14:20 pm **Q&A / Free Discussion**
- 14:30 pm **"Japanese and International Hot Springs Innovations"**  
「日本と世界の温泉イノベーション」  
Seven presentations on innovation, 5 minutes each.  
(各国代表が5分ずつイノベーションに関するテーマでプレゼン発表)  
• Mr. Tomonori Maruyama, Spa and Wellness Industry Researcher (Japan)  
• Mr. Christopher Scheel, General Manager, Glen Ivy Hot Springs (USA)  
• Mr. Charles Davidson, Founder / Chairman, Peninsula Hot Springs (Australia)  
• Mr. Jean-Guy de Gabriac, CEO, Tip Touch International (France)  
• Dr. Marc Cohen, Professor, Extreme Wellness Institute (New Zealand – Global)  
• Mr. Don Genders, CEO, Design for Leisure (UK)  
• Ms. Diana Dryglas, Associate Professor, AGH University of Science and Technology (Poland)

15:10 pm **Q&A / Free Discussion**

### Topic 5

The Business of Hot Springs – the keys to investing in hot springs  
(トピック5：温泉のビジネス – 温泉事業投資への成功の鍵 –)

- 15:20 pm **"Business investment assessments and valuation methods in the hot springs industry"**  
「様々な様式の温泉に関する事業評価とバリュエーションの方法」  
Mr. Ingo Schweder, CEO, Glen Ivy Hot Springs
- 15:40 pm **Q&A / Open Discussion**
- 15:50 pm **"How the ryokan business has been able to continue for many generations?"**  
「如何にして何世代にもわたり旅館事業を継承してきたか？」  
鹿教湯温泉 斎藤ホテル 代表取締役社長 斎藤 宗治  
Mr. Muneharu Saito, President of Saito Hotel, Kakeyu Onsen
- 16:10 pm **Q&A / Open Discussion**



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## Topic 6

Power of collaboration among the hot springs associations of the world

(トピック5：各国の関連業界団体（協会）による国際協調のあり方)

- 16:20 pm "Actions of the Nippon Spa Association"  
「日本スパ振興協会の取り組み」  
N P O 日本スパ振興協会 理事長 岡田友悟  
Mr. Tomoaki Okada, Chairman,  
Nippon Spa Association
- 16:35 pm Q&A / Free Discussion
- 16:40 pm "Introduction to the Bathe the World Foundation and the Bathe the World Event"  
「世界入浴財団の活動紹介と入浴世界イベントのご案内」  
Professor Marc Cohen, Chairman, Co-founder of the Bathe The World Foundation Ltd
- 16:55 pm Q&A / Free Discussion
- 17:00 pm Wrap-up and Closing remarks  
Mr. Charles Davidson, Chair of G3T and  
Mr. Tomonori Maruyama, Co-Chair of G3T-Japan  
(本会の総括及び閉会のご挨拶：G3T代表 チャールズ・デビッドソン議長 及び G3T-Japan共同議長・丸山智規)
- 17:30 pm Get together at the Conference room on the 2nd floor of Saito Hotel after check-in.  
(チェックイン後、斎藤ホテル2F会議室集合)  
Tour of Saito Hotel hosted by Mr. Saito  
(斎藤ホテル様より施設案内)
- 19:30 pm Dinner at the main restaurant at 1<sup>st</sup> floor of Saito Hotel  
(斎藤ホテルにご宿泊の外国人参加者は1Fにて夕食)

## Sunday 20th October

(10月20日：日曜日)

Optional free cultural experience

(オプション：無料エクスカーショ)

