

5. Quality enhancement of tourist sites

(1) Tourism quality control

- A tourism law was enacted in October, last year, to protect tourists in China, such as the preventing of dumping. In South Korea, the issue is how to secure the quality of products and services and how to maintain the balance between the protection of the rights of the tourists and the tourist's freedom to shop.
(Dongying City, China / Gyeonggi-do Province, South Korea)

- When it comes to raising the quality of tourism, learning from Europe was the attitude taken till now. However, we feel the time has now come in East Asia where we will be learning from each other. By discussing the quality of tourism sites and presenting ideas, the brand image of East Asia will rise and will enable the transmission of quality to draw the attention of the market.
(Nara Prefecture, Japan)

(2) Essential values and attraction of the region

- In Nara Prefecture, there is a group of female entrepreneurs forming a network and working enthusiastically. We think their concept of "working together in this region" might be the reason why people are drawn to them. We believe this is one approach to promote tourism and look to the administration to provide support for the approaches to revitalize the region.
(Nara Prefectural Assembly, Japan)

- From the viewpoint of "retained values", the potentials and possibilities of the farming areas are considered to be very high. Nagano Prefecture has released its "Declaration of Farming Community for International Youth Exchange" and is taking steps to develop exchanges by children in our beautiful villages into future exchange. We look forward to further raising the value of our beautiful villages.
(Nagano Prefecture, Japan)

- We believe that using cultural heritages as tourism resources to help understand the region is important. Different from natural heritages, cultural heritages need to be explained, which requires the knowledge and understanding of the history. We believe the time has arrived to acknowledge and realize the meaning of the history in East Asia.
(Nara Prefecture, Japan)



Summary



YAMADA, Keiichiro Consulting Director,
Japan Tourist Information Center Swiss;
Japanese government-certified Successful Tourism Expert

Tourists that become repeaters are only those who have marked "very satisfied" in customer satisfaction questionnaire. Raising customer satisfaction will have the effect of increasing sales, so questionnaires and interviews should be conducted constantly to deep mine the future expectations of the tourist to provide high-quality services that exceed these expectations.

The role of administration in tourism promotion is in regional and area management, and the point here is how to position the tourism industry. What is required is to create an opportunity for collaboration among commerce, manufacture, agriculture, forestry and fishery industry, and not just tourism, to tie it into development of products that bring out the best of the region.

The premise of activating the region by tourism is to use locally produced items locally, and an industrial structure to capture the regional cash flow and their secondary and tertiary economic ripple effects is required. This will increase the base area of the local economic pyramid and by providing services targeted at the well-to-do to increase the pyramid height will lead to the activation of the entire region. In addition, in the collaboration with other regions or organizations, it is necessary to create a foundation for each region to make approaches in the establishment of common themes or concepts, and not just a simple collaboration.

Evaluation by third parties is one of the indices where the tourist will become aware of the efforts being made for quality improvement, but the evaluation is just a method or a measure and what is important is to establish a structure that fits the region, to continuously raise the evaluation.

There are many good, old local things remaining in each region and the culture nurtured in the region is very unique to each region. With the local residents being aware of its value and feeling proud of the culture, the fundamental reality of the region will surface, leading to the evaluation of the tourists. The important thing is whether the merits of the region can be turned into a product. The attitude and stance of the local residents are being questioned in tourism promotion.



Presentations



◆ LEADERSHIP WITH GOOD GOVERNANCE IN REGIONAL DEVELOPMENT: WHAT SHOULD LEADER DO?

Hank Lim

Chairperson, Academic Advisory Council,
Economic Research Institute for ASEAN and East Asia (ERIA)

Formally established in 2008, the Economic Research Institute for ASEAN and East Asia (ERIA) is headquartered in Jakarta, Indonesia and has a total of 16 member states: the ten ASEAN member states, along with Japan, China, the Republic of Korea, India, Australia, and New Zealand. The ERIA is a top-class international think tank which conducts policy research and provides policy recommendations for ASEAN and East Asia Summit member states, and was ranked 30th among the international economic policy think tanks in the Global Go-To Think Tanks Report 2013 (6,826 think tanks from 182 countries participated in the report).

