

(3) Subsession 2-A

- Moderator : Dr. Kim Hyeong-kyun, Director, Busan Policy Development Institute
- Chairperson : Mayor Akasaki Yoshinori of Kagoshima,
- Participating Cities : Bangkok, Guangzhou, Kagoshima, Kumamoto, Manila, Miyazaki, Nagasaki, Busan and Shanghai
*Vladivostok (observer) (9 cities)

Moderator

Good Morning. We will now begin Subsession 2A. The theme for Subsession 2A is "Measures to Promote the Tourism Industry." Bangkok City, Guangzhou, Kagoshima, the City of Kumamoto, the City of Manila, the City of Miyazaki, the City of Nagasaki, Busan Metropolitan City and the City of Shanghai, 9 cities, have participated. And we also have observers from the City of Vladivostok.

As for the election of chairman for this Subsession, we have had prior discussions at the Asia Pacific City Secretariat and Mayor Akasaki Yoshinori from Kagoshima has accepted our request to serve as the chairman of the session. If there are no objections, please greet him with a warm round of applause. Now I'd like to ask Mayor Kagoshima to resume his role as chairman of the session.

Chairman Akasaki Yoshinori of Kagoshima

Good morning. My name is Akasaki Yoshinori from Kagoshima and I'll be serving as the chairman of the Subsession. In order for the session to proceed smoothly I'd like to kindly request your cooperation. Also, I hope that the discussion that takes place at the Subsession serves to promote the continued prosperity of cities in the Asia Pacific. Then, first I'd like to ask the participants to introduce themselves. I'd like to ask Bangkok on my right to start the introductions.

******* Each delegate introduces him/herself *******

□ Chairman Akasaki Yoshinori of Kagoshima

Thank you for your introduction. And now we will go into the presentations. First of all I'll start the presentation and then we'll proceed in alphabetical order. And when there are any questions, I'd like to ask you to wait until the free discussion time. First we will start with the presentation from Kagoshima.

[Kagoshima]

□ Mayor Akasaki Yoshinori

Kagoshima city's tertiary industry, primarily retail and tourism industries, accounts for 80% of its economic output. The tourism industry, which has had an enormous impact on the city's economic dispersion, is now positioned as a separate general industry. As of 1988, the Municipal Government has established various measures to create a newly structured tourism industry.

Today's discussion topic is "Suggestions for the growth of the tourism industry," with the key word "environment." I would like to focus today's discussion on the approaches to creating a tourism industry which will be in harmony with the environment of the city.

Kagoshima city, the central city of Southern Kyushu, is currently home to over 550,000 citizens, and has for a long time been developed as Japan's window to the world of international culture and immigration. It is therefore known as a reformed international tourism city, blessed with a wealth of history, culture, hot spring baths, and splendid natural environment.

As a tourism city, Kagoshima's most prized possession is its magnificent vast natural environment. A prime example of this is Kagoshima's world-famous active volcano, Mt. Sakurajima, which towers above the city. Occupying land area equivalent to Tokyo Bay, Mt. Sakurajima is a fascinating sight, seen floating on the calm pristine waters of Kinko Bay. Kagoshima city can proudly claim to being the only city in the world where 550,000 people are fortunate to co-exist with an active volcano. This magnificent sight is only one scene of the many picturesque scenery Kagoshima City has to offer.

Mt. Sakurajima is a constant reminder of the power and vigor of our planet Earth. In 1989 the city constructed the Arimura Observation Point in order to enable visitors to experience the sensational breadth of the volcano. The observation point itself is situated in the center of the lava field.

The materials used in the construction of the facility consist primarily of the volcano's lava. Much consideration has gone into the landscaping surrounding the observation point, so as not to forgo the valuable sight of the natural lava spectacles. The observation point allows visitors an uninterrupted view of the eruptions from the peak of Mt. Sakurajima from a safe distance, thus highlighting its natural splendor.

Another of Kagoshima City's natural treasures is Kinko Bay. The citizens take pride in having such an irreplaceable treasure in such close proximity to the city. We intend to embrace the 21st Century by promoting municipal policy aimed at the revival of the splendour of Kinko Bay, through programs fostering "ocean restoration and city development" and "the creation of a prosperous city and ocean relationship."

