



The East Asia Local and
Regional Government Congress

Host: Nara Prefecture
Supporter: Ministry of Internal Affairs and Communications,
Ministry of Foreign Affairs

The 5th East Asia Local and Regional Government Congress Report

The East Asia Local and Regional Government Congress

5th

— Report —

10.27_(MON) ▶ 29_(WED).2014

The 5th East Asia Local and Regional Government Congress

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※The titles listed are those as of the time of the congress.



■ 10/27/2014 (Mon) ————— Hotel Nikko Nara, Nara Royal Hotel

| | |
|-------------------|---|
| 14 : 00 - 16 : 30 | Bilateral Meetings |
| 17 : 00 - 18 : 30 | Excursion ① Kofukuji National Treasure Museum |
| 19 : 00 - 20 : 30 | Welcome Reception |

■ 10/28/2014 (Tue) ————— Hotel Nikko Nara

| | |
|-------------------|--|
| 08 : 30 - 12 : 00 | Orientation, Working-level Discussion |
| 12 : 00 - 13 : 00 | Lunch ① |
| 13 : 00 - 13 : 30 | Opening Ceremony |
| 13 : 30 - 14 : 10 | Presentations |
| 14 : 10 - 17 : 40 | Heads of Local and Regional Governments Discussion |
| 17 : 40 - 18 : 05 | Commemorative Photo Session |
| 18 : 15 - 18 : 50 | Representatives Press Conference |
| 19 : 00 - 21 : 00 | Governor's Banquet |

■ 10/29/2014 (Wed) ————— Hotel Nikko Nara

| | |
|-------------------|--|
| 08 : 00 - 12 : 00 | Excursion ② The Exhibition of Shoso-in Treasures and the Grand Kojiki Exhibition |
| 12 : 00 - 12 : 50 | Lunch ② |



ARAI, Shogo Governor of Nara Prefecture

As the governor of the prefecture hosting the 5th East Asia Local and Regional Government Congress, I would like to offer a few words of greeting. Back in the days when Japan emerged as a nation, the civilization of Eurasia was introduced here in Nara. It is with appreciation for the history of those days, and with the belief that a study session like this would be meaningful at a time when East Asia is entering a new era of globalization, that we are hosting this event.

Local and regional governments are mostly concerned about how to promote the region, and how to achieve welfare for the local residents, instead of issues like diplomatic negotiations, warfare, and national security that the central government or the nation must deal with. I believe that those concerns are also

shared by all the participants in this meeting as well.

While some of the participating local and regional governments represent large states and provinces, others represent small towns. However, I believe that all the participating governments have one thing in common: a close and deep relationship with the local residents.

For this congress, 41 local and regional governments have gathered from 7 countries, and we have a minister of Myanmar's Magway region government joining us for the first time. We also have a representative of the Embassy of Uzbekistan participating as an observer. I would like to thank the many representatives of the participating local and regional governments for joining us. I close my opening address with a prayer for the future success of each region, and a hope that this meeting will be a productive one for those present.



ISHIHARA, Nobuo President, Research Institute
for Local Government

In our current times, while we are witnessing economic stagnation on a world-wide scale, East Asia is said to be the most active region. To have local governments from East Asian countries gathering together to report on the issues of their communities and to exchange ideas is highly beneficial. This is so, not only for the citizens of such local governments but also for countries as a whole.

As a member of Japan's central government I have been working on several national and local problems. At the central government level, there are various difficult challenges, but at the local government level, how to raise the well-being of individual communities is something that local governments have in common. My own experience has shown me that, if people working for local

governments can share their specific problems and deepen their friendships, such interactions can greatly contribute to improving the relationships between countries.

At this Congress, the exchange of opinions and ideas among the local governments involved will be conducted under three themes: 'Regional Economic Development', 'Community Developments' and 'Tourism Promotion'. Together, all these themes embrace the issues that the local governments of our country are interested in. Here in Japan, we are very concerned about the problem of a decreasing population. How to confront and solve this challenge is a pressing issue for both our central and local governments. If the themes just mentioned can help provide at least some solutions to the problem, we can possibly expect to slow the trend down. I sincerely hope that, by frankly discussing the current challenges and situations being faced by each community and region, we can all gain some fruitful results.

People’s Republic of China

| Name | Organization |
|-------------------|---|
| Anhui Province | |
| LU, Xiaomei | Director, International Friendship Relations Division |
| Shandong Province | |
| REN, Chaorong | Deputy Counsel, General Office of CPC Shandong Provincial Committee |
| Weifang City | |
| YU, Weijie | Director, Weifang Bureau of Tourism |
| Dongying City | |
| CHEN, Xinjun | Deputy Director, Dongying Bureau of Tourism |

Republic of Indonesia

| Name | Organization |
|---------------------------------------|--|
| Province of Yogyakarta Special Region | |
| Kristiana Swasti | Head, Women and People Empowerment Board |

Malaysia

| Name | Organization |
|--------------------|--------------------------------------|
| Melaka State | |
| Roslan Bin Ibrahim | Deputy State Secretary (Development) |

Republic of Korea

| Name | Organization |
|----------------------------|---|
| Gyeonggi-do Province | |
| PARK, Gyu Cheol | Deputy Director, Tourism Division |
| Chungcheongnam-do Province | |
| HEO, Seung Woog | Vice Governor |
| Gongju City | |
| HONG, Gi Seok | Head, Tourism Division |
| Seosan City | |
| KIM, Jung Kyum | Department Manager, Culture And Tourism Department |
| Gyeongsangbuk-do Province | |
| HONG, Seog Pyo | Deputy Director, Division of International Business |

Socialist Republic of Viet Nam

| Name | Organization |
|-------------------------|--|
| Phu Tho Province | |
| VI Trong Le | Vice Chairman, Phu Tho People's Council |
| Thua Thien Hue Province | |
| NGUYEN Dung | Vice Chairman, Thua Thien Hue People's Committee |
| Viet Tri City | |
| DAO The Dung | Vice Mayor |

Republic of the Union of Myanmar (Guest)

| Name | Organization |
|--------------------------|-------------------------------|
| Magway Region Government | |
| Kyi Min | Minister, Ministry of Finance |

Japan

| Name | Organization |
|----------------------|--|
| Aomori Prefecture | |
| HORI, Yoshiaki | Team Leader, Bureau of Strategic Tourism and International Affairs, Marugoto Aomori Information Broadcast Team |
| Fukushima Prefecture | |
| KAGEYAMA, Hiroshi | Office Director, Osaka Office |
| Niigata Prefecture | |
| SAITO, Takahiro | Staff, International Affairs Division |
| Fukui Prefecture | |
| DOUSAKA, Tsukasa | Director, Transportation and City Development Division |
| Yamanashi Prefecture | |
| YOKOUCHI, Shomei | Governor |
| Nagano Prefecture | |
| NOIKE, Akito | Director General, Tourism Department |
| Shizuoka Prefecture | |
| NAMBA, Takashi | Vice Governor |
| Mie Prefecture | |
| TANIAI, Ryu | Deputy Director General, Tourism and International Affairs Bureau |
| Kyoto Prefecture | |
| HIRAI, Yuko | Director General for Tourism Policy, Department of Commerce, Labor and Tourism |
| Wakayama Prefecture | |
| NODA, Hiroyoshi | Director General, Planning Department |
| Tottori Prefecture | |
| MORITANI, Kunihiko | Director General, Culture, Tourism and Sports Bureau |
| Shimane Prefecture | |
| ISHIKAWA, Atsushi | Senior Chief Coordinator, Tourism Promotion Division, Department of Commerce, Industry and Labor |
| Tokushima Prefecture | |
| KAWAGUCHI, Masamichi | Bureau Head, Agriculture, Forestry and Fisheries Department |
| Kagawa Prefecture | |
| ASANO, Koji | Assistant Director General, Commerce, Industry and Labor Department |
| Kochi Prefecture | |
| TAKEZAKI, Yukihiro | Director, Nankai Trough Earthquake Policy Division, Department of Disaster Management |
| Nara Prefecture | |
| ARAI, Shogo | Governor |
| Tagajo City | |
| KIKUCHI, Kenjiro | Mayor |
| Niigata City | |
| YAMAGUCHI, Hideki | Vice Mayor |
| Dazaifu City | |
| OTA, Seizou | Section Manager, Department of Construction and Economy |
| Tenri City | |
| NAMIKAWA, Ken | Mayor |
| Kashihara City | |
| MORISHITA, Yutaka | Mayor |
| Gose City | |
| NAKAMOTO, Toshio | Chief of Section, Commerce and Industry Section |
| Ikaruga Town | |
| KOJO, Toshishige | Mayor |
| Asuka Village | |
| MORIKAWA, Yuichi | Mayor |

| Name | Organization |
|---------------------------|---|
| Koryo Town | |
| YAMAMURA, Yoshiyuki | Mayor |
| Shimoichi Town | |
| SUGIMOTO, Tatsuaki | Mayor |
| Nara Prefectural Assembly | |
| IOKA, Masanori | Vice Chairman |
| TSUBUTANI, Tomoshi | Chairman, Committee on Economic and Labor |
| HARI, Mayumi | Member, Special Policy Committee on Tourism Promotion |

Overview

The 5th East Asia Local and Regional Government Congress



| | |
|--|--|
| Participating local and regional governments | Republic of Indonesia : Province of Yogyakarta Special Region Socialist Republic of Viet Nam : Phu Tho Province, Viet Tri City in Phu Tho Province Japan : Tokushima Prefecture, Kagawa Prefecture, Nara Prefecture, Gose City in Nara Prefecture, Koryo Town in Nara Prefecture |
| | Republic of the Union of Myanmar : Magway Region Government (Guest) |
| Lecturer | MOTANI, Kosuke Chief Senior Economist, Economics Department, Japan Research Institute, Ltd. |

Overviews of regional reports by participating governments



Phu Tho Province, Socialist Republic of Viet Nam

Implementation of 03 breakthrough steps to develop socio-economic

- ① Mobilization of investment resources into key socio-economic infrastructure.
- ② Promote human resources training.
- ③ Foster tourism development.

Phu Tho Province has increasingly expanded cooperation with international community; remaining stability of political and social situations; Government promulgated new policies to promote development of socio-economic efficiency such as to strive 2,000 to 2,200 USD of GDP per capita, labors employed are 22,000 people per year.