The ERIA's Asia Cosmopolitan Awards, which were established in commemoration of the 1300-year anniversary of the ancient Japanese capital Heijo-kyo (present-day Nara), recognize persons and/or organizations making substantial and significant contributions to the development of a peaceful and stable East Asian Community. The inaugural awards ceremony was held in 2012 in Nara Prefecture, and the second is due to be held in December this year.

Political leadership in regional development requires the following three elements: (1) political mandate and legitimacy, (2) political vision, leadership, and administrative efficiency, and (3) political and social stability through sustainable economic growth and income redistribution. For good governance, the elements of transparency, accountability, rule of law, government efficiency, and regulatory quality good governance should be considered. Moreover, in addition to the government, institutions such as civil servants and public administration, judiciary processes and dispute settlement mechanisms, private sector, civil societies, and the media also play important roles in the development of regional communities.

Regional development calls for static and dynamic policy consideration, including macroeconomic policy, poverty reduction, and inclusive social growth. While in many cases national governments develop policies from a short-term perspective, regional governments are able to take a long-term view. Balance and rebalance between national and regional governments create good governance. Other elements of regional development policy include consultation and consensus, dispute settlement mechanisms, and coordination and synergy between national and regional governments.

Despite globalization, there is an increasing trend of regionalization and localization. Regional localization process in conjunction with the central governments would contribute toward a more dynamic and resilient regional stability, peace and prosperity and inclusive social and economic development. This congress plays a key role not only in East Asia but the world as a whole. It is important that it looks beyond exchange for tourism and education and focuses its attention on peace, prosperity, and inclusive social and economic development from a global perspective.



◆ UN World Tourism Organization (UNWTO) Priorities & Partnerships

Jennifer Stange

Program and PR Manager,
Regional Support Office for Asia and the Pacific,
World Tourism Organization (UNWTO)

Tourism is a significant global industry, employing one out of every 11 jobs, accounting for 9% of the global GDP, and addressing many socio-economic challenges. As the leading international organization in the field of tourism, the UNWTO promotes various activities in the same spirit as that of the Nara Charter of the East Asia Local and Regional Government Congress.

The number of international tourists increased substantially from 25 million international tourist arrivals in 1950, to 1.08 billion in 2013. While Europe maintains the highest market share among international tourists, its market share is decreasing and Asia-Pacific region is on the rise. International tourists to the Asia-Pacific region are projected to increase by 331 million in two decades from 204 million in 2010, to 535 million in 2030.

With headquarters in Madrid, Spain, UNWTO established the Regional Support Office for Asia and the Pacific (RSOAP) in Osaka in 1995, to help support the region's tourism growth. In 2012, RSOAP relocated to Nara. Currently, UNWTO's global membership includes 156 Countries, 6 Associate Members and over 400 Affiliate Members. Its mission is to promote tourism as a driver of economic growth, inclusive development and environmental sustainability.

As part of its main activities, UNWTO provides its member countries and other members with various information concerning market trend analysis, statistics, crisis management, and numerous other topics in order to help improve competitiveness. It also promotes green economy, works to reduce poverty, provides education, and builds partnerships with future trends in mind.

The Affiliate Members network is a forward-thinking element of the UNWTO that provides a forum for exchanging experiences and ideas for its members. The network consists of global, national, regional, local, academic, public, and private entities from sectors including hospitality, transportation, medical, cultural, entertainment, technology, and research. In doing so, the UNWTO supports its members in finding new strategies and policies to grow tourism.

UNWTO Affiliate Member benefits include access to international data, expertise, participation in tourism events, and publicity. The Precious Time prototype initiated by affiliate members in Madrid illustrates a model case of a wide variety of public and private sectors working together to promote tourism, foster mutual understanding, and develop the economy.

UNWTO RSOAP hopes the information provided helps the members of the local and regional governments attending the Congress and encourages everyone to get involved in tourism growth activities.



