

└ Chairman

Have you enjoyed your lunch? After lunch, most of us would feel drowsy and also as we grow older, people tend to doze off during the day time and when night comes, they just would not sleep. But I see that most of the participants are very young and energetic so I don't think anyone would doze off today. This afternoon, the first presentation will be given by the city of Guangzhou. Mr. Li Zhi Xin will make the presentation.

└ Guangzhou(Li Zhi Xin)

Chairman, ladies and gentlemen, it is truly an honor to have this opportunity to introduce you about tourism in my city of Guangzhou at Asian-Pacific City Summit 4th working level conference.



Tourism industry is said to be the industry of the 21<sup>st</sup> century and I understand that all the countries are pursuing tourism industry as their major industry. The Chinese have been opening its market and it has been conducting reforms for the past twenty years and its tourism industry has been growing and exceeding its GDP as well. Guangzhou is the central city of Huanan region and it has a history of 2,200 years. It is also one of the origins of the Silk Road and one of the 24 historical sites designated by the Chinese government. Tourism industry is one of the fastest growing industries in the city of Guangzhou. The rich tourism resources of Guangzhou gradually transformed into economic competitiveness and formed a significant industry. The number of tourists, total income from tourism, economic value from tourism and increase of tourism businesses show that Guangzhou has become one of the leading tourism cities in China. At the end of 1998, Guangzhou, for the first time, was selected as one of the most prominent tourism cities in China.

Next, I would like to talk about the City of Guangzhou in three areas. Tourism in Guangzhou has been receiving a lot of attention and attractiveness of Guangzhou as a tourist city is growing. In 1994, the City of Guangzhou has presented a report on decisions to accelerate development of tourism and according to this report, tourism industry is going to be one of the major industries that is going to lead the growth of the city. And in 1995, the city government of Guangzhou has included tourism industry as one of the major industries to be incorporated in its '9th 5-Year Economic Development Plan'. In October of the same year, the city government of Guangzhou has established what's called, 'Guangzhou Tourism Development Strategies (1996-2005)'. In 1998, Guangzhou City has created plans in order to build Guangzhou as a tourism-focused city. In recent years, the City of Guangzhou is implementing a city development plan called 'Small Changes in 1 year, Remarkable Changes in 3 years, Significant Changes by 2010', which was effective in building tourism infra-structure and improved traffic conditions by structuring major transportation infra-structure at the starting

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phase. Therefore, transportation situation in Guangzhou has been improved enough to be conducive to the development of the tourism industry. In order to build Guangzhou into an ecological city, we have made zoning plans and implemented construction phases called 'Blue Mountain, Green Water, Blue Sky and Green Field. The overall city environment has been improved and greening in urban parks, plazas and roadside areas has been strengthened. The green area per person has been increased to 7.87 square meters and there are about 72 parks within the city. At the same time, the public sector had invested in two commercial avenues; Beijing Avenue and Shangxiajiu Avenue and renovation was done on heritage buildings and structures as well as modern architecture such as Zhenhailou, Sun Yat Sen Memorial Hall, Whampoa Military Academy site, Shamianoulu Architecture, Xiguandawu, etc. We have also built tourist complex in Guangzhou Ocean World, Xiangjiang (Perfume River) Wild Animal World, Changrong Nocturnal Animal World. Due to these efforts in the past few years, the achievements in natural characteristics, historical attributes and modern architecture of Guangzhou have already been visually displayed.

Secondly, the size of the tourism industry is growing rapidly and has become one of the growth engines for the economic development. As a result of such efforts put into the tourism industry development, tourism accommodations have increased with a total of 1,680 accommodations, 110 thousand rooms and approximately 220 thousand beds and among them, there are 148 hotels and 121 travel agencies. And there are about 70 tourism attractions and about 22 thousand restaurants. The fixed asset is about 33.4 billion yuan and 23 million people staying in the city are creating over 1.5 billion USD income of foreign currency. With operating income over 41.5 billion yuan, Guangzhou now has general production capability. The tourism industry of Guangzhou has been able to generate 5.3% of Guangzhou's GDP. Therefore, the tourism industry has become the most representative industry of Guangzhou.

