



# Theme 1

## “Promotion of Tourism”

<b>Participating Local and Regional Governments</b>	China: Henan Province, Shaanxi Province, Chengdu City, Luoyang City, Linyi City Indonesia: Province of West Java Malaysia: Melaka State Korea: Gyeongsangbuk-do Province Japan: Yamagata Prefecture, Fukushima Prefecture, Yamanashi Prefecture, Gifu Prefecture, Mie Prefecture, Wakayama Prefecture, Shimane Prefecture, Kochi Prefecture, Kumamoto Prefecture, Nara Prefecture, Kashihara City, Katsuragi City, Ikaruga Town, Shimoichi Town
<b>Related Organizations, etc.</b>	UNWTO Regional Support Office for Asia and the Pacific
<b>Lecturer</b>	MOTANI, Kosuke Chief Senior Economist, the Japan Research Institute, Ltd.

### Presentation on Regional Reports



#### Henan Province, China

Henan Province is blessed with an abundance of history and culture and natural environments. As a key location for transport and distribution networks, its economy has grown rapidly, too. To promote the province's tourism industry, we are looking to establish the Henan brand through wide-ranging promotional activities. Internationally, we are marketing the city as the home of kung fu, and domestically, as the birthplace of Chinese history and culture. Our reputation is also growing internationally as a tourism city, thanks to the hosting of numerous forums, festivals, and celebrations. To promote kung fu as the third biggest tourism highlight in China following the Great Wall and pandas, we are collaborating with Shaolin Temple and tai chi spots to create new brands in an organized manner. We are also promoting international luxury routes for the Yellow River Silk Road trip and the Ancient Cities of China trip as part of our efforts to drive the growth of inbound tourism.



#### Shaanxi Province, China

Shaanxi Province is located in central China, and is a key location in the history of Chinese culture and civilization. We have positioned the tourism industry as a core industry, and are pursuing the goal of creating a prominent, world-class cultural tourism industry. By 2020, we hope to increase the number of tourists both from inside or outside of our country to 730 million, and raise tourism-based income to 770 billion yuan. Moreover, we will strive for tourism to account for 9.2% of the GDP. To do so, we are moving forward with both tangible and intangible efforts, such as the construction of new infrastructure and the improvement of tourism spots. Compared to other regions, development of our tourism industry isn't in line with the superiority of our tourism resources. We therefore hope to take inspiration from the activities of other regional governments and work to make Shaanxi Province an international tourism hotspot.



## Luoyang City, China

Luoyang City boasts rich cultural tourism resources and products sustained by a profound culture and stunning nature. To create a city that tourists from both China and abroad want to visit, we are working on the combined development of our cultural and tourism industries. We have issued fundamental policies related to the cultural tourism industry, clarifying targets, strategies, and specific approaches. We are also looking to uncover new highlights in our traditional tourism locations, such as the Longmen Grottoes and the White Horse Temple; build tourism resorts that center on old city culture; switch from an economy that relies on admission fees to one that relies on combined culture, MICE, and agriculture-based tourism; and increase our brand strength through domestic and overseas promotions. To show our appreciation to our citizens for their efforts to develop the tourism industry, we have implemented the Annual Tourism Hospitality Ticket project, and are also supporting the poor through tourism.



## Linyi City, China

Linyi City is a central city located between Beijing and Shanghai, with excellent access and abundant natural and cultural resources. With a history of around 2,500 years, the city is known as the home of Wang Xizhi, the “Sage of Calligraphy,” and Yan Zhenqing, the master of calligraphy, as well as the location from which Sun Bin’s Art of War, a valuable archeological find, was excavated. We are currently developing our farming tourism industry. Linyi is also home to one of China’s most beautiful cities, and as well as distinctive rural views of northern China, guest houses in the region offer visitors exciting traditional performances of drama, circus acts, and Chinese tea ceremonies. The city is also known as one of hot springs, and our natural waters are said to have various benefits. We are also actively working to attract MICE-related events to the city as part of our inbound tourism measures.



