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Mr. Hiroshi Kurosu is the Executive Officer and Chief Researcher at JTB Tourism Marketing and Consulting Co. He has worked at JTB since 1987, working as both a senior and chief researcher, before assuming his current position in 2015. Since 2013, his position has mainly focused on Japan Tourism Marketing, but since 1989 he has worked as a researcher within JTB. Before joining JTB, Mr. Kurosu studied sociology at Kyoto University, graduating with a bachelor of literature. Mr. Kurosu has published articles on market insights and travelers trends within JTB, as well as cooperating on international research projects relating to tourism demands and forecasts. In addition to this, Mr. Kurosu has spoken internationally at events such as the World Travel Monitor Forum, the JATA World Tourism Congress, and the UNWTO/PATA Tourism Trends and Research Conference in Guilin.