Thirdly, I want to talk to you about our effort to create the 'essence' for the tourists to see during their stay in Guangzhou. With the emergence of the new century, tourism industry of Guangzhou should realize their goals and fully utilize Guangzhou's excellent historical and cultural background, modern urban culture, commercial and culinary culture. Guangzhou should also show its essence to its visitors by upgrading its traditional tourist attractions and continuously developing new tourism products. If we can do this, we will be able to attract more tourists to our city.

So, I believe that we need to:

1. Upgrade our traditional tourism products. So my city of Guangzhou has reasonably and rationally been discovering artifacts and heritages and has been developing them so that we can maintain the heritages that we have received from our ancestors. We have been conducting studies in the areas of history, science and arts and trying to find things that others do not

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have and also things that others do have but superior to those of others. Tourist attractions such as residence of Vietnam, tomb of Vietnamese king, shrine of south sea god, Whampoa military academy loped under this guideline. We are also pursuing one-day tour on Guangzhou's history and culture where tourists can experience the city's historical and cultural background by visiting Guangzhou's marine Silk Road relic tour, Nanyue historical relic, modern historical sites, etc.

2. We are trying to develop new urban culture tour products. Guangzhou is one of the cities that lead the growth of China. It is a city that has traditional as well as modern aspects. Therefore, Guangzhou should fully utilize its advantages in the culinary arts, shopping and business area. The city is trying to protect its tradition and history and at the same time, trying to develop seasonal attractions such as flower market during the spring time, lantern festival during New Years' full moon, Duan Wu Jie Boat Race, etc. It is also trying to attract tourists by inducing them to participate in cultural activities such as Guangzhou Tourism Festival, International Food Festival, Art Festival, Fashion Show, International Film Festival and sports events.

3. We are also trying to develop specialized theme tour products in school excursions, ecology and recreational tours. In school excursions, we are utilizing national tourist plan and youth hostel network. We are concentrating on developing thematic tourism products such as modern history, culture of southern region, culinary art, acupuncture, industrial and agricultural tours to improve cultural elements, participation and educational effect in school excursions. In ecological tours, we are focusing on developing forest, sea and agricultural products. For recreational tours, we are utilizing our excellent recreational facilities and golf courses in Nanhu National Tourist Resort and nearby areas to integrate recreational tours and business tours. We are also creating a series of theme tours to elevate Guangzhou's recreational tour products to meet international standards.

I invite all of you to the beautiful city of Guangzhou. Please come to my city and enjoy yourselves when you come to our city. Thank you.

└Chairman □□□□□□□□□□□□□□□□

We have one hour for this session. And I would like to thank the speaker for finishing the presentation within thirty minutes. Today we are talking about ways to expand the relationship but the City of Guangzhou has only introduced their city. But anyway, I would like to thank the presenter for introducing their city so specifically. Now that we have listened to the presentation, let's have some time to comment or ask questions regarding the presentation.

└Observer □□□□□□□□□□□□□□□□

I am from Fonetec and my name is Park Young ju. To promote tourism marketing on the

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internet, what kind of activities are there in the City of Guangzhou? And I would like to know some of your plans in promoting internet marketing. Would you give us an introduction in this respect?

└─ Guangzhou (Li Zhi Xin) □□□□□□□□□□□□□□□□

Currently in the City of Guangzhou, tourism bureau is taking part in establishing a tourism network and the city is also undertaking an independent project to promote this area. We have a tourism network, promoted by the central government and also the private sector, using the wide-band system for developing a network that connects hotels and accommodations and travel agencies located within Guangzhou and other facilities are also connected within this network. Through these efforts, we are trying to attract more tourists. Thank you.

└─ Chairman □□□□□□□□□□□□□□□□

Thank you. Any other questions or comments? How about the representative from Saga? Mr. Sakai Takero? Would you like to make a comment for suggestion?