## Melaka State, Malaysia

The historical cities of Melaka State were recognized as a UNESCO World Heritage in 2008. Tourism is a key driver of the economy and society in Melaka, and the preservation and use of historical resources are key to developing the industry. Melaka State is working to achieve a sustainable tourism industry. In tandem with related institutions, we are protecting our natural environments and biodiversity, while aiming to maximize use of our natural resources. We are also linking the preservation of traditional cultures to the revitalization of regional cultures. Although the number of tourists to the region is increasing, the funds necessary for resource preservation are lacking. Moreover, only a select few businesses are actively contributing to the development of the tourism industry and the creation of regional value, and there is an overall lack of participation from regional entities.



## Gyeongsangbuk-do Province, Korea

Gyeongsangbuk-do Province is in the southeast of Korea, and is blessed with an abundance of ecotourism resources, such as mountains, rivers, the sea, and natural landscapes. It is also a hub for three traditional cultures: the Confucian culture, in which Korea finds its origins, the Buddhist culture of the former Silla kingdom, and the Gaya culture of ancient kingdoms. It also boasts the highest number of World Heritage Sites in Korea, including the Seokguram Grotto and Bulguksa Temple. Gyeongsangbuk-do also hosts around 80 diverse festivals throughout the year, including the Andong International Maskdance Festival, and it is currently (October 11–November 24, 2019) hosting the Gyeongju World Culture Expo, based on the theme “Opening up the future through culture.” To enable the two areas to grow into global tourism destinations and to create new models for regional tourism, 2020 has been designated the Visit Daegu-Gyeongbuk Year, and both are engaged in programs to discover new content and increase the number of tourists.



## Yamanashi Prefecture, Japan

Although the number of tourists to Yamanashi is increasing, tourism-based consumption is not. Moreover, the overall level of satisfaction among tourists has been on a downward trend, and we must work to respond to new traveler needs. To develop tourism into a core industry, we are working to (1) increase tourism-based consumption by offering unique services that meet tourists’ needs; (2) promote hospitality through the development of specialist personnel; (3) enhance and utilize regional resources by making use of the nature, history, culture, and industries of the Southern Alps and surrounding areas and promoting a premium brand; (4) respond to foreign tourists’ needs by training guide interpreters and providing multi-language smartphone apps; and (5) market promotions for specific target groups.



## Mie Prefecture, Japan

Mie Prefecture is working to further commercialize its tourism industry. The prefecture is making use of a smartphone-based questionnaire, complete with rewards, to accurately ascertain tourists’ needs and reflect them in tourism policies and facilities. Moving forward, we aim to create a system to share this data in real time with tourism businesses, and in turn improve services and other elements of tourism in the prefecture. We have established “Mie, Once in Your Lifetime” as a catchphrase, and are working to enhance the Mie brand both in Japan and overseas. In Shima City, the stage for the G7 Summit, we are carrying out demonstrations of Mobility as a Service (MaaS) to enhance transport to tourist locations.



## Shimane Prefecture, Japan

To coincide with the Great Removal in the Heisei Period of the Izumo Taisha Shrine in 2013, we promoted the “Shimane, the Land of the Gods” project. This involved public-private collaborations, information communication, the creation of so-called hospitality systems, and the holding of events, all of which contributed to an increase in tourists. In 2013 we began the “Land to Bring Romance, Shimane” project, in which we are actively communicating relevant information, and making use of regional resources, such as Matsue Castle (National Treasure) and the Iwami Ginzan Silver Mine (World Heritage), to attract visitors to the prefecture. In addition, we are considering using the key phrase “Beautiful Skin Prefecture, Shimane,” to create tourist spots based on hot springs and cuisine and to carry out effective marketing. Moreover, we are pouring our efforts into increasing the number of international continuous chartered flights and regular flights, two routes which bring in less foreign tourists than in other prefectures in the country.



