



Main Session

Theme 1
“Promotion of Tourism”

Participating Local and Regional Governments	China: Henan Province, Shaanxi Province, Chengdu City, Luoyang City, Suzhou City, Linyi City Indonesia: Province of West Java Malaysia: Melaka State Korea: Chungcheongnam-do Province, Gyeongsangbuk-do Province Japan: Fukushima Prefecture, Yamanashi Prefecture, Gifu Prefecture, Shizuoka Prefecture, Mie Prefecture, Wakayama Prefecture, Tottori Prefecture, Shimane Prefecture, Kagawa Prefecture, Kochi Prefecture, Kumamoto Prefecture, Nara Prefecture, Takayama City, Nara City, Kashihara City, Gose City, Katsuragi City, Miyake Town, Asuka Village, Koryo Town, Shimoichi Town
Related Organizations, etc.	UNWTO Regional Support Office for Asia and the Pacific, Economic Research Institute for ASEAN and East Asia (ERIA), Japan External Trade Organization (JETRO), Japan International Cooperation Agency (JICA), The Japan Institute of International Affairs (JIIA), UNION OF KANSAI GOVERNMENTS, Kindai Univ., Kizugawa City
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Speech by Lecturer**MOTANI, Kosuke**

Chief Senior Economist, the Japan Research Institute, Ltd.

When a regional government is working on tourism, it does not only aim at increasing tourists to vitalize their region. They are doing so to further energize the regional economy.

There are five steps in vitalizing a region. The first four steps consist of increasing popularity, tourists attracted, sales, and profit, respectively. They would be enough for a tourism company, but a regional government cannot achieve its goal unless they seek for the increase of the fifth factor beyond it. It is the expansion of economic circulation within the region, in other words, local production for

local consumption. Local products should be used as much as possible for those consumed by tourists in the region. The more local products are used, the more added values are plowed into the region. Until this is achieved, vitalization of a region cannot be said to occur.

When looking at the current condition of tourism in Japan from the total number of hotel guests, the number of tourists from foreign countries has been greatly increasing, but that of domestic tourists has risen very little. Korea is also facing almost the same situation, and China will probably follow the two countries someday, even if not in the near future. Indonesia also might see the same thing after 30-40 years from now when its economy is developed.

East Asia including Southeast Asia has a population of about 2.3 billion and a very large market where 1 of 3 people in the world live. In this respect, East Asia can be said to be a very advantageous area for tourism promotion. Last year's data shows the top two countries in the number of tourists visiting Japan are China and Korea followed by the United States. Tourists

from Thailand are also rapidly increasing, and those from Australia, the Philippines, Malaysia, Singapore, Indonesia, and so on are also growing.

On the other hand, looking at places of hotel stay of Japanese domestic tourists by prefecture, Nara Prefecture has the least number of Japanese hotel guests, partly because Osaka and Kyoto are located nearby. However, the number of foreign hotel guests in Nara is explosively growing. I guess that foreign tourists highly appreciate the goodness and values of Nara, which cannot be understood by the Japanese and can only be realized through staying overnight there, such as calm cityscapes in the morning and the beautiful twilight.

A large number of local and regional governments in Japan including prefectures participating in today's congress are seeing a sharp rise in the number of foreign tourists. In particular, in the top ten areas including Tokyo, Osaka, and Hokkaido, the growth rates are extraordinary. It is no exaggeration to say that the economy of Tokyo is now supported by foreign tourists that have increased three-fold in the past eight years. The number of these foreign tourists to Japan will likely to continue to increase. The tasks for future tourism in Japan are how to entertain each of increasing tourists and thereby accomplish an increase of sales.

The population of Otaru City, Hokkaido has decreased from 180,000 to 120,000 in the past 30 years. A lot of tourists are visiting the city, but that does not lead to population growth and local revitalization as expected. On the other hand, Niseko Town, a very famous ski resort only around 50 kilometers away from Otaru, has a totally different situation. Its population is increasing by consciously taking measures to expand the economic circulation in the region, such as recommendation to use products produced in the town.

There are three points for a tourist area to gain sustainable independence. First, it should have a clear positioning as a tourist area, as well as objectives and reasons making tourists want to visit it repeatedly. Next, it should annually increase time consumption menus that make tourists want to stay for a long time. Lastly, it should promote local production for local consumption in all aspects. Through these attempts, tourism will certainly lead to revitalization of the area.