ARAI, Shogo Governor of Nara Prefecture

Representatives of 41 local and regional governments from 7 countries gathered for the 5th East Asia Local and Regional Government Congress. The primary aim of this congress is to exchange opinions on common issues, not to reach a conclusion on a given topic or vote on a resolution. We invited Kosuke Motani, Shigeru Morichi, and Keiichiro Yamada to speak on three major themes of interest: regional economic development, community development, and tourism promotion, respectively. After the lectures, participants engaged in lively discussions in groups.

I joined the tourism promotion group and listened to the opinions voiced by the representatives of various regions, which I found very insightful and relevant. Every topic discussed represented common issues faced by the regions, and I was able to experience firsthand the earnestness with which each region is working to promote

tourism. Mr. Yamada advised that the ideas discussed during this session be pursued as a team going forward. The aim of this congress is to facilitate mutual learning and raise the quality of administration in each region. I would like to express my gratitude again to the many participants who joined us for this event.



Province of Yogyakarta Special Region, Republic of Indonesia

Kristiana Swasti

Head of Women and People Empowerment Board

The Province of Yogyakarta Special Region is one of the 34 provinces of Indonesia, and home to numerous tourist sites blessed with a beautiful natural environment and boasting a rich assortment of cultural and culinary delights. I invite you to visit the region and take home Yogyakarta's famed horse meat and other local specialties as a souvenir.

In the discussion, I learned that Japan is faced with a shortage of human resources. We have high-skilled people fluent in Japanese who can help Japan meet its workforce needs. I hope this congress will be an opportunity to carry the discussion forward.



Melaka State, Malaysia

Roslan Bin Ibrahim

Deputy State Secretary (Development)

This was the first time I participated in this congress. I was able to give a presentation on the initiatives pursued in our region, and also take part in wonderful, thought-provoking discussions. I would like to represent the government of Melaka State in expressing our thanks to the people of Nara Prefecture for giving us an opportunity to participate in an event like this, and also for the excellent hospitality with which they have welcomed us. I would also like to invite those who participated in this congress to visit Melaka State.



Chungcheongnam-do Province, Republic of Korea

HEO, Seung Woog

Vice Governor

It is said that the 21st century has ushered in a new era in which East Asia will lead the rest of the world. In such an era, regional governments will play a significant role, which is precisely why this East Asia Local and Regional Government Congress is important.

Next year, carrying the baton passed on from Governor Arai, we would like to consider hosting in Chungcheongnam-do a meeting like this congress where local and regional governments from both in and out of the country gather for a round of discussion. I also hope many more countries will participate in meetings like this. I have gained many valuable insights that I will be able to apply back home by participating in this congress and exchanging opinions and sharing information on various initiatives undertaken by other local and regional governments. I would like to take this opportunity to again thank the representatives of local and regional governments who participated in this congress.



Thua Thien Hue Province, Socialist Republic of Viet Nam

NGUYEN Dung

Vice-Chairman, Thua Thien Hue People's Committee

Hue is an ancient capital of Vietnam and a center of culture, history, advanced medicine, and education. I participated in the discussion under the theme of tourism promotion in this congress, and gained valuable insights from ideas exchanged on regional cooperation, raising the awareness of local residents, and promoting regional resources as tourism products. I learned that efforts to raise the quality of tourism have the added benefit of improving the lives of local residents.

I would like to sincerely thank those concerned for offering an opportunity for us to participate in such a wonderful meeting like this. I will study the many opinions and issues discussed during the meeting and apply the lessons learned in our own region. I sincerely hope that events like this will continue to be held in the future so that we can come back to exchange opinions again.



Yamanashi Prefecture, Japan

YOKOUCHI, Shomei

Governor

While this was the first time I participated, I was deeply impressed by the scale of this international congress, with discussions held under three themes with the aid of simultaneous interpretation, and how smoothly it was managed. I heard that Heijo-kyo was an international city, and I believe the finesse with which Nara handles international exchanges comes from its experience since those early days.