Nara Prefecture, Japan

Development of Entrepreneurs and Promotion of Women's Social Advancement in the Prefecture

- Nara Prefecture has few places of employment, and the prefecture's employment rate is the lowest in Japan. Accordingly, in addition to attracting companies, the prefecture will implement the following measures to promote the founding of companies and the starting of business.
 - ① Conduct a “business contest” to build entrepreneurial momentum
 - ② “Establishment/operation of a business incubator,” “creation of a network of entrepreneurs and startup support organizations,” and a “low-interest financing system,” etc., to provide startup support for entrepreneurs
 - ③ Cultivation and education of an entrepreneurial mindset
- In regard to the employment of women, because the prefecture's employment rate is the lowest in Japan, Nara will implement the following measures to support women's social advancement.
 - ① Establishment and operation of a employment counseling service in partnership with national government agencies
 - ② Development of female entrepreneurs, promotion of the creation of a network, and development of translators
 - ③ Creation of a support system to promote the acquisition of childcare leave



Koryo Town, Japan

Opening the Koryo Town Agriculture School

The “Koryo Town Agriculture School” was opened in FY 2014 to equip motivated people with the skills and knowledge they need to become farmers in Koryo Town. The school provides new farmers for the town, with the aim of assisting full-scale production and distribution, including delivery to direct sales stores and developing brands for agricultural produce.



Tokushima Prefecture, Japan

Next-generation Forestry Project

Leveraging its abundant forest resources, Tokushima Prefecture has implemented a number of projects to date with the aim of promoting its forestry and lumber industries and revitalizing its mountain villages. In April 2005, Tokushima launched the Forestry Regeneration Project, which promoted the use of sophisticated forestry equipment and machinery in forest thinning, as well as the processing of thinned wood into plywood. In the Forestry Promotion Project, launched in April 2007, Tokushima took steps to further expand thinning operations and promote the use of low-grade wood in medium-density fiberboard (MDF). Through these efforts, Tokushima has been working to establish an efficient production system for forest thinning and a processing structure for making full use of thinned wood, from the roots to the treetops.

With resources gaining in maturity, in April 2011 Tokushima launched its Next-generation Forestry Project, which laid out a strategic goal of doubling production and consumption of locally produced wood from both forest thinning and regeneration cutting over the next decade.



Gose City, Japan

Securing Employment and Strengthening Local Industries

- Gose City is faced with a lack of employment opportunities, leading to such woes as the loss of the younger population, general population decline, low birth rate, and an aging population.
- With the aim of stopping the population drain and encouraging people to return or move to Gose City by securing stable employment and strengthening local industries, the following priority measures will be implemented in an effort to secure an independent source of revenue and curb mandatory spending.
 - ① Promote the development of an industrial complex around the Gose IC of the Keinawa Expressway.
 - ② Attract companies to the area with an eye to strengthening local industries and creating employment.
 - ③ Utilize abandoned farm lands and plan/create Gose brand products.
 - ④ Promote the city's charms including its abundant tourism and natural resources, attract visitors, and revitalize the area.



Kagawa Prefecture, Japan

Implementation of Measures in Accordance with the Kagawa Prefecture Industrial Growth Strategy

The Japanese economy continues to recover gradually despite seeing a dip in demand in reaction to last-minute demand ahead of a consumption tax hike. However, from a medium- to long-term perspective, Japan still faces challenges that could have a significant impact on its economy. These issues include a dwindling population, falling birth rate, and aging society. In the face of these challenges, Kagawa Prefecture is actively taking the following measures in accordance with its Industrial Growth Strategy:

- Develop and build a concentration of growing industries that can revitalize and bring added value to the prefecture. Examples include industries that leverage Kagawa's strengths, such as rare sugar, which presents great potential, and olives, of which Kagawa is the top producer in Japan.
- Efforts in areas that are common to various fields. Examples include increasing corporate competitiveness, expanding operations overseas, as well as developing and securing personnel.



Province of Yogyakarta Special Region, Republic of Indonesia

Regional Development Planning Board

The development of the Medium Term Development Plan(RPJMD)Special Region of Yogyakarta Year 2012-2017.

- ①Strengthening the institutional foundation and strengthen the regional economic structure-based tourism and the local potential with the spirit of democracy towards a prosperous society.
- ②The realization of increased economic resilience.
- ③Responsive and adaptive ceation of regional economic governance.
- ④Suporting investment in particular non-government investment/private indispensable.



Lecturer's comment



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

(Development and preservation of a historic city)

For years, Nara has avoided building factories in order to protect its prized historical features, but this decision has also had some negative repercussions in terms of its economy. Nara can be a model for other regions with historical assets seeking economic development.

(Regional industries in Japan in the wake of high economic growth)

Koryo Town has managed to sustain its agricultural (eggplant and strawberry) and socks industries in the economic conditions following Japan's high-growth years. It provides an example of how regional communities can succeed by developing and marketing highly specialized products that sell even at a high price.

(Leveraging local resources in promoting regional industries)

Tokushima is making full use of its expansive forests to revitalize its forestry industry. Hampered by high costs, Japanese forestry industry is facing tough competition from rivals in Southeast Asia. However, it is striving to keep pace through ingenious measures. These efforts serve as an example of how forestry and agricultural industries can regain momentum as they strive to keep up with the pace of economic development.

(Challenges faced by regions with a long history of development)

Having achieved growth early on, Gose City is left with very little land available to maintain the pace of development. An old tourist site, the city has seen many of its lodging facilities go out of business for want of younger generations willing to take over the business—a familiar issue in Japan. Efforts currently underway include collaborative programs with regional high schools aimed at developing human resources.

(Cycle of economic growth)

The growth of industries follows a cyclical pattern. While Japan has achieved growth earlier than other Asian countries in many respects, some of its industries including forestry have already stagnated, and are now striving to regain momentum and catch up with their Asian rivals. In the realm of agriculture, some have managed to survive while others have fallen by the wayside. These examples illustrate how each country's industries follow a cyclical instead of a linear pattern of development.

(Human resources to sustain regional economy)

Loss of human resources to major cities is a permanent issue for regional cities. Once local industries have developed, areas that require human resources shift to management, marketing, design, and product development, among others, posing a new challenge of how to nurture such human resources regionally.

(Introducing microfinance)

In Yogyakarta, a beautiful city with vestiges of the old urban districts remaining in numerous corners, microfinance (lending approximately 50 dollars per contract) was introduced to raise the living standards of women living in poverty. A popular tourist destination offering many handicrafts, Yogyakarta is a place where merchants face fierce competition amidst many similar products. With the implementation of microfinance, however, trainings are offered to help merchants improve the quality of their products, and efforts made to build industries that will keep money in the pockets of local residents.

To enhance the added value of regional industries such as traditional craft and tourism, the advancement of industries supported by individual business owners is essential. Japanese credit unions today have become too large to make flexible business decisions and have been unable to meet microfinancing needs. Microfinance might be an approach that Japan needs to implement going forward.



| | |
|--|---|
| Participating local and regional governments | People’s Republic of China : Shandong Province, Weifang City in Shandong Province |
| | Republic of Korea : Chungcheongnam-do Province |
| Lecturer | Japan : Fukui Prefecture, Wakayama Prefecture, Kochi Prefecture, Nara Prefecture, Tenri City in Nara Prefecture, Kashihara City in Nara Prefecture, Ikaruga Town in Nara Prefecture |
| | MORICHI, Shigeru Director of Policy Research Center, National Graduate Institute for Policy Studies |

Overviews of regional reports by participating governments



Wakayama Prefecture, Japan

Creating a “Vibrant Wakayama Soaring into the Future”

With the 2 policies of “safety and peace of mind” and “investment in the future” as the pillars, promote the building of a society in which each company and resident of the prefecture is able to make maximum utilization of their potential.

- ① “Safety and peace of mind” policy
 - Promotion of measures to prevent/mitigate disasters
 - Assurance of high-quality healthcare and promotion of health
 - Creation of a welfare society in which people can live with peace of mind
 - Improvement of the living environment and assurance of public safety
- ② “Investment in the future” policy
 - Last spurt toward The 70th National Sports Festival and The 15th National Sports Festival for People with Disabilities
 - Strengthening of industries that support the regional economy
 - Strengthening of the competitiveness of the agriculture, forestry, and fisheries industry
 - Attractive regional development
 - Establishment/improvement of the social infrastructure, etc., that supports growth
 - Promotion of education and culture



Kochi Prefecture, Japan

Promotion of Measures Against an Earthquake in the Nankai Trough

- Kochi Prefecture is taking measures, both structural and non-structural, against a possible major earthquake in the Nankai Trough off the coast of western Japan. These measures are based on damage estimates that were updated with the latest findings as well as lessons learned from the Great East Japan Earthquake. They assume two different types of earthquake: one of the largest class (L2) and another of the more frequently occurring kind with a certain level of magnitude (L1).
- The Headquarters for Promotion of Nankai Earthquake Preparedness are carrying out the Action Plan for Nankai Trough Earthquake Preparedness, which was created to ensure steady progress on the implementation of the Prefecture’s measures. The headquarters, which are headed by the governor of Kochi Prefecture, are also continuously improving the action plan through PDCA—“plan, do, check, and act”—cycle.
- Currently, Kochi is working with top priority on measures that are designed to protect people’s lives, in accordance with the second 3-year action plan that started in April 2013. These initiatives include the development of tsunami evacuation routes, safe areas, and evacuation towers. Concurrently, beginning this April, Kochi is making major efforts to implement measures to help people survive in the aftermath of an earthquake. These include securing evacuation centers and developing staging areas for emergency services.



Nara Prefecture, Japan

Village Rejuvenation in Mountainous Areas

- Totsukawa Village, located in the southernmost part of Nara Prefecture, suffered enormous damage from a typhoon in 2011.
- The village had already been considering measures to deal with depopulation and an aging population. With the opportunity for recovery and revitalization from the disaster, the village is working toward maintenance and rejuvenation of its hamlets.
 - ① Construction of temporary emergency homes using local materials, restored model homes in traditional styles, and restored homes giving consideration to the landscape of the hamlets
 - ② Establishment of a cross-departmental/agency committee to discuss and consider the future nature of the village
 - ③ Implementation of a “Creating the Core of the Village” project that will lead to future development of the village
- Nara Prefecture continuously supports these initiatives that will become a model of maintenance/rejuvenation of mountain hamlets.



Tenri City, Japan

Working with the community to bring vitality to Tenri City by effectively promoting its appeal

Tenri City has many unique resources, including historical and cultural assets and natural environments. However, these resources are not being sufficiently utilized to bring vitality to the community. There are resources that could be shared with the rest of Japan immediately and others that could be developed into hallmarks of the city by combining them with other resources or making some alterations. Tenri City will focus on implementing the following initiatives to utilize these resources to develop industry and bring vitality to the community.