Presentation by Related Organization



UNWTO Regional Support Office for Asia and the Pacific

Efforts Aimed at Achieving a Sustainable Tourism Industry

East Asia is currently driving the growth of international tourism, with each location in the region highly competitive in its own right. Amid this drive, the Japanese government and public and private sectors are working as one to promote tourism-based policies, and are seeing success as a result.

On the other hand, with the worsening of environmental pollution and so-called overtourism, further efforts will be required to solve these issues and achieve a sustainable tourism industry.

The World Tourism Organization has formulated its own set of sustainable tourism indicators and is using them to monitor 27 tourist spots worldwide. In tandem with these activities, it is also promoting the UNWTO International Network of Sustainable Tourism Observatories.

Case Presentation



Province of West Java, Indonesia

Active use of digital technologies to promote tourism

The number of mobile phones in Indonesia is exceeding the population, and as such the use of digital technology to promote tourism is essential.

The Province of West Java is making active use of YouTube and other outlets to carry out digital promotions and marketing, as well as promoting the use of Big Data to accurately grasp the issues and specific requirements of the tourism industry.

Also, thanks to digital advancements, visitors now have the option of staying in Indonesian homes (interacting with locals in the process) as well as hotels, and the region is thereby developing “inclusive tourism” which makes use of the local community.



Chengdu City, China

Development of a green road network to create a convenient, beautiful “garden city”

Chengdu City is promoting the creation of a green road network to enhance convenience for road users and increase the city’s overall functionality. Comprising regional roads that connect counties, urban roads that connect locations within the city, and community roads, the network is expected to cover almost the entire city when complete.

The green road network will contribute to the preservation of environmental systems, promote slow mobility, enhance leisure activities, and act as the stage for various cultural events, and will also be home to a number of emergency evacuation centers for times of emergency.

The advanced model zone will comprise a large-scale green park and service spots, and in addition to improving the region’s landscape, will seek to respond to residents’ and tourists’ diverse needs.

The Exchange of Opinions

1. A range of content to enhance regional charms and cultivate human resources

(1) Enhancing regional charms and discovering/creating new tourism content

- To increase the number of tourists and increase tourism-based income, desirable tourism content is essential. A pressing issue for Chungcheongnam-do Province is to work out ways to create desirable tourism content to ensure that visitors aren't limited to just one visit to the province. We need them to want to come back.
(Chungcheongnam-do Province, Korea)

- As an ancient Chinese city, Luoyang is developing its tourism industry making maximum use of its cultural qualities. As the home to various ancient relics such as the Longmen Grottoes, the city is building the Luoyang National Culture and History Park, and pouring its efforts into transforming valuable historical resources into tourism resources. By fusing the city's cultural and civil aspects with so-called eco-civilization, and by mixing the modern with the traditional, Luoyang hopes to generate an entirely new concept for an ancient city.
(Luoyang City, China)

- The Province of West Java's goal is to develop and create completely new tourist spots and tourism content each year. For example, three years ago we created the floating market, and we are currently in the process of building an Asia/Africa village in Bandung City. We are hoping to acquire repeat visitors by creating new content and destinations, and not simply using the resources at our disposal.
(Province of West Java, Indonesia)

- Following the Great East Japan Earthquake, the number of visitors to Fukushima Prefecture massively decreased. In 2018, however, the number of visitors recovered to around 98.5% of what it was prior to the disaster.
 Surrounded by nature's bounty, Fukushima is home to numerous famous hiking routes and spots to view autumn leaves, and with a successful agriculture industry, the prefecture's cuisine is also top class. Japanese sake from the region is highly regarded, and as the battleground for the Boshin War, and home to the castle town of Aizu Wakamatsu and Tsuruga Castle, the prefecture is full of popular historical sites and facilities.
 Moving forward, we hope to work with various entities to promote effective measures in diverse ways, and link this to the development and recovery of the prefecture's tourism industry.
 (Fukushima Prefecture, Japan)

- Individuals spend money on holidays and cuisine to find enjoyment. We must find ways to accurately ascertain these forms of enjoyment, tie these to tourists' concrete actions, and ensure it results in economic development. Many Indonesian citizens are Muslim, and following retirement and in their old age, they find enjoyment in learning about the religion and its architecture. This has given rise to a type of religion-based tourism, which may be a new form of tourism that provides enjoyment.
(Province of West Java, Indonesia)

