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# The 6th East Asia Local and Regional Government Congress

Report

Date 2015  
10.25(SUN)~27(TUE)

The 6th East Asia Local and Regional Government Congress



Organized by: Nara Prefecture  
Supported by: Ministry of Internal Affairs and Communications,  
Ministry of Foreign Affairs

This project was carried out with a grant from the Council of Local Authorities for International Relations.



NO.5



# Report on the 6th East Asia Local and Regional Government Congress

## Table of Contents

Program	2
Greetings	3
List of Delegation Heads of Participating Local and Regional Governments	4
Working-level Discussion	
Theme 1: Revitalizing Regional Economies through Tourism	8
Theme 2: Community and Regional Development	15
Theme 3: Agriculture and Rural Development	20
Keynote Speech	24
Heads-level Discussion	
Theme 1: Revitalizing Regional Economies through Tourism	25
Theme 2: Community and Regional Development	33
Theme 3: Agriculture and Rural Development	41
Briefing on session and related meetings	49
General Session	50
Representatives' Press Conference	51
Media Coverage	57
Reference Materials	
◇Theme 1: Revitalizing Regional Economies through Tourism	
[Materials of Lecturer's Speech]	
YAMADA, Keiichiro (JTIC.SWISS CEO, Tourism Charisma certified by Japan's government)	67
[Regional Reports]	
·Henan Province	72
·Shaanxi Province	74
·Xi'an City	76
·Luoyang City	78
·Yangzhou City	80
·Huangshan City	82
·Province of Yogyakarta Special Region	84
·Gongju City	86
·Buyeo County	88
·Phu Tho Province	90
·Thua Thien Hue Province	92
·Aomori Prefecture	94
·Yamagata Prefecture	96
·Ishikawa Prefecture	98
·Fukui Prefecture	100
·Gifu Prefecture	102

·Mie Prefecture	104	·Nara Prefecture	114
·Kyoto Prefecture	106	·Dazaifu City	116
·Wakayama Prefecture	108	·Tenri City	118
·Tottori Prefecture	110	·Kashihara City	120
·Kagawa Prefecture	112	·Gose City	122

### ◇Theme 2: Community and Regional Development

#### [Materials of Lecturer's Speech]

GOTO, Kenichi (CEO of Prot Asia and Pacific Inc., Regional vitalization adviser designated by the Cabinet Office)	125
---	-----

#### [Regional Reports]

·Chengdu City	164	·Kochi Prefecture	184
·Weifang City	166	·Nara Prefecture	186
·Melaka State	168	·Tagajo City	188
·Gyeongsangbuk-do Province	170	·Arakawa City	190
·Fukushima Prefecture	172	·Ikaruga Town	192
·Niigata Prefecture	174	·Asuka Village	194
·Nagano Prefecture	176	·Koryo Town	196
·Shimane Prefecture	178	·Shimoichi Town	198
·Tokushima Prefecture	182		

### ◇Theme 3: Agriculture and Rural Development

#### [Materials of Lecturer's Speech]

TAKAGI, Yuki (President of Japan Professional-Agriculture total support Organization, the former Vice Minister of the Ministry of Agriculture, Forestry and Fisheries)	201
--	-----

#### [Regional Reports]

·Jiangsu Province	212	·Toyama Prefecture	228
·Suzhou City	214	·Yamanashi Prefecture	230
·Linyi City	216	·Shizuoka Prefecture	232
·Dongying City	218	·Kumamoto Prefecture	234
·Province of West Java	220	·Nara Prefecture	236
·Gyeonggi-do Province	222	·Niigata City	238
·Chungcheongnam-do Province	224	·Nara City	240
·Seosan City	226		

2015

**October 25 (Sun)** ————— **Hotel Granvia Osaka**

18 : 00 – 19 : 30 **Welcome Reception**

**October 26 (Mon)** ————— **Hotel Nikko Nara**

08 : 30 – 08 : 45 **Orientation**  
 08 : 45 – 12 : 00 **Working-level Discussion (Case introduction)**  
 12 : 00 – 13 : 00 **Lunch (1)**  
 13 : 00 – 13 : 20 **Opening Ceremony**  
 13 : 20 – 13 : 40 **Keynote Speech**  
 13 : 45 – 14 : 15 **Briefing on session and related meetings**  
 14 : 20 – 17 : 15 **Heads-level Discussion**  
 17 : 25 – 17 : 40 **General Session**  
 17 : 40 – 18 : 00 **Commemorative Photo Session**  
 18 : 15 – 18 : 45 **Representatives' Press Conference**  
 19 : 00 – 21 : 00 **Governor's Banquet**

2015

**October 27 (Tue)** ————— **Hotel Nikko Nara**

08 : 30 – 12 : 00 **Excursion  
(Nara National Museum, Kohfuku-ji Temple)**  
 12 : 00 – 13 : 00 **Lunch (2)**



**ARAI, Shogo** Governor of Nara Prefecture

This year, we welcome the 6th East Asia Local and Regional Government Congress, which was established in 2010, in the wake of the 1,300th anniversary of the relocation of the national capital. This Congress is held for the purpose of allowing the representatives of local governments to report on local situations and challenges, as well as finding solutions to problems through sincere discussions on common challenges.

In today's congress, discussions are being held to identify solutions to issues under three themes, "Revitalizing Regional Economies through Tourism," "Community and Regional Development," and "Agriculture and Rural Development," following briefing on sessions and related meetings organized previously. I would like the member governments to enhance administrative capacity with talking frankly about the innovative initiatives and challenges in the region, and to deepen mutual friendship.

It should be noted that, prior to this congress, a regional tourism promotion event was held in Osaka for two days from the day before yesterday as one of the attempts of the national and local governments to give publicity together. Thanks to their efforts, the event was well attended with about 120,000 visitors over the two-day period. I would like to thank the member governments that took part from the bottom of my heart.

We are providing you with an opportunity to tour the Exhibition of Shoso-in Treasures and visit the Kofuku-ji National Treasure Museum for the excursion tomorrow. Please enjoy autumn in Nara. I would like to extend my welcome to you with the words "Welcome to Nara!"



**ISHIHARA, Nobuo** President, Research Institute for Local Governments

I have attended the East Asia Local and Regional Government Congress since the first meeting and I feel that the contents of the discussions have become more tangible each time. This is a very welcome development.

At this year's Congress, discussions will be held on three themes that receive the most attention from local governments: "Revitalizing Regional Economies through Tourism," "Community and Regional Development," and "Agriculture and Rural Development." We hope to discover one direction for the future through the introduction of and discussions on each initiative.

Although international relations can sometimes grow tense due to problems regarding territorial possessions and resources, it is the mission of every national government official to overcome these issues. Just like this meeting, discussions on common themes and the identification of solutions at the local government level can offer opportunities to change the relationships between countries for the better and will be of substantial help to central governments.

Relationships have been fostered between countries, as well as the citizenry through the organization of the East Asia Local and Regional Government Congress to date and we have already seen great success achieved. I would like to offer my wishes for the successful conclusion of this year's Congress.

### People's Republic of China

Name	Organization
<b>Henan Province</b>	
WANG, Jinglin	Deputy Mayor, The People's Government of Luoyang City
<b>Shaanxi Province</b>	
YANG, Zhongwu	Director General, Shaanxi Provincial Tourism Bureau
<b>Chengdu City</b>	
LI, Xudong	Head of the Secretariat, Chengdu Municipal Foreign and Overseas Chinese Affairs Office
<b>Huangshan City</b>	
ZHOU, Yong	Executive Vice Mayor
<b>Suzhou City</b>	
ZHANG, Jinhai	Deputy General Secretary
<b>Dongying City</b>	
HAO, Ligang	Researcher, Dongying Municipal Agricultural Bureau

### Republic of Indonesia

Name	Organization
<b>Province of West Java</b>	
Mohammad Taufiqbudi Santoso	Head of Bureau, Regional Autonomy and Cooperation Bureau
<b>Province of Yogyakarta Special Region</b>	
Imam Pratanadi	Head of Division, Marketing Division, Tourism Authority

### Malaysia

Name	Organization
<b>Melaka State</b>	
Zaidi Attan	Member of Melaka State Legislative Assembly

### Republic of Korea

Name	Organization
<b>Gyeonggi-do Province</b>	
SONG, You Myun	Director General, Agricultural Maritime Administration Bureau
<b>Chungcheongnam-do Province</b>	
HEO, Seung Woog	Vice Governor
<b>Gongju City</b>	
MYEONG, Gyu Sik	Deputy Mayor
<b>Seosan City</b>	
JUN, Soo Il	Director General, Agricultural Technology Center
<b>Buyeo County</b>	
RHI, Ryong Woo	Mayor
<b>Gyeongsangbuk-do Province</b>	
WOO, Byung Yoon	Vice Governor

### Socialist Republic of Viet Nam

Name	Organization
<b>Phu Tho Province</b>	
HOANG Cong Thuy	Vice Chairman, The Phu Tho People's Committee
<b>Viet Tri City</b>	
LE Sy Hong	Vice Chairman, The Viet Tri City People's Committee

### Republic of the Philippines

Name	Organization
<b>Quezon City (Guest)</b>	
Ma. Josefina G. BELMONTE	Vice Mayor

