

Former Malaysian Minister of Tourism Lectures at JIU's Awa Campus of Tourism



Dr. Ng Yen Yen (left) visits Kamogawa City Mayor Ikuo Kameda



Group photo with Dr. Ng upon her lecture at JIU's Awa Campus of Tourism

On July 7, former Malaysian Minister of Tourism Dr. **Ng Yen Yen** paid a courtesy visit to the Mayor of Kamogawa City, **Ikuo Kameda**. Dr. Ng exchanged opinions with Kameda about tourism in Kamogawa and Japan.

Later, at JIU's Awa Campus of Tourism, Dr. Ng gave a lecture entitled "Branding Kamogawa Tourism." In her lecture, Dr. Ng advised: "In preparation for the 2020 Tokyo Olympics and Paralympics, it is important each of us deeply understand Kamogawa's most attractive features. [It is important] we make the most of our strengths while improving our weaknesses." Dr. Ng mentioned *Kamogawa SeaWorld* and locally produced sake *Jyuman-game* as examples of the salient features of Kamogawa that attract domestic and inbound tourists. Her lecture provided an excellent opportunity for JIU students to reflect upon and discuss ways to strengthen local tourism while deepening the students' understanding of Japan's inbound tourism.

In considering inbound tourism, JIU's Faculty of Tourism has been actively promoting Kamogawa City and Chiba Prefecture. For instance, the faculty's international students have recently helped in publishing the "CHIBA JAPAN Perfect Guide for Tourists" as well as serving as Chiba Prefecture's "CHI-BA+KUN" ambassadors and as Kamogawa City International Tourism supporters.

[▶JIU tourism international students help publish guidebook for inbound tourism \(Japanese\)](#)

[▶JIU tourism international students named "CHI-BA+KUN" ambassadors of Chiba Prefecture \(Japanese\)](#)

[▶JIU tourism international students selected Kamogawa City International Tourism supporters \(Japanese\)](#)