- ① Establish a community development committee in each area, to devise and implement revitalization measures
- ② Develop a hub of lively activity in the city
- ③ Improve the ability of the city to promote itself



Kashihara City, Japan

Regional Revitalization through Collaboration on Medical, Transportation, and Tourism Policy

- With a prefectural medical university located at its center, Kashihara City is suited to urban development focused on healthcare and medical science.
- Due to a reduced number of bus runs accompanying a decreased rate of use, etc., there has been a trend toward an increase of the area not covered by public transportation.
- Due to an increased number of vacant homes accompanying the low birthrate and aging population, there are concerns regarding the preservation of historical areas, etc.
- In light of these circumstances, the following measures will be implemented.
 - ① Preparation of an environment for medical tourism through the establishment of lodging facilities and walking paths
 - ② Restructuring of the public transportation network and social experiments with new modes of travel
 - ③ Utilization of vacant traditional townhouses and preservation of historical areas



Fukui Prefecture, Japan

Formulation of a “Prefectural Capital Design Strategy” through collaboration between Fukui Prefecture and Fukui City

- With significant developments in the high-speed transportation networks around Fukui Prefecture, such as the establishment of the Hokuriku Shinkansen, the Maizuru-Wakasa Expressway, and the Chubu-Jukan Expressway, Fukui is in the process of establishing an environment for promoting exchange across a wide area.
- It is necessary for Fukui City, the gateway to the towns and cities of Fukui Prefecture, to increase its appeal as the prefectural capital, to lead the regions of the prefecture in economy, tourism, and culture, and to improve the civic power of Fukui Prefecture as a whole.
- The redevelopment of the city has been devised with a long term perspective in order for Fukui Prefecture and Fukui City to share their vision for the community development of the prefectural capital and engage in giving form to this vision. A “Prefectural Capital Design Strategy” has been formulated as a guideline for developing a prefectural capital community to pass on to the next generation.



Ikaruga Town, Japan

Ikaruga Town Collaborative Community Development Promotion

- As significant changes occur in society, such as ongoing birthrate decline and population aging, the demands which residents place on public services are becoming more diverse. As a result, it is no longer possible to fully cater to residents' needs with only the conventional, standardized services. At the same time, due to restraints on fiscal and human resources, there is a limit to how far public services can be expanded.
- In the 4th Ikaruga Town Comprehensive Plan formulated in 2011, "collaboration" was adopted as an important theme, and the policy of pursuing "collaborative community development" was set out as a new means of supporting public services. The town is working to create a framework which brings together residents and local government to collaborate and cooperate to tackle issues concerning public matters or the public good, dividing roles to fulfill shared goals.



Shandong Province, People's Republic of China

Development of Vibrant and Comfortable Urban Environment

- Shandong Province is implementing the following initiatives.
- ①Creation/implementation of the "12th 5-year Plan" and start of consideration of the "13th 5-year Plan"
 - ②Cooperative development of the region
 - ③Adjustment and evolution of the industrial structure; establishment of an infrastructure
 - ④Full-scale promotion of reforms
 - ⑤Establishment of social services/social welfare



Weifang City, People's Republic of China

Zhucheng City Dinosaurs Cultural Tourism Zone Develop dinosaur fossils as a tourism attraction with the goal of preserving and utilizing the area's dinosaur fossil resources

Zhucheng City has one of the world's largest groups of fossilized dinosaurs and footprints. The city has been given the moniker "China's Dinosaur City" by the Ministry of Land and Resources because of its abundance of excavated dinosaur fossils. Experts from UNESCO have also deemed the area to be a rare geological wonder in the world.

Zhucheng City has drawn up the Zhucheng City Dinosaurs Cultural Tourism Zone Plan to protect and utilize these resources on a worldwide level.

The project, which will take place around Zhucheng City's Longdu Sub-district, spans an area of 28km², of which 9.45km² forms the central core, and is expected to involve an investment of 6.0 billion renminbi.



Chungcheongnam-do Province, Republic of Korea

Promotion of Development of Hopeful and Comfortable Villages

- Expand and change from the conventional space-oriented village development to people/community-focused village development, and promote activities so that the "production," "residence," and "leisure" functions are all revitalized.
 - Conditions for comfortable residency
 - Sustainable production, economy activity
 - High-level cultural leisure living
- Provide stagnating villages with new opportunities for development through motivation and strengthening of the driving force, and support villages that have already experienced village development so that they can be further revitalized, and promote "development of hopeful villages" where residents can live with hope for the future.

Lecturer's comment



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

(Building a disaster-ready community that provides safety and peace of mind)

What we must do in preparing for disasters is to develop an ability to envision every possible event so that we will not be caught off guard by the unexpected. The important thing in this effort is to prioritize the envisioned events and respond accordingly. The key is to further acquire an ability to respond to unexpected events that cannot be avoided.

(Securing logistics in times of disaster)

In times of disaster, land is needed not only for building temporary housing but also for carrying out rescue operations, providing a base for distributing relief supplies, and for other various purposes. While this is often noted as necessary in disaster prevention plans, no specific place is specified in many cases. This is an important issue.

(Aging residents of underpopulated regions and village reorganization)

The aging of residents and depopulation are progressing in already underpopulated regions. In order to maintain an adequate level of life services for people in such regions, shopping areas and healthcare facilities need to be brought together, and villages need to be reorganized. However, the attachment local residents have for their communities also need to be considered. The far-sighted initiatives pursued by Nara Prefecture and Totsukawa Village to rehabilitate the community provide valuable insight.

(Consolidating local resources and tapping into overseas markets)

Taking an active part, instead of leaving everything up to the government, is also important in securing successors and building an attractive community. In some cases, information about Japan disseminated by foreign tourists is picked up by Japanese people, who then utilize that information to revitalize their communities. There are many ideas to consider in this area, including how to tap into overseas markets.

(Regional medical network)

The shortage of medical staff in times of disaster and also in cities where the population is rapidly aging is inevitable. The most critical point is how to establish networks linking major hospitals and physicians practicing in regional communities, and how to develop transportation systems to sustain such networks.

(Development of Shandong Province)

Economic development of Shandong Province is well-balanced. While it faces the challenge of resolving the stress created during the period of high growth, the proactive manner in which it is rolling out one policy after another is something we can learn from.

(Forward-looking initiatives of South Korea)

In South Korea, where the total fertility rate is lower than in Japan, municipalities have already implemented measures to address low birth rate and the aging of the population. These include consolidating municipalities and attracting corporations, encouraging young physicians to move to local communities by offering exemption from military service, and utilizing the Ondol culture to allow elderly citizens living alone to live together. South Korea is implementing many forward-looking policies, including the relocation of capital functions, that offer many valuable insights.

(Addressing population decline)

There are rural agricultural and fishing communities that lack life services such as education, entertainment, and cultural attractions even though residents have high-paying jobs. On the other hand, many regions in the outskirts of major cities have seen production fall faster than their population decline. These issues must be tackled appropriately.

(Cultivating and promoting the community's appeal)

Community development is about cultivating its appeal. People find appeal in different things, such as scenery, history, life services, etc., so it is important to define the target before taking any concrete steps. For regions undertaking progressive initiatives, it is vital that they disseminate information.



| | |
|--|---|
| Participating local and regional governments | People's Republic of China : Anhui Province, Dongying City in Shandong Province Malaysia : Melaka State Republic of Korea : Gyeonggi-do Province, Gongju City in Chungcheongnam-do Province, Seosan City in Chungcheongnam-do Province, Gyeongsangbuk-do Province Socialist Republic of Viet Nam : Thua Thien Hue Province Japan : Aomori Prefecture, Yamanashi Prefecture, Nagano Prefecture, Shizuoka Prefecture, Kyoto Prefecture, Shimane Prefecture, Nara Prefecture, Dazaifu City in Fukuoka Prefecture |
| | |
| Lecturer | YAMADA, Keiichiro Consulting Director, Japan Tourist Information Center Swiss; Japanese government-certified Successful Tourism Expert |

Overviews of regional reports by participating governments



Dongying City, People's Republic of China

Efforts to Develop and Promote Dongying's Ecotourism

Dongying is systematically developing a unique tourist destination in accordance with scientifically based plans. Specific efforts include the following: the 6+10 Tourist Destination Project; the unification of systems of receiving tourists; the promotion of branding strategy for travel agencies; the development of a competitive tourist market system; the promotion of Dongying's tourism brand, "Dongying: Where the Yellow River Meets the Sea, Where the Dragon Arises"; and the development of a tourism and economic model based on the concepts of coexistence between people and ecosystems and of sustainable development. Dongying aims to become a resort area well known both in and outside China by swiftly achieving Dongying-style ecotourism.



Melaka State, Malaysia

Tourism Promotion Through The Use Of Historical And Cultural Development

As of today, Melaka has many things to offer to tourists such as culture, customs, historic sites, religious festivals, traditional celebrations in each part of the city.

Main mission is to develop tourism industry to become a major contributor to economic growth (GDP):

- Yearly increased by 1 million tourist in number (14.31 million tourist in 2013 and expected 15.0 million tourist in 2014);
- Prolong the duration of stay to more than 3 nights in Malacca in 2014.



Gyeongsangbuk-do Province, Republic of Korea

Local Economic Revitalization through the Operation of Train Tour to the Baekdu Mountains

- Revitalize the local economy by achieving integrated and creative tourism using a railroad line and nearby tourism resources found in the natural forest bordering Gangwon Province, North Chungcheong Province, and North Gyeongsang Province, which forms part of the Baekdu Mountain Range, the longest mountain range on the Korean Peninsula, spanning from Baekdu Mountain to Jirisan.
- In the past, this region was very difficult for tourists to access because of the lack of transportation infrastructure resulting from dedicated efforts to protect the area's superb natural beauty. A creative idea led to the successful development of the area's tourism resources, which today has grown to become one of South Korea's most well known tourism products, with the entire train often selling out.
(Bonghwa County, North Gyeongsang Province: population of 40,000; fiscal independence: 10.5%; elderly population: 30.3%)



Thua Thien Hue Province, Socialist Republic of Viet Nam

Development of Tourism Promotion in Thua Thien Hue Province

- ①Branding "Thua Thien Hue Destination" with the core values and the everlasting characteristic that creating appearance of Hue tourism, with Hue city as the center.
- ②Segmenting the market to orientate the tourism promotion strategy for each specific market (domestic and international)
- ③Connecting the concerned parties to participate in the process of branding the tourism of Thua Thien Hue Province.

Based on many evaluations from global tourism organizations, Thua Thien Hue Province is consider as one of the most attractive destination in the area, with diverse potentials to develop tourism.

To develop tourism into a concentrated professional activity and to overcome the weaknesses and lack of professionalism in the tourism promotion activity, besides the developing of a specific strategy to promote the tourism industry, Thua Thien Hue Province need to find out the comparative advantages of tourism from different areas of the country and the whole region, which will become a foundation for the businesses to orientate the general promotion strategy.