### Japan

Name	Organization
<b>Aomori Prefecture</b>	
TONUMA, Yasuhiro	Director, Tourism Planning Division, Tourism and International Affairs Strategy Bureau
<b>Yamagata Prefecture</b>	
SASAKI, Noriko	Director, International Tourism Section Tourism Promotion Division
<b>Fukushima Prefecture</b>	
KAGEYAMA, Hiroshi	Office Director, Osaka Office
<b>Niigata Prefecture</b>	
TAKAHASHI, Hiroki	Director For Chinese Affairs, International Affairs Division, Governor's Policy Bureau
<b>Fukui Prefecture</b>	
MATSUO, Daisuke	Director, Tourism Promotion Division, Fukui Promotion Department
<b>Yamanashi Prefecture</b>	
KITTA, Yasushi	Director General, Agriculture Department
<b>Nagano Prefecture</b>	
KOIWA, Masaki	Director General, Planning and Development Department
<b>Shizuoka Prefecture</b>	
YOSHIDA, Shigeru	Director of Agriculture, Economic and Industry Department
<b>Mie Prefecture</b>	
OHIRA, Kazuki	Deputy Director, International Strategy Division, Department of Employment and Economic Affairs
<b>Kyoto Prefecture</b>	
KAMESAWA, Hirofumi	Director, Tourism Division, Department of Commerce, Labor and Tourism
<b>Wakayama Prefecture</b>	
KITAYAMA, Toru	Director, Culture and International Affairs Division
<b>Tottori Prefecture</b>	
YOSHIMURA, Fumihiko	Director General, Tourism and Exchange Bureau
<b>Shimane Prefecture</b>	
SONOYAMA, Tsukushi	Director General, Approved Specified Nonprofit Corporation Ashibue
<b>Tokushima Prefecture</b>	
TAKATA, Hiroshi	Director General, Environment and Citizens' Affairs Department
<b>Kagawa Prefecture</b>	
YASUMATSU, Nobuaki	Director General, Exchange Promotion Department
<b>Nara Prefecture</b>	
ARAI, Shogo	Governor
<b>Arakawa City</b>	
UMEHARA, Kazuhiko	Manager, General Affairs and Planning Section
<b>Niigata City</b>	
KIMURA, Yuichi	Vice Mayor
<b>Nara City</b>	
NAKAGAWA, Gen	Mayor
<b>Tenri City</b>	
FUJII, Junichi	Vice Mayor
<b>Kashihara City</b>	
MORISHITA, Yutaka	Mayor
<b>Gose City</b>	
HIGASHIGAWA, Yutaka	Mayor
<b>Ikaruga Town</b>	
KOJO, Toshishige	Mayor
<b>Asuka Village</b>	
MORIKAWA, Yuichi	Mayor
<b>Koryo Town</b>	
YAMAMURA, Yoshiyuki	Mayor
<b>Nara Prefectural Assembly</b>	
INUI, Hiroyuki	Chairman, Special Committee on Tourism Promotion
IWATA, Kunio	Chairman, Committee on Construction



The 6th East Asia Local and  
Regional Government Congress

## Overview



# Theme 1: Revitalizing Regional Economies through Tourism

<b>Member Governments</b>	People's Republic of China : Henan Province, Shaanxi Province, Huangshan City (Anhui Province)
	Republic of Indonesia : Province of Yogyakarta Special Region
<b>Lecturer</b>	Republic of Korea : Gongju City (Chungcheongnam-do Province), Buyeo County (Chungcheongnam-do Province)
	Socialist Republic of Viet Nam : Phu Tho Province, Viet Tri City (Phu Tho Province)
	Japan : Aomori Prefecture, Yamagata Prefecture, Fukui Prefecture, Kyoto Prefecture, Wakayama Prefecture, Tottori Prefecture, Kagawa Prefecture, Nara Prefecture, Tenri City (Nara Prefecture), Kashihara City (Nara Prefecture), Gose City (Nara Prefecture)
	<b>YAMADA, Keiichiro</b> JTIC.SWISS CEO, Tourism Charisma certified by Japan's government

## Overview of Regional Reports



### Henan Province, China

With the challenges of fostering awareness on the co-creation of tourism, scientific and effective management systems, improvement of infrastructure, and model changes of tourism products, Henan Province is practicing the following initiatives with the aim of building a tourist destination and a hub to attract tourists in the Zhongyuan economic region.

- ① Opening of tourism center and adoption of citywide-uniform operational models (routes, prices, ticket sales, scheduling, and clearing).
- ② Development of monitoring system for the number of tourists using tourism sites and operation of tourist buses.
- ③ Establishment of all-season tourism and nine major brands (peony, skiing, hot springs, historical and cultural, ecological, industrial and agricultural, modern city landscape).
- ④ Issuance of annual tourism passports for Luoyang to residents and expansion of scope.



### Shaanxi Province, China

Although Shaanxi Province has an abundance of historical and cultural tourism resources, we are focusing on the development of rural tourism from the perspective of identifying new economic growth points in the tourism, because there is a major gap in the benefits from tourism between urban and rural areas. Many tourists visit rural tourism brand areas to experience agriculture and rural cuisine.

As one of our initiatives, the government improved and provided financial support for the perfect planning system, established priority development areas, and promoted local industries. In addition, the government strategically promoted the construction of tourism and resort areas and leisure facilities in order to enhance tourism content and improve quality, and carried out initiatives under the banner of modern service industries. For this purpose, we proceeded with initiatives of deepening awareness regarding resources, increasing public spending, developing brands and human resources, and improving services.



### Huangshan City, China

With an aim of creating the "Southern Anhui Province International Cultural Tourism Demonstration Zone," Huangshan City is promoting initiatives that will lead to economic growth in other fields through tourism, strengthening traction through major projects, promoting the internationalization of tourism, and improving national parks, in order to promote the development of a world-class tourist destination and innovative areas for Chinese cultural inheritance." As a result, we have been able to achieve our targets for the formation of world-class brand tourist destinations, creation of new tourism businesses, such as leisure resorts and recreation, development of brand aesthetic landscapes in each famous towns and villages, and development of international brand tourism routes. We have also won the WTTC award for World Tourist Destination Management and are the only Asian city that joined the Global Sustainable Tourism Council. One of our challenges is the unification and improvement of the quality of tourism products.



### Gongju City, Korea

Gongju City is the ancient capital of Baekje. When the ruins of Gongsanseong Fortress and groups of ancient tombs in Songsan-ri were registered as UNESCO World Heritage sites on July 4, 2015, the number of tourists who visit the city increased more than four times. Many tourists visit each year when the Baekje Cultural Festival is held.

Although there are many tourists, accommodation is in short supply. We are working to establish the traditional Korean house-style accommodation facilities that can accommodate 500 people and attract visitors. However, this initiative has not yet been linked to an increase of income for residents and connections with the local economy have become a challenge. To address this, the city is offering financial assistance for the construction of traditional houses in the old city center through a project to preserve the ancient city. We have also established a variety of safety facilities and are preparing for the official recognition of the city as an international safety city.



### Buyeo County, Korea

Buyeo County, the capital of Baekje, is a historical and cultural city with more than 250 cultural assets, including four national treasures. When four areas in the relics and ruins of Baekje Kingdom were listed as a World Heritage site in July 2015, the number of tourists more than doubled. However, the number of accommodation facilities is significantly low and it has become a tourist destination mainly for day trips by tourists from both within Korea and overseas. Therefore, we are working strategically to attract tourists using the World Heritage sites (World Heritage events, etc.), expanding attractions by developing differentiated tourism infrastructure (development of water leisure and photography spots, etc.), and creating synergies in cooperation with neighboring areas (Baekje cultural zone, Geum River zone, and regional happiness living zones).



### Province of Yogyakarta Special Region, Indonesia

Yogyakarta is a region that is very blessed with natural and cultural resources. However, since the poverty rate is higher than the national average, the government has decided to promote tourism as the main policy for economic development and poverty reduction. We have placed a focus on promoting the economy of the region based on local tourism resources. Over 50 tourist villages and 50 tourism awareness groups that support the further development of the tourism industry have been formed as of 2014, which has actually improved incomes for villagers in each village. We are also considering improving local appeal and tourism resources and presenting them in a specialized form for each village. However, there are social conflicts and contradictions in the villages, as well as villages that do not have sufficient resources to have the characteristics of tourist villages.



### Phu Tho Province, Viet Nam .....

Phu Tho Province has 1,374 historical sites, with the national treasure of Hung King Temple and 73 important cultural assets in Viet Tri City. In addition, there are 262 traditional festivals in the province, and the “Phu Tho Xoan singing” and “Hung King Worship Belief” have been registered in the UNESCO Intangible Cultural Heritage list. For Phu Tho Province, tourism is a catalyst for the economy, and in recent years, the number of tourists staying overnight and visiting has greatly increased, which has resulted in the major development of revenue from tourism. The Hung King ruins play a central role in Phu Tho Province, and we are structurally and systematically developing tourism in cooperation with other key tourist area centers. Companies and residents are also participating more with better awareness in the development and promotion of tourism, and we are developing and promoting tourism with a strong consciousness of public sentiment and profit. The number of tourists in 2015 will be 7.5 million people, with tourism revenue about 3.5 times that of the previous year.



### Aomori Prefecture, Japan .....

In order to respond to changes in the form of travel from large groups to individuals and smaller groups, Aomori Prefecture is promoting initiatives with an aim to be a tourist destination selected by people from both Japan and overseas, with all tourists satisfied with their visit, and growing competitiveness of the tourism industry. Of this, we are carrying out initiatives on (1) promoting “Aomori lifestyle tourism” that clearly display the region’s DNA (culture, traditions), (2) promoting new tourism, such as green tourism, and (3) expanding the attractiveness of big content, such as the Aomori Nebuta Festival and Lake Towada, and making a proposal of new trip, to establish a “Regional Brand through Development of an Attractive Tourist Region.” On the other hand, we are facing issues such as the lack of human resources on the receiving side and that tourism is not yet self-sufficient.