(2) Inclusive tourism through the use of digital technologies

- Enjoyment is a question of taste, and so we must undertake thorough research to discover tourists' various needs. In West Java, we are utilizing the internet, smartphones, and other digital technologies to undertake target-specific advertising, taking an approach which considers various lifestyles.
(Province of West Java, Indonesia)
- To promote inclusive tourism, we are dispatching advisory committee members to each community to teach residents about standard hygiene management and accommodation fees. The number of visitors who would rather get involved in experiential tourism than stay in a typical hotel is increasing, and by having them experience local communities and lifestyles, we believe we can offer them a truly memorable adventure.
(Province of West Java, Indonesia)
- Tourist spots that are newly developing are making use of the latest technologies and adapting to the times. Long-standing tourist spots should learn from these examples, and, instead of having tourists simply visiting historical sites, discover ways to offer value to each of them. One issue moving forward will be how to apply this to historical tourist attractions.
(Lecturer, MOTANI)

(3) Developing human resources to develop tourism

- To create new tourism services using local resources, promote inclusive tourism, improve tourist hubs, and encourage investment, we believe it is paramount to develop and utilize personnel with new ideas and skills.
(Nara Prefecture, Japan)
- Bandung City is home to a tourism university. It is one of the top institutions in Indonesia, and graduates go onto work at hotels and other facilities. Some high schools in the country also incorporate tourism-based curriculums. Tourism is an essential industry for West Java, and we are doing everything we can to enhance education on the topic.
(Province of West Java, Indonesia)
- (In response to a question from Speaker, TANINO regarding the tour-guide interpreter system) In Japan, there are currently two types of tour-guide interpreters: nationwide interpreters and regional interpreters. Revisions to the system now allow individuals without the aforementioned certifications to act as interpreters, as long as they have the relevant knowledge and experience. Although this has increased opportunities, it will be a challenge to increase the level and quality of tour content and guide expertise.
(UNWTO Regional Support Office for Asia and the Pacific)

2.Measures to cope with increasing numbers of foreign visitors and strategic activities to attract tourists

(1) Measures to cope with increasing numbers of foreign visitors

- Tourist spots are exposed to both domestic and international competition. Although many are competing to attract visitors, we believe it is important to increase the quality of these spots. we must also look at ways to increase the quality of tourists and discover the region's potential amid such competition.
(Melaka State, Malaysia)
- The number of Korean tourists visiting Japan in 2018 was around 7 million, but despite various promotional efforts, only around half that number (3 million) visited Korea from Japan. To increase the number of tourists in both directions, we believe it will be important to develop and apply further policies.
(Gyeongsangbuk-do Province, Korea)

- There are two types of tourist: One is your typical tourist, and the other is what we call “strategic tourists.” These strategic tourists are hugely beneficial on their second visit. We should aim to actively host more international conventions, and look for individuals and organizations that will invest in and cooperate with West Java in the long term, and thereby promote international tourism in the province.
(Province of West Java, Indonesia)

(2) Strategically attracting visitors through MICE (Meeting, Incentive Travel, Convention, Exhibition/Event) initiatives and development of the IRs (Integrated Resorts)

- As I understand, the UNWTO is engaged in efforts to ensure a sustainable tourism industry. What importance have you placed on MICE and IRs in these efforts? (Japan Institute of International Affairs)
- We believe that attracting conventions and other MICE-related events to the country, as well as developing Integrated Resorts, which have recently come into the limelight, are both of paramount importance. The number of international symposiums held in Japan is increasing steadily year on year, and the regional governments in attendance today are no doubt engaged in their own MICE activities. As a result, international competition is increasing. Regarding IRs, the government has formulated the relevant policies, and is close to a decision about their specific locations. As such, we are closely monitoring any related developments.
(UNWTO Regional Support Office for Asia and the Pacific)
- Even if MICE events and IRs are led into Japan, whether they contribute to revitalizing the local communities or not is key. Are these IRs and conventions providing meals created using locally produced products? Are they hiring locally educated staff? These are important issues that need to be addressed. As such, regional governments shouldn't simply be looking at how to increase the number of visitors and increase income, but how to expand the regional economy.
(Lecturer, MOTANI)