Gongju City, Republic of Korea

A Gongju that people want to visit, a Gongju that people want to visit again

- As the old capital of the Baekje Kingdom, Gongju City has a long history which has cultivated a number of cultural assets across the city.
- The program aims to introduce the various popular sights of Gongju, which boasts beautiful natural landscapes.
- Initiatives to make Gongju a place that people want to visit again are being conducted under the following four main headings:
 - ①Discover the Baekje Kingdom and its many glorious World Cultural Heritage Sites
 - ②Enjoy the festivals of the four seasons
 - ③Experience the culture of the Gongju Hanok Village
 - ④Take a stroll along Gongju's famous path, a relaxing natural trail



Aomori Prefecture, Japan

Establishment of a Regional Brand through Development of an Attractive Tourist Region

Efforts are being made to develop tourism content that gives a strong impression of Aomori Prefecture's unique nature as one of the strategic projects formulated to overcome issues related to tourism in Aomori, and to establish a regional brand.



Nagano Prefecture, Japan

Making a World-Class, Long-Stay Tourist Destination That Leverages its Mountains and Highlands

- Nagano is one of the most mountainous prefectures in Japan. Its strengths include its majestic mountains, refreshing highlands, beautiful landscapes, snow resorts that have high-quality snow, and onsen hot springs offering a wide range of appeal. Nagano is promoting its efforts to make itself a world-class tourist destination for long stays, leveraging its mountains and highlands.
- Specific initiatives the prefecture is working on include the development of a new style of travel called Nagano Mobility, in which visitors engage in activities such as trekking and cycling, to enjoy the act of travel itself, and the promotion of Snow Resort Nagano.
- Along with an increase in the number of hikers, Nagano is seeing a rise in the number of accidents in the mountains. Accordingly, it is making various efforts, including safety measures for hikers and its own mountain guide program.



Shimane Prefecture, Japan

“Shimane: Land of Destiny” Program to Attract Tourists

2012 marked the 1,300th anniversary of the compilation of the Kojiki (“A Record of Ancient Matters”), Japan’s oldest history book, and 2013 saw the first sengu (relocation of the sacred representation of the enshrined god to a temporary shrine while the original shrine is rebuilt or repaired) at the Izumo Grand Shrine (one of Japan’s representative ancient shrines; located in the City of Izumo) in 60 years. This historic milestone is recorded in the Kojiki, the Nihon Shoki (“Chronicles of Japan”), and the Izumo-no-kuni Fudoki (“History of Izumo”), and has been passed down to the present day in Shimane as a historical legacy and part of the regions traditions and culture, etc. In order to utilize these as tourism resources and attract visitors, the Shimane Prefectural Government, local municipalities, and the business community, etc., partnered to implement the “Shimane: Land of the Gods Project” for 4 years beginning in 2010. Since FY2013, Shimane has been conducting a campaign to attract tourists, under the catchphrase “Shimane: Land of Destiny.”



Anhui Province, People’s Republic of China

China-France Joint Tourism Project in Tangmo International Village Example of Joint Promotion of Tourism Through Friendship Cities

Tangmo is an old village located in Qiankou, Huangshan City, Huizhou District in southern Anhui Province. Its history dates back to the period of the Tang dynasty (A.D. 618-907), and the village still retains vestiges of Huizhou culture today. Since 2007, Anhui Province has been working with Franche-Comté, its friendship city in France, in a joint effort to promote tourism, and implemented the Tangmo International Village Joint Tourism Project. This project led to the development of a new type of hotel called a “farming village hotel,” a fusion of a French Guest House and an old traditional Chinese-style house that retains the style of private homes in Tangmo Village and protects the natural and cultural environments of the village. As a result, the two cities have expanded areas of cooperation and exchange, and Tangmo and Huangshan have acquired increased recognition as tourist destinations, producing both economic benefits and social gains.

※French Guest House: The French Guest House Association rents out vacation villas in farming villages, or the villas of local residents, to tourists to enable them to experience life in a farming village. The Association brands and markets villas that are especially popular among tourists, and the most representative brand is the French Guest House. Currently there are 58,000 registered guest houses, which generate an operating profit of 1.2 billion Euro a year.



Gyeonggi Province, Republic of Korea

Attracting Domestic and International Visitors to Spend More Time in the Province

- Enable the tourism industry to achieve qualitative growth
 - Revitalize campsites and develop products for families.
 - Promote a quality certification system to excellent tourism programs and facilities.
 - Stimulate high-value-added medical tourism.
- Promote public-private partnership models in each region
 - Launch a public-private association of tourism marketing experts, and conduct joint marketing.
 - Establish a partnership for stimulating medical tourism.



Dazaifu City, Japan

Efforts to Have Visitors Spend More Time in Dazaifu

Rich in historical and cultural heritage, Dazaifu City is home to three special historic sites, five national historic landmarks, and many other assets, including the Dazaifu Tenmangu Shrine, Kyushu National Museum, and the Government Office Ruins. While the city draws approximately 7.6 million visitors annually, the average amount of time a visitor spends there is only 168 minutes (based on a survey conducted in November 2012). Currently, the Dazaifu Tenmangu Shrine is the only attraction that draws travelers, who leave the city for other areas after their visit to the shrine. Therefore, Dazaifu is making efforts to advance its tourism and related industries by promoting a change toward a type of tourism in which visitors travel around and spend more time in the city.



Seosan City, Republic of Korea

Tourism Promotion and Marketing Strategy in Seosan City

Seosan is implementing the following types of initiative in an aim to become “a city of international tourism with a concentration of culture.”

- ①Construction of a world theme park by attracting investment from foreign companies
- ②Projects to make Haemi Castle and the Martyr’s Shrine, which were visited by the Pope, into world-renowned tourist sites
- ③Projects to attract tourists from overseas and to promote international tourism exchange
- ④Projects to revitalize stay-type tourism
- ⑤Projects to attract domestic tourists and improve the tourism brand image
- ⑥Promotion of conversion to historic tourism resources through projects to develop the Baekje Inlet Culture Zone and restore/preserve cultural assets



Yamanashi Prefecture, Japan

Yamanashi Prefecture’s Tourism Strategy

- In February 2004, Yamanashi Prefecture declared its goal of becoming a tourism-oriented prefecture and created its Tourism Department for comprehensive promotion of tourism.
- In 2009, the Yamanashi Tourism Organization was established to promote tourism, with the public, private, and academic sectors all working together.
- In December 2011, Yamanashi enacted its Ordinance for Promotion of Tourism in the Hospitable Prefecture of Yamanashi. In accordance with this ordinance, the Prefecture established in March 2012 the Plan for Promotion of Tourism in Yamanashi (the plan is for 2011 through 2018).
- Currently, the Prefecture is undertaking tourism initiatives based on the above plan, with its efforts focused on its Hospitality Strategy, Strategy for Utilization of Local Assets, Strategy for Inbound Tourism, and other programs.



Nara Prefecture, Japan

Promoting the Attraction of Foreign Tourists

- In 2013, the number of foreign visitors to Japan exceeded 10,000,000 for the first time.
- Because the Tokyo Olympics/Paralympics will be held in 2020, it will be necessary in the future to establish an environment to receive foreign tourists throughout Japan.
- 1,300 years ago, when the capital was located in Heijo-kyo, Nara possessed an unparalleled international character.
- Nara Prefecture will work to attract foreign tourists in preparation for 2020, taking the opportunity of the hosting of the Olympics to create circumstances that are reminiscent of the Heijo-kyo period, and to enable further subsequent development.



Shizuoka Prefecture, Japan

Establishment of a New Golden Route

- In promoting tourism exchange between Japan and overseas countries on a regional level, broad-based measures that encompass multiple regions are required, instead of focusing only on the core regions for receiving visitors from abroad.
- The central area of Japan has numerous tourism resources that meet global standards. A new wide-area tourism route called the “New Golden Route” will be established, utilizing these resources and regional airports.



Kyoto Prefecture, Japan

Kyoto Prefecture and the Union of Kansai Governments Initiative to Attract Overseas Tourists

In combination with its own efforts to promote tourism, the Kyoto Prefectural Government acts as the secretariat of the Regional Tourism and Culture Promotion Agency of the Union of Kansai Governments, and is implementing projects on a regional scale.

〈Kyoto Prefecture〉

- The number of foreign visitors making overnight stays in Kyoto Prefecture in 2013 was 1.15 million, a significant year-on-year increase.
- 98.3% of all foreign visitors making overnight stays in the prefecture lodged in Kyoto City.
- Further efforts to draw overseas tourists to Kyoto will be implemented, in anticipation of the Tokyo Olympics in 2020, etc.
 - Overseas promotion and Kyoto tourism PR toward the media, etc., in collaboration with the Union of Kansai Governments and adjoining prefectures
 - Establishment of a hospitality environment that allows foreign tourists to travel comfortably and without worry, such as operation of a 24-hour multilingual call center preparation of a free Wi-Fi environment at all lodging facilities in the prefecture
 - Attraction of international conferences and other conventions

〈Union of Kansai Governments〉

- Inbound business will be implemented jointly by the 11 prefectural and municipal governments that are members of the Union of Kansai Governments.
- Projects and transmission of information, etc., will be implemented to increase the worldwide recognition of Kansai.
- Percentage of foreign tourists visiting Japan who visit Kansai: 33.3%; total number of foreign visitors: Approx. 3.45 million (FY2013)



Lecturer's comment



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

(Balance between tourism development, utilization of regional resources and nature conservation)

Sustainable long-term development projects cannot be conducted unless there is a structure of preservation with revenue stemming from tourism, without being too dependent on development revenue.

(Product branding)

In the development of tourism products, high-quality is required in order to turn them into a brand. Constant effort to raise the quality of the products is required to continuously improve evaluation from the tourists.

(Importance of customer satisfaction)

What really counts in case of accidents or natural disasters, is the fundamental strength of the region itself. The fundamental strength of the region is nurtured by enhancing customer satisfaction and providing services that will win the trust and a relationship of mutual trust the tourists.

(Coordination for tourism promotion within and outside the region)

The greatest advantage of coordinating with other areas within and outside the region is to combine diverse ideas into something new and creative. The important thing is not to copy the other area, but to draw out the attractions of each other to create something unique, only available in the region.

An important point in coordination is to have a common theme or concept. By sharing a common theme or concept, a common story can be told. Conversely, unless tourism products are created based on such a common story, sharing of a brand cannot be achieved.

(Quality warranty system)

A system to warrant quality is an important factor in marketing. However, it will not succeed unless it is a certification system that encourages management efforts to continuously improve the quality and not just to warrant good quality.

(Promotion of in-bound tourism)

Better infrastructure alone will not attract tourists. What is important for in-bound is to understand that unless there is a reason, purpose or necessity for tourists to travel to the region, there is no tourist attracted and therefore, the market will not activate. Furthermore, “reason to spend time” rather than “reason to spend money” is necessary for the region to become a long-stay type tourist area.