- 7:00am Breakfast at the main restaurant at 1<sup>st</sup> floor of Saito Hotel  
(斎藤ホテルにご宿泊の外国人参加者は、1Fにて朝食)  
\*If you don't join breakfast at 7am, you still can join breakfast at 8am but you can't join the morning forest bathing starting from 8:30am.  
(※もし朝7時の朝食に参加されない方は、朝8時からの朝食にお越し頂けますが、8時半からの森林浴散歩にはご参加頂けません。)
- 8:30am Morning forest bathing in the local area, visiting a Buddhist saint called 'bunshu-bosatsu' and its temple, which has a strong relationship with Onsen history at Kakeyu.  
(鹿教湯温泉発祥の由来となる文殊菩薩が祀られる文殊堂等、近隣への森林浴散歩)  
\*If you would like to join this, please check-out and come to the lobby at 8:30 am.  
(※ご参加されたい方は、チェックアウトした上で、朝8時半にロビーに集合願います。)
- 9:00am Leave Saito Hotel for complimentary excursions:  
(エクスカーショ参加の為、斎藤ホテルをバスで出発)  
Apple picking in the beautiful mountains on the way to Ueda-jo Castle.  
(上田城跡へ移動途中で林檎狩り)
- 10:30am Experience of Ninja training at Ueda-jo castle park  
(上田城跡公園にて忍者修行体験)
- 12:00pm Final Farewell at Ueda station  
(上田駅にて解散)



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## SPEAKER PROFILES

Speakers in order of appearance 登壇者のご紹介（※登壇順、敬称略）

## Charles Davidson

Founder, Chairman and Creative Director Peninsula Hot Springs; Chairman Victorian Tourism Industry Council (VTIC); Chairman Global Wellness Institute Hot Springs Initiative; Victorian Chamber of Commerce Executive Council Member; Victorian Visitor Economy Ministerial Advisory Council member; Founding Director Bathe the World Foundation and Australian representative on the council of the World Federation of Hydrotherapy and Climatotherapy (FEMTEC).

Charles' passion for hot springs started in 1992 the moment he entered the waters at Kusatsu Onsen in Japan. Since that time Charles has travelled to 51 countries on hot springs research missions in a search to find how cultures of the world share the gift of thermal waters for health, wellbeing and community creation. What he learns is translated into transformative experiences at Peninsula Hot Springs and at other hot springs he has and is designing, to help visitors relax in nature and with each other to connect with the wellness of their being. Charles is in the process of helping to establish the Australian Hot Springs Institute and supporting global collaborative PhD research.



## Shoko Takahashi

Currently Deputy Director, Office for Conservation and Promotion of Hot Springs, Nature Conservation Bureau, Ministry of the Environment, Japan. Shoko Takahashi entered the Ministry of the Environment in 2000. Since then, she has been working for various environment issues such as, global environmental issues, soil environmental issues, management at regional environment office (in Okinawa) of MOE. She has also worked as training officer at National Environmental Training Institute. Assigned her present post in May 2018, she is working for promotion of new style of spa bathing coined as "onsen stay".

## Harunosuke Kurasawa (Haru)

President of Uematsuya Ryokan, Haru is responsible for overall management and strategy of Uematsuya Ryokan, achieving 145% increased total revenue growth and Rakuten Travel Award 2017 4 crowns, and awarded as one of the best idea ryokan in whole Japan. All his career Haru has been working in hospitality industry at hotels or Ryokan, including study and work experience in the UK. He is also keen on many industry activities such as AJRA (All Japan Ryokan Hotel Association, Youth Group) to promote Ryokan culture to foreign travellers, and involved in local activities such as Bessho Onsen Ryokan Association to promote the area, plan new advertising concepts and promote events.



## Dr Diana Dryglas

Dr hab. Diana Dryglas - researcher and academic teacher at the Department of General Geology and Geotourism at the AGH University of Science and Technology in Krakow. Associate Professor of economics in the field of management sciences (based on a dissertation 'Designing a health tourism product structure model in the process of marketing management'). Author of numerous scientific and popular science articles in economics and management of tourism and spa resorts, including monographs, chapters in monographs, articles in Polish and international journals (e.g. Journal of Travel & Tourism Marketing, Journal of Destination Marketing & Management), co-author of numerous research projects. Active participant of national and international conferences and congresses on economics and management in tourism, especially spa resort management. For many years the author has cooperated with the Institute of Tourism in Krakow sp. z o.o. and the Association of Polish Spa Communes. The author's research interests focus on the management of a tourism product and tourism destination, and health tourism, especially therapeutic, spa, and wellness tourism.



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### Yasuaki Goto

Senior Research Scientist at the Japan Health & Research Institute, his interest is Ageing Science, Psychophysiology, Balneology and Behaviour science. His publications include the book: 'Energise your feminine beauty - latest hot spring techniques to enhance beauty and wellbeing'. His published academic studies include those focused on: the physical and mental effects of bathing; the health effects of seasonal bathing in hot water; the health effects of combining onsen bathing with drinking green tea.



