
(3) Presentation & Discussion

└Chairman □□□□□□□□□□□□□□□□

We are now going to hear presentations from cities. The first city that is going to make the presentation is the City of Bangkok.

└Bangkok(Prapim Borisuthi) □□□□□□□□□□□□□□□□

Mr. Chairman, distinguished participants, ladies and gentlemen. On behalf of the Bangkok Metropolitan Administration delegation, I would like to extend my warmest greeting to all participants of the 4th Working Asian-Pacific City Summit, especially, the Chair Person of the panel on how to promote tourism exchange between the Asian-Pacific cities. It is a great pleasure for me to represent the city of Bangkok at this historic summit. This is a wonderful opportunity for us to strengthen the friendship and network of cities in the region and exchange views for the mutual benefit to the people. Before I share with you our view on the roles and responsibilities for the members of the Summit for the promotion of tourism, please allow me to introduce Mr. Chanchai Rohitasiri, Director of Bangkok Metropolitan Tourist Bureau, head of the delegation.



Mr. Chairman, distinguished participants, ladies and gentlemen. It is a privilege for me to participate in the Asian-Pacific City Summit's 4th Working Level Conference in Busan today. First of all, I would like to thank Busan City, especially the mayor of Busan. He organized this summit and also gave my staff and myself the opportunity to meet other members from the Asian-Pacific City Summit. There are some ideas on how to promote tourism exchange between Asian-Pacific cities, to be presented by Ms. Prapim Borisuthi. And if you have questions, please feel free to ask me. Thank you.

First of all, I would like to give a brief idea of Bangkok Tourism Bureau and for the details about Bangkok, we have provided you with some booklet on your tables. Please read the booklet if you want to know more about Bangkok, the details such as the population, etc. This booklet has been published by the Bangkok Metropolitan Tourism Bureau.

In 1997, we, the Kingdom of Thailand, adopted a new constitution, which significantly changed our administration. One of the aspects of the new constitution is the decentralization of authority to the local government. The local governing authorities have more power now and the duties and responsibilities are more than previous. Now the local authorities must provide additional services on education, sanitation, traffic and tourism.

For example, tourism promotion was one of the responsibilities of Tourism Authority of Thailand or TAT. But now, presently, it has become our duty. The Bangkok Metropolitan Tourist

Bureau was established in 1997 and its aims are first, to promote Bangkok tourism, second, to organize activities and events, and third, to promote tourism information for Bangkok as well as provinces in the Kingdom of Thailand.

At the beginning, the Bangkok Metropolitan Tourist Bureau only employed jobless people from financial sector, and about 30 officers were hired. At that time in Thailand, there was an economic crisis and there were many jobless people. We had experienced officers work in our tourism bureau. Later, the Bangkok Metropolitan Tourist Bureau added more employees and now we have about 60 tourist officers who work at Bangkok Tourist Information Center and we have information kiosks which provide more information for tourists who come to Bangkok.

Now, to increase more service, the Bangkok Metropolitan Tourist Bureau decided to increase the kiosks in the key strategic positions which are major tourist attractions and business centers. And also it initiated its plan to establish itself as one of the premium destinations.

Now, I would like to come to the topic on how Bangkok and the members can do to promote tourism and our delegation will recommend this tourism policy for our region.

The first topic will be to emphasize the development of sustainable tourism growth and development for the country. And the second will be to emphasize the cooperation with the neighboring countries in promoting the country as the gateway to the Southeast Asia region. And the third is to establish network of government and private sectors in promoting and developing tourism in the appropriate direction. The fourth is to encourage international travel and increase the length of stay, especially, in the region. The fifth, increase the standard of tourism related services provided by the industry. The sixth, promote the strong civic societies and strengthen their roles in tourism management and development. And also, our group will identify and recommend the following sets of tourism activities initiating for Asian-Pacific region.

The first program will be identifying the tourism resources and making them join in the tourism planning. That means, each city shall identify all the success factors for promoting and implementing tourism activities along with the example. The information will be submitted to the central location for further publication and distribution in the annual report. The report will contain information such as regional economic condition and tourism demand as well as resources. The central location will be decided by the member cities. The expenditure of the publication and distribution will be borne by all members.

