



The East Asia Local and Regional Government Congress

Plenary Congress: Organized by Chengdu City, Co-organized by Nara Prefecture
Session Meeting: Organized by Tenri City, Co-organized by Nara Prefecture

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一般財団法人
自治体国際化協会

The 8th East Asia Local and Regional Government Congress Report

The 8th

East Asia Local and Regional Government Congress Report



Chengdu

Nara

Plenary Congress (Chengdu City, Sichuan Province, China): 2017.5.10 Wed - 11 Thus
Session Meeting (Tenri City, Nara Prefecture, Japan): 2017.10.31 Tue

The 8th East Asia Local and Regional Government Congress

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Program

Schedule of the 8th East Asia Local and Regional Government Congress

Organizer: Chengdu City (Co-organizer: Nara Prefecture) In Chengdu, Sichuan Province, China

2017

● May 10th (Wed.)

9 : 30 – 10 : 30	The opening ceremony of “2017 China Chengdu Global Innovation and Entrepreneurship Fair” (Chengdu Century City International Convention Center 5th floor Crystal Hall)
11 : 00 – 11 : 40	Field visit ① (Chengdu Planning Exhibition Hall)
12 : 00 – 13 : 30	Lunch
14 : 00 – 16 : 00	Field visit ② (Chengdu Science City)
18 : 30 – 20 : 30	Welcome reception (Shangri-La Hotel)

2017

● May 11th (Thu.)

9 : 00 – 10 : 30	Field visit ③ (Chengdu Research Base of Giant Panda Breeding)
12 : 00 – 13 : 00	Lunch
13 : 30 – 17 : 40	The 8th East Asia Local and Regional Government Congress (Chengdu Century City International Convention Center 3th floor Shudu Hall) Main theme: Policy Innovation and Regional Development [Opening ceremony] <input type="radio"/> Introduction to the Congress and the distinguished guests <input type="radio"/> Greetings from hosts [Keynote Speeches and Discussions] <input type="radio"/> Keynote Speeches <input type="radio"/> Discussions <input type="radio"/> Bilateral meeting <input type="radio"/> Press conference
18 : 00 – 19 : 30	Networking Dinner ※After the banquet, field visit to Kuan Alley and Zhai Alley (voluntary)



Greetings



Shogo Arai

Governor of Nara Prefecture

In 2010, to commemorate the 1,300th anniversary of the transfer of the capital to Heijo-kyo, the East Asia Local and Regional Government Congress was established. This meeting will be our eighth. Nara was Japan's capital about 1,300 years ago, received the benefits of the global society of the East Asia at that time and laid the foundation for the state. The East Asia Local and Regional Government Congress was proposed by Nara Prefecture from a sense of deep gratitude for that history and a desire to contribute to the growth of today's East Asia.

This Congress aims to allow the leaders of local governments to share the realities and issues of their localities, discuss solutions to those problems, deepen mutual understanding, and build more trust and administrative ability. Put another way, this Congress provides a place for local governments to learn about each other and make exchanges. As these efforts continue, I believe that they complement diplomacy between nations and contribute to the peace and stability of East Asia.

The present membership becomes seventy local and regional governments from seven countries. Up until the 7th congress in 2016, the Congresses were held in Nara. However, it is held in Chengdu city in Sichuan Province, China, a city other than Nara for the first time. I am very happy that the Congress we have fostered reached to the next stage.

The main themes of today's Congress are "Policy Innovation and Regional Development." Topics of interest to local governments such as "Tourism Policy", "Industry and Employment Policy", and "Community Development Policy" will be discussed. I hope we have a lively discussion that leads to some solutions to the problems that we face.

I express my sincere regard and deep gratitude to Chengdu city for its magnificent hosting of this Congress. As the representative of Nara Prefecture, the secretariat of this Congress, I hope that this is a fruitful congress for everyone.



Yuan Mindao

Director General of The Chinese People's Association for Friendship with Foreign Countries, and Secretary-General of China-Japan Friendship Association

Allow me to welcome everyone to the 8th East Asia Local and Regional Government Congress. I extend heartfelt thanks for your support to hold the congress that Chengdu City and Nara Prefecture are able to discuss strengthening exchanges and cooperation among the local governments of East Asia region in lovely "Rong-cheng, (Hibiscus City)" as the Chengdu area is affectionately known.

Since the inception of the East Asia Local and Regional Government Congress in 2010, it has held annually in Nara, membership has expanded year by year, and discussion themes have changed to meet the demands of the present day. For the local governments of East Asia region, this is an important platform for exchanges and cooperation, and it is greatly contributing to the growth of peace and stability in East Asia.

With support of Shogo Arai, Governor of Nara prefecture and all the members, this is the first meeting of the local governments to be held outside of Nara prefecture. This shows the innovation power, tolerant and cooperative spirits of the Congress.

This meeting was hold and associated with "2017 China Chengdu Global Innovation Entrepreneurship Fair" to emphasize "Creation and Innovation". In the spirit of this meeting's main themes of "Creation and Innovation," the progress of China's ethnic groups serves as a motive power for state prosperity and provides motivation to develop. The Chinese government is putting a lot of effort behind its "Enterprises and Innovations by the Masses" slogan, using new motivation to aggressively pursue economic growth.

East Asia has more energy behind it than anywhere else in the world. It is a region with potential. I believe deeply that this meeting presents an opportunity for everyone to deepen mutual understanding and trust, to share wisdom and problems, and together build a win-win relationship that further contributes to the development of the East Asia region economic society. The Chinese People's Association for Friendship with Foreign Countries will continue to serve as a contact for local governments, and we would like to ask all of you for your cooperation in building friendship, Cooperation and a win-win foundation through East Asia.

In closing, it is my hope that this meeting ends in success.



Luo Qiang
Mayor of Chengdu

Since its inception in 2010, the East Asia Local and Regional Government Congress has become a significant platform for cooperation and deepening relations among members. Chengdu became a Congress member in October 2015, and today this beautiful city, “Rong-cheng (Hibiscus City)”, is honored to host the 8th East Local and Regional Government Congress. We extend a heartfelt welcome to all our guests who have traveled far to join us. I sincerely respect you all in various field who put your efforts for the friendly exchange between East Asia local

governments for long time.

Being able to offer a space to build mutually beneficial relationships through discussions and exchanges is an opportunity for Chengdu to be exposed to cutting edge ideas and to learn from the successes of other local governments. I would like to represent Chengdu City in thanking Nara Prefecture, which advocated for us, Local and regional government members who have supported our challenge to host the event, and to the tremendous support from the Chinese People’s Association for Friendship with Foreign Countries in mobilizing this event.

Chengdu is a beautiful city where history and modern civilization coexist. Referred to as the “Land of Abundance” since the ancient times, Chengdu has the civilization history more than 4,500 years, the name of Chengdu dates back 2,300 years. Chengdu has had a long and friendly relationship with each of the East Asian countries, developing cultural ties with countries like Japan and the Korean Peninsula since the Tang Dynasty era through the teachings of Buddha. The economic and trade relations of Chengdu with ASEAN nations have only continued to strengthen. In recent years, Chengdu has been developing in the spirit of openness, tolerance, development, creativity and innovation into a city whose economic growth has been evenly matched by social growth in the spirit of the aforementioned five elements, and whose friendly relations with over 80 cities around the world continue to evolve around deepening international relations and exchanges.

There is a dream, a future, just beyond the work we do together in cooperation. In order to forge a better future, we need to direct our energy into bringing happiness to our citizens and advances to our society, and materializing sustainable social developments through innovation. I would like this Congress to be an opportunity for members to cooperate and foster deeper ties, and solve some of the shared problems we face so that we will achieve our mutual growth.