Customer satisfaction surveys should be conducted constantly to improve a repeat rate of tourists and measures, such as “Cyber Gongju Citizenship” program, to capture fans, are important.

(What should be targeted as outcome in tourism promotion for the administrative organization?)

At the end of the day, what really count are “Sales” and “Profits” and not the number of tourists. To increase sales, not only is the increase in the number of tourists necessary, but also the increase in average spending per tourist. In order to increase the average spending per tourist, reason and purpose for tourists staying longer will be necessary. It is important to establish the reason, purpose and necessity of coming to the region, as well as the setting up of a structure to spend time.

(Individuality and locality of the region being required in tourism promotion)

What must be clearly shown to the tourist is the individuality and locality of the region itself. Natural environment alone may not be enough to differentiate it from other tourist areas. Culture of everyday life unique to each region will draw out the individuality of the region. Traveling is experiencing foreign cultures, so everyday life that is different but not extraordinary is a good reason for going there. It is necessary to indicate “only now” , “only here” and “only for you” to encourage the tourists to discover the reason, purpose and necessity of going to the region.



Theme 1 “Regional Economic Development”

| | |
|--|--|
| Participating local and regional governments | Republic of Indonesia : Province of Yogyakarta Special Region Socialist Republic of Viet Nam : Phu Tho Province, Viet Tri City in Phu Tho Province Japan : Fukushima Prefecture, Tokushima Prefecture, Kagawa Prefecture, Nara Prefecture, Niigata City in Niigata Prefecture, Asuka Village in Nara Prefecture, Koryo Town in Nara Prefecture |
| | Republic of the Union of Myanmar : Magway Region Government (Guest) |
| Lecturer | MOTANI, Kosuke Chief Senior Economist, Economics Department, Japan Research Institute, Ltd. |

Lecturer’s Speech



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

A country’s industries follow a cyclical rather than a linear pattern of growth. Industries that advance ahead of others will inevitably begin to slow down at some point, and those others that follow in their wake will also begin to see areas of stagnation after a period of growth. Then, stagnation will spawn the next breakthrough. I have an impression that these are the points that became clear in the working-level discussion held during the morning.

The per capita GDP of Asian countries after 1980 illustrates a clear divergence between the slowing growth of Japan and the rapid development of countries in South-east Asia. Although Japan has led other Asian countries in achieving economic growth, Japan’s only rivals back then were Europe and the United States. The Japanese were lucky enough to have been able to compete through diligence and meticulous attention to details. On the other hand, Southeast Asian countries that are undergoing development

today must compete with the matured East Asian countries, which has given them a considerable amount of difficulty.

However, economic growth does not take place only within the borders of a single nation. Countries and regions that attained prosperity first hand over industries to those that come later, thus taking turns in building wealth. The people of Asia know very well that this leads to the benefit of the whole. In Asia, people tend to develop a strong attachment to the land and region where they grew up, and this attachment turns into a strong desire to contribute to the community back home. For this reason, Asian people tend to return to their own country after receiving education and training abroad—and this drives the engine of Asia’s growth.

The population issues faced by Asian countries today come in two types: population increase and decrease. In countries like Indonesia and Vietnam, where population is increasing at a precipitous rate, creating enough jobs to keep the growing population employed is a major issue. On the other hand, while Japan as a whole is faced with declining population, Tokyo is seeing a resurgence of inflow after a period of population decline.

Asian countries are growing at a rapid pace, and will probably follow the path treaded by Japan in a much shorter time. In the meantime, Japan had been slow to address the shrinking of the working-age population, having instead relied on economic measures, and as a result, regional governments throughout Japan are now encumbered by huge budget deficits. It is my wish that in each country, efforts be made to invigorate the industries, and also to transition out of the population boom, while maintaining a stable level of working-age population. One solution to this issue is to develop a product branding strategy as in the examples of Denmark and France and achieve an appropriate level of payroll by selling high-quality products at a high price. Another solution is to make effective use of tax income to nurture and educate children. Some countries like Myanmar, which offers free education, already have their eyes set on the goal even as they are starting to develop. Societies that achieve stability and survive are those that educate their people and pay an appropriate level of salary. It is hoped that Japan and other Asian countries will continue to endeavor toward the realization of that society.

Participants for Heads of Local and Regional Governments Discussion



Province of Yogyakarta
Special Region,
Republic of Indonesia

Swasti Kristiana

Head of Women and
People Empowerment Board



Nara Prefecture,
Japan

MAEDA, Tsutomu

Vice Governor



Phu Tho Province,
Socialist Republic of
Viet Nam

VI Trong Le

Vice Chairman, People's Council



Nara Prefecture,
Japan

NAKA, Koji

Director General, Nara Prefecture



Viet Tri City,
Socialist Republic of
Viet Nam

DAO The Dung

Vice Mayor



Niigata City,
Japan

YAMAGUCHI, Hideki

Vice-Mayor



Fukushima Prefecture,
Japan

KAGEYAMA, Hiroshi

Office Director, Osaka Office



Asuka Village,
Japan

MORIKAWA, Yuichi

Mayor



Tokushima Prefecture,
Japan

KAWAGUCHI, Masamichi

Bureau Head,
Agriculture,
Forestry and Fisheries Department



Koryo Town,
Japan

YAMAMURA, Yoshiyuki

Mayor



Kagawa Prefecture,
Japan

ASANO, Koji

Assistant Director General,
Commerce,
Industry and Labor Department



MOFA of Myanmar

Soe Han

Director,
East Asia and Pacific Division,
Political Department



Magway Region Government,
Republic of the Union of
Myanmar

Kyi Min

Minister, Ministry of Finance



Nara Prefectural Assembly

TSUBUTANI, Tomoshi

Chairman,
Committee on Economic and Labor

Summary of comments from participating governments

1. Supporting regional human resources development and industrial activities

(1) Business startup support in Southeast Asia (microfinance, etc.)

○Microfinance is implemented as an economic development program targeting women living in impoverished households. Currently, 40 groups have used the system to start a business, such as producing and selling light meals, vegetables, and batik textiles, based on funds provided by local and regional governments. Priority is given to the potential of each region when planning new businesses that are suitable to the region, and efforts are being made to keep businesses up and running on a sustainable basis. This area is seeing positive growth, and continued efforts will be made to increase the number of groups using this system.

(Province of Yogyakarta Special Region, Indonesia)

○Microfinance is implemented as a measure to help people escape poverty and build new homes. In the case of Viet Tri City, municipalities, NGOs, and other organizations provide funds in the early stage of businesses. Funds are sometimes provided by the members themselves. Applicants are screened within the group, and funds are provided only after approval is obtained following review of the plan for escaping poverty and building new homes to reduce slums.

(Viet Tri City, Viet Nam)

○A total of 21 co-operatives and 5 NGOs provide loans of up to 5 billion kyats, and the central government also provides loans of up to 50 billion kyats each year to local residents.

(Magway Regional Government, Myanmar)

○In order for a region to develop, it needs to be self-sustaining, and the local residents must be willing to take the initiative to make their town a better place. As they say “a company is its people,” it is important to develop talented human resources and foster competent successors in each region. The initiatives undertaken in the Province of Yogyakarta Special Region with respect to microfinance offer valuable hints for Japan, where population is falling steadily.

(Nara Prefectural Assembly, Japan)

(2) Cloud finance

○A recent case of business startup by a young entrepreneur utilized cloud finance (financing through the Internet) to supplement funds for starting a business. The business aims to rebuild community centers into lodging facilities targeting foreigners. Investors are fans of Asuka Village throughout Japan. Since the business combines elements of tourism, its future growth is much anticipated.

(Asuka Village, Japan)

2. Regional efforts to promote industries

(1) Leveraging regional resources to support industries

○Efforts are being made on two fronts: enhancing direct-sales outlets that sell value-added agricultural produce, and marketing processed products as a brand. Processed products are being marketed as “Asuka brand” products for sales in the Kanto region (external sales), and in the village, small booths dubbed “Challenge Shops” are built to provide a place to sell local products to tourists (internal sales).

(Asuka Village, Japan)

○With more rice paddies than any other ordinance-designated cities in Japan, Niigata City is promoting a sixth industry that includes processing and sales of agricultural products. It has built a support center for processing agricultural products and is moving forward to establish direct-sales outlets.

(Niigata City, Japan)

(2) Regional promotion with a new approach

○As part of an effort to use modern art as a catalyst to stop the decline in population and revitalize the island, Setouchi Triennale is held every three years. It was first introduced overseas before attracting attention in Japan. The second event held last year recorded one million visitors. During the art festival, local residents take an important part in the festival and provide food featuring local specialties. These efforts attempt to make effective use of elements that were introduced from the outside (modern art) and those that have existed in the region (food).

(Kagawa Prefecture, Japan)

○Faced with depopulation, Kamiyama Town, Tokushima Prefecture, has upgraded its information communication infrastructure, and is promoting an “artist in residence” program in which foreign artists live and work in the area while interacting with the local people. The fusion of art and a modern information communication infrastructure has enabled free exchange of information with the entire world, making the town famous for its international exchanges. These efforts have also attracted IT companies and restaurants, causing the population to increase. Meanwhile, Kamikatsu Town has succeeded in marketing attractively-colored leaves—easily obtained in the mountainous regions where there is a huge temperature difference—to be used as a decorative item on dining tables. It is a unique example of a regional business that has succeeded in utilizing new regional resources that otherwise have no monetary value.

(Tokushima Prefecture, Japan)

(3) Tackling regional issues

○Agriculture, a core industry in Fukushima, has recovered to 80% of what it was before the Great East Japan Earthquake in terms of business volume. In an effort to counter the harmful rumors that still persist after the nuclear disaster, various initiatives are undertaken to eliminate any negative image associated with agricultural products produced in the prefecture, including risk communication to convey information about total inspection of rice and efforts with other products, and public relations activities featuring famous TV personalities. Dried persimmon, a well-known local product, especially popular in the Kansai region, at one point saw orders stop completely after the nuclear disaster. Last year, thanks to the efforts of the producers, businesses partially resumed on a trial basis.

(Fukushima Prefecture, Japan)

○Nara Prefecture is faced with challenges, including limited inhabitable land and the high proportion of one-day trips. Currently, efforts are underway to promote the industries in nine areas, including inviting international brand hotels to operate in the region. Nara aims to make effective use of its history and land while preserving them at the same time, and to leverage these efforts as its strength in promoting local industries.

(Nara Prefecture, Japan)

○Koryo Town used to be known for its thriving socks industry, but today it is on the wane due to price competition with low-priced foreign products. It still produces more socks than any other municipalities in Japan. The town supports the efforts of socks companies through initiatives such as of holding a “Socks Design Contest” and planning collaborative projects for socks made with locally produced cotton and silk manufactured at the Tomioka Silk Mill.