Our goal of this program is to improve the international tourism organization's knowledge of the tourism resources of the region; to share the information about the tourism resources of the region between the member cities. And the major output will be a comprehensive inventory of tourism resources and assessment report.

Then coming to the next program, the second program will be promoting international investment in tourism. Member cities shall identify and compile investment opportunity for the region including infrastructure, facilities, and any other relevant concerns: The list shall be

gathered at the central location for dissemination. In addition, a periodic meeting of the representatives of the member cities to evaluate the investment proposal to select as the showcase for promotion will be held. Our goal is to improve international investment in tourism for the region and the major output will be brochures on international investment opportunities.

The third program is promoting joint tourism marketing. Member cities shall assess and analyze to formulate the marketing plans to promote regional tourism. This is something we are suggesting but I am not sure whether all members can do it. But this is our idea; regional VIP card. This card will allow the holder to gain the special rate for hotels, shops, and restaurants. The hotels, shops and restaurants must meet the established standard jointly specified by the member cities. And the second is the Website/Portal Site that will be established as the central location in cyberspace for regional tourism. The site will provide informative and interactive tools which will allow both cities to maintain direct communication with the member cities as well as the perspective clients to obtain an accurate and timely information on attractions, events, festivals and any other pertinent information. And the third is joint promotion publications. And we suggest the Treasure Hunt Program; about 50 tourism destinations from the member cities will be selected to enter the program. In each destination, the tourists will receive visa stamp on their card. When tourists receive 5 visa stamps, they can redeem prices at designated location. This is some of the ideas. And our goal is to stimulate demand for regional tourism and products. And the major output will be marketing strategies, joint promotion, publication and web-site.

The fourth program is facilitating in developing tourism products. Member cities shall identify their distinguished products with high quality and standard. The products will be also promoted during the Asian-Pacific City Summit or the tourism exhibitions in the member cities, as you can see in the exhibition here in Busan. We can suggest other themes in order to facilitate in developing tourism products. The goal is to raise the standard of tourism in the region by improving the quality of product development as well as getting advice from tourism association. And the major output will be the network of regional tourism product development for Asia-Pacific.

The fifth program will be facilitating in travel. Member cities shall identify all factors that impede tourism and travel. This information will be used to find feasible solutions for removing these obstacles. The tourist visa application in the Asian-Pacific member cities shall be jointly considered to facilitate in travel. The joint consideration will be in the form of MOU(memorandum of understanding). The goal is to remove impediment of smooth flow of tourists across the border of the region. And the major output is to have comprehensive report on impediment on travel and tourism in the region and MOU between cities.

The sixth program is providing training and technical exchange. Member cities shall select suitable candidates to participate in the regional exchange, which could be in the form of colleague to colleague approach. This approach would allow the participants to acquire the technical knowledge as well as the experience of the counterparts' working environment. Since

favorable or unfavorable tourists' impression of any given city can be partly influenced by tour guides and interpreters, they need to have service mind, accurate knowledge and understanding of history, culture and languages. Thus, the guide and interpretation training programs for the region are needed. It will not only enable the tour guides and interpreters to function more effectively but also promote the profession standard. The goal is to develop and strengthen links between the member cities and to raise profession standard in the region. The major output is joint training programs on history, culture and language of Asian-Pacific countries.

Now, I've come to the last program which we will suggest. The seventh program is promoting sub-regional cooperation during international meetings. There are many international meetings held in the Asian-Pacific Countries. It would be mutually advantageous to promote host country's tourism as well as the neighboring countries'. The promotion would be in the form of joint visa application. For example, if participants attend the meeting in Thailand, they will be allowed to travel in the neighboring countries, namely, Laos, Malaysia, Myanmar and Cambodia. And the goal is to promote the sub-regional cooperation on tourism. And the major output is development on sub-regional cooperation on tourism.

So this is some information and ideas from Bangkok, which we present to you. I sincerely believe that some would be useful and after this if you have any more questions, you can ask me or Mr. Chanchai and we will gladly answer your questions. Thank you very much.