List of Delegation Heads of Participating Local and Regional Governments

People's Republic of China

Name	Organization
Henan Province	
TONG, Yufei	Deputy Division Chief, Division of Intentional Exchange Foreign and Overseas Chinese Affairs Office
Shaanxi Province	
LI, Jun	Secretary General, Shaanxi Provincial People's Association for Friendship with Foreign Countries
Gansu Province	
KANG, Guanghong	Section Chief, The Foreign Affairs Overseas Chinese Affairs and Hongkong and Macao Affairs Office
Chengdu City	
LUO, Qiang	Mayor
Xi'an City	
ZHANG, Yu	Section Chief, Xi'an Municipal Foreign and Overseas Chinese Affairs Office
Yangzhou City	
WU, Jun	Deputy Secretary General
Suzhou City	
ZONG, Wenhua	Deputy Director, Suzhou Municipal Tourism Bureau
Linyi City	
ZHANG, Jian	Director General, Foreign Affairs and Overseas Chinese Affairs Office of Linyi City

Republic of Indonesia

Name	Organization
Province of West Java	
Iwa Karniwa	Regional Secretary

Malaysia

Name	Organization
Melaka State	
Ismail Bin Othman	Member of Melaka State Legislative Assembly

Republic of Korea

Name	Organization
Gyeonggi-do Province	
LEE, Hueng Soo	Team Leader, Tourism Planning Team of Culture, Sports and Tourism Bureau
Chungcheongnam-do Province	
KIM, Young Bum	Chief Director, Business Support Division
Gyeongsangbuk-do Province	
JUNG, Jin Woo	Chief Director, International Support Sub-division, Global Trade Division

Socialist Republic of Viet Nam

Name	Organization
Phu Tho Province / Viet Tri City	
HA Ke San	Vice Chairman, Phu Tho Provincial People's Committee
Thua Thien Hue Province	
NGUYEN Van Cao	Chairman, Thua Thien Hue People's Committee
Hue City	
NGUYEN Thi Ai Van	Vice Chairwoman, Hue City People's Council

List of Delegation Heads of Participating Local and Regional Governments

Japan

Name	Organization
Fukushima Prefecture	
JUNISHO, Ken	Chief Representative Fukushima Center for Industrial Promotion Shanghai office
Fukui Prefecture	
YAMAMOTO, Kiyotaka	Executive Officer (International Economic Affairs), Department of Business, Industry and Labor
Shizuoka Prefecture	
AKIOKA, Eiko	Advisor for Commerce
Wakayama Prefecture	
KIJIMA, Shinichi	Director, Industry and Technology Policy Division
Tottori Prefecture	
NOGAWA, Satoshi	Head Administrator
Shimane Prefecture	
ITO, Hiroshi	Deputy Director General, Department of Commerce, Industry and Labor
Kagawa Prefecture	
OHATA, Yoshihiko	Deputy Director General, Exchange Promotion Division
Nara Prefecture	
ARAI, Shogo	Governor
Niigata City	
FURUKI, Takeyoshi	Vice Mayor
Kofu City	
HIGUCHI, Yuichi	Mayor
Tenri City	
TANAKA, Hiroyuki	Associate Director, Industrial Promotion Division
Kashihara City	
YAMAZAKI, Takahiro	Director General, Promotion Division
Ikaruga Town	
KOJO, Toshishige	Mayor
Asuka Village	
FUKUDA, Kazuyoshi	Vice Mayor
Nara Prefectural Assembly	
KAWAGUCHI, Shoshi	Chairperson
OKUYAMA, Hiroyasu	Chairperson, Committee on General Affairs and Police



Overview

The 8th East Asia Local and Regional Government Congress



Keynote Speech

“Policy Innovation and Regional Development”



Huo Weidong

Professor at Southwestern University of Finance and Economics

In recent years, the international economic situation is complicated due to the world economic weakness and the rise of anti-globalization thinking. If economy of each country becomes more closed and conservative, it will inflict harm on the world economy. Globalization of trade is essential for the global economic development. To establish a win-win relationship, and form diverse and close relationships between countries and regions is a prescription for breaking down the world economy depression.

This conference provides us with the great opportunity to meet together, share the previous examples of solving problems that each region is facing, and deepen mutual understanding through practical exchanges. Through this conference, we can promote mutual collaboration in regional exchange and innovation.

Chengdu is an inland city located in the basin of western China. Despite its geographical disadvantage, Chengdu has always been open and cooperative to economic globalization by a national strategy. Chengdu steadily is going to be developed a central city in the nation by improving the comprehensive capability and global influence.

However, there is still a gap between Chengdu and the international advanced cities. Especially, the “urban social open level” and the “external exchange level of the economy” remain to be further improved. Therefore, Chengdu will deepen exchanges with each major city of East Asia in economic, industry, education and human resource using advantage of late starter and comparability and have multidirectional and multidimensional cooperation under the integration of worldwide network. Chengdu would like to keep progressing as an international city with its international competitiveness and regional influence for accelerating process of urban modernization.

In “One Belt, One Road” and “Yangtze River Economic Belt”, Chengdu is located at a strategic node, and serves as an important gateway for opening up the western region of China. With its regional advantages, Chengdu should serve as a trade hub in connecting trade passageways in a wide range of areas, including western China, Central Asia, West Asia, South Asia and Southeast Asia, to lead opening to the outside in western China. The Sichuan Pilot Free Trade Zone will serve as a platform for Chengdu to lead the collaborate development between inland cities and coastal and border cities, and strengthen international economic and cultural cooperation. Chengdu will be desirous to strengthen economic trade between East Asian countries by continuous exchanges and cooperation expansions with them.

East Asia is an important engine for global economic growth. To strengthen cooperation and exchange between local governments in the network, the policy formulation for the local and regional government member's active participation and the collaborate promotion is indispensable. Each member needs to have appropriate policies considering each characteristic in each development level.

Lastly, I would like to propose the following four ideas:

Firstly, I suggest to have one group on the internet with 70 local and regional government members from 7 countries. And to share information and technology for improvement of the urban administrative management, we will provide it as a good information exchange platform based on the spirit of “global”, “connecting” and “sharing”.

Secondly, I suggest that local and regional government members develop and deepen international friendship exchanges and cooperation in universities. Youth are important human resources in our future. We need to jointly explore effective ways to promote the development of higher education, and enhance mutual friendship and trust.

Thirdly, I suggest that local and regional government members jointly establish a cooperation district of science-and-technology enterprises (industrial park). We are able to promote the rapid development of economy by taking advantage of each region.

Fourthly, I suggest that local and regional government members establish an information-sharing and problem-solving mechanism to face the challenges together, and cope with changes in the international economic situation, so as to promote peace, stability and development in East Asia.

Creation and Innovation in Tourism Policies - Leadership, Sustainability, Systematicness -



Hompo Yoshiaki

Representatives of the World Tourism Organization (UNWTO) in Japan, and First Commissioner of Japan Tourism Agency

Today, I would like to talk about Japan's tourism policies.

In 2016, the number of foreign visitors to Japan were up about 20% from the previous year to reach 24 million people. Also, from 2010 to 2015, the growth of foreign travelers to Japan was 130%, or five times the world average, achieving a stupendous level of growth.

There is no special secret behind this achievement of high growth. Firm government backing worked to realize the clear vision that had been set. To respond to this effort, municipalities and the private sector became very active, adding to the national effort to promote tourism and providing a key for the effort's great success.

I will introduce some of the main efforts of the Abe administration to promote tourism.

First, a bold, ambitious target was established. "The Tourism Vision to Support the Future of Japan" was established in March 2016 with a target of having 40 million foreign travelers by 2020, and 60 million by 2030, with tourism spending reaching 15 trillion yen. To achieve this goal, four policies were introduced.

Firstly, restrictions on issuing visas were loosened. For me, who worked in the government 10 years ago on loosening restrictions for Chinese visas, the boldness and speed of the current deregulation is in different age.

Secondly, protections under the cultural heritage policy were switched from static to dynamic. Because of this, cultural assets that had been overlooked in various places were activated for tourism. The expectation is that they will be big initiators of tourism.

Thirdly, the policy for protecting national parks shifted from protective to practical to achieve the goal of turning the whole country into a national park. With this change, the formerly protected beautiful national parks were reborn as spectacular tourist destinations, creating new business opportunities.

Fourthly, old regulations were drastically revised. We expect that this will create opportunities for new businesses and venture companies.

The factors that brought about creation and innovation in the tourism policies came through comprehensive efforts in three areas: the Japanese government's foresight and strong leadership, sustainability, and systematicness (with laws, organizations, and budgets).

Furthermore, speaking of sustainability, the real efforts on national tourism policy started in 2003 with the Visit Japan Campaign, continued in 2006 with enactment of the Visit Japan Campaign (VJC) Promotion Basic Law, and in 2008 with the setup of Japan's Tourism Agency, providing a state foundation for progress of the national tourism promotion. After that, in 2013, the Ministerial Council on the Promotion of Japan as a Tourism-Oriented Country was installed, and "The Tourism Vision to Support the Future of Japan" was announced in 2016. Tourism policy promotion has been consistent and continual.

Because of the government's comprehensive efforts, a large-scale market for foreign travelers was born, local governments received strong stimulus, and these governments were aroused to make innovative efforts. Also, industry began offering an innovative array of various services.

Lastly, I'd like to relate the success story of Nara Prefecture.

Nara is a very inviting place for tourists. Because of the innovative tourism and city policies of Governor Arai, the city was able to separate itself from Kyoto and be recognized on its own as a tourism destination. Today, construction and plans for top-grade hotels are under way.

The steady promotion system and dynamic force are essential elements for the creativity and innovation of tourism policy. We believe that leadership, sustainability and systematicness are the fountainhead for more creation and innovation.