The Kagoshima Aquarium was opened in 1997 as part of the city's Waterfront Project, in order to present to the world the beauty and splendour of Kinko Bay. Our aquarium, unlike any other in the world, has adopted the theme of "protecting the marine environment," exhibiting the romance and mystery surrounding the inhabitants of Japan's southern ocean. Within two years of opening, this facility has welcomed over 2 million visitors.

In addition to many species of precious marine life, Kinko Bay is also host to a large number of water events. The highlights include the Kagoshima Cup Yacht Race, in which competitors from around the world participate; and the long-distance swimming competition involving a 4 km race across Kinko Bay from the coast of Mt. Sakurajima to Iso Beach. These events have attracted competitors from within Japan and around the world as far as from Europe. Occasionally, dolphins can be seen swimming freely in the tranquil waters, posing as a constant reminder of the importance of environmental preservation.

Due to the constant underlying volcanic activity from Mt. Sakurajima, Kagoshima City is blessed with many heavenly hot-springs. The city is glorified with the title of "hot-spring heaven," and can proudly claim that all of the city's 230 public baths are supplied by natural hot-springs. Furthermore, most of the city's hotels are equipped with a

hot-spring bath of their own. More than just a form of relaxation, hot-spring baths are also recognised for their health and medicinal values. Last year, the number of visitors to Kagoshima City's hot-spring health plaza exceeded 300 people daily.

A survey was conducted in 1990, questioning visitors to Kagoshima about the main purpose of their visit. The most popular response was "to see the nature and scenery," with the second being "to enjoy the hot-springs."

Another of the city's tourist attractions is the rich Satsuma history and culture. Kagoshima began 700 years ago, as an ancient castle town. It was discovered by the Shimazu feudal clan, and has developed into the prosperous city you see today. Lord Shimazu was one of the most famous leaders of the Tokugawa Shogunate. Kagoshima is famous for being the home of many great men who have contributed to the creation of modern Japan.

We are aiming to promote our authentic culture in explaining the city's current structure. I believe that if visitors are able to savor our culture and history, they will be able to fully experience the individuality and charm that our city has to offer.

Today's environmental problems have become increasingly important as global issues. I think that we should strive to control and regulate the burden placed on the environment, resulting from recent vigorous activity and development.

In Japan, many cities have developed the typical theme parks and tourist facilities, and as a result of conforming to the trends, are suffering a severe management recession. However, I am proud to say that we don't have that problem here in Kagoshima. To date, the number of visitors through the gates of our tourist facilities has topped 8,200,000, and I believe that this number will continue to increase. As long as we maintain the city's natural resources, culture, and history as our foundation, while paying consideration to the environment, I am confident that we can continue to develop successfully.

Recently in Japan, there has been a rapid decrease in the number of births, and an increase in the number of senior citizens. The population will reach its lowest in the year 2015, and it is predicted that the population will have halved 100 years later.

Even in the age of a declining population, for today's society to continue, we must increase the number of active participants taking part in developing a successful tourism industry. I feel that the tourism industry is the key to maintaining an active city.

With the pride and joy of Kagoshima City lying in its magnificent natural

environment, with the energy from Mt. Sakurajima, the luxury of the hot-springs, and the warm hearts of the citizens as the foundation, I believe we have the potential to attract visitors from all over the world.

Chairman Akasaki Yoshinori of Kagoshima

Thank you, Mayor Yoshinori. Next, we will listen to the presentation by the City of Bangkok.

[Bangkok]

Deputy Permanent Secretary Nathanon Thavisin

I will present the case of Thailand, our experience in promoting the tourism industry. International tourism is a rapidly growing activity. It has been predicted that in the coming years it could be the largest income generating source for a number of countries. This would be the case especially in many countries in the Asia and Pacific region.

In recent years, as a result of a rapid development of transportation and communication, as well as increase in the income of people in many countries, both developed and newly industrialized, people have developed a strong interest and capability to travel to both nearby areas as well as far and wide. According to the Tourism Authority of Thailand, in the year 1998, the country attracted 7.76 million tourists, a bit above the 7.72 million visitors estimated. In the first nine months of 1999, tourist arrivals to Thailand grew by 11.14 percent due to solid growth in many of the Western countries and recovery of the Asian markets.