└Chairman □□□□□□□□□□□□□□□□

Thank you very much. It was a wonderful presentation. I would like to thank Mr.Chanchai Rohitasiri for his remarks and Ms. Prapim Borisuthi for her presentation. Ms. Borisuthi suggested six points; first, she talked about the importance of sustainable development of tourism and also she mentioned about seven different programs in detail. And I believe that these programs are very feasible in its substance. So if you have any questions that you would like to ask or any things that you would like to add, please raise your hand and pose your questions. In an international conference, language is always a barrier so not many people ask questions. Maybe it is somewhat because of the hesitant attitude in asking questions. I believe that the role of women in the tourism industry is very significant. They say that the 21st century is an era of tourism and also the era of female. And of course Ms. Borisuthi has made a very important and wonderful presentation. And also, the interpreters are all female and I see that most of the participants are female participants. So I can truly see that the 21st century is an era of women. Don't you have any questions you would like to ask? If not, I would like to appoint a person. A person from Manila? Amalia Tolentino, would you like to make a remark?

└─Manila (Amalia A. Tolentino) ■■■■■■■■■■■■■■■■■■■■■■

The presentation has been delivered very clearly. As of now, I don't have any questions. Thank you.

└─Chairman ■■■■■■■■■■■■■■■■■■■■■■

Then Ms. Maria Corazon Tamayo Chiu, please ask your question if you have a question.

└─Manila (Maria Corazon A. Tamayo Chiu) ■■■■■■■■■■■■■■■■■■■■■■

I am Maria Corazon Tamayo Chiu and I am also a representative for the City of Manila. I am the officer in charge of Manila Tourism and Cultural Affairs Bureau. I just want to make a comment on the presentation made by the presenter from Bangkok. You see, I have been traveling to countries in Asia and I would like to suggest that probably, we could also incorporate in this program, with respect to the national language that we have to use, like in my case it is really hard to communicate in English. So I suggest that probably we could also incorporate, as part of our program, the medium of communication. Especially when we are in conventions, we really encounter a lot of problems in respect to communication. That's all. Thank you.

└─Chairman ■■■■■■■■■■■■■■■■■■■■■■

Thank you for your comment. So would you like to be more elaborate in what you would like to wish to solve this language barrier?

└─Manila(Maria Corazon A Tamayo Chiu) ■■■■■■■■■■■■■■■■■■■■■■

Perhaps for the front liners in the tourism industry, we could train them, let them attend classes in English so that they would be more conversant when they talk to foreign guests.

└─Chairman ■■■■■■■■■■■■■■■■■■■■■■

Thank you. Does anybody else have questions to ask? We have somebody from Jakarta to make a comment. I expect very good questions from you.

└─Jakarta (Indra Sukirno) ■■■■■■■■■■■■■■■■■■■■■■

Yes, after observing Ms. Prapim's presentations and recommendations for the tourism exchange programs in Asian-Pacific cities, I specifically would like to ask on program six: providing training and technical exchange, with the goal: to develop and strengthen links between the member cities and to raise profession standard in the region. How do you see this being implemented in some ways? Thank you.

┃ Bangkok (Prapim Borisuthi) □□□□□□□□□□□□□□□□

I would like to answer this question. In Bangkok, we have seen this problem before because Bangkok has just organized its bureau so we found that our officers are not keen enough in tourism program. And Bangkok is a sister city of Manila, Beijing and Moscow and we found that every sister city is very keen in tourism. We started an exchange program between colleagues of our sister cities and we think that we can also provide the exchange program between the international meetings. Other than sister cities, an exchange program between other cities will be also available. We have also suggested a program of teaching Chinese language. We have teachers from Beijing to teach Chinese for the students of Bangkok and for the teachers of Bangkok to learn more of Chinese. We also have teachers from Washington D.C. to teach English language to our teachers. So we think that from these programs, not only the language teaching, but also other technical teaching we can exchange. For not only the head of the delegation but also the staff or the colleague, they can exchange and they can work together. I sent one of my staff to Yokohama in the City Net, one of NGOs. They needed one of assistants so one of my staff worked in Yokohama and later we found that she was active and she worked more intelligently so I gave the honor to the Japanese for making her more disciplined than ever. Thank you very much.