Take Full Advantage of the Characteristics of Tourism Development Cooperation in Phu Tho



Ha Ke San

Vice-Chairman of Phu Tho Provincial People's Committee, Vietnam

Since its inception, the East Asia Local and Regional Government Congress has become a place where governments communicate with each other, report regional problems that East Asian cities face, discuss possible solutions, and deepen understanding. In addition, it has promoted the cooperation among member regions.

Phu Tho province is the root of the Vietnamese nation, and the first capital of Vietnam, so we may proudly say “coming into Vietnam from Phu Tho”. With unique cultural heritage, beautiful natural landscape, convenient traffic conditions, and the residents, in particular, being very friendly, Phu Tho has developed greatly in tourism over the years. In recent years, the number of visitors has increased by an average of 17.5% every year, the annual visitors reaching 7 million people.

We all know that, in the present globalization era, differences and uniqueness have been the primary factor of attracting visitors to explore and experience. Since the worship of Hung Vuong and the traditional music, “Hat Xoan” was designated to the intangible cultural heritage by the UNESCO, the number of tourists who visit for religious purposes in Phu Tho has also been increasing over the years. In early March of 2017, representatives from China, Japan and India, as well as the ambassadors of Philippines, Greece, the United States and other countries came to Phu Tho to visit Hung Vuong Temple and enjoy the unique performance of Hat Xoan.

In addition, Phu Tho has local food specialties such as various fishes and fruits. And Phu Tho also has unique tourist attractions such as Ao chau 99 Lagoon, caves at Xuan Son National Park Cave and Thanh Thuy Hot Spring to name the major features.

The most important thing in tourism development strategy of Phu Tho is to raise the cultural value of its tourism resources. While providing government policy support to facilitate the development of the special economic zone, we are working to reform of the consulting and investment system, in hopes to create an easier environment and policies for investment enterprises to develop various tourist areas and tourist attractions.

In order to make the tourism industry become a truly successful breakthrough in the economical development, we hope to work with you to carry out effective tourism cooperation activities. First of all, in order to make the uniqueness of the culture, history, natural resources, tourism products in each place become more attractive to international and domestic tourists, we need to help each other organize effective consultation and tourism communication activities

Human resources is the last but also a deciding factor for the development of the tourism industry. The specialized departments of tourism were opened at some universities in Phu Tho. Through sharing specialized professional teaching methods, we would like to expand the tourism industry to the next higher level and expect further development of East Asia.





Theme 1 Policy Innovation for Tourism Promotion

Presenting local and regional governments	<p>People's Republic of China : Shaanxi Province, Yangzhou City (Jiangsu Province)</p> <p>Republic of Indonesia : Province of West Java</p> <p>Malaysia : Melaka State</p> <p>Republic of Korea : Gyeonggi-do Province</p> <p>Socialist Republic of Viet Nam : Thua Thien Hue Province</p> <p>Japan : Fukushima Prefecture, Fukui Prefecture, Tottori Prefecture, Shimane Prefecture, Kagawa Prefecture, Nara Prefecture, Niigata City (Niigata Prefecture), Kashihara City (Nara Prefecture), Ikaruga Town (Nara Prefecture), Asuka Village (Nara Prefecture)</p>
Expert	<p>Satoshi Iwamura Former Vice-Minister of Ministry of Land, Infrastructure, Transport and Tourism, Japan</p> <p>Wang Min Director of Chengdu Municipal Tourism Administration</p> <p>Zhu Dan Dean of Tourism and MICE Research Institute of Chengdu University</p>

Presentation on Thematic Reports



Shaanxi Province, China

Shaanxi Province is incorporating all sorts of structural reforms in the tourism industry with an aim to promote tourism. Tourism model regions are maintained at the city, county and district levels in 17 places throughout the province, and other efforts are being made. Tourism resources throughout the province are being rationalized, and the scale of the tourism industry is being expanded. Development of the tourism industry is tied to the economic development in the province as well as the creation of jobs. Also Shaanxi Province is rich in attractive agricultural tourism resources. A fund was developed to prompt the continuous and sound development of agricultural tourism. Because of "One Belt, One Road" initiative launched by the Chinese government, there is a surplus of energy focused on Shaanxi, which is the starting point for the Silk Road. Cooperation and coordination among local governments is active. Furthermore, Shaanxi hosts many international meetings and forums related to tourism, and it aims to cooperate further with international organizations such as UN World Tourism Organization (UNWTO) and Pacific Asian Travel Association (PATA). I hope you can experience firsthand the development based on innovation happening in Shaanxi.



Yangzhou City, China

Yangzhou City is one of the first premier tourism cities established in China. Its tools include rich tourism resources and superior service, and the tourism industry is developing rapidly. However, with the arrival of the age of mass tourism, the environment surrounding the tourism industry has changed greatly, and it is imperative that we improve services to meet tourists' needs.

Yangzhou City makes proclamations each year on the lifestyle of city residents (No. 1 document) and business (No. 2 document). From 2017, the city decided to issue a third annual proclamation regarding authentic hospitality offered to tourists. As part of the No. 3 document's important policy innovations, it decided that in order to improve tourists' satisfaction and sense of fulfillment, it would 1) improve cost performance, and increase the level of customer satisfaction; 2) make sure that tourists' human rights are protected during their stay so that they can sightsee without worry; 3) make efforts to improve public services so that tourists can relax while they see the sights.



Province of West Java, Indonesia

In order to turn the tourism industry into a major revenue resource of the nation, the central government of Indonesia formulated the plan to gain 20 million tourists from all over the world until 2018. The natural resources in Indonesia are the most powerful potential to attract tourists, but they are gradually decreasing due to the environmental degradation. Considering this situation, West Java puts the efforts on preserving the natural resources while proceeding with urban development. With linking these two elements, West Java attempts to establish the world class city while preserving the greenery districts surrounded by great nature. Province of West Java is also engaged in the urban development strategy utilizing the uniqueness that each city has. It classifies the cities into the following three categories: the commercial and industrial city, the education and creative art city, and the cultural and historical city. Besides that, West Java aims to pursue the urban development integrated with the domestic and overseas economies, for revitalizing the tourism development policy. Through the construction of infrastructures such as roads, airports, and sea ports, it aims to reinforce the transportation or access from the land, sea and air. Moreover, in order to create greenery West Java, we are also working on constructing reservoirs, and preserving the forests and water resources.



Melaka State, Malaysia

The local board of Alor Gajah is a regional organization that emphasizes public services. It chiefly works to make Alor Gajah a beautiful, progressive region. Alor Gajah is a progressively developing region that works in stride with Melaka State by putting emphasis on the overall development of the industry, tourism and agricultural sectors.

Today, this region is popular for its eco-tourism, especially focused on the sights of the Paya Lebar River, which draws a lot of tourists.

The important concept behind eco-tourism is sightseeing in a nature while eliminating or limiting the damage to the environment. Based on this concept, a very interesting and safe adventure can be experienced while tourists find a multitude of birds, marine life and wildlife, the river, the rain forest, explore aquatic ecosystems with mangroves, take in beautiful scenery, and listen to the explanations of it all from a veteran and knowledgeable local guide. They can also taste the regional delicacies.

We want this place to be recommended more and more by those who seek eco-travels.



Gyeonggi-do Province, Korea

Among the local governments that joined in the wide-ranging autonomous organizations, Gyeonggi-do Province is ranked first place in the number of domestic tourists, but faces the issue that the levels of tourist satisfaction and the tourists' return rates are relatively low. Gyeonggi-do thought that this fact is attributed to the government-dominated operation. Without concerning the tourists' satisfactions, changes in tourism tendency and opinions of the tourists and our citizens, the tourism policies had been formulating only by the administration side. After recognizing this fact, Gyeonggi-do Province opened channels for policy development a few years ago. Having the discussion with its citizens will help to figure out more attractive tourism. Gyeonggi-do proceeds the tourism business development based on the local people's ideas, discovering new tourism resources and enhancing the contents in each region.

It also carries out the annual tourism innovation competition since 2014. The citizens and experts participate in this competition and evaluate project plans proposed by the basic municipalities. For a winning project selected by the competition, a maximum of 10 billion won is rewarded from Gyeonggi province. The one example that won the competition was proposed by the citizens, to utilize the closed mine and remodel it by adding artistic and story elements. This remodeled closed mine was named "Gwangmyeong cave", and now becomes one of the representative sightseeing spots in Gyeonggi.



Thua Thien Hue Province, Vietnam

Thua Thien Hue Province is the center of the tourism and culture in Vietnam. The city with abundant natural resources is also home to the World Heritage Sites recognized by UNESCO. With its abundant tourism resources, it has been recognized as one of the attractive travel destinations among domestic and overseas tourists for many years. The tourism infrastructure is well organized, having a good transportation access, the international airport, and a variety of hotels, restaurants and souvenir shops nearby. It also keeps encouraging the tourism promotions through the friendship city connection with domestic and overseas cities.