└─ Saga (Sakai Takero) □□□□□□□□□□□□□□□□

I am from Saga City. I don't have any questions but it seems that the City of Guangzhou, in a large scale, is implementing policies related to tourism in a very active manner. In the city of Saga, we have about 170 thousand people. It is probably the smallest city among the participating cities in today's conference. Basically, the City of Saga is trying to foster the tourism industry as one of the most important industries within the city. I think in this era of scale and the age of globalization, we need to find out how we can improve tourism in such small cities as ours. Locationwise, we are very close to Fukuoka and we are located on a small island called Kyushu. There are roughly about 10 large cities on the island and among these cities, there's competition and how we compete and how we survive are one of the important tasks that we must tackle. Tourist resources and attractions are very important challenges and the cities are exerting their utmost efforts in order to improve the tourism industry. We hope to establish a global relationship with the cities participating in today's conference but it's not easy for us to have this kind of international relationship. Frankly speaking, it's not very clear for my city of Saga on the extent of cooperation that we can establish with other participating cities because Kyushu is the largest framework for us. And how we can work with you is something that we need to think about in depth. Because we would have to discuss the TPO and other issues within the framework of TPO and how we can work together and participate is something that requires good amount of thoughts. We are going to incorporate all the suggestions and comments that you have made and we will do our best. Thank you very much.

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┃Chairman □□□□□□□□□□□□□□□□

Do you have any more questions? I don't think we have any more questions. Since we have 30 minutes left, let's try to use the remaining 30 minutes to allow cities that have not introduced themselves in the morning to introduce themselves. Let's start from Manila. So I would like to give Manila about 1 minute.

┃Manila (Amalia A. Tolentino) □□□□□□□□□□□□□□□□

Thanks to everyone. I am from Manila, the capital of the Philippines. It's at the center of archipelago and it is the hub where the oriental meets the occidental, the quaint with modern, and the plain with extraordinary. The city government of Manila is now being run by a very good mayor, who is very capable of handling the affairs of the City of Manila. That is why the city council is always behind and always supports the programs and platforms of our mayor. With regard to our beautification projects in Manila, our mayor has come up with very attractive surroundings that can be seen by local and foreign tourists. Thousands of ornaments have been placed in the center islands and the streets of Manila, not to mention, the continuous cleanliness drive being undertaken by the government of Manila. Since Manila is rich in its historical values, we make it a point to have these historical spots very well maintained by the government of Manila. And regarding the illumination, the beauty of Manila can still be seen clearly with brightness, even during nighttime. And in regard to peace and order, since the mayor of Manila came up with an innovative approach of partnership between the local police and the community leaders, criminality has tremendously been reduced. Thus the visitors and the residents of Manila feel secured because of the protection and safeguarding of the police and the government officials. These are only few of the many changes happening now in the City of Manila. On this note, we invite you all to see and experience the beautiful and peaceful environment of Manila, the premier city of the Philippines. Thank you very much.

┃Chairman □□□□□□□□□□□□□□□□

For the development of tourism, there are things to be done. First, there should be tourism infrastructure and development of tourism products. Also, there should be good tourist routes as well as tourist marketing. There should be also good tourist organization and strong leadership. I think this is a very essential element and the representative from Manila has said that her city has an excellent mayor and under the able leadership of the mayor, the city is growing. That was a very good comment. Thank you. Next, we are going to hear from Miyazaki.

┃Miyazaki (Koga Junju) □□□□□□□□□□□□□□□□

I am from Miyazaki City. The City of Miyazaki is located on the eastern part of the Kyushu Island. The eastern coast is on the Pacific side and it has some 30-kilometer north-south

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coastline. The average temperature is about 18°C so it is quite warm and not much snow in winter. It has a beautiful beach called Shitozu, and there is big pine tree forest. At Hitozubahama, there is Aoshima, which is famous for the sub-tropical plants. Last July, there was a foreign ministers' conference in Miyazaki, part of Kyushu Okinawa Summit. And this April, Asiana Airlines has established a periodic air route between Seoul and Miyazaki and the current fill up rate is 77%. International trade and exchange is taking place and also for regional exchange, development of air routes and other transportation is required. So that is one area that we are going to try to develop.

└Chairman □□□□□□□□□□□□□□□□

Now, I would like to ask the City of Nagasaki to introduce their city.