On the national level, communication does not always go smoothly due to various diplomatic problems. However, that is not the case with regional governments. When diplomacy on the national level is hampered by adverse circumstances, exchanges between local and regional governments, private sectors, and regular citizens on the grass-roots level should be more actively pursued. Since this congress is the only meeting held regularly on the level of local and regional governments, I hope that efforts will be made to hold this event on a continuing basis.



MOTANI, Kosuke Chief Senior Economist, Economics Department,
Japan Research Institute, Ltd.

We were able to hold highly productive and inspiring discussions on the major theme of "regional economic development." Participating local and regional governments share a surprising amount of common issues despite their various circumstances.

Japan is faced with the issue of how to create added value for its agriculture, forestry, and local industries in a post-industrialization society, and this issue is shared by Southeast Asian countries today as they search for a way to sustain their agriculture and forestry amid the advance of industrialization.

The issue of how to enhance tourism in Japan as an industry while linking this effort to the products of each region is also the issues faced by the local regions of Southeast Asia with a rich history and traditional crafts. In this regard, the approach taken in Southeast Asia—microfinance—offered valuable insights to Japanese participants.

Lastly, as to the issue of how to preserve the unique features and traditions of each region, participants from Japan were impressed by how the people of Southeast Asia are taking care to save and cherish the good aspects of the old, established way of life and culture—something the Japanese tended to lose sight of during its period of high growth—even as they forge ahead in their development efforts. I hope that participants from abroad will see the situation in Nara, which has already achieved a certain level of development, and find hints for their own development efforts.



MORICHI, Shigeru Director of Policy Research Center,
National Graduate Institute for Policy Studies

Today's discussion can be summarized into three points. First, with regard to disaster prevention, the central issue was to make an effort to eliminate any unforeseen events, and to acquire an ability to respond appropriately in case they do occur. The key to achieving this goal is the collaboration between municipalities and prefectures. Initiatives pursued in Kochi, Wakayama, and Nara Prefectures were introduced as progressive examples.

Second, in healthcare and community development, networking of medical institutions and maintenance of public transportation were identified as being important. Nara Prefecture's efforts to align community development with healthcare offer valuable insight for other cities.

Lastly, many examples were reported on how cultural and tourism resources are being utilized in community development, followed by discussions on how to encourage local residents and companies to take an active part in such efforts, and how prefectures and municipalities should separate roles and cooperate. Specific examples of initiatives undertaken by each regional government were introduced.

Representatives of regional governments who participated said the meeting provided lots of information through concrete examples and that it was a valuable opportunity.



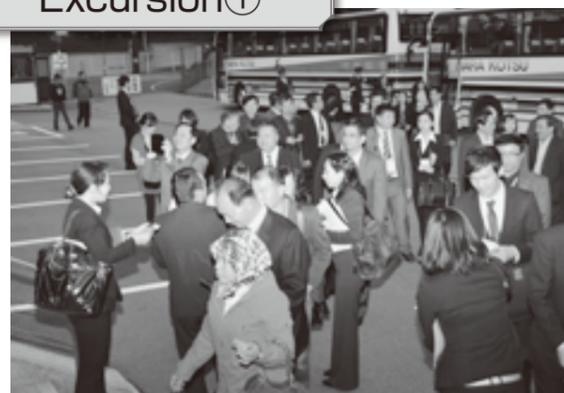
YAMADA, Keiichiro Consulting Director,
Japan Tourist Information Center Swiss;
Japanese government-certified Successful Tourism Expert

The theme for tourism promotion covered subjects such as how to market regional tourism resources and their merits, how to establish collaboration with friendship cities and with tourism bureaus, how to attract foreign tourists and participation of local residents in tourism policies, and active exchange of opinion were made. As the lecturer, I tasked myself to lead the process of how the approaches and opinions of each local and regional government could be understood as a role model, and be taken back home.