## Nara Prefecture, Japan

Although Nara Prefecture is home to an abundance of tourism resources, there are issues surrounding accommodation, cuisine, and transport—all currently key aspects of tourism—, Nara is nothing more than a passing point or spot for day trips. To cater to the rapidly increasing number of inbound tourists, and shift to a location suitable for longer stays, we are promoting the following “six As”: Improvement of quality and quantity of accommodation facilities (Accommodation); Improvement of comfortable staying environment (Amenity); Improvement of food attractiveness (Appetite); Establishment of an efficient transportation network and road systems (Access); Conservation and utilization of nature, history and cultural resources (Attraction); and Realization of attractive Nara (Amusement). Despite the increase in number of foreign visitors and the total of overnight guests, it has been difficult to increase spending by travellers, especially overnight guests.





## The Exchange of Opinions

- The number of tourists visiting each region is likely to increase, but this may then lead to overtourism and the issues that come with it. Moreover, each region must discover unique features of their own to avoid the risk of tourists losing interest. As such, each region has to develop their own personality and appeals.  
(Lecturer, MOTANI)
- “Seeing” has always been the main aspect of traditional tourism. Now, however, tourism has advanced, and visitors are more interested in experiential tourism involving resorts and events. Making use of our unique regional resources, we hope to differentiate ourselves from other areas, and in turn promote tourism-based consumption.  
(Luoyang City, China)
- To prevent tourists from concentrating in one specific tourist spot, we could, for example, make use of big data relating to tourists’ online reservations, analyze what types of locations they are visiting, and thereby look at what areas we could have them visit.  
(Luoyang City, China)
- Conventionally, meetings between regional governments have often taken place in large cities. If we can create a low-priced network—using air routes, for example—which enables regional governments to connect directly, I’ve no doubt it would hugely expand opportunities for interaction, and in turn mutual development.  
(Lecturer, MOTANI)
- Henan Province has been designated a national model area for the implementation of holographic tourism information. The concept is to, through the development of the tourism industry, progress regional economies, cultures, societies, and environments. And, by enhancing areas other than tourism, such as public facilities, we are aiming to create synergies with other industries and build an overarching system.  
(Henan Province, China)



- In contrast to the increasing levels of satisfaction among tourists, the levels of satisfaction among residents of popular tourist regions seems to be decreasing. Luoyang City mentioned that it is using big data and online technology to prevent tourists from concentrating in one particular area. We'd like to hear of any success stories that might help to create harmony within regional societies and increase satisfaction among affected residents in the circumstances of increasing tourists.  
(UNWTO Regional Support Office for Asia and the Pacific)
- We'd like to make use of advanced technologies as a safety measure for our scenic spots. For our green road network, which is currently under construction, we are building a system that makes use of big data and ICT to offer advance risk warnings and preventive features. Moving forward, alleviating the concentration of tourists will also be an issue for us, especially on long holidays and public holidays when the number of tourists peaks.  
(Chengdu City, China)
- As we are close to the Tokyo metropolitan area, many tourists to Tokyo, including foreign visitors, often stop by for a day trip to see Mt. Fuji. To increase the number of foreign tourists staying in Yamanashi, we hope to move forward with initiatives that enable visitors to see the whole region, and not just concentrate on and around Mt. Fuji.  
(Yamanashi Prefecture, Japan)
- (In response to a comment from Lecturer, MOTANI suggesting that West Java's proximity to a metropolis puts them in a similar situation to Yamanashi) We are indeed close to the capital city of Jakarta, which is a huge city that offers an array of products and services. However, West Java is blessed with mountains and other natural environments. We are able to offer features that Jakarta can't.  
(Province of West Java, Indonesia)
- In Chengdu City, as we continue work on the green network of roads, one issue for us will be to find ways to make it a profitable project. If there are any similar, advanced cases from Japan, we'd be very interested to hear more. We'd also like some input on how to develop goods and souvenirs, as well as how to manage and maintain parks in the road network.  
(Chengdu City, China)
- In Japan we have michi-no-eki, or roadside rest areas, that function as parks and spots to sell local produce and souvenirs. We also have direct sales outlets. Michi-no-eki is a term unique to Japan. There are more than 1,000 in total, and while each has features unique to its locality, all are in competition with one other. They are tourist spots, while at the same time they act as places for locals to relax and interact. Some of these michi-no-eki have restaurants that are not run by large companies, but by local NPOs. Whatever the case, many contribute greatly to revitalization of their communities. I suspect this is an advanced example unique to Japan, but if there are similar initiatives elsewhere, I'd love to hear more.  
(Lecturer, MOTANI)