┃ Chairman □□□□□□□□□□□□□□□□

Language barrier in the tourism industry I believe is a very important issue. Especially when we wish to communicate between cities, we have to study the language we communicate, whether it should be English or other languages. So I think the language issue is very important. Does anyone wish to make any comments?

┃ Shanghai (Shen Jin Min) □□□□□□□□□□□□□□□□

Thank you. Developing a tourist attraction is very important but at the same time, I think you have to develop ways to strengthen ties for cooperation and to promote exchange because due to these efforts, we will be able to attract more tourists. I think today's events can be very conducive to this effort and also we can produce brochures and publications to introduce our cities and disseminate information through the Internet. That is all. Thank you.

┃ Chairman □□□□□□□□□□□□□□□□

Thank you very much. Somebody from Busan? Would you make a comment?

┃ Busan (Jun, Sung-Kyu) □□□□□□□□□□□□□□□□

Thank you for your presentation. There were many good suggestions and proposals. I am very interested in the third program which had to do with the joint tourism marketing and you had treasure finding program. You chose some fifty tourist sites and if you go to more

than five, you can get refund. I would like to know more about it. Could you give us more details about this program?

└ Bangkok (Prapim Borisuthi) □□□□□□□□□□□□□□□□

Thank you. We found that now, trend of the tourism has changed. Most tourists were adults with a lot of money. Now, the age of the tourists has become younger. The youngsters want to travel more, like the Japanese traveling to Thai. Many people in the 20-30 age groups tend to travel more. In this regard, this program will attract young people because many young people like adventure and they want to enjoy their lives. This is our suggestion. And they can find some information on the Internet or Websites. We want the youngsters to travel more and get more experience. This is our idea.

└ Chairman □□□□□□□□□□□□□□□□

Thank you very much. Any other comments or questions? We have a representative from Ho Chi Minh who wants to ask a question.

└ Ho Chi Minh(Ms. Truong Ngoc Thuy) □□□□□□□□□□□□□□□□

I just want to ask a question in regard to mechanism and what the financial aspects are in order to implement this program.

└ Bangkok(Prapim Borisuthi) □□□□□□□□□□□□□□□□

I think these details have to be discussed later because in the first program, we talked about publishing and the budget being borne by member cities. And we have to pay the member fee for the organizations we attend. I am not sure whether the Asian-Pacific City Summit has the budget from the member city or not, but we found that if we collect some amount of money from the members, this will be the resource for the common projects.

└ Chairman □□□□□□□□□□□□□□□□

The questions that were raised concerned language barriers, development of tourism products and financing the tourism. We wish to be friendly and we wish to be trained in many languages, that's one suggestion. And also in order to develop a good tourism program, someone mentioned the treasure hunt program, I think we should make an effort to develop good ideas to promote programs. And also someone talked about the mechanism; how these programs can be financed. So I would like to thank all of you for asking such good questions. With this, we would like to close the Bangkok presentation session and the Q&A session. And now, the representative from Busan will make a presentation. Mr. Woo Seok-bong from Busan, would you like to make your presentation?

└ Busan(Woo Seok-bong) □□□□□□□□□□□□□□□□



Good Morning. My name is Woo Seok-bong, working at the Policy Development Office, Busan Metropolitan City. I sincerely welcome all of you to the working-level meeting of Asia-Pacific City Summit. While hoping that this contributes to the development and co-prosperity of the members of Asian Pacific City Summit, I will present my topic, 'Expansion of Tourism Exchange between Asia-Pacific Cities'. First I would like to talk about the need to exchange tourism between cities. If the 20th century were the age of reason, the 21st century would be the age that requires combination of reason and sentiment. We now live in a time where harmony and symbiosis between nations are required as well as between individuals. However because of many different reasons, harmony and symbiosis between nations seem to be farfetched. But symbiosis among cities can be achieved since exchange and cooperation between cities are less difficult than those between nations. This is true since relationships between cities do not face as many barriers due to ideology or economic interests as international relationships. But if you look more closely into the details of exchange and cooperation between cities, you can see that they are limited to areas such as culture, sports, tourism and human resources.