└Nagasaki(Kataoka Kenshi) □□□□□□□□□□□□□□□□

Good afternoon. I am from Nagasaki. The City of Nagasaki is located side by side with Hiroshima and also the victim of the atomic bomb. 460 years ago, Nagasaki was one of the first cities in Japan which opened the doors to external influence. It started to establish relationship with the Netherlands and China so it has abundant heritage and tourism resources. We especially have many famous temples and architectures in Tang Dynasty style and also, we are preserving the historic locations where foreigners had lived. We have unique festivals especially in the winter including the 'Nanta' Festival, which is a spring event. 'O-Kunchi', one of Japan's three largest festivals, has combined influences from the Netherlands, Portugal and China with Nagasaki's distinctive culture. In Nagasaki, you can taste diverse Japanese dishes as well as fusion food. We are directly connected with Seoul and Shanghai but we are not directly connected with Busan yet. It takes about 1 hour and 50 minutes from Nagasaki to Fukuoka by JR and it takes a little longer by bus so I think it will be convenient for people of Busan to come to Fukuoka and then to Nagasaki. Our three major industries are shipbuilding, fishing and tourism and the mayor of Nagasaki is emphasizing the importance of tourism and making a wide variety of efforts to promote the tourism industry in Asia. Nagasaki is a peace-loving city and I would like to invite all of you to come and visit Nagasaki. Thank you very much.

└Chairman □□□□□□□□□□□□□□□□

Thank you very much. We have heard from the representative of Nagasaki. As he said, Nagasaki and Hiroshima are the cities that have undergone catastrophe and because they have experienced such catastrophe, they have become peace-loving cities. And that can also be used as tourist attractions. Now, we are going to hear from the City of Oita.

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┃Oita (Kusatsu Kimiaki) □□□□□□□□□□□□

I am from the City of Oita and let me introduce the city. There are three things that I can tell you about my city. The first has to do with the characteristics of Oita; it is within the island of Kyushu and it is not a city that is well known. Oita was less developed compared to other regions in Japan but after the WWII, Japan was growing rapidly and Oita's low cost, yet quality labor in farming areas and water supply were utilized and the agricultural community was able to develop into industrial community. However, there are transportation and environmental problems resulting from the industrialization and we are exerting our efforts to solve these problems. The second thing I want to say is that; my city has a very famous zoo. It has about 1,800 wild monkeys that live in their wild habitat and it is something to see. It is famous in Japan and also famous throughout the world. I understand that many citizens of Busan have also visited our zoo with monkeys. The third thing that I want to tell you is that Oita is one of the host cities of World Cup 2002. Our city is the only city on the Kyushu Island to host the World Cup games. As I've said, my city is not that well known and we are making efforts in order to get more recognition for our city. We are developing hot springs and also promoting our culinary arts as well as the fact that we are hosting the World Cup. The hot springs of Oita are truly famous and we probably have more hot springs than any other communities and this is one of the things that we want to emphasize. We also have a traditional art called 'Okegura' and the World Cup will be a good opportunity to promote it. Oita is well known for its culinary arts and fish such as blowfish, sardine, mackerel, etc. These are three characteristics of my city, Oita.

We were able to grow along with the fast development of Japanese economy and we have a very famous wild monkey zoo and we will host the World Cup. Thank you.

┃Chairman □□□□□□□□□□□□

Thank you for your brief and concise introduction of your city. Next year from May through June, we will have World Cup games co-hosted by Japan and Korea. As you all know, this is a co-hosted event and many countries are currently undertaking the qualification round. And I would like to ask all of you to take an interest in this event. This convention center 'BEXCO', was opened last May, and this month, we are going to officially open this site. We are going to have a World Cup final drawing event in this convention center and it will be broadcasted via satellite. I hope you can promote this event when you go back and watch it in your respective countries. Now I would like to ask the City of Saga to introduce their city.

┃Saga (Sakai Takero) □□□□□□□□□□□□

Yes, I am from Saga. As I have already mentioned, we have about 170 thousand residents and it is very near Fukuoka, which is only about one hour drive. We have a vast green area

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and wherever you go you can find abundant nature. I can say that Saga is one of the cities in Japan that has abundant natural resources for the tourism industry. Our city also has a long history of 500 years and we are also trying to find ways to utilize our historical heritage as tourism products. So please visit Saga and when you walk on the streets, you will appreciate all the traditional aspects of our city. And we have a special event, which first took place about 20 years ago, the Saga International Balloon Festival. This event is going to take place from Oct 31st through Nov 4th this year in a very wide plain area. Teams from 15 to 16 countries and sometimes, as many as 20 countries participate in lifting some 100 balloons into the sky. Visitors can see the spectacle of this event. Between 800 thousand to 1 million people come to see this event so this event creates a very exciting atmosphere for the whole city and several teams from Korea are taking part in this air balloon festival. And this festival is operated by volunteers; they come to the city from all over the world and all of the participants come to our city at their own expense. Since it is an international event, there is a lot of international exchanges going on during the festival. I would like all of you to take an interest in our festival that will take place this October. Thank you.