### Yamagata Prefecture, Japan .....

Yamagata Prefecture is facing the challenges of creating new tourism flows to respond to diverse individual needs, increasing the amount of tourism consumption, and recovering the number of foreign tourists that decreased due to the Great East Japan Earthquake. In addition, we are working on initiatives with a target of increasing the amount of tourism consumption to JPY 210 billion by 2019, including (1) suggesting ways of spending time in Yamagata on the respective temporal axes of morning, daytime, evening, and night and connecting this to overnight stays, (2) creating programs to increase appeal power by connecting tourism resources that have storylines, such as Visits to Dewa Meisatsu Santera on the theme of matchmaking, (3) improving added value by creating new appealing things for existing local resources, and (4) promoting the expansion of attracting inbound tourists in accordance with market characteristics and with Taiwan and ASEAN as target markets. As a result, the number of tourists has increased significantly. However, we are still struggling with attracting overseas tourists.



### Fukui Prefecture, Japan .....

We have formulated new strategies for tourism to revitalize the regional economy and for regional development in an era when the population is declining. First we brought together the strengths of the prefecture and adopted a market strategy that focuses on two points: the Fukui Prefectural Dinosaur Museum and the Ichijodani Asakura Remains, under the basic strategy of “improving the strengths.” We are promoting the understanding of local residents so that they are able to make recommendations to tourists with confidence, and are carrying out publicity outside the prefecture. In addition, accessibility from the Kanto region has been improved with the opening of the Hokuriku Shinkansen and we are expecting more tourists to visit in the future if the Shinkansen expands into Fukui Prefecture. We are also promoting promotional activities that match the area and tourists’ needs, hospitality activities, and the development of human resources. We are burnishing the image of our tourism resources so that visitors will not be bored after only coming once, but will want to come back again and again.



### Kyoto Prefecture, Japan .....

Kyoto City is the destination of 98% of visitors to Kyoto Prefecture, and therefore, a major challenge has been disseminating information about the appeal of regions other than Kyoto City. We are working to attract tourists by dividing the region into the northern, central, southern, and Okotuni areas to highlight the features of tourism resources, such as the sea, forests, and tea. We are also developing human resources that will become the core actors in each region, and acquiring the professional skills to develop products and tourism routes by each region.

It should be noted that every year the Union of Kansai Governments is promoting initiatives under a unified theme for the entire Kansai region in order to promote wide-area responses to the diversification of tourism styles and marketing for foreign tourists. We are also carrying out initiatives to establish extensive sightseeing tour routes to encourage visitors to stay longer and in more places in Kansai.



### Wakayama Prefecture, Japan .....

The number of foreign tourists who stayed overnight in Wakayama Prefecture topped 300,000 people in 2014, which is a record high. We are carrying out initiatives to increase the number of tourists by making use of our location close to Kansai Airport, as well as our abundant tourism resources, such as the World Heritage sites of Koyasan and Kumano, and hot springs as selling points. In particular, we have formed a sister road alliances with Galicia in Spain which has a similar World Heritage site of a pilgrimage road and carrying out joint PR activities. In addition, we are working on improving the Wi-Fi environment and expanding the number of duty-free shops in response to the increasing number of individual foreign tourists. We are also sending out an appeal to Asian countries regarding our hot springs and abundant seafood, and are striving to disseminate information and improve awareness levels in Europe and North America regarding World Heritage sites through international travel guidebooks, such as the Lonely Planet, to promote inbound tourism.



### Tottori Prefecture, Japan .....

In addition to international flights with Korea, Tottori Prefecture also has regular cargo-passenger ship routes in the Sea of Japan that connect Japan, Korea, and Russia, and is strongly connected to Korea. Conventionally, we have mainly promoted inbound tourism focusing on regular flights. However, in the future we will be promoting initiatives according to the guidelines in order to attract a wider variety of tourists from different areas. As we target and carry out information dissemination using the maximum appeal of attractive tourism content, such as the rich natural area, food, and manga in Tottori Prefecture, we are also striving to improve the convenience of tourism facilities, such as intermodal passenger transport and Wi-Fi environments. In addition to Korea, Taiwan, Hong Kong, and China, which have been set as priority markets to attract tourists, we are also attempting to expand our market to Russia and Southeast Asia.



### Kagawa Prefecture, Japan .....

One of the challenges for Kagawa Prefecture is the promotion of extended-stay tourism, since many tourists are day trippers. As an initiative for this, we are working on developing tourist sites and human resources through “art,” such as the Setouchi Triennale, in addition to “udon noodles.” The Setouchi Brand Promotion Association was established by seven prefectures in the Seto Inland Sea region and is working on promoting wide-area tourism. Another issue is burnishing the image of tourism content. We believe it is important to carry out targeting tourism and its PR as a whole while interweaving points other than tourism in order to strategically disseminate information. From the perspective of improving customer satisfaction, it is necessary to improve the environment to receive visitors, such as by improving Wi-Fi services and hospitality. We feel that it is necessary to raise awareness in the entire prefecture.

**From the Exchange of Ideas**



**Nara Prefecture, Japan** .....

Although Nara Prefecture is rich in tourism resources, one weak point is that there are very few accommodation facilities. Therefore, we are expanding promotions that target the wealthy and intellectuals with an emphasis on tourism expenditure per capita. We are working to improve information dissemination, actively develop promotional activities overseas, improve the environment to welcome tourists, and enhance hospitality with an aim to develop tourist destinations that will help the region profit through spending by foreign tourists, allow foreign tourists to safely enjoy their stays without inconveniences, and result in repeat visits. This fiscal year, the number of foreign tourists who visit and stay overnights in the prefecture is expected to reach new records. However, we are facing the challenges that the most travel is short-stay-type tourism, overnight stays during the off-season (winter) are low, transportation is inconvenient, and the number of direct flights from Europe and the United States is low.



**Tenri City, Japan** .....

Tenri City has a rich natural environment and a number of cultural and historical heritages, including Japan's oldest road "Yamanobe no Michi." Sports are also actively pursued in the city. However, the appeal of the natural environment, history, and culture has been disseminated on an individual basis and has not been connected to the appeal of the entire city, and therefore, has not resulted in local spending. As a measure to address this, we are carrying out initiatives to enhance the understanding of local residents themselves and improve the satisfaction of tourists by making the attractive points of the region visible, such as souvenirs, food, and the renewal of the Tenri Station Square open space.

In addition, since the proportion of the population between their late 20s and early 30s is low, we are working on communicating the appeal of a city that can be chosen by this generation by targeting the child-rearing and working generation.



**Kashihara City, Japan** .....

Despite Kashihara City's good access to Kyoto and Kansai International Airport and attractions such as the Fujiwara Palace Site, Imai-cho, and Kashiharajingu Shrine, the main type of tourism is light, compact, short day trips, not overstay or town travel. We are carrying out initiatives under the banner of "Tourism Hub City in Chuwa and Nanwa in Nara Prefecture" in cooperation with 14 neighboring municipalities in Chuwa and Nanwa, with an aim to attract tourists to these areas in Nara Prefecture. Specifically, we are carrying out initiatives, such as using premium plans at accommodation facilities and issuing promotional coupons for city excursions, constructing hotels in front of stations, carrying out publicity to attract tourists from large cities and around Japan, offering free bus tours, and disseminating information through the Coordinator for International Relations, as well as accepting school trips from Pusan as ways to promote inbound tourism.



**Gose City, Japan** .....

The number of tourists to Gose City is estimated to be about 350,000 people. However, the number of tourists that stay overnight is extremely small at about 3,500. The reasons for this are thought to be the low convenience as there is only one accommodation facility in the city, visits by tourists are biased to the season when the spring azaleas bloom, and there are few overnight travelers to the city on business. In addition, the tourism industry, such as restaurants and souvenir shops, are scarce, and there is very little spending by tourists. As a measure to counteract this, we are working on developing new tourist destinations such as a postal garden and Tegami Café, information dissemination using new methods such as the Gose Historical Reader and a postcard passage contest, as well as increasing the non-resident population through sports and culture such as the Gose Rugby Festival. In addition, we are thinking about the possibility of carrying out initiatives in cooperation with surrounding municipalities.

- After the registration of the ruins of Gongsanseong Fortress and others as a World Heritage site, the number of tourists increased more than four times. However, tourists ended up flowing outward to surrounding areas because the accommodations and dining establishments were not functioning well. To address the shortage of accommodations, facilities are being constructed and operated by the city budget and measures have been taken. However, there are issues with the lack of dining establishments. The future number of tourists cannot be predicted, and therefore, we are facing a situation where investors are hesitating to invest. We want to reflect on the lack of development of infrastructure and prepare an environment to welcome tourists.

(Gongju City, Korea)

- When the number of tourists increases rapidly, problems may arise where cities are unable to cope if systems to welcome them are not developed. In this case, you will not be able to gain customer satisfaction and there will be no possibilities for return visits.

(Mr. Keiichiro Yamada)

- In calculating tourism spending, we use the common standards of the Tourism Agency. However, I feel that it is difficult to accurately grasp realistic numbers.

(Nara Prefecture, Japan)

- The role played by China's National Tourist Office is very large. We are interested in learning about how the organizational management and roles of tourism organizations and federations in Japan are defined.

(Shaanxi Province, China)

- We are carrying out trainings and workshops at the regional level on developing core human resources for tourism in the region, and we think that it is very important to foster a feeling that it is absolutely necessary to profit from tourism. In the future, we would like to work not only on the training of human resources for community development, but also on the development of "tourist agents".