3. The future of tourism promotion in East Asia

(1) Regional development and the creation of a regional identity

- With a high-speed railway line opening from Chengdu to Xi'an, access between the two cities has massively improved. As a result, Chongqing City, which sits between the two, is flourishing. This high-speed railway network has also vastly improved transport within Sichuan Province, as well as to Beijing, Guangzhou, Shanghai, and other areas throughout China. With regards to transport, therefore, Chengdu is seeing rapid developments.
(Chengdu City, China)
- Rapid urban development leads to a weakening regional identity, and I think this is an issue that is affecting regional governments worldwide. As cities develop, regional governments must consider how to maintain the cultures and traditions that are lost in the process, and ensure that both development and preservation work together.
(Nara City, Japan)

- In Chengdu City, as we build our green city, we are putting special effort into countryside tourism, as well as the development of rural areas and suburbs. Chengdu is home to many ancient towns, and by utilizing their rich history and historical remains, we are aiming to build towns that each have their own unique features. We hope to achieve a good balance between urban and rural areas.

(Chengdu City, China)

- In addition to economic benefits, the development of tourism is key to building social unity and a regional identity. In this way, tourism is essential not only for the development of the country as a whole, but for each region, and today's discussions only helped us confirm this fact.

(Nara Prefecture, Japan)

(2) Achieving sustainable tourism

- Do the sustainable tourism indicators outlined by the UNWTO comprise specific items? Can the indicators be quantified? What are the indicators?

(Kinki University)

- There are numerous groups of sustainable tourism indicators, and each is split into separate categories, with each allowing for basic numerical assessment. The majority of this assessment is undertaken by the regional government in charge of the tourism spot. Each item differs slightly depending on the indicator, but by and large they assess the actual condition of tourism, such as the number of tourists and economic effects, as well as environmental elements such as water quality and atmospheric pollution.

(UNWTO Regional Support Office for Asia and the Pacific)

- In the five years between 2011 and 2016, 208 tourism sector projects were undertaken by development finance agencies, UN-related organizations, and bilateral support organizations. The UNWTO and the Japan International Cooperation Agency (JICA) carried out a joint investigation using these projects as samples. Results found that the projects contributed to all 17 of the UN's Sustainable Development Goals (SDGs). This contribution was especially high for No Poverty (Goal 1), Decent Work and Economic Growth (Goal 8), and Partnerships for the Goals (Goal 17). Although the SDGs are global goals, for developing countries with little technology, funding, and experience, they are incredibly tough to achieve. As such, JICA is working with various stakeholders to support these developing countries in their work toward the 17 goals.

(Japan International Cooperation Agency)

(3) The vision for collaboration in East Asia

- Using frameworks like the East Asian Regional Comprehensive Economic Partnership, in which various regions work together, we believe that promoting exchange and the comings and goings of tourists throughout East Asia would be beneficial.

(Chungcheongnam-do Province, Korea)

- As globalization and digital technologies advance, individuals are exposed to all kinds of regional traditions, cultures, and history, and we believe that, as a result, East Asia is an extremely joyous place to be. We look forward to seeing what sort of developmental model East Asia can create through the strength of its tourism. To aid in this endeavor, we hope to use this congress as a platform for learning, and moving forward, make whatever contribution we can.

(Nara Prefecture, Japan)

- We wonder whether it would be possible to formulate a set of KPIs for tourism in East Asia, similar to the sustainable tourism indicators set forth by the UNWTO. Creating KPIs for the whole of East Asia would be an extremely commanding task, and so we propose arranging the KPIs used by regions attending this congress, and using them as tools for mutual learning.

(Nara Prefecture, Japan)

Summary



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Each country in East and Southeast Asia has its own diverse culture and history to be proud of. And, regions within these countries also have their own array of cultures and histories.

I believe that Asia is home to cultures and features that are much more diverse than those found in the Americas, Europe, and Africa. Using these diverse cultures that have stood the test of time, Asia has the potential to contribute to enhanced enjoyment.

Tourism is an industry that can offer various forms of enjoyment, for each type of individual. As such, tourism has no limit. Tourism is not about competing for income, but providing mutual enjoyment. And, as an industry that promotes mutual respect and learning among cultures, tourism is invaluable.

Many countries in Southeast Asia are combatting rising populations. As more and more people live in prosperity, tourism spots will become increasingly crowded, and their management increasingly difficult. In this regard, I hope we can all learn from advanced examples in Japan, China, and Korea.

Some presentations outlined how this congress has led to heightened interaction between regional governments. I hope you will all use this opportunity to further strengthen your relationships with other governments, enhance your respect for the various cultures, histories, and qualities in each region, and use this strength to build a flourishing East Asia.

