
(5) Wrap-up of Sessions

Chairman

From 9 o'clock this morning, for about 7 hours, we have been exchanging a wide variety of views and opinions. I would like to thank all of you for being patient and bearing with us throughout the session. Now, we would like to have a wrap up session.

Today in the 4th Working Level Meeting, we have been talking about how we can promote tourism among the Asia Pacific Region and I would like to thank the representatives from 4 cities for giving their wonderful presentations and all the participants for their sharing their opinions. I would also like to thank all the participants for attending and listening so attentively. And during the session we have given each city some time to introduce their cities and I hope it was time to learn and understand one another.

If I wrap up the things that we have discussed throughout the session, Professor Sohn Dae-hyun of Hanyang University, in his keynote address talked about the importance of urban tourism in the 21st century. Also, he talked about ways to expand tourism activities in the Asia Pacific region. He said that first, we have to undertake cooperative marketing and develop branding strategy, second, develop DIS, computer-based tourism information system and web page via the internet and third, the importance of green tourism and heritage tourism and fourth, strategic alliance between private and public sectors, and lastly, development of service infrastructure.

Bangkok City talked about what member cities of the Summit can do to contribute to promotion of tourism. It was mainly about sharing tourism information such as success cases to develop tourism resources and promote tourism product development, international investment, tourism co-marketing and promoting cooperation within the region through convention to overcome impediments that disturb tourism development. He also said that in order to do this, we have to establish a network between private and public sectors and that there should be more efficient cooperation and coordination between international organizations and government bodies. The City of Manila mentioned the language issue, especially offering English courses to overcome the language barrier and the City of Jakarta talked about developing exchange programs between cities and universities and Ho Chi Minh City mentioned financing matters in these tourism programs.

The City of Busan analyzed what the member cities are emphasizing in development of the tourism industry and suggested the need to cooperate in developing tourism routes, co-hosting events and festivals and networking such as establishing cooperative relations in tourism professionals and tourism administration. And also regarding TPO, the presenter once again, mentioned the need to establish TPO and as the task of TPO, he mentioned coordination for international air routes between member cities, implementation of FAM tours, co-marketing activities such as co-development of tourism products and routes and hosting joint festivals or

events such as Asian-Pacific City Sail Ship Competition. Regarding the presentation, representative from the City of Fukuoka, Mr. Hatae said that we have to develop a contact point for inter-city information exchange and suggested developing a list of officials responsible for exchanging information. Also, developing a TPO web-page where people can easily look up who and what department is responsible for information exchange was suggested as a solution. A representative from Urumqi said that for efficient cooperation among cities in the Asian Pacific region, we have to have the participation of diplomatic officials. And the representative from Vladivostok agreed on the need for a coordinating body for tourism development in the region and the establishment of TPO.

Guangzhou's presentation was about Guangzhou's efforts to develop the tourism industry as the major industry by implementing mid/long-term plans to improve tourism related infrastructure by phases. Suggested methods to develop tourism were: upgrading traditional tourism products by developing historical relics and culture, development of urban cultural tourism products such as fashion shows, film festivals and sports events and development of theme tourism products by cooperating with ecology and recreation tours, etc. Regarding this presentation, many participants working in the tourism industry showed their interest in Guangzhou City's efforts to attract tourists. Saga City expressed their concerns on tourism policy and the plans for establishing TPO in the global environment.

Lastly Kitakyushu City said that in 1988, they had 3.3 million visitors and 10 years later in 1998, there were over 10 million tourists. In the presentation of Kitakyushu's dramatic transformation, they emphasized the essentials of tourism: tourism infrastructure, event and hospitable attitude of host citizens. They also introduced their unique programs such as study tourism and also suggested ways to promote tourism via cultural exchange and cooperating with domestic cities and private sectors in the wider region. Regarding the presentation of Kitakyushu, Dalian City said that the case study of Kitakyushu was very impressive and very conducive to their efforts. Jakarta City expressed deep interest in the development of tourism human resources. As has been said in the keynote lecture and the presentations, for the promotion of the tourism industry there needs to be a network between the cities.

In that context, there has been a discussion about TPO, which has been proposed in the joint statement by the 4th Asian-Pacific City Summit, which was held last year. We had a discussion on whether TPO is going to fall under the Asian-Pacific City Summit or whether it is going to be an independent organization. And also there were opinions that for members to agree on the establishment of TPO, there has to be internal discussion first. There were also suggestions made to have more specific conditions on joining and resigning from the organization as well as discussion on the relationship with PATA, operational details of TPO, roles and responsibilities of member cities and long term financial plan. We are going to be holding the 5th Asian-Pacific City Summit next year and the decision on the establishment of TPO will be made at that time. The decision will be made based on the final draft that is

going to come out as a result of today's meeting. We are going to incorporate the opinions of the member cities and we are going to be communicating in writing.

This has been the summary of what has been discussed so far today. Now that we are behind schedule, we are going to hear from the secretariat of the Fukuoka City in regards to the 5th Asian-Pacific City Summit.

(6) Introduction into the 5th Asian-Pacific City Summit

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

Thank you very much. It has been a very long day but I believe we had a very fruitful discussion. I would like to thank Busan City for hosting this year's working level meeting as well as last year's City Summit. We have already been contacting the responsible officials of the member cities but I would like to take this opportunity to make an official announcement.

On the 30th of August, which is going to be Friday, to the 3rd of September, which is Sunday, for three days, we are going to hold the 5th Asian-Pacific City Summit in Fukuoka. The first day would include opening, keynote speech and welcoming reception, and on the second day, we'll have breakout sessions as well as plenary session and we are going to adopt a joint statement, closing ceremony, press conference and a farewell reception. On the last day, we are going to have an observation tour. On the second day, we are going to be discussing TPO with the cooperation of the member cities and it is my sincerest hope that we will be able to launch TPO. We are in the process of reviewing the themes and keynote speakers for the plenary session and breakout sessions. If you have any good recommendations or have a specific theme that you want to discuss, please let us know. We hope that the 5th Asian-Pacific City Summit will be useful conference to all of you and we will exert our efforts to ensure its success. I hope to see all of you again next year in Fukuoka. Thank you.

(7) Closing

└Chairman □□□□□□□□□□□□□□□□

In 1994, the Asian-Pacific City Summit was launched in Fukuoka and since then, the summit has been a great success. At this point, I would like to thank all officials from Fukuoka for their great dedication in making this summit a success. I would especially like to thank the director general, Mr. Fukumoto Takayuki.

With this, we would like to close the 4th Asian-Pacific City Summit Working Level Conference. And also, I have to say that I feel quite sorry for having to resign my

chairmanship after such a short time. It is said that the 21st century is the era of the Asian-Pacific so I hope that we open our hearts and doors of each city and become true friends and via the tourism industry, we should cooperate to co-prosper. So I think we should be committed to sowing the seeds to co-prosper in this region. I would like to thank you once again for your patience and attentive attitudes during this session. I hope that we will be able to co-develop and co-prosper. Let's give this session a big round of applause.