(Aomori Prefecture, Japan)

- When holding seminars and study sessions, it is important to invite people that have earned under their own power as instructors through tourism, whether from within the country or overseas, and to learn from the actual experiences of them. It would also be helpful for lectures to explore the commercialization of earning at the local level as a premise, with a focus on what emphasis was placed on essentially and what action was taken, rather than just mimicking the techniques used in successful cases.

In addition, free tourism services will not be removed. However, it is important to note that if the government forces local residents to provide something that has worth free of charge to tourists, the willingness of residents that have motivation will be stripped away. In addition, it is important to note that for volunteer services, if more priority is given to personal satisfaction rather than customer satisfaction, your customers will not be satisfied.

(Mr. Keiichiro Yamada)

- We have made efforts to increase the number of tourists through registration as a World Heritage site so that the increase is more than just a transient phenomenon. For example, by carrying out PR on the primary value of Kumano and Koyasan as World Heritage sites, which is the birthplace of the spiritual culture of Japanese religions, we have discovered their value and have been successful in attracting tourists to the area. In addition, these sites are not only World Heritage sites, they also have the features of offering conservation actions as well. In addition to tourists, there are also companies that want to participate as part of their CSR activities, which has brought about complex effects.

(Wakayama Prefecture, Japan)

- I think that it is likely that our eternal challenge will be, not only the development of tourism resources and the development of the entire industry, but the balance of conservation and development, in order to ensure that these resources are not exhausted.

(Mr. Keiichiro Yamada)

(Lecturer's comment)



Tourism is the acquisition of foreign currency. To revitalize the regional economy, it is necessary to not only increase the amount of money used in the region, but also to accelerate the flow of money between various businesses in the region. We will not be able to promote the economy through tourism without this cash flow and efforts to raise average customer spending. The more you want to activate the tourism industry, the more manpower is needed. The regional economy will be further revitalized through the creation of employment, and the residential population will increase as well. The government must press this point and strike policies so that the economy can be promoted in a sustainable form. In addition, it is necessary to strive to further improve management capacity, such as constantly understanding the current movements and spending trends of tourists, as well as customer satisfaction levels, and find solutions to problems. In recent years, there has been an increase in the number of local governments that have created local fan clubs and developed databases on their customers. These governments have developed products and services that are tailored to their customer group based on this database.

In any region, the future success as a tourist site is determined by whether or not the overall regional strength can be exhibited. Success or failure rests on the proactive activities of the residents of those areas and cooperation and collaboration with a variety of industries and businesses, such as the future concept of the region and the establishment of brands for the entire region.



Working-level Discussion

## Theme 2: Community and Regional Development



<b>Member Governments</b>	People's Republic of China : Chengdu City (Sichuan Province) Malaysia : Melaka State Republic of Korea : Gyeongsangbuk-do Province Japan : Fukushima Prefecture, Nagano Prefecture, Shimane Prefecture, Tokushima Prefecture, Nara Prefecture, Arakawa City (Tokyo), Ikaruga Town (Nara Prefecture), Koryo Town (Nara Prefecture)
<b>Lecturer</b>	<b>GOTO, Kenichi</b> CEO of Prot Asia and Pacific Inc., Regional vitalization adviser designated by the Cabinet Office

### Overview of Regional Reports



#### Chengdu City, China .....

Chengdu City, the largest western city with a population of 14 million people, has grown rapidly both economically and socially since the start of the new century. As a result of unbalanced development, the city faces a situation in which areas have become slums, traffic congestion is bad, and security has worsened. In order to improve the state of the city, the government launched the Northern Chengdu Renovation Project in February 2012. We are promoting projects acknowledging the opinions of the residents with an aim to balance interests in development so as not to have all advantages consumed by only some of the people. We are promoting development by adhering to the principle of "build together and enjoy together," led by the government and with residents as the main actors. In addition, civic groups, neighborhood associations, and other groups have played a major role in negotiations, such as in evictions.



#### Gyeongsangbuk-do Province, Korea .....

Gyeongsangbuk-do Province is working on a project for "Han-stay" (rural inns), where tourists can stay overnight at old houses and traditional Korean houses that exhibit the traditional and cultural values of Gyeongsang. We aim to ensure reliability of services and facility management through standardized manuals to attract tourists and increase incomes of residents. The details of the project include the development of systems for one-stop services, advance reservations, and public relations in order to create an integrated brand that suits old houses, farmhouses, heritages, and cultural houses, and we are making an effort to improve reliability and strengthen competitiveness of brands through the introduction of quality control systems. In addition, we are attracting tourists in cooperation with inn brands in other countries and through mutual cooperation. We also plan to operate Han-Stay in the areas for festivals held in other municipalities so that more tourists will be able to use them.



## Melaka State, Malaysia .....

A beautification and regeneration project of Melaka River started in 2002. The Melaka State government established plans to attract tourists by improving of Melaka River as a tourist attraction and as public transportation options to avoid traffic congestion and move to city center, and has achieved the regeneration and beautification of the ancient city through initiatives to construct river embankments, strengthen tide gates, improve sewage treatment facilities and sewage pipe networks, and improve bridges and other infrastructure for vehicles and pedestrians. As a result, the prices of land close to the river have soared. In addition, Melaka State has been able to attract investment, and hotels and other facilities are being constructed near the river. Currently, we are offering tours for visitors to experience and enjoy river cruises along the landscaped Melaka River. Since 2010, the number of tourists taking part in the cruise has grown.



## Fukushima Prefecture, Japan .....

We are carrying out the following initiatives as we move towards reconstruction following the Great East Japan Earthquake.

### ① Project for Reconstruction and Community Development in Tsunami-Affected Areas

This project aims to improve overall disaster prevention capacity of hardware through multifaceted protective mechanisms, such as raising coastal levees and green zone buffers and carry out community development with improved disaster prevention functions from both hard and soft aspects through initiatives focusing on human resources and regional development with high level of disaster prevention awareness.

### ② Fukushima Kizuna Project

This project supports regional development for reconstruction, maintains ties between evacuation areas and evacuees, and disseminates information towards reconstruction.

### ③ Fukushima Tourism and Exchange Project

This project aims to disseminate accurate information both within Japan and overseas in order to dispel rumors, burnish the image of tourism resources in the region, enhance exchange with areas outside the prefecture, and recover the population.



## Nagano Prefecture, Japan .....

We are carrying out the following initiatives as a way to build a momentum for residents themselves to involve in regional development.

### ① Rush into the Region! Academy for Hands-on Practice to Create an Energetic Shinshu

Implementation of training to learn about techniques to solve problems through fieldwork.

### ② Financial Support for Healthy Regional Development

Offer of subsidies from municipalities and public organizations for businesses that have the development capacity to produce vitality in the region.

### ③ Project to Support "Regenerating" Model Rural Settlement Areas

Offer of support for practical initiatives carried out jointly by municipalities and residents towards the survival of the region.

### ④ Subsidy for the Strategic Model of "Achieving Stable Population and Reliable Livelihoods"

Nagano Prefecture aims to achieve a stable population and reliable livelihoods by recruiting proposals with rich ideas from public organizations and private companies around the country and implementing these projects with the organizations that submitted the proposals.



## Shimane Prefecture, Japan .....

As the designated administrator of the Shiinomi Theater, Japan's smallest public theater, NPO Ashibue manages the production and showings of theater performances, plans and manages the Yakumo International Theater Festival, in addition to the development of the community through theater together with the local government and residents. For the implementation of the Yakumo International Theater Festival, we spent much time to train resident volunteers to operate the theater festival, which was a major barrier, while also satisfying the absolute requirements for the organization of international events, such as budget, transportation, and accommodation. We have fostered a common consciousness through repeated dialogues with residents, the local government, and the theater company, and have been playing an active role through guidelines to continue to improve by taking time to look back on what has been done. In the future, we hope to continue to develop as a prefecture that can attract many people from around the world.



## Tokushima Prefecture, Japan .....

Tokushima Prefecture has held the National Cultural Festival twice in 2007 and 2012. As a result, the revival of the rural stage has contributed to the stimulation of the region, with the revival of puppet theater performances at the Kitagawa Rural Stage in Naka Town and the use of the stage for other jazz and classical musical performances.

We are also expanding our efforts in municipalities as well using culture, and the "Kamiyama Artist-in-Residence" program, which is a regional exchange event in Kamiyama Town, has become established. In addition to this, we also provide a forum for exchange among local residents, artists, and audiences through the organization of events, such as lectures and music festivals in Kamikatsu Town. For the implementation of art events, we believe it is important for the government to continue to offer support in a way that does not affect the autonomy of the region.



## Nara Prefecture, Japan .....

There are historic landscapes lined with townhouses in every area of Nara Prefecture. In the prefecture, these assets are regarded as important regional resources for community development. We are implementing "Art Festival Hanarart," which is an event to exhibit modern pieces of art in townhouses that have been vacant, in cooperation with private community development organizations. By combining both the old and the new, we can highlight the charm of old, traditional townhouses, and through efforts to attract visitors including young people, there have been a number of cases that have appeared in which these townhouses are being used as rented houses or shops, with the emergence of prospective tenants for these townhouses from the tourists that visited the event. In addition, we believe that this has been a good stimulus for the development of the local community, resulting in a transformation of awareness of residents towards the preservation of the townscape, as well as the use and application of townhouses through the promotion of various exchanges both within and outside the region.



## Arakawa City, Japan .....

Since the average life and healthy life expectancy of residents in Arakawa City is comparatively low out of the 23 wards in Tokyo, we are carrying out the following initiatives with an aim to achieve the creation of a lifelong, healthy city.