Thua Thien Hue has great potential in tourism. Over the long term, the number of tourists and the tourism revenue has been growing remarkably. To attract more tourists, Thua Thien Hue will collaborate with the Vietnam Tourism Administration to take a number of measures. It aims to set the long-term goal to be achieved in stages, to link infrastructure construction and tourism and formulate a well-balanced investment plan with other regions, and to collaborate with domestic and overseas enterprises and media.

In order to be the hub of culture and tourism in Vietnam, Hue continuously strives for developing more harmonious, sustainable and innovative tourism. It aims to turn tourism into its fundamental industry.



Fukushima Prefecture, Japan

As far as foreign visitors special demand on a national level, the number of foreign travelers to stay at hotels in Fukushima Prefecture have continued to decline since the Great East Japan Earthquake. The reasons are believed to be because Fukushima Prefecture has not transmitted accurate information to other countries in the wake of the nuclear disaster caused by the earthquake, and because Fukushima Airport has cancelled or suspended its regular international routes.

On the other hand, regions targeted with concentrated measures to attract travelers (Vietnam, Thailand, etc.) have seen a steady rise, resulting in noticeable positive effects. To further increase the trend toward more foreign travelers, promotions will be launched with each country's unique traits in mind, local customer service centers will be established to strengthen the effort, tourism and theme tours will be promoted beyond the prefecture, more efforts will be made to transmit information by social media and websites, and there will be a push to re-open international routes.

By transmitting accurate data on Fukushima Prefecture, the aim is to build a better understanding of the prefecture and a re-emergence of its brand.



Fukui Prefecture, Japan

Recently, as the form of tour in Japan for foreign visitors, is shifting from group to individual, the method of travelers now searching for their destination information through the internet and preparing for the tours by themselves, is becoming mainstreamed. In Fukui Prefecture, since there are no World Heritage Sites and only a few worldly-renowned tourist attractions, the name of Fukui is unfamiliar to foreign visitors. In light of these situations, the Fukui prefectural government plans to launch the "ZEN, Alive. Fukui" program, based on the concept of "ZEN" which is a lifestyle well recognized and heeded around the world, for overseas travel agencies and media in a bid to further attract overseas tourists.

Nowadays, the concept of "ZEN" is not only practiced by Buddhist priests belonging to the Zen sect, but is also becoming popular among business people. It is a practice for being harmonized with nature and the environment. It brings healing, silence, traditional beauty, and is effective to enhance self-dialogue. In Fukui Prefecture where Eihei-ji temple, the head temple of the Sodo sect, is located, the lifestyle of "ZEN" has been still alive among people living there. With full utilization of "ZEN" spirits, the lifestyle, well recognized and heeded around the world, we promote a "ZEN, Alive. Fukui" program for the overseas market. Through this program, tourists can experience "ZEN spirits still being alive in Fukui". It introduces tourists to our tourism resources (tourist sites, local specialties and traditional crafts) and offers them the opportunity to come in contact with local people. With this program, Fukui Prefecture is actively participating in overseas tourism expositions and directly engaging in the operation of overseas travel agencies and media, in a bid to further attract overseas tourists. We are also promoting the dissemination of tourist information through internet, developing an atmosphere conducive to having foreigner's tourism and improving the reception mechanism for overseas tourists.



Tottori Prefecture, Japan

Tottori Prefecture features grand natural vistas and a rich assortment of mountain and ocean food products. A clear image and information about Tottori Prefecture are being transmitted. Japan's largest and most representative coastal sand dunes, the Tottori Sand Dunes, have become a world-class geopark that not only stresses preservation but also tourism and education. Also, Daisen, a sacred place of mountain Buddhism, will have been open for 1,300 years in 2018. It is thought that the time is ripe to promote this as a tourist destination. Daisen is a national park and a Japan heritage site. Also, Tottori Prefecture plans to promote the unique works created by manga artists born in the prefecture such as Goshō Aoyama of the "Detective Conan" series and Shigeru Mizuki, creator of "GeGeGe no Kitarō" and bill Tottori Prefecture as the world's "Manga Kingdom." It aims to draw people interested in manga and anime tourism. By polishing up the multitude of tourism resources, creating characteristic tourism, providing impressive hospitality and developing our human resources, we are making efforts to build Tottori into an attractive tourist destination.



Shimane Prefecture, Japan

Shimane Prefecture is the place that has the oldest history and culture inherited from the ancient times in Japan. With full utilization of these regional resources, the project named "Shimane Project of the Divine State" started in 2010 as an effort to promote tourism. For example, young business owners of local accommodation facilities started promotional activities in tourism development featuring "En-musubi" translated as matchmaking marriage in English. In response to this activity, exhibitions featuring the myths that still remain in Shimane Prefecture, were held. Through these promotional activities, we appeal the myths and the story of "matchmaking marriage" to be made by God throughout Japan. As a result, the number of visitors, especially young females, has been increasing, and the visitors to Izumo-Taisha Grand Shrine, also has raised from 3.48 million in 2012 to 8.04 million in 2013. Although the number of domestic tourists to Shimane has been increasing, the number of foreign visitors still remain small. We, therefore, developed a partnership with a wide range of organizations, for attracting more foreign tourists. Shimane founded a wide-area DMO (tourist destination construction organization) - San'in Tourism Organization, and defined the route from Tottori Prefecture to Hagi city, Yamaguchi Prefecture as "Route Romantique San'in". By using these approaches, Shimane strives to continue developing overseas-oriented promotional activities and arranges environments to be more suitable for foreign tourists.



Kagawa Prefecture, Japan

The domestic population has declined as the diminishing birth rates combined with the aging society are progressing; the population in Kagawa Prefecture has also been decreasing from 1.03 million people in 1990 to 970,000 people this year. For revitalizing the community, it is essential to expand the visitor population through having tourists. Now, Kagawa Prefecture proceeds the creation of attractive tourists' spots, while developing partnerships with the national and affiliated municipal governments, and tourism operators. Kagawa Prefecture which is the starting place for the unique local food culture of the Sanuki Udon Noodles, and is also home to many other local foods, and tourism resources including the long-established sightseeing spots, Kuribayashi Park and Kotohira. While cross-regional border competition in tourism promotion becomes intensified, more efforts are needed to promote tourism, in a wide-area and to expand the average length of time for tourists. Therefore, we are engaged in the following six efforts. (1) Promoting the stay-type tourism. The branding of "Tourist Circle of Seto Naikai (Kagawa) Art" by holding Setouchi Triennale. (2) The structure for improving tourism acceptance. (3) Very strategic tourism promotion, (4) Advancement and reinforcement of the promotion strategies for attracting foreign visitors, (5) Promotion of MICE attraction, (6) Promotion of inviting cruise ships. With these efforts, as the number of tourists from outside of the prefecture has been exceeding 9 million for the three consecutive years, our attempt of tourist attraction is drawing the attention.



Nara Prefecture, Japan

The tourism resources in the East Asia region are rich in variety. It is believed that tourism promotion that transcends borders and promotes this richness is called for. Tourism promotion should promote regional peace, stability and pride. Nara Prefecture is blessed with tourism resources, but the problem of not seeing a boost in local consumption remains. The tourist economy needs to be improved. Promotion to attract longer-staying tourists has included efforts to promote tourist attractions that can only be experienced in Nara, to transmit information, and to have the city administration take the lead in holding off-season events that gain tourists.

Also, word-of-mouth from actual tourists plays an important role in spreading information. To improve satisfaction in different categories such as dining, lodging and souvenirs, complaints are being collected and analyzed, and solutions are being considered. Because the city solicited more hotel space, international brand hotels are arriving in Nara, and the hotel industry is showing interest. Nara Prefecture is aiming to improve its capacity to guide and explain things to tourists in an attempt to make their stays more comfortable and enjoyable.



Niigata City, Japan

Niigata city is a city designated by government ordinance with a population of approximately 800,000. The city facing the Sea of Japan plays an active role as an international hub city to East Asia for its international airport and bullet trains.

The tourism policy also promotes the new-style experience-oriented tourism named “gastronomy tourism”, where tourists experience regional attractions including the local food culture. Through this tour, tourists can experience history, culture, and get to know more about the natural environments through our local food culture. We are also promoting the “Peace Kitchen NIIGATA Campaign”. It is a special campaign that creates an integrated environment connecting the regional resources of “food” and “agriculture” such as cordial farmers and chefs with their consumers inside and outside of the prefecture. Through this campaign, Niigata launched its operation of the first restaurant bus in Japan. This double-decker bus is equipped with a kitchen on the first floor. Passengers can enjoy delicious dishes while enjoying a great view from the second floor. This kitchen bus stops on the countryside and at sake breweries while traveling on the route with a story of its own to tell.