(Koryo Town, Japan)

(4) New tourism industry

○Asuka New Tourism Committee started implementing an experience program called “Farmhouse Accommodation” , in which a group of about four participants stay at a farm house as part of an educational trip. There have been guests from overseas as well, and this year there have already been over 2,000 stays by Japanese guests and over 1,000 stays by foreign guests. This October saw the launch of a new business called “MICHIMO,” which rents ultra-small two-seater electric tandem bicycles for guests to ride as they explore Asuka Village.

(Asuka Village, Japan)

3.Industrial development and cultural preservation

(1) Traditional childrearing and education as an intangible cultural asset

○The central government has been providing financial assistance from two years ago to protect historical ruins and develop local culture. The government provides guidance to parents on traditional childrearing models, incorporating elements such as regional culture and traditional lullabies.

(Province of Yogyakarta, Indonesia)

○Various types of education are provided from the time an infant is born. Vietnam has a wide variety of lullabies, and there is a saying, “Children grow in the mother’s lullaby.”

(Phu Tho Province, Viet Nam)

(2) Unique regional approach to education

○As a city designated by government ordinance, Niigata plays a dual role as a broad-based municipality and a basic municipality. Leveraging this role as its strength, the city opened a new facility this June where visitors can stay and experience farming (“agrifarm”), with the backing of the board of education and the industrial sector. This program is designed to allow children to experience farming firsthand while providing environmental education at the same time.

(Niigata City, Japan)

○A new program was introduced last year to allow 6th-graders to experience tourism-related volunteer work in front of the Ishibutai tomb. The program aims not only to educate children on Asuka Village but also to have them develop skills to explain the history to the visitors.

(Asuka Village, Japan)

(3) Protection of ruins and development

○Under the influence of the Cultural Revolution in China, most of the temples and shrines were destroyed at one point, but in the 1970s people understood that it was a mistake and strove to undo the damage. Many of the ruins were restored starting in the 1990s, and today Hung King’s Temple and its surrounding ruins are being restored as a national project. In addition, when developing urban districts and industrial parks, the development project is meticulously planned so as not to cause any impact on special ruins.

(Phu Tho Province, Viet Nam)

○In Myanmar, the central government establishes guidelines for the protection of cultural assets, and local and regional governments implement the guidelines. In Myanmar’s society, Buddhist priests have a very strong influence on people, so the protection of cultural assets is promoted among the citizens with priests’ help. Local and regional governments also provide education in schools to teach children the importance of protecting historical assets. In museums and universities as well, education is given on the culture of antiquity as part of an effort to protect the country’s tradition.

(Magway Region Government, Myanmar)

Summary



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

Various topics were presented throughout the working-level discussion in the morning and the heads of local and regional governments discussion in the afternoon. These discussions have reaffirmed my belief that the issues tackled by the local and regional governments of each country that has joined us for this meeting are not much related with the difference in GDP or the level of economic development. We all face similar issues and tackle similar challenges today. A wealth of examples was given, and each region offered an example that we can learn from. Questions were raised by participants from Japan regarding microfinance and the preservation of and education on regional cultures, among other initiatives pursued by our foreign peers. The meeting provided an opportunity for a highly productive dialog. Since many of the participating local and regional governments have historical sites, the issue of how to preserve the unique features and traditions of each region was shared by many of the participants. I was especially struck by how the people of Southeast Asia are pursuing development efforts while taking care to preserve their culture in both material and spiritual aspects. Those who are here today may feel free to take any new ideas or approaches that they found particularly impressive in the examples offered by other participants, and apply them proactively back home. Going forward, I believe we can make each of our regions, and Asia as a whole, a better place by learning the latest approaches through mutual visits and exchanges. At first, an international exchange on the theme of regional-level industries seemed like an idea that is hard to conceptualize, but I believe it was a very productive event for all the participants. I would like to thank the representatives of the participating local and regional governments for sharing invaluable information and for their earnest attention.





Theme 2 “Community Development”

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| Participating local and regional governments | People’s Republic of China : Shandong Province Republic of Korea : Chungcheongnam-do Province Japan : Mie Prefecture, Wakayama Prefecture, Nara Prefecture, Tagajo City in Miyagi Prefecture, Tenri City in Nara Prefecture, Kashihara City in Nara Prefecture, Ikaruga Town in Nara Prefecture, Shimoichi Town in Nara |
| | |
| Lecturer | MORICHI, Shigeru Director of Policy Research Center, National Graduate Institute for Policy Studies |

Lecturer’s Speech



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

Japan occupies a unique place in history as a country that achieved high economic growth and reduction of regional income gap at the same time. This was back in the 1960s, when Japan was in the midst of an economic boom. One can argue that infrastructure development pursued by public corporations in those days through systems much like government-run BOT projects was a successful example of a Japanese regional development model—one that transformed the country’s regional structure.

Since 1990, there was a growing awareness of gaps even though the gap of compensation of employment had not widened much. This was due to the globalization of the economy and the accompanying relocation of manufacturing facilities abroad, mass closing of stores in commercial zones, aging of the population, and depopulation, which have affected regions across Japan in varying degrees. These regional gaps are manifested in the different future outlook that each region has. The challenge in the effort to achieve regional regeneration is to develop policies that effectively address this problem.

Japan has already started down the slope of population decline, which has squeezed the income of both public and private sectors, sapped the strength to counter risks, and nibbled away at the drive for growth. Under these circumstances, technological innovation withered and consumption declined, creating a vicious circle that further eroded the income of public and private sectors. To deal with this situation, policies were developed to internalize Asia’s prosperity in regions throughout Japan, leverage the workforce of women, seniors, and foreigners, and boost productivity and the regional ability to compete internationally. These policies should be implemented in no time.

Community development in a society with declining population needs to be pursued by addressing regional competitiveness and the competitive strength of the local industries separately in order to be successful. It is also important to mobilize regional resources, aligning public investment with regional policies, and incorporating Asia’s growth into each region.

Asian countries are faced with a significant income gap internally, and high income earners have come to seek Japanese products and services for their high functionality, reliability, design, and safety. With a huge market in Asia, Japan must now move forward to leverage the advantages of its regional resources, maintain the potential for the creation of the Japanese brand, establish regional brands, and increase visibility across Asia.

Here are some suggestions for community development. For stores aiming to establish a distinctive identity using local products, municipalities can provide IT-based logistics to assist their efforts, or group companies can establish themselves as local businesses. To effectively revitalize a community under the circumstances of a declining population and an aging society, municipalities can implement incentives targeting younger generations, and also seek cooperation from railway companies, based on the idea that if communities along railway lines flourish, railway companies can benefit from the increased business. As for healthcare and welfare, we are destined to face a shortage of facilities at some point in the future, so it is imperative that major hospitals establish a network linked with doctors in local communities.

Sixty years have passed since the period of high growth, and Japan will soon be faced with the aging of its infrastructure. The challenges that we must face going forward, as learned from the examples of the United States, are prolonged recovery due to the accumulation of dilapidated infrastructure, detection of defects in detailed components, and shortage of specialists in municipalities. As for the lack of technicians in municipalities, new approaches such as cooperation among municipalities and comprehensive commissioning of the maintenance of national roads should offer some hints.

Participants for Heads of Local and Regional Governments Discussion



Shandong Province,
People’s Republic of China

REN, Chaorong

Deputy Counsel,
General Office of CPC Shandong
Provincial Committee



Tenri City,
Japan

NAMIKAWA, Ken

Mayor



Chungcheongnam-do Province,
Republic of Korea

HEO, Seung Woog

Vice Governor



Kashihara City,
Japan

SUGITA, Koji

Director,
General Policy Department,
Kashihara City



Mie Prefecture,
Japan

TANIAI, Ryu

Tourism and International Affairs
Bureau, Deputy Director General



Ikaruga Town,
Japan

IKEDA, Yoshinori

Duputy Mayor



Wakayama Prefecture,
Japan

NODA, Hiroyoshi

Director General,
Planning Department



Shimoichi Town,
Japan

SUGIMOTO, Tatsuaki

Mayor



Nara Prefecture,
Japan

MIZUMOTO, Masaaki

Deputy Director General,
Urban Development Bureau



Nara Prefectural Assembly

IOKA, Masanori

Vice Chairman



Tagajo City,
Japan

KIKUCHI, Kenjiro

Mayor

Summary of comments from participating governments

1. Safe and secure community development with preparation for disasters

(1) Make use of lessons learnt from disasters

- Tagajo City has almost no past experience of tsunami, and there was no awareness among the residents to escape. Although there were 13 cable broadcasting units to provide tsunami warnings, they did not function because of the earthquake nor did the PR vehicles fulfill their role as intended. Immediately after the earthquake, 53 cable broadcasting units were installed to cover the entire city.
(Tagajo City, Japan)
- During the Kii Peninsula flood that occurred three years ago, the municipalities were totally engrossed in responding to disaster sites and faced difficulties in conveying information necessary for support to the prefecture. Taking a lesson from this, we have set up a system where prefectural staff will be at the core of things in times of disaster. Prefectural staff have municipalities charge, and they grasp the current status of the areas they are in charge of, and participate in disaster prevention drills there.
(Wakayama Prefecture, Japan)

(2) Diverse viewpoints for disaster measures

- Tourists are also vulnerable in a disaster situation. The prefecture is discussing with local governments in the prefecture on how to communicate information, accurately and efficiently, to both domestic and overseas tourists in disaster situations.
(Mie Prefecture, Japan)
- In disaster conditions, awareness of protecting one’s own life, such as making voluntary evacuation, is also important and this is being spread repeatedly to the residents. In addition, community development that is resilient to disasters is being carried out including designating staff to local areas.
(Shimoichi Town, Japan)

2. Community development utilizing cultural and historic regional resources

(1) Attracting tourists using regional resources and events

- In the age of falling birthrate and aging population, approaches to increase tourism spending are being made. Last year, it was the Shikinen-sengu, the rebuilding of the main shrine building of Ise Shrine and this year, it is the 10th anniversary of Kumano Kodo sacred site and pilgrimage routes being registered as a world heritage site. In collaboration with the related local governments we are making progress to establish consistent tourist receiving structures and the deployment of campaigns. Compared to the previous year, visitors are expected to further increase this year, and we hope to continue with these efforts, with these events taken as a starting point.
(Mie Prefecture, Japan)
- Rafting, a traditional industry of Kitayama Village was revived 30 years ago as a tourist attraction and it has now grown into a showpiece of tourism, being fully booked in the summer and has turned into a large pillar of village employment. In addition, we wish to increase the number of tourists by capitalizing on the many old cultural assets in the Kinki area. For example, at Koya-san, tourists can experience a stay in a temple hostel, allowing the tourist to feel the religious atmosphere and the healing effects, which has proven to be popular especially with the Europeans and Americans. We wish to market this coupled together with Kumano Kodo as a holy place for spiritual healing.
(Wakayama Prefecture, Japan)