### ① As a measure to promote healthy lifestyles, we have developed the "Arakawa Manten (Perfect Score) Menus" in cooperation with a university in order to provide inexpensive, delicious, and healthy meals to restaurants throughout the city. Through the use of this menu, we aim to improve the awareness of dietary habits. We are also implementing a program called, "No! Metabolic Challengers," which is a program that aims to help participants learn about healthy lifestyles together with friends, as they make an effort to prevent and eliminate obesity.

### ② For preventative care, we are working to popularize the "Arakawa Koroban (not tumbling) Exercise" program to prevent falls, and are carrying out training of "Koroban (not tumbling) exercise leaders" that perform voluntary activities.

### ③ In order to reduce medical costs, we aim to identify potential targets to prevent diabetes and offer guidance to prevent these illness from becoming more severe, as well as promote the use of generic drugs



## Ikaruga Town, Japan .....

About 800,000 tourists visit Ikaruga Town each year. However, most of these visitors are only passing through and concentrated around Horyu-ji Temple. In order to aim at a shift to "strolling, touring, and destination-style tourism," the public and private sectors are working together to develop a "historical and tourism town" as shown below:

### ① Landscape improvement of buildings and road beautification that are in balance with the historic landscape. Promotion of the establishment of restaurants and accommodation facilities through the designation of "special use districts."

### ② Implementation of sightseeing tours called, "Adult-style school excursions" that incorporate hands-on programs, such as lectures and transcriptions of sutras.

### ③ Active publicity to promote "Tatsuta-age" as soul food, which has its origins in the Tatsuta River that flows through Ikaruga Town.



## Koryo Town, Japan .....

Koryo Town is a town that is a mixture of old and new residents. Amidst the greatly changing living environment due to low birthrates and the aging population, we are working on the development of human resources to support activities in response to complex needs and regional issues. We have placed local staff in residents' associations and are carrying out cooperation and support to understand local challenges, provide administrative information, and solve problems. Of those activities, local staffs compile community records (summaries of information about the area) together with communities to create regional revitalization plans. In addition, we aim to develop staff through dialogue with the town's residents. However, one issue we face is that staff that conduct dialogue with local residents do not necessarily want to go to the community. We hope to eliminate gaps between the government and residents by continuing this in a long relationship.

(Lecturer's comment)



There have been a variety of issues presented by local and regional governments that have different scales and situations. However, there was a common need to do regional revitalization and community development with residents feeling genuinely happy.

The keyword is "real." What is important is how to make something "real" and how to communicate that. We must recognize that even something which is commonplace of local value has global value. For this purpose, we must obtain perspectives and wisdom from the outside, and it is very important that the world be connected by region to region. By traveling back and forth to each region and increasing exchange opportunities, we can share problems and offer advice to each other directly. Until now, exchange or competition has been carried out in the region. However, now we can share the same themes across countries.

People are the most important things needed to continue to resolve problems under the theme of "community and regional development." I hope that we will continue to successfully develop connections with people in the future.

## From the Exchange of Ideas

- We think that it would be good if we can exchange information on financial issues when organizing events since fundraising is becoming more popular in Japan.  
(Shimane Prefecture, Japan)
- We think that carrying out redevelopment while carefully promoting consensus building with residents will absolutely result in large gains for future community development. In addition, we think that an even stronger sense of unity can be created with residents if we carry out redevelopment with color, history, and culture at every turn.  
(Tokushima Prefecture, Japan)
- Development to enhance the overall functions of the city does not work when you try to develop the entire area equally by the same standard. By creating a mechanism to change the functions of each part and divide the roles, the city will become a global model for urban development if the city is developed with the consent of not only the government side, but also of the residents.  
(Mr. Kenichi Goto)
- We think that what is important when welcoming foreign tourists is the respect for the originality of each country's culture. We think that this will lead to education that allows local residents to understand their own lives, as well as different cultures.  
(Gyeongsangbuk-do Province, Korea)
- The most important thing is the natural expression of the feeling from your heart when you greet someone and say, "Welcome. Glad to have you here." We think that the feelings of pride that local people have in the regional resources will lead to a spirit of hospitality.  
(Shimane Prefecture, Japan)
- The keywords for communicating the appeal of the region are first, to discover other regional resources without having to resort to those resources that are well known, and second, continuing to disseminate information on genuine local resources. With these two points, we believe that tourists that are searching for the real thing will visit from overseas.  
(Tokushima Prefecture, Japan)
- In China, the population has been aging gradually. To address this, the government has constructed nursing homes, and much private capital is being input into the nursing care market. As the government, we are taking a stance to prepare for the next step with policy support.  
(Chengdu City, China)



# Theme 3: Agriculture and Rural Development

<b>Member Governments</b>	People's Republic of China : Suzhou City (Anhui Province), Dongying City (Shandong Province) Republic of Indonesia : Province of West Java Republic of Korea : Gyeonggi-do Province, Chungcheongnam-do Province, Seosan City (Chungcheongnam-do Province) Japan : Yamanashi Prefecture, Shizuoka Prefecture, Nara Prefecture
<b>Lecturer</b>	<b>TAKAGI, Yuki</b> President of Japan Professional-Agriculture total support Organization, the former Vice Minister of the Ministry of Agriculture, Forestry and Fisheries

## Overview of Regional Reports



### Suzhou City, China .....

We are carrying out the following initiatives in order to accelerate the development of new farming systems and modern agricultural industrial systems, and achieve the leap to a strong agricultural city.

- ① Focused development of food, livestock farming, fruits and vegetables, and forestry.
- ② Acceleration of agricultural industrialization. Strong efforts in the development of leisure agriculture and eco-agriculture.
- ③ Strengthen the construction of agricultural infrastructure and promote the increased mechanization of agriculture.
- ④ Creation of modern agricultural model base and model estates.
- ⑤ Creation and development of the three major management bodies of family farms, farmers cooperatives, and agricultural companies.
- ⑥ Promote rural land and financial reforms and strive to innovate agricultural technology.

As a result, production output has grown steadily, and the development level of industrialization has become one of the best in the province. However, we face problems with regard to the further development of agricultural infrastructure, development of leading companies, and financial innovation in rural areas.



### Dongying City, China .....

Agriculture in the city is currently under development, and not much progress has been made in industrialization and systemization. The capacity of farmers to enter the market on their own is also insufficient. Therefore, we are carrying out initiatives that establish several model districts based on unified development plans for urban and rural areas, aiming to reduce income gaps between urban and rural areas, unify social security, equalize public goods, and promote development that is balanced with the living environment.

As a result, we have rapidly developed a modern agricultural park in the model districts (Agri-Park), increased new management entities, such as cooperatives, family farms, and agricultural companies, and reduced disparities between urban and rural areas. Future issues include the improvement of educational standards, securing employment opportunities, developing water conservation facilities, and establishing delivery systems.



### Gyeonggi-do Province, Korea .....

In order to solve the problem of the aging society in rural areas and create added value for agriculture, important issues include actively taking advantage of the increasing trend of part-time farmers and commercializing rural resources comprehensively, as well as supporting the influx of new agricultural populations. We are carrying out strategic investments in selected areas where expansion effect on income and employment is large; strengthening local support functions, such as soft investment and improvement of infrastructure; building support systems for each growth stage for farming and fishing companies; and systematically developing local R&D (research and development) and food systems to strengthen linkages with national food systems. However, we feel that additional administrative support is needed for the development of communication between stakeholders, as well as treatment technologies for processed foods, and marketing expertise.



### Chungcheongnam-do Province, Korea .....

We are committed to encouraging people to take up farming again and return to villages in order to foster agricultural workers. In order to support this, we are matching young people with principal farmers through centers that support people's returns to villages, and providing support to improve infrastructure in order for them to take root, as well as attracting companies and schools to help children put down roots in rural areas. In addition, we have attached great importance to the development of human resources and have placed a focus on the development of rural leaders aiming at "local production and consumption of human resources." Although it takes time to develop human resources, we are creating organic systems and slowly executing policies in phases. Results have started to emerge little by little with gradual changes in efficiency and the overall mood of the development of rural areas, as well as awareness of farmers, not only an increase in the number of farmers and households that have taken up farming again and returned to villages.



### Seosan City, Korea .....

In order to ensure a stable market by branding regional agricultural products, we are promoting a strategy to develop special agricultural products into a local brand. As a priority measure, we are actively promoting long-term measures, such as the management of a program to develop Seosan experts in the field of special agricultural products and management of "Seosanttre," a quality certification mark for special agricultural products; creation and commercialization of local intellectual assets; development of momentum for exports of agricultural products; development of processed goods in cooperation with food manufacturing companies; promotion of consumption by enriching events that are directly linked to farmers' incomes, such as festivals, and branding of the food service industry; and improvement of consumer awareness levels through diversified PR activities, such as television, radio, and newspapers. We are doing our best to achieve the goal of creating an "agricultural, livestock, and fisheries production city with affluent livelihoods," formed on a foundation of active and dynamic measures.



### Province of West Java, Indonesia .....

The Province of West Java is Indonesia's largest food supply area. The Citarum River, which is the water source for households, industries, and agriculture, is facing severe erosion, sedimentation, and water pollution as a result of land use that pays insufficient attention to soil conservation and ground tilt, changes in land use, and the overuse of chemical fertilizers and pesticides. In order to improve the river environment, we are promoting the control of water pollution together with the region, as well as the protection of biodiversity, forests, and arable land, and creating regulations based on agreements with stakeholders. We are also working to reduce pollution caused by pesticides by developing organic agricultural chemicals, composting livestock manure, using enclosures, and developing medicinal plants. However, these programs require support from all stakeholders, and there is a need to improve the participation of rural governments and society.