The issues facing each region were fundamentally the same, with no local and regional government being ahead of others. The discussion this time highlighted the points common to all, and proved to be very meaningful. The diverse exchange of opinion which took place made me realize, once again, the importance of diversity

Through the discussions, all participants have come to share the concept that tourism industry is not just obtaining revenue as a local business, but must be structured to improve the quality of tourism and link it to enriching the local society and enhancing the happiness of the local residents. By acknowledging that the greatest tourism promotion is raising the quality of local community and its life, which will then lead to regional promotion and community development, and by expressing their intent to pursue this target, I feel the members who have participated in this theme have now become a team looking toward the same outcome and results.

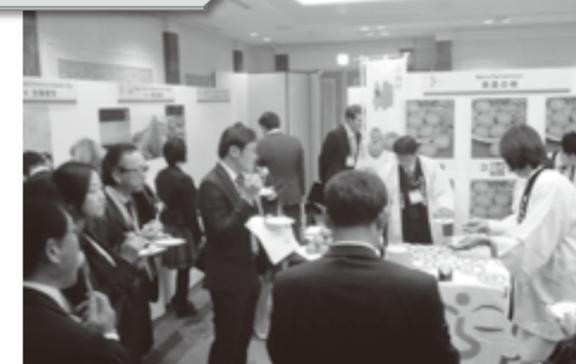
Excursion①



Welcome Reception



Local and Regional Governments Exhibition Booth



Governor's Banquet

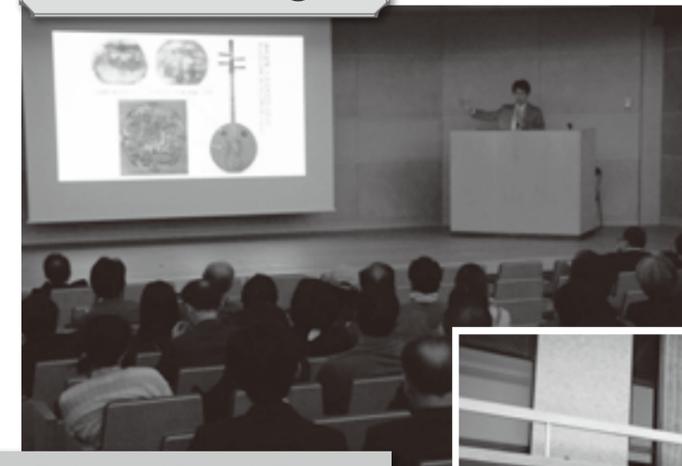


Commemorative Photo Session



The Japan Uzbekistan Silk Road Foundation
Representative director **Bakhriddinov Mansur**

Excursion②



The Exhibition of Shoso-in Treasures
(Special lecture)



the Grand Kojiki Exhibition



Media Coverage

The 5th East Asia Local and Regional Government Congress

2014年10月29日(水) 朝日新聞
Oct.29,2014 (Wed.) Asahi Shimbun

第5回 東アジア地方政府会合 観光・成長 6カ国議論

県主催の「第5回東アジア地方政府会合」は28日、奈良市で開かれ、各国の地方自治体トップらが互いの施策を学び合った。

日中韓など6カ国の40地
方政府が参加。表、「地域
経済の振興」「まちづく
り」「観光振興」の三つの
テーマに分かれ、人口政
策や人材育成など広範囲に
わたって議論した。

「観光振興」にはマレー
シア・マラッカ州などが参
加。政府認定観光カリスマ
の山田桂一郎さんは「観光
をビジネスと捉えるのでは
なく、質を高め、地域の幸
せ、世界の豊かさにつなげ
ねばならない。その認識を
共有できた」と話した。

- 参加した地方政府一覧
- 【中国】安徽省、山東省、濰坊市、東營市
 - 【韓国】京畿道、忠清南道、公州市、瑞山市、慶尚北道
 - 【ベトナム】フートー省、トゥアティエン・フエ省、ベッチ市
 - 【インドネシア】ジョクジャカルタ特別州
 - 【マレーシア】マラッカ州
 - 【日本】青森県、福島県、新潟県、福井県、山梨県、長野県、静岡県、三重県、京都府、和歌山県、鳥取県、島根県、徳島県、香川県、高知県、奈良県、宮城県多賀城市、新潟市、福岡県太宰府市、天理市、橿原市、御所市、斑鳩町、明日香村、広陵町、下市町