└Chairman □□□□□□□□□□□□□□□□

Thank you very much. I have heard about this international balloon festival before, on the internet. What I've previously heard is exactly the same as what the representative have just presented. Saga City has a population of 170 thousand and they host a very famous international event. It is possible because all the citizens come together and volunteer in making the event an internationally renowned tourism product. I think it is a victory for the citizens of Saga City. Regardless of the size of the city, you can see from the City of Saga that if cities develop tourism products that are right for them and citizens come together in developing the product, there are good results. Thank you. We are going to hear from the representatives of Shanghai.

└Shanghai (Shen Jin Min) □□□□□□□□□□□□□□□□

I am very happy to be with you today and I want to thank the chairman for giving this opportunity to introduce you my City of Shanghai. If I may briefly introduce Shanghai, it is an economic and industrial city. It is China's largest port city and a cultural city. It is in the center of the East Sea and Yangze River flows through it. Shanghai is a quite large city with population of 14 million and area of 6,400 square meters. Since the opening of the Chinese economy, it has been growing steadily and in terms of cultural aspects, it has also been developing. Shanghai has a long term plan and its leadership and people have been working together in order to develop Shanghai into a tourist city. In the 5-year development plan, which ends in 2010, tourism takes on a significant role. For the past 9 years, there were annual visitors numbering between 860 thousand to 1million people. There are about 500 travel



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agencies, 3,400 hotels and 25,000 beds in the city and we have quite a large number of tourist accommodations. Transportation wise, we have two subway lines and have also constructed railways and overpasses. We have a lot of tour buses connecting other cities of China. There are excellent transportation routes and you can go to Nanjing, Hangzhou and other tourist cities. We have buses specializing in connection to other tourist cities. And Shanghai is also an air hub; we have two international airports and we also have direct flight from Shanghai to Busan, which takes only about an hour. The infrastructure of Shanghai is quite impressive. It has a television tower called 'Pearl of the Orient', which is right in the middle of the city. This TV tower is a beautiful structure and you can actually climb the tower and look at the scenery.

We also have festivals such as international art, film and television festivals that attract domestic and international tourists. Shanghai City also holds exhibitions. We hosted Fortune Conference in 1999 and International Tourism Conference in 2000 and there is going to be APEC conference this coming fall.

We welcome you to Shanghai and hope to work with you in sharing our knowledge. Thank you.

└ Chairman □□□□□□□□□□□□□□□□

I think we are all fully aware of Shanghai's renowned attractiveness and I think it is probably the best example of China's open-door policy. It is renowned for its reform drive and you can see a lot of construction going on in the area. Shanghai is also a sister city of Busan. Thank you very much. Next, I would like to ask the representative of Urumqi to make a brief introduction of the city.

└ Urumqi (Li Bo Jun) □□□□□□□□□□□□□□□□

Chairman and the representatives of each city, I am very glad to meet all of you. And I am honored to have this opportunity to introduce my city. My city is the capital of the Uighurs Autonomous region, which is in the northwest part of China. It is one of the cities that is located far away from the ocean. It has about 2.08 million residents, consisting of 47 minor ethnic people such as Uighurs, Hans, Mongolians and others. Urumqi is promoting tourism industry and the development plan, which is to be implemented until 2005 states that Urumqi should develop its economy and become a tourist city. This year, we are investing 10 million R&G to develop our infrastructure and currently, 300 million yuan is invested in the construction of national landscape garden. When completed, it will become a tourism complex that has fashion and culinary attractions. A cultural heritage village called Turpan is also being constructed.

This year, we are focusing on the development of infrastructure for tourism industry so we have improved transportation facilities in tourist sites. We have many tourist sites but among them, the most famous are Tianchi and Podoryung, located in Pruvan. Tianchi is 85 km from

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downtown and convenient to visit since it's connected to the expressway. Turpan is also an important tourist site. Another thing that is special about our city is that we have delicious fruit due to the sunshine and large temperature gap between day and night. So our city is also called the city of fruits. Also, our city is called the city of art, home of dancing and singing. Urumqi is utilizing its existing facilities in harmonizing modern and ethnic characteristics and I would like to invite all of you to our city. The people of Urumqi will greet you with great hospitality. Thank you very much.