However, the average length of stay in Thailand decreased slightly from 8.4 to 8.1 days. The visitors traveled for pleasure, holiday and recreation about 88 percent of the time, and other purposes about 12 percent of the time. Shopping and buying souvenirs are other important components in tourist expenditures. Foreign tourists in Thailand used 37 percent of their total expenditure on shopping, particularly textiles and jewelry.

Today, nobody doubts the importance of tourism as the possible source for generating income, reducing unemployment, and distributing the wealth to the rural

communities. However, it may have other additional impacts, both positive and negative, on the country, such as possible environmental degradation, culture and social values preservation, international relations strengthening and human capital improvement.

Promotion of tourism is very essential in order to have the continual growth in the number of visitors and increase in revenue. It is not sufficient to rely only on the historical and cultural attractions as well as the natural resources. Tourists do have different needs as well as expectation for their tourism experiences. However, there seems to be common elements needed for the success of tourism promotion.

First, tourists who like to go off by themselves need a good urban transport system, especially in view of the growing trend towards independent travel. The opening of the elevated train on December 5, 1999, in the congested city of Bangkok has provided the opportunity to promote the city of Bangkok. The tourists can visit greater number of cultural and historical sites with their limited amount of time. This new and efficient transport system will also reduce the cost of transportation for the tourists and make the city more attractive.

At the same time, the elevated train will provide the opportunity for the visitors to see a unique view of the city that was previously unavailable. They can see a sharp contrast between the city of economic prosperity in the skyscrapers and the deep-rooted importance of Thai culture and tradition.

Second, forging strategic alliances with all stakeholders such as between the tourism authority and local governments, private, nongovernmental organizations, and communities in developing and promoting tourism and products is important. Each party has its own unique knowledge, views, and perspective on how to promote tourism. The local governments and communities may possess superior knowledge of the potential tourist attractions. Districts may have the "hidden" tourism attractions in which only the communities and the local government know.

For example, the stakeholders in Pra Nakorn District realize that their area and surrounding environment are suited to promote the art and cultural performances. The Bangkok Metropolitan Tourist Bureau, a department in the local governing authority, surveys the area and organizes tourism activities with the Tourism Authority of Thailand (TAT), the city police, the district as well as other stakeholders in developing and promoting activities such as the EU Walking Street Theatre Festival. Each party has

duties and responsibilities for the success of the project. The schools, art schools, and universities were responsible for providing the traditional Thai dance, free caricatures and art performances.

The city police provided the safety and security as well as orderliness for the events. The district provided the facilities, equipment and personnel. The Bangkok Metropolitan Tourist Bureau published the advertising leaflets and the event program as well as publicized the event. The communities agreed to decorate and maintain the cleanliness and good appearances in front of houses, not use personal vehicles during the walking street festival and be good hosts for the perspective tourists.

Third, the success of tourism promotion relies upon establishing world class events. The Bangkok Metropolitan Tourist Bureau pursues a two-fold strategy: to gain international recognition for the local events, and to develop new and large scale events with the potential to attract a strong international profile. For example, in the year 2000, the Bangkok Metropolitan Administration Tourist Bureau is planning to organize special world-class events such as Royal Barges Ceremony, the World Champion Lion Dance Contest, International Dance Sport Contest, and World Grand Prix Regatta 2000, as well as many more.

Fourth, intensifying convention promotion in the city will be another significant factor. The city and the national government must encourage the growth of quality; high-value added trade fairs, as well as launching an intensive marketing campaign to attract conventions and exhibitions to Bangkok in the year 2000 and beyond. Currently, there are many major exhibition centers in Thailand. Foremost among the top convention centers is the sophisticated multi-purposes Queen Sirikit National Convention Center, which has hosted numerous world-class events, including the annual meeting of the United Nations Conference on Trade and Development (UNCTAD) in February 2000 as well as many international travel shows, concerts and meetings. It is located in the center of the fast-growing business and financial zone and offers easy access to the city's finest hotels. Our experiences in hosting and organizing, as well as state-of-the-art facilities, provide the basic ingredients in promoting the city as a convention center in the region. The increase in the number of international conventions participants will also automatically augment the number of tourists since they will use their free time sightseeing.