## Yamanashi Prefecture, Japan .....

We are aiming at the “agriculture becoming the driving force behind the region’s charms,” in that agriculture drives the regional economy and contributes to local creation while continuing to disseminate local information and respond to various environmental changes, such as the progression of globalization and global warming. To that end, first, we are developing profitable agriculture through the improvement of product quality and market development. In addition to overseas promotional activities and the establishment of permanent sales bases, we are establishing the Yamanashi Sixth-order Industrialization Support Center and providing support for the development of new products and new varieties of fruit trees that meet the needs of the market. We are also promoting the development and improvement of a base to meet the needs of responsible actors, in addition to enhancing the support for new farmers settling in and promotion of business entry into agriculture, aiming at the creation of vibrant farms and mountain villages. As a result, the number of new responsible actors has increased and exports of fruit grown in the prefecture are increasing year by year.



## Shizuoka Prefecture, Japan .....

We are implementing initiatives that aim at maintaining the highest production value and output of tea in Japan, and the creation of a “tea capital,” the center for all fields, such as the tea industry, culture, and academic research. Specific activities include: (1) development of product, such as high quality tea, and support for market expansion (2) information dissemination overseas through the “World O-cha (Tea) Festival,” (3) regional revitalization and tourism promotion using “traditional tea-grass integrated processes” that are registered as a World Agricultural Heritage and the landscapes of tea plantations, (4) reduced production costs and labor, (5) research on the healthy functions and benefits of tea, as well as dissemination of research output, and (6) the enactment of the “Tea Capital Shizuoka Charter” to encourage all residents in the prefecture to have a lifelong love of tea.

As a result, the number of producers who are involved in the production of new varieties and new product development, such as black teas and oolong teas, are growing, and exports for green tea have grown. However, the size of the areas of tea plantations and production volume continue to decline.



## Nara Prefecture, Japan .....

The management area of farms in Nara Prefecture is small and the farming population is continuing to age. In addition, the rate of abandoned farmland is high. In order to improve agricultural output in our prefecture which is low nationwide, we have placed a focus on creating a brand quality certification system, developing vertical business cooperative associations and promoting direct-to-consumer sixth-order industrialization, developing paddy fields into dry fields, and promoting the conversion from rice cultivation to more profitable vegetables and livestock.

In addition, with the prefecture-led efforts to carry out sales and promotions of crops in the Tokyo metropolitan area, we have earned a reputation and awareness of Yamato vegetables. However, there are still fewer farmers to grow vegetables in the prefecture. In addition, although there are farmers that require land, the high abandonment rate has become an impediment to improving production value.

### From the Exchange of Ideas

- Although each region has a different history and land conditions, agriculture is an industry that has roots in the region and each region is striving to implement a variety of ideas to find the most optimal form of their agriculture. However, the importance of production and processing that rely on properly capturing demand is a common issue. This point is still in the development stage.

(Mr. Yuki Takagi)

- Since domestic demand is limited, we want to focus on overseas markets, rather than domestic markets. Since rural development contributes to an increase in income, we are making an effort to export products overseas throughout the United States and Europe.

However, Korean farmers are also very anxious because, if Korea joins the TPP, more powerful import liberalization than the FTA will be demanded in regard to rice, which is the most important item.

(Seosan City, Korea)

- The FTA between Korea and the U.S. brings us both advantages and disadvantages. Since rice is a very sensitive item along with beef, we would like to resolve this in a good way through negotiations. Advantages and disadvantages differ by region, and therefore, it will be necessary to consider national interests first.

(Gyeonggi-do Province, Korea)

- When tariffs on fruit trees, for example, are eliminated, concerns about falling prices emerge. One issue will be how to respond to the impacts from both decreased sales and motivation in the long-term.

(Yamanashi Prefecture, Japan)

- It is important to look at whether international agreements, such as the FTA and TPP, serve national interests. However, it is a fact that there are sensitive items. In any case, as agriculture is rooted in the region, there must be hints of how each country can respond to the strengths and weaknesses of their agricultural products as globalization progresses.

(Mr. Yuki Takagi)

- Because of the effects of tariffs, tea is not exported to Korea in large amounts. However, Korea has a great interest in Japanese tea. If tariffs were lower, Korea would be a promising export destination and we would like to push the Japanese government. Meanwhile, the criteria for tea exports, such as pesticide residue, may be more restrictive in some countries, and the production of products that clear criteria are unable to keep up with demand. As one of our measures, we have developed a system that clarifies the export destination for each control standard from the production stage.

(Shizuoka Prefecture, Japan)

(Lecturer’s comment)



Agriculture itself is a very important resource for the country and it is important to know how to effectively use the agricultural land that is the management resource. In addition, the balance between agricultural policies as an industrial policy and regional/environmental policies is important.

A management perspective is needed if looking at agriculture as an industry, and the most important core of this resource is people. People will only engage in agriculture only after they understand they can live by agriculture. In addition, production must be carried out on the basis of demand to ensure that what you produce can be sold. One of the ideas for this is sixth-order industrialization. It is also necessary to have something to take on new farmers, such as agricultural corporations, as a parent organization.

To protect rural areas, it is necessary for various people, not only farmers, living in rural areas and for regional policies and industrial policies to be developed in an integrated manner. Most importantly, the actual conditions in the field must be understood numerically and policies must be put forward in line with them. Then, it is important for information on the reality on the ground to be disclosed to the people in those areas to share awareness.

Since agriculture is also an industry, ultimately, farmers must be self-responsible and in principle, take risks to respond to this. At that time, it will be important to clearly separate the roles of the national and local governments, as well as management bodies in view of the situations in each region.

# Keynote Speech

## Heads-level Discussion

# Theme 1: Revitalizing Regional Economies through Tourism

## “Nara from the Perspective of Tourists from China and Opportunities to Attract Chinese Tourists to Nara”



### Dai Bin

Professor and President of China Tourism Academy

In 2014, the number of Chinese people who traveled overseas rose to about 107 million and spending reached USD 165 billion. Of these, the number of Chinese visitors to Japan was about 2.41 million, with spending of JPY 127,000 per capita, which was the highest for all foreign tourists to Japan and the largest increase. In addition, during the season of cherry blossoms this year, the number of Chinese tourists to Japan hit a record high, reaching 350,000. As these examples show, China's outbound tourism has contributed to global tourism and economic growth, and has also become an opportunity for them to improve their civilization level. The rapid growth of overseas travel by Chinese tourists is closely related to increased outbound tourism, increased national income, and the convenient visa policies and promotion strategies of travel destination countries. Besides, it depends on the nation's awareness of tourism and the development strategies and policy design in that regard. China's outbound tourism is still in the early stages of development and will enjoy at least a decade of rapid growth. Traveling has become an essential part of life for China's urban citizens and middle-class families, and in the future, going overseas will become as convenient as traveling domestically for Chinese

people. Although there are many tour groups at this time, independent travel, which offers people more freedom to travel, is also on the rise. Tourists expect a higher degree of freedom and higher-quality tourism and want to experience locally-unique lifestyles. The governments, businesses, and communities of tourist destinations must be aware of these needs to promote the development and improvement of tourism infrastructure and public services, including enhancing Chinese information and payment services, while cooperating and interacting with the tourism industry in Japan and China, and travel agencies, in particular, as well as promoting internet media that targets independent tourists, hotels, hot-spring resorts, inns, and academic institutions.

It would be good to create a mechanism for regular exchange on tourism among local governments in East Asia. Towards that end, I believe it would be beneficial to regularly exchange the research reports on satisfaction of outbound tourists from China with areas in different countries, exchange information on the “Welcome Chinese” program, and sign strategic cooperation agreements with professional research institutions in Japan and other countries to organize regular symposiums.

In addition, the results of studies on the destinations of outbound tourists from China to 27 countries and regions, including Japan, Korea, and Malaysia, show Japan always at the top of the list. Japan is also geographically close and it is easy for the people of both countries to understand one another. Nara, both a historical and modern city, is well-known in China, and is also home to tourists from both Japan and overseas. I would like to see more publicity for these images of Japan and Nara especially targeted to young people, on television, media, blogs, and SNS. I think it would also be beneficial for the people of Nara to come to China to give publicity directly.

I hope that the local governments and private sector in Japan will show even better hospitality to China and that even more sophisticated Chinese tourists will visit Japan and Nara. I would like for the central and local governments to offer more conveniences to tourists from China in terms of visas and export and import policies, in particular. In addition, I would also like for consideration to be paid in terms of tariffs and logistics. The promotion of exchange in various areas in both Japan and China, such as economically, culturally, politically, and diplomatically, will bring great benefits and no harm. I hope that we can build a common awareness that enhancing people-to-people mutual understanding and exchange will result in solutions for various problems among countries.

Member Governments	People's Republic of China : Henan Province, Shaanxi Province, Huangshan City (Anhui Province)
	Republic of Indonesia : Province of Yogyakarta Special Region
Lecturer	Republic of Korea : Gongju City (Chungcheongnam-do Province), Buyeo County (Chungcheongnam-do Province)
	Socialist Republic of Viet Nam : Phu Tho Province, Viet Tri City (Phu Tho Province)
	Japan : Tottori Prefecture, Kagawa Prefecture, Nara Prefecture, Kashihara City (Nara Prefecture), Gose City (Nara Prefecture)
	YAMADA, Keiichiro JTIC.SWISS CEO, Tourism Charisma certified by Japan's government
	Dai Bin Professor and President of China Tourism Academy

## Lecturer's Speech



**YAMADA, Keiichiro** JTIC.SWISS CEO, Tourism Charisma certified by Japan's government

I would like to point out five things that are important in promoting tourism.