中国・山東省などが参加した「まちづくり」は政策研究大学院大学の森地茂さんが、インドネシアのジョクジャカルタ特別州などが加わった「地域経済の振興」は日本総合研究所の漢谷浩介さんが、それぞれ進行役を務めた。2人は「高度成長のただ中にあるアジ

アの地方政府と、人口減少に直面する日本の自治体、事情はまったく違うのに驚くほど共通の問題が多く、取り得る政策にも共通点がある」と話した。

忠清南道の副知事は「21世紀は東アジアの時代と言われ、持続可能な発展のために地方政府の役割は大きい。このような会合を、今度は農業や農村政策といったテーマで開きたい」と、荒井正吾知事は「今後は、テーマごとに1年間継続して議論し、総会で持ち寄るような形にできれば」と述べた。(討論の詳しい内容は、後日、紙面で紹介します)

(栗田優美、浜田知宏)



東アジア地方政府会合の実務者討議で発表する各国の参加者



首長討議を終え、記者会見する参加者。いずれも奈良市

2014年10月29日(水) 奈良新聞
Oct.29,2014 (Wed.) Nara Newspaper

地域振興で切磋琢磨

東アジア地方政府会合 観光など議論活発

東アジア地域で共通する課題について、議論を通じて相互理解を深める第5回「東アジア地方政府会合」(県主催、総務・外務両省後援)は28日、奈良市三條本町のホテル日航奈良で開会式と首長レベルのグループ討議などを行った。会員7カ国66地方政府のうち、6カ国40地方政府の代表が参加した。

討議テーマは「地域経済の振興」「まちづくり」「観光振興」の三つで、荒井正吾知事



東アジア地方政府会合の開会式であいさつする荒井知事＝28日、奈良市三條本町のホテル日航奈良

も観光振興のグループで、活発な議論が行われ、加わって発言するなれた。

荒井知事は「わが県は文化資源・文化財は持っているが、観光のマネジメントができていない。お金を求め過ぎる傾向があり、おもてなしがおろそか。決して模範的な観光地ではない」と、自己批判した上で「東アジアの観光はこれからだと思う。きょう皆さんがそれぞれの地域で格闘している様子を聞かせてもらって大変参考になる」と述べ、お互いの切磋琢磨(せつさたくま)を確認し合っ

た。

開会式に続いて行われたプレゼンテーションでは、ハンク・リム東アジア・アセアン経済研究センター学術諮問会議議長とジェニラ・スターンガ国連世帯観光機関アジア太平洋

洋センター事業・広報部長が演壇に上がり、会合の意義を述べた。会合は27日に始まり、最終日のきょう29日は、奈良国立博物館の正倉院展と県立美術館の大事記展を観光する。

2014年10月29日(水) 朝日新聞
Oct.29,2014 (Wed.) Asahi Shimbun

首長ら課題を議論

東アジア地方政府会合

日中韓などアジアの地方自治体関係者が共通の課題について話し合う「第5回東アジア地方政府会合」が28日、奈良市で開かれた。ベトナム、インドネシア、マレーシアを含めた6カ国の計40地方政府が参加。「地域経済の振興」「まちづくり」「観光振興」の各テーマに分かれ、首長らが議論を交わした。(詳細は来月の紙面で紹介します)

2014年10月29日 (水) 毎日新聞
Oct.29,2014 (Wed.) Mainichi Newspapers

**東アジア地方政府会合
観光振興など議論**

6カ国、40地域の首長ら
東アジアの地方政府が地域の政策課題について議論する「第5回東アジア地方政府会合」が28日、奈良市であった。6カ国、40地域の首長らが参加し、観光や人口減少対策などについて話し合った。

参加したのは国内の16府県、10市町村のほか、中国（2省2市）、インドネシア（1州）、マレーシア（1州）、韓国（3道、2市）、ベトナム（2省、1市）。地域経済の振興▽まちづくり▽観光振興▽をテーマに協議した。