└Chairman ■■■■■■■■■■■■■■■■■■■■■■

I think we have two riddles. One is 'which city is the farthest from the sea?' and the other is 'which city has the most number of ethnic groups?'. I think answers to both of these riddles are Urumqi. That was a wonderful explanation about the City of Urumqi. Thank you very much. I think you haven't been able to see much of the sea and since we have the sea right before us, I hope you enjoy it. And lastly we are going to hear from the representative of Vladivostok.

└Vladivostok (Vladimir Saprykin) ■■■■■■■■■■■■■■■■■■■■■■

Ladies and gentlemen, now we would like to introduce you our city, Vladivostok. Vladivostok City is the central city of the Primorje region, largest port of Russia and the economic center of the Russian Far East. Vladivostok was founded on July 2nd, 1816 and is located in the very southern part of the Muraviev-Amurski peninsula. At first, Vladivostok was established as a Russian military base on the Far East and this is why there are lots of old fortresses, which surround Vladivostok from all sides. Now, they are mainly used for sightseeing and belong to the Vladivostok historical museum and now, as you can understand, they are open for visits of foreign tourists. Also, Vladivostok is the largest transportation center in the Russian Far East. It is connected with transportation lines between Japan, China, USA, Cuba, Canada and Korea. Also, Vladivostok is the largest railway transportation center. Trans-Siberian railway starts in Vladivostok and connects to Moscow, which is a total of 9,850km. International airport is located in Vladivostok. There are direct flights from Vladivostok to Seoul, Busan, Nigata, Toyama, Osaka, Chancung, Harbin, Bangkok, Singapore, Anchorage, etc. Vladivostok is also a large scientific and cultural center. There are 10 state owned universities and 3 private universities and there are 30 research institutes, which belong to the Russian Academy of Science, located in Moscow. As all of you know, Vladivostok was a closed city for foreigners until 1992. From that time, it was open for visits of foreign tourists and now, we are very serious about the development of tourism in Vladivostok. After it opened to the outer world, Vladivostok established sister city relationships with many cities from Asian-Pacific Rim countries. Now, Vladivostok has sister city relationships with 8 cities; San Diego, Tacoma and Juneau in the United States, Niigata, Hakodate and Akita in Japan, Dalian in China and

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Busan in Korea. Also, consulate generals of India, Japan, United States, Republic of Korea and Vietnam are located in Vladivostok. There are also representatives of Australia, the Philippines, England, Bangladesh, Germany, Ireland, New Zealand and Canada in Vladivostok. We would like to tell you a few words about tourism in Vladivostok. Now, tourism is mainly promoted in Vladivostok by privately owned companies and usually, they organize tours of historical places and so called green tourism, which are organized for foreign tourists to Russian tigers, wild forest where foreigners can get along with Russian wildlife. And also I would like to say a few words about the tourist visiting our city. Most of them come from China, Korea and Japan. Vladivostok City government plans to promote some general plan for tourism development. We are working on it and maybe next time, we will be able to present this plan to you. Thank you for your attention, ladies and gentlemen.

└Chairman □□□□□□□□□□□□□□□□

Vladivostok is the only city from Russia that is participating in this conference. With this, we have listened to the introduction of all 18 cities. Now, the City of Kitakyushu will give their presentation.

└Kitakyushu (Terashi Michito) □□□□□□□□□□□□□□□□



Good afternoon, ladies and gentlemen, My name is Terashi from Kitakyushu. I know that all of you are tired but please bear with us. First of all, I would like to introduce the tourism administration of Kitakyushu.

In 1963 for the first time in the world, five cities: Moji, Kokura, Tobata, Yahata and Wakamas were integrated to create the City of Kitakyushu. Kitakyushu is located at the northern end of Kyushu and connected with Kanmon Bridge and Tunnel. It is the gateway to Kyushu with area of about 482 square kilo meters and population of 1.01 million. Our city is located very close to other cities in East Asia. The distance between Busan is 230km and Seoul 500km but it is 1000km to the capital city, Tokyo.