- Gifu is home to many of these michi-no-eki. A new facility has just opened up in a prefectural town called Ono. A local specialty is persimmon, and so we've created a persimmon-inspired mascot. We are also developing products that make use of the unique features of each area, and we are even holding various events there. As regions seek to encourage visitors to spend more time in their areas and increase the number of overnight guests, we've teamed up with a major residential company to think about creating a hotel at one of these michi-no-eki, which would be especially useful for tourists who rent cars.  
(Gifu Prefecture, Japan)
- Although it's difficult to avoid competing with regions who hold similar historical and cultural tourism resources, domestically, perhaps this competitive relationship can be taken as a positive. To prevail, high-quality resources, reputation, and the level of facilities and other services is key. To compete globally, these regions can utilize their mutual strengths for collaboration, and this is where cooperative relationships between regional governments are important. Taking on our responsibility as a popular tourist hub, Shaanxi Province, we hope to progress with efforts that will allow us to be pioneers in inbound tourism.  
(Shaanxi Province, China)
- In line with rapid economic growth, between 2020 and 2030, it is said that the growth of tourism in Asia will far outdo other areas. We understand that proper management of this increase in tourism is key, and therefore at the UNWTO, we are focusing our efforts on monitoring activities using INSTO (International Network of Sustainable Tourism Observatories), which uses an indicator for each region. Looking ahead, the preservation of World Heritage Sites and the sustainability of tourist spots will require thorough management, not only in Asia but throughout the world in the circumstances of increasing tourists more and more.  
(UNWTO Regional Support Office for Asia and the Pacific)
- In 2020 UNWTO's plan is to focus on the so-called rural tourism. We will look at ways to bring vitality to areas around large cities, and how to transfer the flourishing tourism industry to these rural areas. Another key issue will be to ensure that these areas can reap sufficient profit. Therefore, we are considering focusing on classifying the world's best practices of this matter.  
(UNWTO Regional Support Office for Asia and the Pacific)
- It is said that the main market in 2020 will be the so-called millennial generation. We must therefore develop tourism that is further in line with the needs of this group. Regarding rural tourism, we think it would be great for the younger generation to experience what life is like in these outlying areas.  
(Province of West Java, Indonesia)

## Review Comments by the Lecturer



In Japan, one of the main issues we have is that the younger generation do not travel. They have become used to seeing things on the internet, and don't actively make the effort to travel and see things for themselves.

On the other hand, perhaps the younger generation are not interested in simply seeing a beautiful location, but would rather have a more hands-on experience. Perhaps by offering this target group a variety of different experiences, we can unearth a whole new tourism industry.

Recently, especially among the younger generation, there have been more opportunities for people to work and interact with people through travel. As an example, some individuals volunteer to help at events that are held far away from home. As such, a new type of tourism that is different from simply going to see a location—in which individuals go to work and experience new things—is on the rise.

On a separate note, competition among old cities to attract tourists, and the ensuing homogenization, is a common issue facing many regions. Regions with such issues will therefore need to differentiate themselves by creating entirely new tourist attractions.

Although Asia was once an area with huge regional differences, now, many of us are facing similar issues. I hope we can all use this congress as an opportunity to strengthen our relationships and learn from one another.