Among the different areas of exchange, we can say that tourism is the most essential of them all. The fundamental objective of Asian-Pacific City Summit is development and cooperation of member cities and to achieve this goal, I think exchange and cooperation in tourism has to be the top priority. In the 21st century, the age of sentiment, working-level exchange in all areas of tourism between cities will be a stepping-stone for opening the new era.

Now, I would like to talk about international tourism market trend. If you look at 1990, the number of international tourists was 458 million and total income was about 268 billion dollars.

These numbers continued to grow until 1999 and reached 657 million with the income of 455 billion dollars. Based on this growth trend, World Tourism Organization (WTO) announced the outlook for world tourism. The table shows an outlook on East Asia/Pacific region and major tourism issues that are related to the members of Asia-Pacific City Summit. In 2001, international tourist to East Asia/Pacific is expected to exceed 100million. And in 2002, outbound tourists from Asia/Pacific will exceed 100million. In 2006, international tourists from Northeast Asia are expected to exceed 100million and in 2009, China expects to attract over 50million international tourists and international tourists from and to Northeast Asia will exceed 100million each. In 2010, international tourists are expected to exceed 1billion and East Asia/Pacific region is to become world's second inbound market.

Next, let's look at the number of international tourists and tourism revenue and market share in East Asia/Pacific Region. The number of international tourists in East Asia/Pacific region, which includes members of Asia-Pacific City Summit, decreased in '97 and '98 due to economic crisis in Asia. But in '99, it grew 7.5% to 93.7million tourists, which is 14.6% of total international tourism market. And the international tourism revenue and market share of

countries in East Asia/Pacific region, which includes our members, decreased 6.8% to 7.6 million USD in 1997 and decreased 10.2% to 6.8 million USD in 1998. The market share fell drastically, to 17.4% in 1997 and 15.6% in 1998, which was similar to that in the early 1990s.

Next is outlook of international tourism and East Asia/Pacific region. The number of international tourists rose an annual average of 4% with the record of 660 million in 2000 and is expected to be 1 billion in 2010 and 1.56 billion in 2020. Number of international tourists to East Asia/Pacific region, which includes members of Asia-Pacific City Summit has an average annual increase of over 7% so in 2010, 195.2 million tourists which is 19.4% of total international tourists are expected to visit the region. In total international tourism market, East Asia/Pacific region is expected to become a major international tourism market with a share growth from 13.9% of 2000 to 19.4% in 2010 and 25.4% in 2020. And percentage of intra-regional tourism in total international tourism of East Asia/Pacific region is expected to continue growing and become 75.2% in 2010 and 77.7% in 2020.

Now, we will look at the outlook on tourism patterns. The changes WTO predicted in the 21st century tourism are: conversion of globalization to localization, strong influence of electronic technology in tourism sales network and selecting tourist destinations, pursuit of 'Fast Track Traveling' that focuses on convenient speedy travel arrangements, increase of hinterland tourism, opening of space tour era, and popularization of overseas traveling/thematic tour products that combine 3Es(Entertainment, Excitement, Education). From the outlook, tour patterns that are expected to continue to grow and develop in the future are hinterland/adventure traveling, cruise, nature/ecology/green tour, culture tour, thematic tours, convention tours, etc.

During the 4th Asia-Pacific City Summit that took place in Busan from May 13th through 15th last year, member cities presented the topic of expanding exchanges between cities and promoting the tourism industry in one of the breakout sessions. Based on these materials, the directions of tourism industry promotion of member cities are; ① Improvement of city's image, attractiveness, ② Development of tour products, ③ Creating favorable environment, ④ Training of professional manpower, ⑤ Development of mega-events such as festivals, sports, etc, ⑥ Development of convention industry, ⑦ Tour resources(natural, historical, others), ⑧ Tourism administration, ⑨ Development of tour routes, etc .