Kitakyushu in the past, was one of the four major industrial cities in Japan but when demand of steel decreased due to economic recession in the 1980s, the city was deprived of its vitality. So that is why the city is trying to promote the tourism industry. But at that time, the public of Kitakyushu did not know what tourism meant.

So in 1987 when Mayor Koichi Sueyoshi took office the city did not even have a department specializing in tourism and there were of course, no tourism related statistics. And also, the citizens of Kitakyushu did not know what tourism meant and even the public officials did not understand the importance of tourism. But it was not because they did not have the resource to accommodate tourists. As you all know Hiraodai is a famous karst plateau with a nationally protected stalactitic cave. Wakamas northern coast which is part of Kenkai national park is a center for sailing and other water sports.

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Also, we have the world's first and Asia's best suspension Kanmon tunnel that was built in 1958, Wakado Bridge that was built in 1962 and Kanmon Bridge that was completed in 1973. So many tourists come to the city to see the structures but after seeing these structures, they would not come downtown but leave for Batbu, which is a spa city. And at that time, we did not know what exchange of people meant.

So the City of Kitakyushu set tourism as its top priority because they wished to revitalize the economy by promoting transportation, accommodation, food and other tourism related industries since their positive impact in the regional economy was anticipated. The City of Kitakyushu developed itself as an industrial city; a city of steel and coal and after the city was swept in the wave of restructuring, Kitakyushu needed immediate measures for promotion of the region. The first statistical record on the number of tourists to Kitakyushu was surveyed in 1988 and it was 3.3 million.

I believe for tourism, there are three elements; which are tools, action and hospitality. Tool is related to hardware so for 14 years since the late 1980s, we have made heavy investment to develop the tool, in other words, hardware aspect of tourism.

And in 1990, we opened Space World, which is the world's first space theme park and in 1995, we opened Moki Retro, which is a transformed version of Moji Harbor that opened in 1889 and in its prime, transported over 6 million people annually.

In 1998, we opened a garden, which is a reproduction of Ogasawara's residence. Ogasawara was the lord of Kokura Castle, which is the symbol of Kitakyushu. And we also opened Seicho Matsumoto Memorial Museum that commemorates the achievements of Japan's famous author, Seicho Masumoto. We also opened Kitakyushu Media Dome, which is a multi-purpose high technology dome for events and conventions.

In 2000, we opened Ajsai-no-yu at the Kawachi Hot Spring Center and this year, the renovated Sagakura Kogashima train as a panorama car that allows tourists to see the million-dollar night scenery.

As for convention facilities, we opened Kitakyushu International Convention Center in 1990 at north JR Kokura and in 1998, the West Japan General Exhibition Center opened with the largest exhibition area in west Japan and the area formed into a conventional zone. At the same year, the doorway to Kitakyushu, JR Kokura station opened and from that station, you can go to the convention zone in 5 minutes on an escalator.

In case of hurumai, which means action, I think we can interpret action into events. Since Kitakyushu is a city that is made up of five cities, there are festivals that have 200 to 400 years of history such as; Taiko from Kokura, Oyemagasa from Tobata and Yamagasa from Kurosaki. And in 1988, the first 'Washoi Million Summer Festival', an entertainment festival collection took place and since then, has been hosted by the city annually. There are also many cultural events such as international music and theatre festivals in this city.

Especially this year, from July 4 through November 4<sup>th</sup>, for a total of 124 days, we are

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hosting 'Kitakyushu Exhibition Fair 2001' near Space World to celebrate the 100th anniversary of the operation of Higasida shaft furnace in Yahata iron mill. It is a new form of festival that has elements of traditional exposition as well as convention and festival events.

In the traditional *hurumai* elements, various cultural events have been added recently because we understood the importance of tourists and citizens becoming one and sharing the pleasant experience. In this respect, the Kitakyushu Exhibition Fair 2001 sets the direction of urban planning in industry, technology, environment, health and welfare aspects and it is also a 'space shared by tourists and citizens', which is a compilation of Kitakyushu as a tourist site.