The first point is the extent to which past activities have been verified. Governments have a tendency to formulate and proceed with new plans without reviewing what has been done. However, without verification of the reasons for the failure or success of tourism policies carried out to date, new failures will result and regional advantages cannot be developed.

The second point is that there is no marketing in the activities of DMO (destination management organizations) in Japan. The private sector carries out activities to promote the purchase of priced items by developing

products and services that meet the needs of customers. That is to say that marketing itself is the reason for the existence of companies. On the other hand, what tourism associations in Japan carry out as DMOs is only advertising and public relations, not marketing. Without a place to take up marketing, it is not possible to develop products and services or create a brand since there is no mechanism to build credibility or continue to build trust with customers and markets.

The third point is identifying clear reasons and purposes for selecting a tourism destination. The purpose of travel is not only tourist materials, such as historical locations or beautiful scenic spots. It must also include the developed products and services that use these materials. This is the reason for the lack of progress in transitioning from short-stay-type tourism, such as short pleasure trips, to tourism involving overnight stays, where travelers spend more time and money. We must think about not only simple contents, but also the product that furnishes the necessity for being in that region.

The fourth point is that the future vision (ideal aim) of regions is unclear. There are three management philosophies, which must be established as a broader concept of a tourist destination: future vision, value offered to the market, and social mission. Strategy is the orientation of overall activities from a long-term perspective in order to fill in the gaps between the future vision and realities and what to do in order to achieve the objective. We can determine the tactical means precisely because there is a clear strategy. In this sense, it is important to focus on expenditures and economic impact, rather than the number of customers visiting the region as target indicators.

The fifth point is that there are few policies and measures for regional economic revitalization. Although the amount of money used in the region is first important for regional economic revitalization,

what is required is not limited to that. The economy will not improve if there are no mechanisms to accelerate the cash flow in the region.

From the perspective of revitalizing regional economies through tourism, which is the topic of this year's Congress, I would like to point out two points, in particular.

First is the perspective of intra- and inter-regional partnerships. The foundation of intra-regional partnerships accelerates cash flow and the development of new products and services through business dealings between various industries. In addition, a common theme or story between local governments is needed for inter-regional partnerships, and it is necessary to clarify that this partnership will set solid concepts which provide the same value to customers in a wide area. Investment, technologies, and a labor force from outside the region are also important. However, it is also necessary to pay attention to how to increase profits from development and continuous growth in revenue from use.

Next, in the sense of actually making a profit as a profitable enterprise that is responsible for actual economic activities in revitalizing the regional economy, the main actors are private businesses (local residents). Then, the role of the government is to coordinate interests and motivate different industries to work together, as well as create budgets. It is important for governments to make arrangements so as to promote cooperation that is profitable to private businesses. Of these roles the central role that the government plays is in the development of professional human resources that encompasses the entire region.

In addition, in order to promote policies and measures to achieve the final objectives, we must continuously implement the PDCA cycle after setting (1) KGI (Key Goal Indicator) = objectives to be achieved, (2) KSF (Key Success Factors) = organization of elements for actions of what needs to be focused on to achieve objectives, and (3) KPI (Key Performance Indicator) = indicators to attain in order to achieve KSF.

**Heads-level Discussion**



**Phu Tho Province, Viet Nam**

**HOANG Cong Thuy**  
Vice Chairman, The Phu Tho People's Committee



**Nara Prefecture, Japan**

**FUKUI, Yoshinao**  
Director General, Tourism Bureau



**Viet Tri City, Viet Nam**

**LE Sy Hong**  
Vice Chairman, The Viet Tri City People's Committee



**Kashihara City, Japan**

**SUGITA, Koji**  
Department Director, General Planning Department



**Tottori Prefecture, Japan**

**YOSHIMURA, Fumihiko**  
Director General, Tourism and Exchange Bureau



**Gose City, Japan**

**HIGASHIGAWA, Yutaka**  
Mayor



**Kagawa Prefecture, Japan**

**YASUMATSU, Nobuaki**  
Director General, Exchange Promotion Department



**Nara Prefectural Assembly, Japan**

**INUI, Hiroyuki**  
Chairman, Special Committee on Tourism Promotion

**Participants in Heads-level Discussion**



**Henan Province, China**

**WANG, Jinglin**  
Deputy Mayor, The People's Government of Luoyang City



**Province of Yogyakarta Special Region, Indonesia**

**Imam Pratanadi**  
Head of Division, Marketing Division, Tourism Authority



**Shaanxi Province, China**

**YANG, Zhongwu**  
Director General, Shaanxi Provincial Tourism Bureau



**Gongju City, Korea**

**MYEONG, Gyu Sik**  
Deputy Mayor



**Huangshan City, China**

**ZHOU, Yong**  
Executive Vice Mayor



**Buyeo County, Korea**

**RHI, Ryong Woo**  
Mayor

**Contents of the Exchange of Ideas**

**1. Initiatives to Increase Tourism Spending**

**(1) Transitioning from short-stay-type tourism to trips requiring overnight stays**

① Time consumption

- In recent years, Luoyang City in Henan Province has focused on the tourism industry, taking advantage of its unique cultural, ecological, scenic, and industrial resources as an ancient city. However, the city is also

facing many challenges. For example, although the number of tourists to the city is high, the amount of spending per capita and the length of stay are low, and the city is working to improve the quality of tourism products and services, as well as to increase spending.

(Henan Province, China)

- We think that there are four important points needed to increase spending: extending the length of stay, development of tourism products, cooperation with businesses and hotels, and cuisine. In Shaanxi Province, the length of overnight stays by tourists has been extended and spending has increased with nighttime illumination displays of the Huaqing Pond. We consider tourism products that are closely related to daily lifestyles to be more appealing than those that receive many awards. We would like to use cases from Japan as reference because when hotels have close linkages with other businesses, tourists will make a purchase during their stay. We also think that gourmet dining, such as Chinese-style hot pots, will contribute to the promotion of the tourism industry.

(Shaanxi Province, China)

- Tottori Prefecture has been attracting Korean tourists through international flights arriving and departing at the Yonago Airport, as well as ferry services to Sakai Port. Since many Korean tourists enjoy sports, we offer hands-on programs, such as Mt. Daisen climbing courses, downhill cycling, and camping. This has led to increasing the length of stays and overnight stays.

(Tottori Prefecture, Japan)

- As measures to continuously win customers, we manage a “cyber citizen’s system,” in which tourists and foreign nationals can take part. At this time, there are about 300,000 cyber citizens. When these citizens visit Gongju City or publicize tourism industry of the city, we offer incentives, such as discounts on accommodation costs and special products. We also put a great deal of effort into educational travel. The participation of students and children in hands-on tourism is important, and when children take part, their parents and grandparents also come. When good memories are created during childhood, these children will visit again with their own children when they become adults. We think that this kind of virtuous cycle will produce desired effects.

(Gongju City, Korea)

## ② Solutions for a shortage of accommodation facilities

- To deal with a shortage of accommodations, we have built an accommodation complex which possesses the characteristics of traditional houses during the Joseon dynasty, in keeping with our image of an ancient city. The complex is able to accommodate 500 people per day. We also actively offer farm stays in rural areas, aiming at a ripple effect of tourists also visiting tourist sites in neighboring cities in conjunction with rural areas. We are also planning to build medium- and larger-scale condominiums in order to respond to the number of tourists that have increased since sites were registered by UNESCO.

(Gongju City, Korea)

- Currently, we have the Lotte Hotel (about 320 rooms) and two large-scale youth hostels (about 500 rooms). However, we are also working on attracting large hotels because the number of rooms is insufficient. We also offer temple stays, in addition to guest houses and private homes that can offer a rural experience.

(Buyeo County, Korea)

- Although the number of tourists to Nara Prefecture is increasing, tourism spending is decreasing because of the lack of accommodation. However, I think now is our chance. Since the scale of municipalities in Nara Prefecture is quite small, we want to develop strategies to establish a wide variation of accommodations to create a unique tourism experience under one category for all of Nara Prefecture, rather than try to tackle this issue on an individual basis.

(Gose City, Japan)

## ③ Development of new content

- We think that it is necessary to think about an angle to distinguish ourselves from other prefectures and municipalities in order to promote inbound trips. Tottori Prefecture is attracting tourists using anime and manga. Museums for “Detective Conan” and “GeGeGe no Kitaro” in particular can only be seen when visiting Tottori Prefecture, and there are a large number of individuals and small groups from overseas that visit the prefecture.

(Tottori Prefecture, Japan)

- The Seto Inland Sea is a natural asset of Kagawa Prefecture. Tourists come for the unique experience of traveling from island to island that are scattered on the sea. The “Setouchi Triennale,” an event that blends the Seto Inland Sea and contemporary art, is held once every three years. We also offer tourists the hands-on program of making and eating “Sanuki udon,” the soul food of Kagawa Prefecture, which has gained popularity as interactive content that aims to extend the length of tourists’ stay in the prefecture.

(Kagawa Prefecture, Japan)

- We are working to attract sports camps in collaboration with neighboring regions. We are also considering ways to encourage visitors to spend money in the city, as we attract camps for foreign athletes for the 2019 Rugby World Cup and the 2020 Tokyo Olympics.

(Gose City, Japan)

- From the perspective of travel as a cross-cultural experience, one of the techniques is the commercialization of regional lifestyles, such as the experience of making “Sanuki udon” in Kagawa Prefecture. Sports and activities are also a part of the region’s culture and lifestyle. When attracting tourists through these activities, it is important that local residents also enjoy it and that it has been developed as a lifestyle.