In case of Bangkok, they wanted to emphasize hospitality, festivals, conventions and tourism administration and for Guangzhou, tourism product development, festivals and events, convention, tourism resources, tourism administration and tour route development. As for Kumamoto, they emphasized image and attractiveness, tourism product development, conventions, tourism resource development and for Manila, image and attractiveness, festivals and events, tourism resources, etc. Miyazaki emphasizes image and attractiveness, hospitality, human resource training, festivals and events, tourism resources and tour route development. In case of Nagasaki, they emphasize image and attractiveness, festivals and events, and tourism

resource development while our city, Busan, focuses on image and attractiveness, tourism product development, hospitality, festivals and events, convention, tourism resource development and tour route development. Shanghai emphasizes image and attractiveness, tourism product development, human resource training, festivals and events, tourism resources, tourism administration and tour route development and Dalian focuses on image and attractiveness, festivals and events, tourism resource development. As for Fukuoka, they emphasize image and attraction, tourism product development, improving hospitality, manpower training, festivals and events, conventions, tour resources and tour route development. In case of Honolulu, hospitality, festivals and events, convention, tour resources, tour route development and for Kitakyushu, image and attractiveness, festivals and events, tourism product development, tour route development, for Kuala Lumpur, image and attractiveness, hospitality, convention and tour resource development. Oita emphasizes development of tour products, festivals and events, tour resources, etc while Urumqi focuses on image and attractiveness, tour resource development and tour route development.

Through this analysis we were able to come to these conclusions; first, it can be understood that all the member cities consider tourism as the main engine for growth in the 21st century and are trying to promote the tourism industry specialized on what best fits the city. And most cities are working alone in developing and selling tour products based on the cities' resources. Miyazaki is working hard in developing joint route with Shanghai and other nearby cities. Guangzhou, Busan, Kitakyushu and Fukuoka are also interested in developing international tour routes. Guangzhou proposed the development of international tour routes jointly with Hongkong, Macao and southeast Asian countries and Busan, Kitakyushu are showing interest in establishing international tour routes between Korea, China and Japan. These international tour routes will create diverse regional menu and bring about synergy effect. Rather than trying to take away tourists from rivaling countries, facilitating travel without boundaries will increase tourists. Accordingly, things that seemed impossible in the past such as attracting tourists from Oceania, Europe and America will be possible. And most of the mega-events that are held in member cities are based on regional characteristics and held in a single city. But for Nagasaki festival, since Chinese culture had influenced the event, cooperating with Chinese cities like Shanghai will increase the opportunity of becoming an international festival. As for Busan, cooperating with Japanese cities for Josun Delegations to Japan Festival will increase the potential as an international event and the same thing can be said about conventions. Even though not many things have been shared among the participants on training professionals or tourism administration, these are crucial parts in promoting the tourism industry and establishing the foundations for cooperation in these fields.

Based on the analysis, I want to make some proposals in order to expand tourism exchange

among the cities within Asian-Pacific. Tourism information exchange, hosting tourism fair for member cities, joint production of promotional materials, developing package tourism products, local tax reduction based on reciprocity and equality principle -- all these diverse measures need to be carried out for mutual benefit as described in detail in the following. First, FAM tours in which people from tour-related authorities and organizations participate need to be expanded among members, so that understanding on tourism resources in member cities will be expanded, which is essential for promotion and development of tourism industry. Second, member cities should actively participate in efforts in joint promotion and marketing through joint production of tourism promotion materials and tourism products. Third, member cities should encourage and increase private sector cooperation for developing tourism-related social infrastructure. For this, information exchange among members on legal requirements, tax system and benefits for foreign investors is strongly encouraged, with the awareness of the importance of investment and joint ventures for SOC and tourism industry development. Fourth, member cities of the Asian-Pacific City Summit should try to improve and fortify transportation and telecommunications, which will help expedite tourism exchanges. Simplification of immigration procedures based on local laws and reciprocity principle will promote exchanges in tourism. Exchanges of documents and materials for tourism promotion are also needed. Fifth, to enhance professional standards of the knowledge and capability of people in tourism promotion, experts in member cities should cooperate closely with each other. Sixth, local governments of the member cities of the Asian-Pacific City Summit should make leading efforts to establish scholarship funds so that cities may encourage students, professors in tourism area and colleges and educational institutes of the city to benefit from those scholarships of other member cities.