Toward the Tokyo 2020 Olympic Games Paralympic Games, various projects for attracting tourists are being carried out to seek collaboration with other municipal governments. Currently, we are working on the “Niigata Plus Tokyo” tourist program, where tourists can enjoy watching the sports games in the Tokyo metropolitan area and then can relax in Niigata at a slower pace of tourism.



Kashihara City, Japan

Kashihara city is the place where the first emperor, Emperor Jimmu, was enthroned, and the place where the national history of Japan started from. It also had the first official city in Japan, Fujiwara-Kyou, dating back to 694 AD. The city was constructed based on the capital city in China. In the cultural sphere where Kanji characters have been used, the Chinese characters for Japan can be read as “Nippon”. Our national name “Nippon” was first used by the diplomats to Tang Dynasty from Fujiwara-Kyou in 702 AD. It can be said that a part of the origin of the national name “Nippon” was derived from Kashihara city.

Recently, the number of foreign tourists visiting Japan is increasing rapidly, and about 20 million travelers visit Kyoto and Osaka. While many travelers take a day trip to Nara city located in the northern part of Nara Prefecture, there are only a few visitors to the southern parts of the prefecture. Therefore, it is important, especially, to make an effective appeal and approach to foreign tourists from China whose numbers has been growing rapidly. During fiscal year 2017, in collaboration with the China-Japan cultural exchange organization named “The Sinosphere in Japan”, the experience-based tours of Kashihara city was conducted. About 85,000 Chinese exchange students or those who are working in Japan are registered in “The Sinosphere in Japan”. Through this origination and activity, we expect information diffusion via social media or word-of-mouth, and aim to boost Kashihara city’s profile toward foreigners.



Ikaruga Town, Japan

Nara Prefecture has a lot of student field trips that stay overnight. They come to see Todai-ji, Kofuku-ji and other temples, then also go to Ikaruga Town to visit Horyu-ji Temple. Ikaruga Town is promoting itself with the aim of getting those who visited Nara by student field trips to result in repeat visits.

Since 2014, the buildings and roads that make up the historical townscape around Horyu-ji Temple have been refurbished, bringing crowds to the area and helping to promote tourism. Because Nara has few hotels, we are planning to open temple lodgings in front of Horyu-ji temple. The idea is that more people will come to walk around Horyu-ji, visit Asuka Village and other areas in the prefecture.

Recently, we started the public display of the statue enshrined in Chugu-ji Temple. The statue named Bosatsu Hankazo (a seated statue of Bodhisattva half-inclined in meditation) is the treasure which was never allowed to be taken out of the temple before. When it was shown in Niigata City and drew 130,000 people in a week. Also, in Korea, it was displayed alongside a Korean version of the statue to great acclaim. The questions are how to link Buddhist sculptures to Ikaruga Town and how to attract people of all ages to the town, bringing many more visitors to Nara Prefecture.



Asuka Village, Japan

Asuka Village is the place where the Asuka culture originated in the Korean Baekje culture blossomed. This is also regarded as the birthplace of the lunar calendar, the currency system and the family registration system. The ancient Japanese government started here under the political system regulated by the Ritsuryo codes. Asuka is also known as the “Hometown of Japan” or “Origin of Japan” endowed with the Japanese primitive landscape, such as Ishibutai Tumulus.

Asuka Villlage aims to build a stay-type tourist resort called “Asuka Field Museum” where tourists can enjoy local foods, experience-based attractions and lodging through their five senses. The concept of “Asuka Field Museum” is regarded as a whole village being an eco-friendly museum without a roof. By maximizing the use of natural, agricultural and historical resources, residents are able to have pride and fulfillment living here. Asuka Village is developing an original style of travel where the accommodation itself is regarded as the purpose of the trip. We aim to achieve the sustainable regional industry through this tourism policy.

Besides the above project, we focus on improving the environment and promotions to the rapidly increasing number of foreign travelers. Multilingual information is constantly being provided on tourist’s signs, brochures and websites.

And for the further improvement of hospitality quality and convenience in the tourism environment, in collaboration with the neighboring municipalities and wide-ranged administrative affair associations, we aim to achieve the comprehensive cooperation toward regional promotions.



Outline of Thematic Reports

Gansu Province, China

Gansu Province actively promotes the tourism industry innovation and achieves sustainable developments of the tourism industry. In the year of 2016, 190 million tourists visited Gansu Province. The comprehensive tourism revenue also increased by more than 20% compared to the last year. Gansu is engaged in the tourism resource integration in collaboration with other related provinces and cities. It focuses on developing the Silk Road tourism market and constructing a large-scale resort. There have been upgrades on the three big scenic spots: the Yellow River Three Gorges, Zhangye Danxia, and Dunhuang Yardangs. Dunhuang Travel - Silk Road International Tourism Festival became an international platform where countries and regions along the Silk Road participated. This festival contributed to the internationalization and the branding of Gansu Province. Through the Silk Road Tourism Federation established with the provinces along the Silk Road, Gansu promotes publicity events throughout the world by opening tourism agencies in the major overseas markets for enhancing its recognition in the world. Revitalizing the fusion of tourism and other industries, Gansu established the "Tourism + Sports" project. Based on major sporting events such as the Lanzhou International Marathon, Gansu created a new form of tourism called, "mobile tourist attractions". In addition to that, Gansu plans to improve tourism infrastructure by including the following three goals: (1) Enhance the flight route connecting the Lanzhou airport to other hub airports located in the major Asian cities. (2) Start the operation of special trains that is exclusive for labeled travels. (3) Construct hotels along the highways.

Suzhou City, China

The rural tourism industry is expected to increase employment opportunities which play an important role in reducing poverty in the rural areas. Suzhou City has abundant tourism resources such as excellent natural landscape and historical culture. Based on the Rural Tourism-based Poverty Relief Projects, Suzhou City is currently engaged in designing the rural tourism planning, infrastructure construction, and financial support for the poor villages in the city. In cooperation with Anhui province, county governments in the city also design their own clean and comprehensive concepts to promote the local actions. Besides implementing various policies such as the establishment of tourist districts, promotion of star-ranking "Nong Jia Le" (green tourism) project that assesses the charm of leisure-type farms and farmers' restaurants, the pluralistic concepts policies by Suzhou City have made some achievements through the construction of tourism infrastructure with the national funds, improvement in communication through new media such as WeChat, and promotional events of poverty relief actions supported by tourism enterprises. From now on, Suzhou will continuously promote rural tourism and its brand by featuring the regional characteristics and by expanding the "Nong Jia Le" (green tourism) project. Through reviewing the management method of the rural tourism and accelerating the rural tourism development by the infrastructure construction, it aims to make a significant contribution to the formation of a well-off society.

Phu Tho Province, Vietnam

In Phu Tho Province, Vietnam, there are many tangible and intangible cultural heritages, which includes the temple where King Hung Vuong is enshrined. Phu Tho Xoan Singing and King Hung Vuong worshipping were recognized by UNESCO. The advantages of Phu Tho are its good transportation access and favorable environment as a tourist destination. It is also actively building a cooperative relationship with other provinces and overseas cities.

During the five years since 2011, Phu Tho Province has contributed to the development of the social economy. It has been engaged in the renewal of investment procedure, qualitative improvement of human resource education, and publicity of tourism information through its website. It also has implemented policies to protect national and social security.

Meanwhile, the current levels of technology and social infrastructure have not reached the required standards for regional development. Investment that taps the cultural and natural potential for tourism development is limited. Also since promotion has not been effective, improvement is needed to draw out the maximum potential of tourist attractions.

The goal is to achieve effective use of the region's abundant tourism resources by 2020. By extracting the maximum potential from its tourism attractions and gaining the national tourism designation for the historical remains of King Hung Vuong, Phu Tho aims to be a major tourism destination in Vietnam.

Hue City, Vietnam

Hue City, located in the central region of Vietnam, has much cultural heritage. It is active in culture and education, and is also well known as a city of festivals. Moreover, its well-developed infrastructure gives it an edge and offers great potential for further development in tourism.

In an era of advanced technology, people can obtain the necessary information easily through the internet. It is normal now for tourists to directly select their own destinations or itineraries. Therefore, local governments have to shift their policies from offering visitors what we have to the updated innovative policy of finding what visitors really need. Based on that, while aligning with the socioeconomic policy, Hue City is engaged in the following policies under the concept of "building a new tourism city model". In order to become a cultural hub city of Vietnam culture, Hue specifically encourages the tourism product development and the inducement of investment, the human resource and technology development, strategical survey on the trends in Asia and other neighboring countries' markets.

For further sustainable developments, it plans to conduct the promotion through the domestic media, held the investment and tourism seminars, build a brand as tourism destination, and expand the international cooperation network.