The third *motenashi* is about the hospitality-mind, the attitude all citizens should have when receiving tourists. In Japan, we have honorifics by which, the Japanese will humble themselves and express their respect for others. In the past, when a visitor asked a citizen 'where can I go see something interesting?', the people in the past would say 'I don't think there is anything worthwhile to see'. But now, our attitudes are different. Since Kitakyushu was an industrial city in the past, there was little understanding of *motenashi* as a tourist city and PR. But from 1995, we have undertaken 'One Million Smile Hospitality Campaign' to enlighten the citizens and city officials the importance being friendly to our visitors. Now that we have the hardware, in other words the tools for tourism, the *motenashi* such as tourism volunteers can be seen in our city. In 1988, while we had only 3.3 million visitors but 10 years later in 1998, we had over 10 million visitors.

Kitakyushu is rich in tourist attractions; it has beautiful natural environment such as mountains, sea and springs, historical heritage such as castle and museums, leisure facilities such as theme park, sports facilities such as racetrack and many different kinds of festivals and events. But the special tour pattern in Kitakyushu is an 'educational tourism'. One type of educational tourism is that since Kitakyushu City government have been noted for its capabilities in solving difficult problems such as welfare, environment and housing, officials from other cities come to learn our success cases and to make observations.

Another form of educational tourism is since we are a major industrial city, there are field trips to various factories. You can visit New Nippon Steel to see steel production, Yaskawa Electric to see robots and TOTO for porcelain.

Recently, tourism patterns are evolving from simple sightseeing to experience and education and educational tourism is Kitakyushu's original approach in dealing with this trend. We plan to promote tourism sales more actively by combining educational tours, Space World and Moki Retro as a set menu and attracting guests.

I talked about the Kitakyushu's tourism administration history and its characteristics and next, I will talk about our specific tourism policies. In recent tourism policies, we are cooperating with other cities in the region. It is because we believe it is more effective to work together with nearby cities in promoting tourism. We are talking about cooperation with neighboring city, Fukuoka which has an international airport, Batbu which is a famous spa, and other cities in

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east Kyushu such as Oita and Simonoseki which has Kanmon strait in between. We especially think it is important to cooperate regionally in promoting tourism overseas. Compared to cities like Tokyo or Osaka, Kyushu is not that well known so it can be a handicap. Since tourism demand will become more diversified, it is crucial that the wide area of Kyushu cooperate in promoting tourism. And along with these efforts, we can also cooperate with private tourist attractions or hotels within the city. In promoting tourism in East Asian countries such as Korea, China, Taiwan and Hong Kong, we work fully together. For instance, there is tourism product development, visit to mass communication and travel agencies for sales promotion, participation in tourism expositions, advertising in travel magazines, public relations with media and issuing 'welcome cards' that give discount when using designated tourism facilities, hotels and restaurants in the city.

'Urban tourism' is citizens, corporate bodies and administration working together in creating a city that promotes the region by exchange of people. And I think expansion of tourism exchange between Asian-Pacific cities is very meaningful in this respect. Kitakyushu lacks experience as a tourism city but in other words, we can say that it has high potential. Of course, the attractiveness of the city can be developed by the people who live there but by exchanging ideas and opinions with the outside world, it can develop more and also be more refined. That is why we have to improve our services and attractiveness of the city through these exchanges.

I hope that my presentation was useful for all of you. Since tourism volume, development and history vary between cities, I think we should be able to exchange opinions freely to understand tourism policies of other cities in detail. And that exchange should also provide tourism information and opportunities for promoting tourism policies between member cities. Next thing that I want to suggest is a place where private tourism related businesses express their opinions on tourism exchange between cities. Or I think there needs to be exchange of information at a certain level. There probably are tourism information volunteers in each city and I believe there should be an opportunity for education as well as exchange of people and opinions. Thank you for listening.

└Chairman □□□□□□□□□□□□□□□□

Thank you Mr. Terashi from Kitakyushu. For thirty minutes, we heard the presentation on three essentials of tourism. First is the tourism infrastructure to provide something to see and the second is development of events where tourists and citizens can come together and have a good time and the third is the hospitable attitude of citizens. In particular, Kitakyushu's educational tour was a very interesting idea. I think it is very good and well planned out tourist product. In Korea we have what's called a filial tour and it's a tour that sons and daughters give their parents as presents. In this age of globalization, I think it is very important in tourism to attract young people, especially students in experience and educational