As a conclusion, a precondition for those activities and measures to promote exchanges in tourism as mentioned above is they should benefit all members of the Asian-Pacific City Summit. I am confident that all the measures to expand exchanges in tourism I have suggested will bring gains to all member cities. Because efforts made jointly by member cities will definitely create synergy effect, much more than any initiative by a single member. However, to expand exchanges and to make strategic alliances among members, a network has to be built. In this regard, I would like to propose once again to set up the Asian-Pacific Tourism Promotion Organization(TPO) in a short period of time as already which was proposed by our Mayor at the last 4th Asian-Pacific City Summit held here.

The city of Busan proposes that TPO should carry out the following missions. Firstly, transportation is the most important factor in activating tourism exchanges. We propose that TPO discuss the matter of opening new international air routes among member cities. Secondly, to activate tourism exchanges, understanding the other cities is essential. Therefore, we propose to have joint FAM tours to be held on a regular basis. Thirdly, we propose to launch joint

promotion and marketing activities by developing combined tourism products and tourism routes, which will enable non-regular cruise ships such as the Queen Elizabeth to visit member cities regularly. Fourthly, as a joint and mega-scale festival, we propose to jointly host the "Asian-Pacific City Sail Ship Competition" in which ships sail to member cities as a counterpart event to the representative European marine festival "Cuttysark Sail Ship Competition".

I hope these proposals will be adopted, and become the basis for promoting tourism industry of the Asian-Pacific City Summit member cities. And I hope you enjoy your stay in Busan and go back with great achievements.

└Chairman □□□□□□□□□□□□□□□□

Thank you very much for a wonderful presentation. If I may summarize this presentation, he suggested many detailed ways to promote tourism in member cities and the need for cooperation to develop tour routes and establishing cooperative systems between cities in tourism professional training and administration through co-hosting festivals and mega-events. If you wish to ask any questions or express opinions regarding the presentation, please do so. He also presented some materials on the focuses the member cities have on promotion of the tourism industry. I believe each city will have things to say, so I will wait. Would the City of Fukuoka make a comment?

└Fukuoka (Fukumoto Takayuki) □□□□□□□□□□□□□□□□

Thank you for giving me an opportunity to make a comment. I am very impressed that the suggestions made by Busan dealt in various topics and was very theoretically well organized. Of course, as a member of the Asian-Pacific City Summit, today the working level should review and reconsider TPO, which was proposed by the mayor of Busan last year. And the presentation included the things that can be done immediately and also the things that should be reviewed and implemented in the future.

Now, I would like to make a proposal. We are now having a working level meeting and for instance, let's say that if I want more information on the City of Busan, I do not know where to contact. In case of Fukuoka, you probably don't know whom you should contact either. In other words, we don't have a contact point or a focal point. So I think there are officers assigned to administration or tourism or convention, so they could play the role of help desks I would like to make a suggestion to make a list by which we can refer to if you want to contact anyone or inquire information. So this is the suggestion that I would like to make.

└Chairman □□□□□□□□□□□□□□□□

Thank you. Would you like to respond?

└ Busan (Woo Seok-Bong) □□□□□□□□□□□□□□□□

If TPO is adopted as the mayor of Busan has suggested, each member city will be able to develop Web-pages that contain information on culture, tourism, history, etc., and link them to the network. So regarding the suggestion made by Fukuoka, all the information such as telephone numbers and e-mail addresses on the personnel in charge of administration, tourism and convention will be included in the Web-Pages

└ Chairman □□□□□□□□□□□□□□□□

Fukuoka, would you like to comment?

└ Fukuoka (Fukumoto Takayuki) □□□□□□□□□□□□□□□□

Of course, if TPO is implemented, that can be actualized. But before we adopt TPO and provide information via internet, I think we need to develop a database and that's why I made the proposal.

└ Chairman □□□□□□□□□□□□□□□□

Yes, I agree and I think most of the member cities will agree on that issue. We all have Web-pages and they have contact information but the contact person often are replaced and there are a lot of information that are inconsistent. I would like to talk more about this in detail. So regarding this issue, would anyone like to comment? Would Oita city make a comment?