- We are currently marketing the “Ninja Package” , featuring Ninja drive-ins, Ninja costume playing, Ninja trains and other Ninja themes centered around Iga. The concept is being transmitted overseas with the cooperation from related parties and the municipalities, and has proven to be popular with tourists from Taiwan, Malaysia, and others.
(Mie Prefecture, Japan)
- Nara Marathon is one of the most popular marathons in Japan and overseas participants are increasing. We wish to conduct PR to the marathon runners to visit other locations of the town.
(Tenri City, Japan)

(2) Various approaches for community development

- Together with the continuous grade-separated crossing project of the train tracks, welfare facilities such as the library, child nurturing support center have been erected on the north side of the station, and with the Tagajo City Cultural Center with one of the best acoustic properties in the nation, efforts are being made to become the leading base of cultural exchange in the Tohoku area.
(Tagajo City, Japan)
- We have taken up the proposal from Japan PFI/PPP Association and have established the “Tourism resources creation public and private collaboration business sectional meeting” , the first to be set up in Japan. The sectional meeting will conduct surveys and provide proposals for the creation of the most effective tourism resources and tourism industry for sustained growth of the region by the creation of employment. The members consist of experts from the tourism industry and a structure is being set up for obtaining cooperation, not only in the form of proposals, but also in the measures towards their realization.
(Kashihara City, Japan)
- Tourism Association was established last year for the first time. In terms of tourism, the famous items are the three shrines of Niukawakami Shrine and the local products such as the small wooden stand for placing offerings and half-split chopsticks with the largest sales strength in Japan. Furthermore, we wish to promote tourism by banking on the old history of our town, said to be the first to use commercial bills. Currently the town is conducting a program to promote furniture making using the Yoshino cedars (Yoshino-sugi) and is studying the implementation of an experience-type tourism to make tsurushi-gaki (dried persimmon fruits), one of the major local produce.
(Shimoich Town, Japan)
- As a measure to increase repeaters, we have created and are distributing the Mie Travel Passport. It is a program to award tourists souvenirs and foodstuffs of Mie by drawing lots after the tourists have travelled around various locations in Mie, collecting stamps at each destination. More than 300 thousand Passports have been distributed to date.
(Mie Prefecture, Japan)

(3) Regarding the transmission of information

- There are many resources of historic value in Tenri City, but the structure to link them to revitalization of the city and industries is still lacking and the branding of the city itself is not sufficiently made. We wish to strengthen the information transmitting power and enhance transmission to promote tourism spending to vitalize the whole city. We have started to implement space design of the station front square under collaboration with creators with strong transmission strength, to spread the products of the city.
(Tenri City, Japan)
- We believe it is necessary for the local governments in the prefecture to coordinate with the prefectural government to develop and advertise their tourism products, and not to conduct individual advertising of its own area independently.
(Ikaruga Town, Japan)

○Tourists from Europe and the United States tend to go around in a wide area coupling the activity with bicycling, Nordic walks, or other sports. In order to be chosen by overseas tourists, Wi-Fi infrastructure and the reputation as a tourist site on the Internet are said to be important, and we will be promoting the upgrading of Wi-Fi infrastructure throughout the prefecture. In addition, taking the opportunity of the 1,200th anniversary of the opening of Koya-san monastery next year, Kii Peninsula Three Prefecture Exchange Meeting (Mie, Wakayama and Nara Prefectures) have agreed to promote the Wi-Fi upgrading together.
(Nara Prefectural Assembly, Japan)

3. Community development under administration and private cooperation
(1) Case example of cooperative community development

- Town meetings to obtain direct opinion from the residents are being conducted. In the process, there is an industry-public-private-academic collaboration for “raku-raku (easy-easy) agriculture”, “raku-raku exercise” to make the body more flexible, and the development of an electric wheelbarrow for agricultural use. The residents are promoting projects that meet the needs of their own district, and the administration is structured to support such actions.
(Shimoichi Town, Japan)
- Man-yo Matsuri (Man-yo Festival) is held every October. This was started by the idea from the private sector and there are many ideas filled with the thought of “doing it ourselves” from the residents being poured into the event. The local companies also take part in the Man-yo parade, promoting the collaboration with the private sector.
(Tagajo City, Japan)
- In Nara Prefecture, focusing on “Omiya Dori” , the boulevard that stretches from Heijokyo site to Nara Park, then onto Wakakusa-yama, various measures are being taken such as planting flowers along the way with the help of local volunteers. The first issue of the magazine “Omiya Journal”, carrying articles related to collaboration work with local residents was published in October.
(Nara Prefecture, Japan)

(2) Towards establishing cooperation between the administration and private sector

- With a view to thinking long-term, based on the belief that community development is to be promoted by the private sector with the public in a supporting role, a “Cooperative community development municipal ordinance” was established. In the next ten years, we are looking to provide bases for activities, financial support and information transmission of the residents. In addition, the establishment of the municipal ordinance is also based on the viewpoint to beat the fact that local resident interest for community development and politics will decrease to a certain extent with the maturing of the society.
(Ikaruga Town, Japan)
- We believe the role of the public is to establish environment to reactivate the private sector. In the course of upgrading hardware, such as the redevelopment of the station square, new roles of the administration, such as making arrangements to tie potential tenants with external experts and coordinating with foreign students in the city to prepare multi-language restaurant menus, were born and this has resulted in the reactivation of the area. We believe a structure to conduct management in collaboration with the private sector is required from now.
(Tenri City, Japan)
- We believe that in order for the administration to take on a new approach, the following three items are important: The first is having the current working generation understand the importance of not just the enhancement of welfare and education, but the reactivation of the community through the leaders of the community. The second is to broaden the base of persons who will work on their own initiatives through the conducting of events. The third is to lead proposals for new approaches made by the administration staffs to business implementation, and have the local residents acknowledge that the “administration exists to act together with its residents.”
(Tenri City, Japan)

(3) Wide area cooperation structure

- In urban planning, the basic was the municipality in the center to promote the project. However, from last year, the prefecture has declared that they will be working in collaboration, and community development and urban planning are now being started hand-in-hand together with Wakayama City, the prefectural capital. We wish to maintain good communications between the city and the prefecture by reorganizing mutual facilities and operations efficiently, to be assessed favorably by the citizens and prefectural residents.
(Wakayama Prefecture, Japan)
- In previous days, it was felt that community development was the work for the municipality, but if the prefecture and the municipality were to take on an equal foot hold from the very beginning conceptual stage, incorporating the effective utilization of their assets, couldn’ t an even better community be formed? A comprehensive agreement was reached between the prefecture and the city under this concept. We wish to spread this to the entire prefecture.
(Nara Prefecture, Japan)
- Kashihara City and Asuka Village have just been accredited as a model case for regional reactivation by the Cabinet Office. We wish to proceed with the upgrading of the area adjacent to the medical university campus with the establishment of a new train station in sight, the caring of the aged people using vacant housing, and others under this model case project.
(Kashihara City, Japan)
- A package tour under the banner of a “School trip for grown-ups” is now being promoted in Tokyo and is receiving good results. However, it currently targets only at Ikaruga Town. In the future, we will be seeking collaboration with other municipalities, and the development of separate tourism products for each season for the whole Nara Prefecture.
(Ikaruga Town, Japan)
- As various administrative projects, such as firefighting, are being conducted by a unit of the two cities and three towns in the vicinity of Tagajo City, why cannot this unit be used effectively for community development as well? We feel there is a possibility for multi-faceted cooperation and collaboration, such as collaboration in publicizing regional events and marriage partner seeking activities making use of regional festivals.
(Tagajo City, Japan)
- There are some countries abroad that place commercials to impress the image of their country to establish branding. Isn’ t there a need to collaborate, either on a national basis or as Kinki region to implant a strong impression for each target? There also seems to be a need to transmit information not only of the area, but crossing areas to cater to specific interests in the guidebooks. If a flow can be established to deploy this to an even wider area or throughout the country or the entire Asia region, as well as revitalizing the region, we believe it will attract the attention of many around the world.
(Tenri City, Japan)

4. The issues and views of South Korea and China
(1) The views of Chungcheongnam-do Province, South Korea

- Chungcheongnam-do Province was one of the municipalities with a high suicide rate of aged people living alone, however, in the 300 villages where community development has been conducted; there was only one case of suicide. Community development can be said to be part of welfare policies and also a policy to make the vitality of the region more flexible.
- In community development, focus should be placed on increasing the income. To do this, it is important to leave the administration centric approach and provide support so that the local residents can stand up-front and conduct community development. The administrations used to provide uniform support for any area, however, currently they are selecting the areas to provide staged support. Furthermore, we wish to establish a control tower in the administration, with the role of coordinating all the sections overriding the sectional barriers to promote business collaboration among the divisions.

○Most areas of Chungcheongnam-do Province are farming villages. Since farming villages and farming do not have market competitiveness, education is necessary to overcome this. Education is a huge asset, including what is passed down from the elders, and is believed to be a very important issue.

(2) The views of Shandong Province, China:

○Since the attraction of the tourism site will be influenced by the power of advertising, there is a need to nurture brand power as well as strengthening advertising. Also, in tourism, there is a need to upgrade to convenient and safe transportation and also provide consideration for the cost imposed on the tourist. Bearing these in mind, it is important to cooperate with the travel companies for tourism PR, and the administration can act as a go-between for the business and the travel industry.

Summary



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

With respect to disasters, it is important to envision every possible event, set priorities, and respond accordingly. It is also important to respond appropriately when the unexpected takes place. Disaster prevention plans may need to be updated with measures on securing land in times of disaster as well as logistics.

Efforts at community development including tourism depend on publicity in order to be successful. Promotional campaigns designed to attract attention to the appeal of local regions encompassing broad geographical areas must be effectively targeted to audiences both in Japan and abroad.

In order to promote regional agricultural products in overseas markets, it is vital that they be processed locally and marketed as a brand-name product, instead of simply being offered as food ingredients. In addition to the traditional Japanese seasoning, products need to be tailored to the tastes of people in targeted countries.

Information plays a crucial role in revitalizing communities by leveraging their culture, history, and tourism resources. Information should be provided strategically so that people who visited once would be enticed to visit again, next time in a different season or to explore other areas in the region. Tourists who visit more than once are likely to exhibit different patterns of behavior each time they visit, and tourists from the same country will be attracted by different things and have different tastes depending on which area they come from. Therefore, it is important to see things from the tourists’ perspectives, and try to find out what they are looking for. It is hoped that by having tourists visit, local residents will be motivated to make their communities even more attractive.