観光についてはスイスで観光振興に取り組む山田桂一郎氏を講師



記者会見する荒井正吾知事(手前左)ら
＝奈良市内のホテルで

に招いて討議。山田氏は数ある観光地の中で生き残るには「顧客満足度」を第三者が客観的に評価して施策を考へる重要性を指摘。ベトナムのフエ省の代表者は「観光政策は、政府や企業だけでなく地域住民が積極的に参加しなければ」と訴えた。

荒井正吾知事は記者会見で「会合は行政の質を高めることにつながる」と話した。

【宮本翔平】

2014年10月29日 (水) 日本経済新聞
Oct.29,2014 (Wed.) Nikkei

**東アジア地方政府会合
奈良で40自治体
経済振興を議論**

東アジアの自治体が共通の課題を話し合う「第5回東アジア地方政府会合」（奈良県主催）の首長討議と実務者討議が28日に奈良市で開かれた。6カ国40自治体に参加し、「地域経済の振興」「まちづくり」「観光振興」をテーマに意見を交わした。冒頭あいさつした石原信雄元官房副長官は「政府レベルでは難しい問題もあるが、自治体レベルでは（国は違っても）住民の生活レベルを高めるといふ共通の目標がある」と会合の意義を強調した。

観光振興の分科会では奈良県の荒井正吾知事が「観光資源はあってもいかに売るのが課題になっている」と発言すると、山梨県の横内正明知事も

「富士山の5合目まで来て目盛りしてしまう観光客が多い。いかに宿泊型観光に転換し、リピーターを増やすか苦心している」と応じた。難波喬司静岡県副知事は「住民が住んで良かったと思うような地域でなければ観光客は来てくれない。社会総がかりで地域の魅力を高めるといふ取り組みが重要だ」と指摘した。

同会議は2010年から始まった。今回海外から参加したのは中国、韓国、ベトナム、インドネシア、マレーシアの14自治体で、日本国内からは26自治体に参加した。

2014年10月30日 (木) 産経新聞
Oct.30,2014 (Thu.) Sankei Shimbun

**共通の地域課題を討議
奈良 東アジア地方政府会合**



東アジア地方政府会合での討議結果について会見する荒井正吾知事ら＝奈良市

日本や東アジアの地方自治体の首長らが共通の地域課題について話し合う「第5回東アジア地方政府会合」が28日、奈良市内のホテルで開かれ、中国や韓国、ベトナムなど6カ国40の首長らが参加した。

平成22年の平城遷都1300年祭を機に毎年開催しており、今年で5回目。中国やインドネシア、マレーシア、韓国、ベトナムなどの7カ国66地方自治体・自治体がメンバーで、今回は「地域経済の振興」「まちづくり」「観光振興」の3つのテーマについて討議が行われた。

「地域経済の振興」では、奈良県や明日香村、新湊市、ベトナム、ミャンマーなどの幹部職員や首長が参加。荒井正吾知事は「各テーマを主導する地域を決めて1年間議論した結果を

総会で報告してもらい、そこから議論することも検討したい」とし、今後の会合に発展性をもたせる考えを示した。

2014年10月29日 (水) 読売新聞
Oct.29,2014 (Wed.) Yomiuri Shimbun

**東アジアの
地域振興、議論**

奈良で国際会議

県主催の国際会議「東アジア地方政府会合」が28日、奈良市内のホテルで開かれた。中国やインドネシアなど6カ国、40地方政府・自治体の約180人が参加。地域経済の自立などについて意見交換した。

平城遷都1300年を記念して2010年から始まり、今年で5回目。地域経済の振興、まちづくり、観光振興の3テーマで議論した。

荒井知事は開会式で、「大きな市でも小さな町でも、地域振興や住民福祉の向上などの課題は共通している」と述べた。

参加者は3グループに分かれ、地域の歴史や文化を生かした観光客誘致や、地域経済を引っ張る人材の育成などについて意見を交わした。ベトナム・フエ省の幹部は「地元の自然を観光商品にした取り組みなどを参考にしたい」と話した。