Review Comments by the Expert



Satoshi Iwamura

Former Vice-Minister of Ministry of Land, Infrastructure, Transport and Tourism, Japan

I believe that today in Chengdu, the East Asia Local and Regional Government Congress has moved up a level.

Listening to the participants' discussions, I strongly feel the enthusiasm of local governments to collaborate across regions on the policies and projects they are engaged in now. I believe this is a very positive effort. However, I think it is the time to think a little deeper how we develop specifically.

We should consider concretely how to cooperate and how to strengthen cooperation and ties among members. We need to distinguish that there is a problem to be solved by individual approach or a problem to be solved in cooperation.

Next, I feel the tourism industry in Japan is changing. Before, group travel was in the mainstream, but recently, the number of individual travelers has risen. However, individual travelers face obstacles on several fronts. For example, there are many people who do not know how to buy a ticket to somewhere you want to visit or whether there is a limousine bus to the airport. The problems facing individual travelers need to be clarified. Using the Shanghai case as a reference, a detailed policy should be shared.

For example, many travel industry professionals offer tourists a traffic route to follow, but I think they could offer a more detailed version of that route. For example, when tourists arrive at the airport, it's worth thinking about guidance and maintenance of so-called "secondary traffic" (transportation for tourists) to provide them with detailed instructions on getting to their destination, and extending this service to a wide range of regions. To do this, regional ties and cooperation should be strengthened, and collective wisdom should be shared in a process to solve each problem one by one. Each region could assist the others with their plans and policies, which would be a wonderful thing.



Wang Min

Director of Chengdu Municipal Tourism Administration

Chengdu has a history dating back nearly 2,300 years and is rich in tourism resources. World Heritage Sites such as Dujiangyan and Mount Qingcheng, the habitat of Chinese national treasure giant pandas, the Chengdu Wu Hou Memorial Temple, Du Fu Thatched Cottage and Jinsha site a representative piece of the world-renowned culture of the Three Kingdoms, and other 43 cultural tourism sites which are more than 4A-grade. Also, Chengdu was selected as China's best tourism city by the World Tourism Organization (UNWTO) and the China National Tourism Administration, and was appointed a Creative City of Gastronomy by UNESCO. Chengdu uses synergy between its history and contemporary culture to increase its allure. Old and new cultures live harmoniously and in symbiosis here.

In 2017, Chengdu was featured in National Geographic Traveler magazine as one of the world's 21 must-see travel destinations. For tourists, Chengdu offers even more than the view of historical remains, gourmet food and local lifestyle. These are things that can be enjoyed, tasted and experienced.

Chengdu lives by the idea of being human-centered, and builds and innovates its tourism in the following ways:

First, it focuses on laws and policies related to tourism. Chengdu formulated its tourism promotional regulation consisting of 49 field such as the planning, the development and the industrial growth, the rural tourism and securing services and law responsibility. These 20 regulations contribute greatly to the building of a tourism destination by including the foundation for the world level or the national tourism brand and the conversion and improvement of the rural tourism, takes measures for tourism consumption promotion, the enhancement of tourism trust system building and attempts to supply land and financial support.

Second, Chengdu promotes tourism throughout its confines. Beginning with Dujiangyan City, many localities aggressively build on Chengdu's tourism model. This model region has a comprehensive all-locality approach, with a good balance of different facilities, and different sectors working as clusters on marketing. By activating a city plan with tourism at its heart, the effects are felt throughout the region.

Third, it created a way for tourism to connect with the agricultural sector. Agricultural tourism in Chengdu City dates back 30 years. It has put in place an agricultural tourism 4.0 that offers a multitude of tourist experiences.

Fourth, it created a model for the management of agricultural tourism. To bring about a change in mindset of the managers of agricultural tourism, travel industry professionals were invited so that the managers could learn more about operations.

Innovation is a never-ending effort. By continuing to push reform and international exchange, we want to build our city so that it is a world-renowned tourism destination.



Zhu Dan

Dean of Tourism and MICE Research Institute of Chengdu University

The common points found in the local governments' thematic report were maximizing their region's resources and bringing their uniqueness to life in order to see the best results.

For example, Ikaruga has used its townscape as a tourist resource because they are rich in history, culture and natural beauty. Nara Prefecture has promoted tourism through its original festivals and events. Phu Tho Province has reformed an administrative program to make it easier for investments to occur. Chengdu City has innovated in its systems, organizations and tourism

services to become a world-renowned tourist destination. There is much to be learned by the efforts and practices of these examples. They have been very helpful.

I'd like to proposal the following in terms of policy creation and innovation to promote tourism in East Asia:

First, we need to innovate through cooperative relationships based on tourism. We need to advance regional cooperation in East Asia and activate our abundant resources and geographical advantages. Also, we need to create an East Asian platform, and work together to promote tourist routes so that East Asia will be a world-renowned tourist destination.

Second, we need innovation of industry in the tourism field. By improving individual consumption, the welfare of senior citizens, leisure time and standards of living through development of the tourism industry, we can promote East Asian tourism in a wide and multifaceted way.

Third, we need innovative land-use policies for tourism. Previously, Gyeonggi-do Province in South Korea has made efforts to revamp an abandoned mine into a tourist destination. It is a good example. By finding new use for unused land or islands, tourism can create stylish spaces with sustainable development.

Fourth, we need innovation of consumption mechanisms in the tourism field. By searching for the tourism advantage in the East Asia region, we can find diverse demands of tourists.

In the future, East Asia needs to continue to cooperate on a national and regional level on tourism policy and make a positive environment for regional development.





Presenting local and regional governments	Republic of Korea : Chungcheongnam-do Province, Gyeongsangbuk-do Province Japan : Fukui Prefecture, Shizuoka Prefecture, Wakayama Prefecture, Nara Prefecture, Tenri City (Nara Prefecture)
Expert	Zhu Xiaoning Director of Higher Education Research Institute of UESTC

Presentation on Thematic Reports



Chungcheongnam-do Province, Korea

The industry in Chungcheongnam-do mainly relies on large-scale enterprises related to the production of displays, semiconductors and automobiles, as well as products for the petrochemical and steel industries. However, cooperation between enterprises located in Chungcheongnam-do is not sufficient. In order to solve this problem, we set up a strategy to create a network between enterprises, universities, research institutions, and local governments. Through this collaborative network among industry, academy, research and government, we are engaged in the following practices: (1) Administration of economics school; (2) Operation of the intellectual industry network to foster strategic industries; (3) Creation and management of class for fostering export entrepreneurs; (4) Hold round table meetings to discuss technical issue of companies; (5) Hold industry and academic exchange network conferences to share research results.

Through these efforts, we created opportunities to deepen exchanges and share information among industry, academy, research and government. In the future, when discussing more specific solutions to problems that companies face, we'd like to encourage people to make a voluntary network based on local needs, not one that is dominated by the government. We believe this movement will attract more enterprises and universities.



Gyeongsangbuk-do Province, Korea

In the latter part of the 1990s, Korea's economic structure was greatly changed due to the Asian economic crisis, and the unemployment rate eventually rose. In the process of having overcome this crisis, the shortage of social services directly related to citizens such as elderly nursing care and nursery schools emerged as a social problem in South Korea.

In order to solve this problem, Gyeongsangbuk-do has been assisting social enterprises toward job creation and expansion of social services based on the initiative of the government administration. As a result, Gyeongsangbuk-do succeeded in creating more job opportunities. And 62% of the employees in social enterprises are people from vulnerable groups, such as the elderly or people with disabilities. These enterprises offer social services to approximately 800,000 local people from those vulnerable groups per year. Moreover, it is remarkable that 30% of the total employees in social enterprises are young people (16 to 34 years old). Social enterprises play a significant role in solving the low rate of employment among young people, which has been one of the major social problems in Gyeongsangbuk-do.

While ten years have passed since social enterprises entered the market, they have yet to turn a net profit. The next challenge is producing more capable enterprises with independent revenue structures to serve as innovative regional models.



Fukui Prefecture, Japan

With anticipation that the domestic economy in Japan will shrink, Fukui Prefecture is now committed to developing new products and services through technological innovations, revitalizing human exchange networks, establishing the virtuous cycle of regional economy, and actively incorporating domestic and foreign demands. And in order to pursue these goals, Fukui Prefecture is promoting the following three innovative policies:

The first point is to create a mechanism to innovation. In collaboration with the industry, academic facilities, government, and financial institutes, Fukui Prefecture establishes and operates organizations to support the research and development through the marketing expansions. Taking the advantage of the advanced technologies of Fukui, the trials are being made to utilize fiber and eyeglass technologies in the medical and nursing care fields. Moreover, with the further developments of robot technology, we support the companies located in Fukui as they enter new fields.

The second point is to support the sustainable development of local industries and enterprises. In order to maintain and inherit the craftsmanship of local industries (traditional crafts), we utilize “FUKUI MAKERS CAMPUS” to foster young craftsmen.