(Mr. Keiichiro Yamada)

## (2) Development of tourism products

- Viet Tri City is considering the development and marketing of tourism products based on the needs of tourists and methods to promote long-term stays by tourists.

(Viet Tri City, Viet Nam)

- Planning for the development of tourism products starts with the selection of targets. Rather than offering the tourism resources you have according to your own need, it is important to develop products and services by thinking from the perspective of the customer and the needs of the market. In order to expand the market, there is also a need to further increase the average sale per customer of goods and services for the top-end layer that is positioned at the apex of the pyramid. This way, a large market will gradually be formed with the spread of a shower effect throughout the market. We are promoting the commercialization of products fit in respective layered categories. The regional economy will be revitalized with market expansion together with increases in the overall market ratings by raising the apex of the market pyramid.

(Mr. Keiichiro Yamada)

- There are two points that encourage many people to consume good products. The first is branding with a story and the second is the visualization of the production process. Unlike daily commodity, the price of craft products is determined according to the cost of production, its appeal, and necessity. Trusted craft products can be created by blending these items with stories and emotions, and revitalizing old items and infusing them with new life.

(President Dai Bin)

### (3) Off-season measures

- In response to the lower number of tourists to Nara Prefecture in the winter months, the Ootateyama Festival will be held from January 29, 2016 to bring in tourists.  
(Nara Prefectural Assembly, Japan)
- We have dealt with the lack of tourists in the winter off-season months by focusing on ski slopes and hot springs. In addition, since culture has no relation to seasons, we organize ethnic cultural events each year in the winter.  
(Shaanxi Province, China)
- It is difficult to attract new customers during the tourism off-season. However, since labor and time can be well invested in the off-season, it is important to consider the values that are different from the high season and available precisely because it is the off-season and offer them to hard repeaters.  
(Mr. Keiichiro Yamada)

## 2. Protection of the Natural Environment and Application to Tourism

- National parks are killer content for tourism in Japan. However, in the management of these parks, its application to tourism and protection of the natural environment are contradictory propositions, and efforts have been made to find a balance between these two contradictions. For example, there are cases in which application and protection are in conflict, such as the Yoshino-Kumano National Park and the Sacred Sites and Pilgrimage Routes of the Kii Mountain Range, which is a World Heritage and is located in the national park. We think that promoting development while also maintaining a balance between tourism and the protection of the environment is an issue for tourist sites.  
(Nara Prefecture, Japan)
- We think that the environment of local natural parks should be protected and the use of those parks as a tourism resource will be advantageous for regional economic development. However, if land is designated as a national park or World Natural Heritage, the ways of integrating ecosystem protection and the regional economy will become an issue. It will be necessary to protect the environment and culture with support from the central government, as well as to open up these resources for use in tourism to the greatest extent possible.  
(Huangshan City, China)
- For national parks, we think that there is a need to clearly define the concepts and scope of the park as something that is innovative and cannot be copied, and that will no longer exist if artificially destroyed. In addition, we think there is a need to deconcentrate tourists by holiday systems and customs, such as the National Day of the People's Republic of China, tailored to them, as well as distinguish between innovative and general tourist sites, with a focus on protection.  
(Shaanxi Province, China)
- To achieve a balance between regional protection and economic revitalization, rules must be created and properly applied. Financing is needed to protect the environment in a self-reliant and sustainable manner, and economic activities are needed to support this financial mechanism. In Japan, the Ecotourism Promotion Act was established to promote environmental protection and economic activities/regional development. There is also a need for zoning related to the environmental use not only of national parks, but also of the region.  
(Mr. Keiichiro Yamada)

### 3. Improving Awareness of Local Residents

- In all of Japan, Nara Prefecture has the lowest number of hotel rooms and number of nights stayed. We think that one reason for this is the lack of awareness of using cultural tourism resources in the prefecture to revitalize the region. We also think that various regulations to protect the historical and cultural assets and landscape over the past 1300 years, such as the one requiring excavation surveys to determine that there are no ruins under the ground before constructing buildings, have fettered private investment. From the perspective of all of Nara Prefecture, we think that it is important to work with private businesses to attract accommodations to the prefecture and improve the rate of operation of businesses. We also believe that improving local awareness is a top priority. As the local administrative body, we want to take the initiative and be instrumental in achieving this.  
(Nara Prefecture, Japan)
- The Shimotsuki Festival, an event where old houses from the Edo period are opened to tourists, is held every November. Houses that had been thought of by their owners as old enjoyed acclaim from overseas tourists, which helped build up the pride of local residents in their homes and towns. This resulted in a small virtuous cycle of local residents offering hospitality to the next tourists that visited. In essence, We think that it is important to convey the remarkable points of the region to the residents from childhood and continue to insert this in our consciousness.  
(Gose City, Japan)
- When carrying out long-term projects for the future, it is important to work with the children that will be responsible for the future of the region. Such projects will be an opportunity for the region to come together. We can expect that an identity will be established even for children, which will become the basis for the feeling that they would like to continue to live in the region and will lead to the development of future human resources.  
(Mr. Keiichiro Yamada)



## Summary



**YAMADA, Keiichiro** JTIC.SWISS CEO, Tourism Charisma certified by Japan's government

The role that local and regional governments should play in revitalizing regional economies through tourism is the possession of a clear vision and the development and implementation of plans in line with that vision. In the case of Japan, one issue for the future will be how to make the basic plans of municipalities consistent with the basic plans of prefectures, as well as the population visions and comprehensive strategies for local creation. In the case of regional cooperation, the direction of plans must be constantly coordinated between local governments and local

residents and businesses must be informed that actions are proceeding in the same direction under one plan.

In addition, in terms of the revitalization of regional economies, the private businesses also need a place to gather and discuss issues beyond boundaries. It can be said that one of the major roles of local governments is to set such a place and encourage discussion.

Tourism is a means of acquiring foreign currency. With declines in population, less money is being spent locally and economies are in a slump. In addition, if the labor force is inadequate as a result of a decrease in the working-age population, human resources will flow to where conditions are better, such as salaries, etc. Tourism is supported by the region, and therefore, we must think about the development of human resources that will live in and support the region. As we consider the dramatic changes in the market due to changes in structure as a result of the decline in population, if we can improve the average spending per customer now when we have enough power, the future potential will be even greater. In order to respond to changes in society, it is important to develop creative local human resources and strive to offer products and services that utilize local materials to continuously move forward so as to raise customer satisfaction.

The more the market matures, the more tourism will shift from groups to individual travelers. If tourism becomes more personalized, a good variety of reasons and purposes for being chosen will be required. We must aim at revitalizing and expanding the market by clustering individual travelers from around the world in our region. It is necessary to develop products to meet diverse brackets with narrowed down targets. In addition, when developing new services and products, it is absolutely necessary to fulfill the three requirements of "only now," "only here," and "only you."

Today, we realized the importance of learning from one another by actually meeting face to face and discussing issues in a realistic format. In the future, I hope that the number of opportunities such as this to come face to face and talk will increase around East Asia.



## Theme 2: Community and Regional Development

Member Governments	People's Republic of China : Chengdu City (Sichuan Province)
	Malaysia : Melaka State
Lecturer	Republic of Korea : Gyeongsangbuk-do Province
	Japan : Fukushima Prefecture, Nagano Prefecture, Shimane Prefecture, Tokushima Prefecture, Nara Prefecture, Arakawa City (Tokyo), Ikaruga Town (Nara Prefecture), Asuka Village (Nara Prefecture), Koryo Town (Nara Prefecture)
	<b>GOTO, Kenichi</b> CEO of Prot Asia and Pacific Inc., Regional vitalization adviser designated by the Cabinet Office

### Lecturer's Speech



**GOTO, Kenichi** CEO of Prot Asia and Pacific Inc., Regional vitalization adviser designated by the Cabinet Office

The biggest challenge for community development activities is that it is too serious and boring. People spend money and time for things that are interesting or fun. Therefore, what we should do now is to have the public and private sectors come together and not be bogged down by precedents, and to take on the challenge of "creating special opportunities" that are interesting and fun.

The keywords for regional revitalization in the 21<sup>st</sup> century are "global value" and "global edge." What we need for the future is for local residents to start community development with the awareness that people are connected locally and that overseas is truly close to home. It is important

to find reliable partners in every corner of the world in order to achieve this. What we need to generate "global value" is a combination of local things, places, and the hospitality of local people, which has world-class appeal and can be found in any region. What we need to recognize and take advantage of this charm are people with open minds and people that can be fully responsible to take action. The region will undoubtedly change if these two points are met.

There are three keywords for finding local appeal: "complex of a place," "season of a place," and "culture of a place."

The "complex of a place" means a sense of inferiority of a local area, and dealing squarely with the complex of a place helps the region to grow. In other words, if residents can simply accept the differences between their own region and other regions, those differences become individuality of the region and not a sense of inferiority. Cities and rural areas are not in conflict; rather, they only have different roles. It is important for these areas to take advantage of these differences and complement one another.

The "season of a place" is the special appearance (landscape) created by a region with transition of the seasons and weather. The complex of a place can be eliminated if there is something special, even temporarily, and the individuality of the region can be exhibited even more.

Places are the land where we live and nature. Culture is people and the wisdom they possess. The "culture of a place" is created and developed where these two ideas intersect and creates a sense of pride for residents. The value of culture increases as it becomes older and scarce. Culture is present in the lives of local residents and will disappear if it is no longer used. Therefore, even that which is currently in the middle of the process of becoming culture must continue to be used and preserved in anticipation of the future.