### Jean-Guy de Gabriac

Jean-Guy de Gabriac, CEO of TIP TOUCH International since 2004, is an award-winning advisor and educator focused on guest experience through elevating the skills of teams in the spa and hospitality industry. Jean-Guy founded World Wellness Weekend in 2017, celebrated by 2,356 venues in 100 countries (21-22 Sept 2019) with 60 supporting organisations (including United Nations Global Sustainability Index Institute, European Commission #BeActive...). Jean-Guy serves as Chairman of "Support the UN's 17 SDGs" (a GWI Initiative), Member of Wellness Tourism Association, Board Member of International Massage Association, and Conference co-producer World Spa & Wellness Conventions (Dubai, London, Phuket).

### Naoki Morita

Naoki is Sales Planning & Integration Department Manager at Nishikawa Co. Ltd., Kyoto Office. Nishikawa Company is a long-established bedding manufacturer which started business in 1566. His department is in charge of sales and marketing of Nishikawa's major bedding products (such as Futon, blankets and pillows) as well as baby products, nursing care equipment and home medical equipment. In 2011, Nishikawa Company launched an invention "Healthy Pillow to gently hold the neck and head" as a joint venture with Namikoshi Shiatsu Associates.



### Takashi Namikoshi

President of the International Shiatsu Foundation, Takashi devoted his life to his own uniquely developed Shiatsu such as Baby Shiatsu, Skin-ship (Physical contact) Shiatsu with child and Self-care shiatsu. He has contributed to the dissemination of Shiatsu ranging from conditioning, beauty, sports and Shiatsu for self-care, along with the prevention and treatment of illness. He aims to contribute to change the world so that people can reach their 100th birthday with full of health.

### James Clark-Kennedy

Formerly a journalist of 16 years, then hot springs marketing and communications for 11 years. Completed a Health and Biomedical Sciences Honours degree by hot springs research with RMIT University, where he is now midway through his PhD in Complementary Medicine, with a balneotherapy/mental health focus.





## SPEAKER PROFILES

Speakers in order of appearance 登壇者のご紹介 (※登壇順、敬称略)

## Hiroko Ishii

Hot Spring Beauty Specialist / Travel Writer. A lifelong traveler who spends 200 days a year at a wellness resort in Japan and around the world. She writes regular columns for various sites and magazines, and appears on TV and radio. Intrigued by the natural environment of hot spring areas, she gained a qualification in "climatherapy" from Germany. Promotes "Beauty tourism," a way of beautifying the body and mind through hot springs, water, nature, and food. Member of the Japanese Society of Balneology, Climatology and Physical Medicine, the Japanese Society of Hot Spring Sciences, and the Japanese Travel Pen Club. [www.onsenbeauty.com](http://www.onsenbeauty.com)



## Li He (Helly)

Works at Victoria University, Australia as Research Funding and Partnerships Officer, devoted to the development and establishment of partnerships between the university and industry and international organisations in collaborative research and innovation. With a Bachelor in Business Administration and a Masters by Research degree in tourism management, Helly also conducts research in wellbeing tourism with her PhD examining the impacts of tourism on the local community's Quality of Life. She participated in a number of projects in relation to green tourism, place attachment and visitor behaviours as well as a study comparing China and Australia water market systems.

## Keiko Watanabe

Dedicated to Spa production, education and training in Hoshino Resorts Inc. since 2005. She continues searching original styles of destination spa and has created different kinds of wellness programs for more than 15 hotels and Japanese ryokan inns. Now focussed on Hoshinoya Gufuan, the first luxury hot spring resort established by Hoshino Resorts in Taiwan. Qualified in Onsen, Aromatherapy, Aesthetics and Spa therapies. She presented the history of Onsen in Japan and various effects of each type of hot spring water at the CIDESCO World Congress 2009 in Kyoto.