└ Oita (Kusatsu Kimiaki) □□□□□□□□□□□□□□□□

The City of Busan has made a very important presentation and suggestion. Today, many member cities that have abundant culture and tourism heritage have attended. However, Oita city is back behind since we have just started promoting the tourism industry from 1993. So our history is quite short in terms of tourism and we have many things to overcome and develop. In this respect, I would like to learn more from you and I am quite concerned whether we will be able to follow your efforts. But in any case, I would like to ask if your suggestions are made regardless of the size of the city.

└ Busan (Woo Seok-bong) □□□□□□□□□□□□□□□□

For instance, opening flight routes between sister cities will be sort of difficult for small cities. For these cases, major cities with international airports will develop cooperative bodies with smaller cities within the area. This is my answer. I hope it is enough.

┃ Oita (Kusatsu Kimiaki) □□□□□□□□□□□□□□□□

Thank you.

┃ Chairman □□□□□□□□□□□□□□□□

Any other questions? The representative from Urumqi has come a long way from his city. Would you like to say a few words?

┃ Urumqi (Li Bo Jun) □□□□□□□□□□□□□□□□

Thank you for your presentation. And I appreciate the presentation. They were very constructive proposals. I don't have anything to add, but I also have a suggestion to make. Even if there is a good plan, it has to be implemented according to processes and procedures. For efficient cooperation between cities, cooperation should coincide with national and regional diplomatic policies. That is to say that all parts should be coordinated. For example, if officers in charge of diplomacy come to meetings that seek expansion of exchanges between cities, it would help in simplifying immigration process and visa issues. Therefore, we will be able to come up with more efficient alternatives. That was one comment that I wanted to make.

┃ Busan (Woo Seok-bong) □□□□□□□□□□□□□□□□

Thank you very much. It's a fact that all cities belong to a country. That's why the cooperation should be based on the laws of the country involved. We cannot violate the country's law while cooperating with each other. I agree that it would be efficient to have officials from foreign ministry in the meeting. Thank you very much.

┃ Chairman □□□□□□□□□□□□□□□□

Now from Vladivostok, would you like to make a remark?

┃ Vladivostok (Vladimir Saprykin) □□□□□□□□□□□□□□□□

First of all, I would like to thank you for inviting us to the conference. I have to excuse myself for having to communicate through an interpreter. Vladivostok is a newcomer in the field of tourism and it just started its business. Vladivostok is located nearby many countries of the Asia Pacific region and that's why we wish to communicate with these countries. Some people say that it is the end of Russian Federation. We are very interested in the experience of your cities in the field of tourism as we also want to develop this field in our city. Also, we are interested in the organization of TPO. Sometimes it is a big problem when there are no legal authorities that are in charge of development of tourism. It is also a big pity to say that there is no organization in our city that coordinates the development of tourism. That is why we are especially interested in the creation of TPO as it will help us to create such organization

locally in Vladivostok. Once again we want to say that we are very interested in the creation of TPO and we want our city to be present in this organization. Of course, it is difficult to say if our city is big or small, but we would like to take part in this organization. Thank you very much.

└Chairman □□□□□□□□□□□□□□□□

Thank you very much. Representatives from Fukuoka and Vladivostok mentioned TPO and I will briefly explain its background. In 1994, we launched the Asian-Pacific Summit in Fukuoka and I believe this gathering is very successful in terms of allowing cities around this region to cooperate. There have been considerations on whether the cities should concentrate their cooperative efforts and since the 21st century is the era of tourism and many cities promote tourism as a major industry, TPO was proposed as an organization for exchange of people and information between cities. You can think of TPO as a part of Asian-Pacific City Summit. Of course we will discuss the articles of TPO but once it is passed, we will develop a TPO web-page and make a list of contact points to exchange a variety of information. So I think it will be very efficient in terms of exchange of information and ideas. This afternoon, we will talk about TPO in more details but the important thing is to establish a contact point. No matter how vast the information we possess, there should be a contact point that can be utilized. After the TPO article is approved, Busan will prepare a more detailed material to explain this issue not just for the member cities, but also all Asian-Pacific cities. Any more questions? If you don't have any more questions, we will close the morning session. Let's enjoy lunch and resume the meeting at the afternoon session. Thank you.

End of Morning Session ††