The third point is to assist local enterprises when they are expanding overseas. Various trade fairs are constantly held in Fukui Prefecture, providing information regarding the overseas demand, holding local product exhibitions and business meetings. We also offer international students seeking employment in Japan to be matched with local enterprises willing to recruit them.



Shizuoka Prefecture, Japan

By taking full advantage of its characteristics of regional resources and industrial foundations, Shizuoka Prefecture, developing various manufacturing industries, is now engaged in the construction of a multipolar industrial structure that is highly resistant to economical fluctuations. In collaboration with the industry, academic facilities, government, and financial institutes, “Shizuoka New Industry Cluster”, a project that fosters the next generation of leading industries in the field of medical health, food, optoelectronics and electronic technologies, exists. As a result, the project has produced accomplishments in the field of life science research and new materials developments using effective functional foods and plant fibers. For fostering and producing innovative industries with new production values, it is important to invite elite domestic and international enterprises to establish a presence in Shizuoka Prefecture. It is also required for all project participants to be fully aware of the project values and share it among them. Therefore, Shizuoka promotes policies that utilize various platforms, such as the development and promotion of research concepts, participating international expositions for recruiting human resources with diverse culture philosophies, and research of new technologies in collaboration with universities.



Wakayama Prefecture, Japan

Wakayama Prefecture relies heavily on the raw-material industry, and there has been no significant change in the industrial structure for many years. As our issue, for a promotion of new player entries to the high-tech industry, a “Targeting Industrial Policy” promoting specific industries was introduced. We designated the eight strategic industries such as robotics or aviation, offered financial support for research and development or human-resource to small and medium-sized enterprises who were interested in. Through these efforts, we created 80 new jobs in 2016, and we’re aiming to create 300 new jobs in total in 2018. Wakayama Prefecture had the lowest entrepreneurial rate in Japan. To encourage the establishments of new venture firms, we started a team to support the creation of startups and the expansion of venture firms. To make sure this policy was effective, it’s important to improve the capabilities of the administrative staff. To that end, we will put effort into the capacity building of employees in their 20s and 30s.



Nara Prefecture, Japan

Nara Prefecture faces a structural problem of having young people tend to move outside of the prefecture to work. For an inland city like Nara, promotion of regional industry and securing employment are common problems. However, with the recent innovations in several areas, including modulization, the trend toward high tech and miniaturization of products, and increased efficiency, these innovations have given inland areas an opportunity to develop new industry. To support the trend toward high-tech activity in Nara Prefecture, test demos of information technology such as AI, big data and IoT were held. Also, efforts were made to support the building of new technology within the prefecture. Nara Prefecture would like to nurture companies that become top global players in a niche market.

Also, educational reform is under way to transition from a focus on entering higher education to a pragmatic vision. Beyond the pragmatic approach, avenues for employment as craftspeople will also open up as we work on enrichment of the internship system. As the aging of the workforce continues, women and seniors will be included in a multitude of efforts to achieve work-life balance with our human resources. To create comfortable, attractive workplaces, the way people work needs to be reformed.



Tenri City, Japan

Tenri City has aggressively pushed ahead of other municipalities in using information technology to activate a teleworking economy that promotes work untied from time or place. Public facilities with telework functionality are maintained with the aim of creating new jobs that are void of commuting burdens and offer a more efficient lifestyle to keep the young generation from leaving town.

The Telework Center is in the heart of the shopping district and near the industry promotion hall, which has an exchange salon and other facilities. The space is free to use for businesspeople, residents, students and tourists, creating a flourishing business street in front of the station, and building “pioneering public facilities” as a part of the city’s hub.

Some of the effects of this infrastructure include the examples of a pregnant woman who considered quitting her job but was able to continue working, and a man who worked outside the prefecture and was able to work while providing nursing and care for his parents.

Also, this fiscal year, we have been aggressively helping people start work by offering workshops that support women starting their own businesses, web design, and graphic technology.

Outline of Thematic Reports

Suzhou City, China

In 2014, Suzhou City decided to launch the human resource adoption and training project. Since then, it has been promoting to recruit capable personnel required for new industry developments from various fields, for supporting the technology innovations of Suzhou. Moreover, in order to improve the innovation quality, it also focuses on the collaboration with universities as well as the employment preferential policies such as salary and housing subsidies. For further development of the innovation, project teams are created according to the innovation level, and more talented persons are recruited. In order to establish the mechanism in which highly skilled personnel lead the industry rationalization and technology improvement, Suzhou constructed the research and development institution, and the center to encourage new business foundations. As an innovative policy for the rationalization of manpower supply service, through training capable personnel and improving the stability of the work force, Suzhou has been working on establishing a mediator system of human resource affair, and fostering private enterprises which play a key role in the Suzhou Human Resource Policy. The city also has been engaged in issuing “Human Resource Green Cards” to grant housing and medical care for highly skilled persons. With the continuous promotion of the human policy development, Suzhou aims to accelerate the accumulation of the capable personnel.

Review Comments by the Expert



Zhu Xiaoning

Director of Higher Education Research Institute of UESTC

I appreciate to have such a wonderful opportunity to listen to presentations delivered extended by the leaders of the local governments participating at this congress. The presentations were about innovative social enterprises, and how to develop the network among industries, educational and research institutes, and governments. I was impressed to hear such valuable ideas on industrial and human resource developments.

While we are passing through the stage of trial and error, local governments must deepen their understanding in the theoretical research and provide more innovative policies. When they are formulating and proposing new policies in the future, not only an experience-based viewpoint, but a theory- or research-based perspective is required.

For that, I'd like to propose the following three points:

Firstly, formulate effective and theory-based policies, and encourage the development of industry and human resource. Local governments have been changing policy models in various fields so far, but they should constantly promote developments of its local economies and societies, and strive for maximizing profit to their residents. In particular, the development of industries and human resources are the most important factors for economic development. Local governments are expected to serve the best policies related to these two points.

Secondly, conduct policy innovations since local governments should innovate policies based on theory when proposing. The policies provided so far were formulated based on objective evidences or previous data, therefore, the policies themselves become outdated, because they were referred to the previous data. The environment surrounding local governments are constantly changing, therefore, they need to set up policies in consideration of these changing environments.

Thirdly, make creations and innovations in the industry and human resource fields. From the viewpoint of implementing policies, the fact that there are many common challenges that still remain in the policies of the same field, suggests that there is room for innovation.

As for an effective way for policy innovation, local governments should encourage innovations while integrating the “four aspects”, and formulating more practical and effective policies considering the four elements, 1) variety of policies, 2) high-quality policies, 3) well-balanced policies between urban and rural areas, and 4) policies that take into account the needs of beneficiaries. I hope local governments make policy innovations and serve more effectively and practically.





Presenting local and regional governments	Japan : Nara Prefecture, Kofu City (Yamanashi Prefecture)
Expert	Xie Yuanlu Professor of School of History and Tourism of Sichuan Normal University

Presentation on Thematic Reports



Nara Prefecture, Japan

In Japan, the trends toward a decrease in the national population and the aging society continues, and young people in the outlying regions are moving to the big cities. As communities are built in these regions, they struggle with the question of how to best renew themselves.

Nara Prefecture aims for community building that is good for living, working and visiting. Renewal projects where the prefecture and local municipalities coordinate and cooperate are under way. For example, community building projects are launched in sequence by topic, such as efforts to activate local resources through tourism promotion, or efforts to promote health among senior citizens through comfortable living arrangements, accessible medical facilities and social welfare.

While the municipalities are basically autonomous bodies that provide water-supply infrastructure, trash pickup and other lifestyle infrastructure, as the aging of regional populations is progressing, another problem we face is how to handle the tremendous financial burden of repairing aging equipment. As the nation's financial power continues to decline, there needs to be discussion of how the prefectures will support these municipalities.



Kofu City, Japan

The development of the Chuo Shinkansen Maglev Line, connecting Tokyo to Aichi, is now under construction. This new Shinkansen Line that is brought together with Japan's cutting-edge technology, is planned to start its operation in 2027. The intermediate station is planned to be located in Kofu City.

Kofu City promotes urban development strategies by making full use of the ultrafast Chuo Shinkansen with the highest speed endowed by the cutting-edge technology, SCMaglev. This new Chuo Shinkansen Line will reduce a significant amount of the required time for travelling.

"Kofu's Basic Ideas for the Application of Maglev" has been formulated in March, 2017, nailing down the target of taking full advantage of the Maglev and making the basic ideas and strategies for urban development. This policy includes the five targets: (1) Encouraging the migration from outside of the city for permanent settlement, (2) Creating an international exchange city, (3) Revitalizing industries, (4) Developing the city based on its historical stories, (5) Promoting intercity cooperation. Based on the aforementioned five targets, the city also puts forward the "15 Urban Construction Projects".