## Tomonori Maruyama (Maru)

Since 1999, as a chief research consultant at a think-tank of one of the biggest conglomerates in Japan, Maru had undertaken a role of project leader for many government projects of global/domestic industry researches and official development assistance for overseas countries including healthcare and wellness related fields. He has made many speeches and research reports for the Global Wellness Summit since 2007 and is a member of the Hot Springs Initiative, Immersion Initiative and Wellness and Government Initiative of Global Wellness Institute for several years, making many presentations at the Summit. Currently, he is dedicated in new business developments by creating/utilising innovative solutions for social issues, including wellness fields since 2013.

## Christopher Scheel

Christopher Scheel is a senior hospitality manager with over 25 years of industry experience, including hotel, F&B and wellness management. As General Manager of GOCO Hospitality's Glen Ivy Hot Springs Resort, Christopher uses his award-winning industry expertise to manage both short- and long-term strategies and operations, continually developing the hot spring spa and F&B offerings.



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## Prof Marc Cohen

MBBS (Hons), PhD (TCM), PhD (Elec Eng), BMed Sci (Hons), FAMAC, FICAE  
 Professor Marc Cohen (aka Dr Marc) is on a mission to realise worldwide wellness, bathe the world, and help people tame their toxic load so they can live happy, long and healthy lives. Marc has been at the forefront of the wellness revolution for more than three decades through teaching, events, publishing, research, clinical work and community engagement. As a medical doctor with PhDs in Chinese Medicine and biomedical engineering Marc is one of Australia's pioneers of integrative and holistic medicine. He is a Board Member of the Global Wellness Summit, Adjunct Professor at the National Institute of Complementary Medicine Health Research Institute at the University of Western Sydney, Co-founder of the Bathe The World Foundation Ltd and Founder of the Extreme Wellness Institute and Extreme Wellness Academy.



## Don Genders

Don Genders is CEO and founder of Design for Leisure (DFL), creators of award-winning, hydrothermal areas that merge the health benefits of ancient bathing practices with modern design, materials and technology. DFL's clients include the likes of Canyon Ranch, Caesars Palace, Disney, Four Seasons, Six Senses and more. Don also chairs GWI's Hydrothermal Initiative, publishers of the must-have "Guide to Hydrothermal Spa & Wellness Development Standards".

## Ingo Schweder

Founder and CEO of GOCO Hospitality and Managing Director of Horwath HTL Health and Wellness, Ingo Schweder brings together over 30 years' experience, injecting cutting-edge ideas into the spa and wellness industry. He has also developed a vast number of wellness hospitality ventures worldwide, including Spain (Sha Wellness Clinic) and India (Ananda In The Himalayas). He also owns Glen Ivy Hot Springs Resort, America's oldest and highest-grossing hot spring resort located in Southern California. In China, Ingo is the co-founder of SpaceCycle and Space Yoga in Beijing & Shanghai alongside Alibaba's Jack Ma and Matthew Allison.



## Muneharu Saito

Muneharu is Managing Director of Saito Hotel. He was born to a family operating a Japanese hotel which has 400 years of history in Kakeyu Onsen, Ueda, Nagano Prefecture. After graduating from Meiji University, he completed his Master's degree from Tokyo University. Then he joined his family operating Saito Hotel which was facing difficult times due to the collapse of bubble economy. In 2012 Mr. Saito assumed the presidency of Saito Hotel. Currently he is taking a leadership role in revitalising Kakeyu town by introducing some innovative strategies including the opening of a traditional-style confectionery shop. He is father to four boys.

## Tomoaki Okada

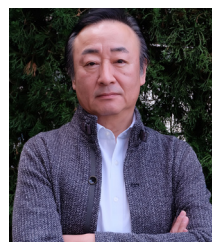
Born in Tokyo in 1960, he studied cosmetic science at the Department of Applied Chemistry, Faculty of Engineering, Toyo University. His incumbent roles include:

- NPO NIPPON SPA ASSOCIATION Head Director
- Spa & Wellness Week Head Director
- Japan Spa Sauna Association
- International SHIATSU Foundation Director

He has worked for cosmetics-related trading companies and bathing-related businesses, and supported the launches of various bathing facilities and spas.

In 2002 he participated in the establishment of the Japan Spa Promotion Association and was appointed as Director.

In 2012 he was involved in Japan's first national spa event, "Spa Week".



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