Shandong Province and Chungcheongnam-do introduced very interesting, progressive initiatives undertaken in China and South Korea, respectively. Their examples offered valuable insights that we could learn from.

I hope that those of you who took part in this discussion will use this opportunity as a springboard to engage in further information exchange and work to revitalize each region.



Theme 3
“Tourism Promotion”

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| Participating local and regional governments | People’s Republic of China : Anhui Province, Dongying City in Shandong Province Malaysia : Melaka State Republic of Korea : Gyeonggi-do Province, Gongju City in Chungcheongnam-do Province, Seosan City in Chungcheongnam-do Province, Gyeongsangbuk-do Province Socialist Republic of Viet Nam : Thua Thien Hue Province Japan : Yamanashi Prefecture, Nagano Prefecture, Shizuoka Prefecture, Tottori Prefecture, Nara Prefecture |
| | |
| Lecturer | YAMADA, Keiichiro Consulting Director, Japan Tourist Information Center Swiss; Japanese government-certified Successful Tourism Expert |

Lecturer’s Speech



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

I would like to speak about my impression upon reading the regional reports prepared by each of the local and regional governments.

The first point is the obscurity of future image or targets to be pursued. This requires a principle to be established as the objective. Unless the future image and social missions are clearly identified in the principle, medium to long-term numeric targets, strategies and tactics cannot be formed. Furthermore, in the overall regional plan, there are cases where the positioning of tourism is vague or is not consistent with the tourism plan created later. It is necessary to set a unified directional goal, set the strategy toward achieving this future image, and then think about the tactics as a measure for its achievement.

The second point is the necessity of policies to revitalize regional economy. Coordinating regional agriculture, fishery and traditional industries to accelerate the cash flow circulating inside the region created by tourist spending will link to improvement in economy. In addition, the point of view as a local and regional government, to promote economic activities through budget spending to increase tax revenue, will also be required.

The third point is the lack of enthusiasm to take on marketing. Marketing is to form a scheme to continue selling, and in order to conduct continued approach, an organization to take on marketing is needed.

The fourth is the necessity to be chosen as the destination by the tourists. You must always be conscious of how to draw out the best of the region, what kind of people the product is for and who will make the purchase, by narrowing down the target and thinking of how it will be commercialized.

The fifth is the importance of nurturing human resources. Professionals, who are conscious of customer satisfaction, as well as being able to convey the attractions of the region are needed, especially for tourist guides. The use of local human resources is desirable to convey the attraction of the region. Furthermore, as the tourism industry will link to regional employment in many industries, the officials engaged in tourism promotion in local and regional governments must understand the inter-industry relations table and acquire the ability to think of ways what linkage of industries will produce better results.

Finally, it is necessary to look back at the past. Failures cannot be used as nourishment for our future unless the cause is pursued before proceeding. It is necessary to review both the successful cases and the unsuccessful cases, to nurture the good and not to leave the bad points unattended.

Tourism is not about ranking. It all depends on the existence of products receiving high acclaim from the tourists, whose support is essential. Receiving external evaluation is important but the most important is being well received by the tourist, themselves.

Participants for Heads of Local and Regional Governments Discussion



Anhui Province,
People’s Republic of China

LU, Xiaomei

Director,
International Friendship
Relations Division



Gyeongsangbuk-do,
Republic of Korea

HONG, Seog Pyo

Deputy-Director,
Division of International Business



Dongying City,
People’s Republic of China

CHEN, Xinjun

Deputy Director,
Dongying Bureau of Tourism



Thua Thien Hue Province,
Socialist Republic of Viet Nam

NGUYEN Dung

Vice-Chairman,
Thua Thien Hue People's Committee



Melaka State,
Malaysia

Roslan Bin Ibrahim

Deputy State Secretary
(Development)



Yamanashi Prefecture,
Japan

YOKOUCHI, Shomei

Governor



Gyeonggi-do Province,
Republic of Korea

PARK, Gyu Cheol

Deputy Director,
Tourism Division



Nagano Prefecture,
Japan

NOIKE, Akito

Director General,
Tourism Department



Gongju City,
Republic of Korea

HONG, Gi Seok

Head, Tourism Division



Shizuoka Prefecture,
Japan

NAMBA, Takashi

Vice Governor



Seosan City,
Republic of Korea

KIM, Jung Kyum

Department Manager,
Culture And Tourism Department



Tottori Prefecture,
Japan

MORITANI, Kunihiko

Director-General,
Culture, Tourism and
Sports Bureau

Heads of Local and Regional Governments Discussion



Nara Prefecture,
Japan

ARAI, Shogo

Governor



Nara Prefectural Assembly

HARI, Mayumi

Member,
Special Policy Committee on
Tourism Promotion



Nara Prefecture,
Japan

FUKUI, Yoshinao

Director General,
Tourism Bureau

Summary of comments from participating governments

1. Creating tourist sites to make best use of regional attractions and resources

(1) Providing services sought by tourists

○Although tourist cities wish for regional development based on tourism, they still have not been able to manage regional tourism resources as an economic tool. We should place importance in providing hospitality and listening to the frank opinions of the tourists rather than in the pursuit of profits
(Nara Prefecture, Japan)

○The key point is public-private partnership. The “establishment of regional brand” is the result of upgrading all elements that comprise the attraction of the region. To remain being the region to be selected as the destination by the tourists for its high-quality service, we must make efforts to maintain and improve the quality as the responsible administration.
(Nara Prefecture, Japan)

○Tourists to Yamanashi Prefecture have increased, triggered by Mt. Fuji being named as a world heritage site. Taking this opportunity, we aim to induce tourists into other areas inside the prefecture, and convert those areas into stay-type tourist destinations to lead to the acquisition of repeaters.
(Yamanashi Prefecture, Japan)

(2) Regional participation and resident awareness

○For regional tourism to develop, we believe that all residents should take active part in tourism, and not just those in the tourism business.
(Thua Thien Hue Province, Viet Nam)

○The administration is aware of upgrading the quality of tourism service and is making improvements. What is important is how much the business operators are willing to make efforts to maintain its quality, and the administration is actively seeking effective methods for such promotion.
(Gyeonggi-do Province, South Korea)

○The whole society is taking measures to enhance regional attractiveness, and following the principle of “If the local people are delighted with your government, many people will come from far away” in the Analects of Confucius, we are promoting regional development in the belief that what the residents feel good about in terms of the region will become the attraction and should be linked to attracting tourists.
(Shizuoka Prefecture, Japan)

○The local residents have re-recognized the excellence of the towns they reside in by the hosting of an international ecotourism conference. Many tour courses were presented in the excursions and have now been turned into actual products and are taking root.
(Tottori Prefecture, Japan)

○To promote economic development and employment, it is necessary to establish a hospitality-type tourism under public and private partnership. There are many tourism resources in Anhui Province such as the famous natural heritages of Mount Huangshan and Mount Jiuhua, as well as Anhui cuisine, one of the eight great traditional Chinese cuisines, traditional art craft objects, and history. We are aiming to raise repeater rates using these tourism resources and are promoting participation-type tourism as an advanced approach.
(Anhui Province, China)

2. Regional collaboration and public-private collaboration with friendship cities

(1) Tourist site creation through nurturing of human resources

○Nagano Prefecture has initiated an approach named the “Creation of world-class mountainous highland resorts” , and is developing tourism areas, not just only for the tourism operators but with focus on management of the areas. As a part of this activity, we are providing “Shinshu tourism areas development management courses” to nurture core, young human resources.
(Nagano Prefecture, Japan)

(2) Regional collaboration and public-private collaboration

○To promote tourism, Thua Thien Hue Province with its two world heritage sites collaborates with the adjacent Quang Nam Province also with world heritage sites, and with companies. In regional collaboration and public-private collaboration, the main issue is to proceed with collaboration that is friendly and mutually beneficial.
(Thua Thien Hue Province, Viet Nam)

○We believe the regional government must first establish the policy in tourism promotion. Private companies then participate in the plan to develop the market, to promote collaboration with other regions and companies, and to develop tourism routes, etc.
(Dongying City, China)

○There are three types of collaboration: between regions, between public and private sectors within the region, and with the local residents. However, there will be conflicts of interest in establishing collaboration. The role of the administration is to set up the framework, organize the environment, and support areas where the private sector is unable to perform. The difficulty here is to establish a mutually complementary relationship between the private sector and the administration. We believe that the common issue in East Asia is what role the administration should play in regional tourism promotion.
(Nara Prefecture, Japan)

3. Attracting overseas tourists, promoting in-bounds

(1) Approaches taken by regions to promote in-bounds

○Tottori Prefecture has two airports and one harbor, and using its convenience of being geographically close to South Korea and China, has formulated its “International resort Tottori Plan” . It has specific numeric targets and is implementing in-bound measures, such as attracting international charter flights and cruise ships. In addition, it is collaborating with Malaysia to host an international eco-tourism conference to deepen the exchange between Tottori Prefecture and Malaysia.
(Tottori Prefecture, Japan)

○An international passenger boat service between Daesan port, Seosan City and Shandong Province, China is scheduled to start by the end of 2015. We expect the revitalization of tourism industry by attracting Chinese tourists.
(Seosan City, South Korea)

○To promote in-bounds, Gongju City is taking initiatives for custom-made experience-type tourism, such as farming village and pottery making, in addition to medical tourism.
(Gongju City, South Korea)

(2) Points to promote in-bounds

○We believe the three following items are the points to promote in-bounds. The first is the importance of top-level sales. The second is regional collaboration. Yamanashi Prefecture is promoting the region in collaboration with the adjoining Shizuoka and Kanagawa Prefectures using the internationally known Mt. Fuji as the concept. The third is conducting local survey tours (familiarization trip) targeted on overseas tourism and travel related key persons.
(Yamanashi Prefecture, Japan)

4. Tourism promotion based on wide area collaboration

(1) Collaboration based on common themes and concepts

○Nagano Prefecture has embarked on “NAGANO Mobility” aimed at increasing activities to enjoy moving from one location to another, such as trekking and cycling. We look forward to expanding this theme throughout Japan.
(Nagano Prefecture, Japan)

○Yamanashi Prefecture is conducting PR activities together with Kanagawa and Shizuoka Prefectures under the concept of Mt. Fuji, and is now in the process of upgrading its Wi-Fi infrastructure. We aim to transmit tourism routes and projects common to the three prefectures in the future.
(Yamanashi Prefecture, Japan)

(2) Collaboration by the attraction of individualized tourism sites:

○We believe that rather than promoting tourism only based on regional collaboration, we must clarify and individuate the nature of each tourism site. We believe the essence of promoting tourism is to mutually learn from others in order to collaborate to raise the individuality and the quality of tourism at the sites.
(Nara Prefecture, Japan)