In the future, we plan to develop policies in cooperation with citizens and to promote the comprehensive city development.

Outline of Thematic Reports

Suzhou City, China

With the rapid development of new-type urbanization in Suzhou, the construction of infrastructures has accelerated, but the investment amount required for the large-scaled urban infrastructure construction has also grown, and currently, this results to the local government to confront a difficulty in procuring the funds. This growing investment is becoming a large burden for local governments and is an urgent issue that needs to be solved immediately.

The local government has attempted to procure necessary funds by the national financial input so far, but it has not managed well to procure such a large financial demand. Therefore, Suzhou promotes its financial innovation for urban construction done by local governments. It expanded the financial procurement route and allowed the private investors to invest for public facility construction. Suzhou actively develops the pilot model of PPP (Public-Private-Partnerships) that is an effective solution for this issue.

The PPP is an effective method to solve difficult problems concerning the financial issue of urban infrastructure construction. This new project model compensates the weak points occurred in urban construction, while incorporating the advantage of enterprises, financial institutions, and local governments. The sewage treatment plants in Suzhou and the construction project in western outer ring road are some successive examples utilizing the PPP.

Review Comments by the Expert



Xie Yuanlu
Professor of School of History and Tourism of Sichuan Normal University

Through the presentations delivered by the representatives of Nara Prefecture and Kofu city, I found common factors that brought the successful innovation. Innovation can be usually brought by a breakthrough in a certain field. In the case of Kofu city, they made a path for innovation by the linear project, and Nara Prefecture made it by the elderly care measures. They both brought about innovations relating to the development of economies and societies including regional communities, through their comprehensive efforts based on their own policies. These are very useful examples for Chengdu, as well as other local and regional governments in East Asia.

I'd like to introduce some policy innovations that are being conducted for town developments in China.

Firstly, in promoting town development, we face the following problems: (1) Urbanization is progressing at a high speed by government promotion. (2) A large number of the rural population is flowing into cities, but most of them don't settle down as urban residents. (3) Due to the rapid progress of urbanization, rural areas are languishing. (4) The urban planning is not rational as it only makes some big cities, which are already big, grow even bigger. (5) As areas of urban development are reducing, the ratio of urban resources to population is also becoming unbalanced. (6) Due to the insufficient service function of urban life, traffic congestion and air pollution become serious problems. (7) Due to the insufficient protection of nature, historical and cultural heritages, the characteristics of each city are not adequately appealed. (8) Since the service functions are not completed, there still exists a large gap between the rural and urban areas.

Considering these situations, I think the following innovations are effective in our policies. (1) To prevent excessive expansion and disorganized developments of urban areas, make more efforts to discover the potential qualities already existing in the rural and urban areas, and find ways to utilize the lands intensively and economically. (2) For improving and making the urban living environments comfortable, incorporate the ecological civilization idea (environmental protection) into new urbanization projects. (3) Emphasize tradition of the city's histories and regional cultures to preserve its charm, characteristics and historical memories possessed by urban areas. (4) Transfer industries and cultures of urban areas to rural areas and develop rural areas with unique characteristics. (5) Provide a resident certificate system (certificate of residence) for those who moved from rural areas to urban areas, while allowing them to keep their family registers in the rural areas. (6) Improve the levels of urban planning and developments. (7) Fortify the infrastructure constructions in small and medium-sized towns.



The opening ceremony of “2017 China Chengdu Global Innovation and Entrepreneurship Fair”



Welcome Reception



Commemorative Photo Session



Field visit ① (Chengdu Planning Exhibition Hall)



Field visit ② (Chengdu Science City)



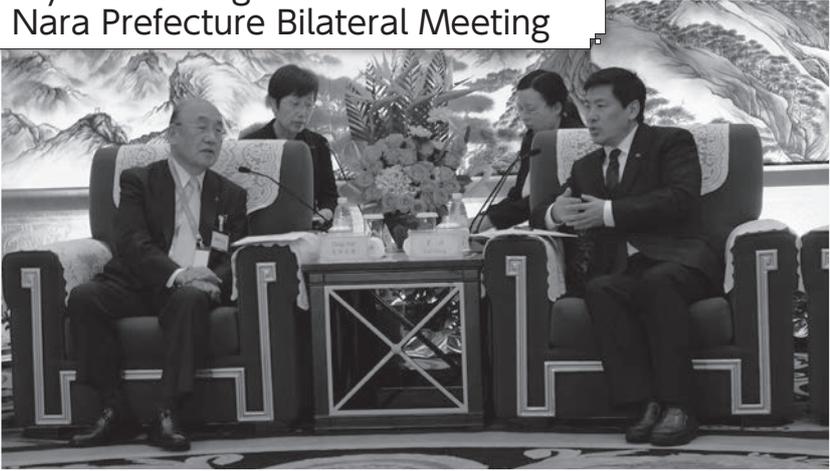
Field visit ③ (Chengdu Research Base of Giant Panda Breeding)



Networking Dinner



Mayer of Chengdu and Governor of Nara Prefecture Bilateral Meeting



Panel Exhibition



Exclusive Interview with Governor of Nara Prefecture





Session Meeting

The 8th East Asia Local and Regional Government Congress



Briefing on Session Meeting

"Child-rearing Session Meeting"

Tenri City, Health & Social Welfare Division

On October 31, 2017, Tenri City invited Professor Shigeki Matsuda of Chukyo University, Faculty of Contemporary Sociology to talk on the theme of "Child-rearing and Community Development" to representatives from seven municipalities across three prefectures as part of the East Asia Local and Regional Government Congress Child-rearing Session Meeting.

First, a case study of "the Hagu-ru, Tenri City Healthy Support Center for Child-rearing Generation" was announced at the Industrial Promotion Hall located in Tenri City. The facility, which was opened in March 2017, aims to offer families consistent support from pregnancy through birth and until the child enters school. Inside the facility, there's a child-rearing concierge (a public health nurse) and "Doula" (operated by more-experienced mothers) to consult with mothers having concerns about raising their child. Mothers get support from the beginning of pregnancy until after the birth. There is a salon space for parents and children and a children's playroom for people using city hall services. During the case-study announcement, video of activity at the center was displayed on a monitor.

In April 2017, "CoFuFun", a multipurpose plaza in front of JR Tenri Station, was opened for parents and children to enjoy. Once an outline of the facilities was presented, the group inspected the facilities, including a giant trampoline and a special swing.

After that, the group had a look at "Hagu-ru", where participating local governments explained how the facility was used and an exchange of views was held.

One of the examples was Fukui Prefecture's offer of free child care for the third child in a family, called the "project to support families with three children." In Kagawa Prefecture, "the Kagawa Children's Station" has been authorized and publicly announced. It will give families raising children the security to go out by offering a breast-feeding area and other facilities. The prefecture also plans a "San San Passport (3-3 Passport)" that would give families of three children under 18 years of age economic support. This and other efforts to support child-rearing families were introduced.

The introductory speech of the lecturer, "How local autonomous bodies are using policies to counter low birth rates," included this comment: "To recover the birthrate, it's necessary to maintain an environment conducive to child-rearing, but instead of having one organization specialize in it, it's important that the birthrate policies boost efforts across a wide range of services in the affected region. The results will be even better if local industrial promotion is done hand in hand with child-rearing support policies."

During the exchange of opinions, discussions centered on efforts by participating local governments to support child-rearing, problems coordinating with the school board, and effective birthrate policies in autonomous areas with low populations.

Finally, the lecturer said it was clear that CoFuFun and Hagu-ru did more than support child-rearing. These facilities also played a very important role by influencing the flow of people through the towns. For birthrate policies to improve the number of births, strong industry (backed by smart industrial promotion) and a good place for employment services

are necessary. To strengthen and maintain industry in autonomous areas with little population, the prefecture and municipal governments need to coordinate. Also, to provide consistent child-rearing support, administrative coordination and information exchange with local governments is needed. The lecturer also made the general point that with a limited budget, creating active kindergartens and getting employers to extend parental leave after having a child are effective ways to bring about more births.

Outline

- **Date** Oct. 31, 2017 (Tuesday), from 10 AM to 4:40 PM
- **Organizer** Tenri City (Co-organizer: Nara Prefecture)
- **Place** Tenri City (Industrial Promotion Hall, Tenri City Hall, etc.)
- **Theme** Child-rearing and Community Development
- **Lecturer** MATSUDA, Shigeki Professor at Faculty of Contemporary Sociology, Chukyo University
- **Participants** Fukui Prefecture, Kagawa Prefecture, Nara Prefecture, Nara City, Tenri City, Kashihara City, Gose City, Ikaruga Town, Asuka Village, Koyro Town



Opening Session Meeting and
Case Introduction



Field visit to CoFuFun



Field visit to Hagu-ru



Opinion-exchange meeting