The fifth factor for the success of tourism promotion is the development and

packaging of new tourism products. Regardless of the grandeur of the existing attractions in the cities and country, most tourists will visit the same old places only so many times. Consequently, the Bangkok Metropolitan Tourist Bureau packages the existing attractions and resources to create new products to suit various needs, including eco-tourism, sport-related tourism, value-based tourism and historical tourism.

Thus, the tours organized by the Bangkok Metropolitan Tourist office will provide economical alternatives for the tourists with the aim of creating unforgettable experiences. For instance, the development of new canal tour routes and bicycle routes in the Bangkok historical and cultural areas.

In the Bangkok Noi Canal Tour, visitors can experience traditional Thai living along the canals. They can also view some of the sights described by the English diplomat, Sir John Bowring in 1885, and a year later by the American ambassador, Mr. Townsend Harris, in the reign of King Rama IV (1821-1868), describing the canal tour which includes ancient temples, additional Thai-style houses, flower groves and fruit orchards along the canals.

Sixth, the assurance of rights for the tourists in the country is very important in attracting new and returning travelers. Some of the fundamental rights of tourists include the safety and security of persons as well as property. The national and local government agencies must strongly and fairly enforce laws in order to prevent unjust differential pricing systems, price gouging, stealing, pick-pocketing and fraud. In addition, the enforcing authorities such as the tourist police, city police, and police officers must promote expedient and convenient complaint registration systems for the tourists.

The tourist offices have essential roles to play in promoting security. They should publicize the safe and secure shopping locations which guarantee quality and fair prices for the products as well as warnings about possible hazards.

Lastly, the countries must strictly promote, prevent and enforce the illegal trafficking of material, persons and substances including narcotics, prostitutes and arms. These aforementioned will not only create a negative image for the country, but also have the adverse social impact on our own communities such as drug addiction, murder and armed robbery.

In conclusion, the impacts of the tourism industry are not only confined to the economic arena, but also in the social and cultural sectors and the environment. Thus,

coupled with the changing of types of products and services and demand patterns, the cities must actively create and implement various revolutionary strategies for promoting the tourism industry with the maximum total impact and least adverse impact.

□ Chairman Akasaki Yoshinori of Kagoshima

Thank you Mrs. Thavisin. Next, it's Guangzhou's turn.

[Guangzhou]

□ Vice Mayor Wang Shouchu

Ladies and gentlemen. My name is Wang Shouchu, Vice Mayor of Guangzhou. I'll make the presentation for the people's government of the City. The title of my presentation is "The Important Role of the Tourism Industry in Guangzhou and the Conception of Its Future Development." Please note that various figures contained in my presentation are the most updated ones concerning Guangzhou.

The tourism industry, the industry of the 21st century, is one of the most energetic industries in today's world of economic activities. Since the adoption of the reform and opening-up policy, the Chinese government not only has attached great importance to but also granted gracious support for the development of the tourism industry.

Presently, 22 provinces and municipalities directly under the central government or autonomous regions have placed the tourism industry as one of the pillar industries for the development of their local economy. With the support of the local government, the tourism industry has become one of the fastest-growing industries in Guangzhou.

The city has successfully changed its abundant tourism resources into practical economic advantages in order to achieve a certain industrial scale. Guangzhou ranks as one of the top tourism cities in China, respectively in main tourist indicators such as number of tourists, foreign exchange earned through tourism, total income earned through tourism and added value for tourism. Guangzhou is not only one of the 24 famous historical cities in China, but also one of the first group of the "Outstanding Tourism Cities" in the country.

First, the fast growth of the tourism industry of Guangzhou is due to the vast attention paid by the municipal government.

In March 1994, the local government issued "The Decision on Accelerating the Development of the Tourism Industry," which emphasized the important role of the tourism industry in the local national economy. The 9th Five-year Plan for National Economic and Social Development (1996-2000) and the Outline of the Long-term Goal for the Year 2010, which was formulated later, also placed the tourism industry as one of the six pillar industries in the city's national economy.

In recent years, in particular, Guangzhou City demonstrated its emphasis on tourism by presenting concrete requirements for practical tourism administration at the city's annual working-level meetings on tourism.

Since 1995, Guangzhou has been carrying on an activity of "building the outstanding tourism cities in China," by focusing on the creation of the concept of a big scale tourism industry, building tourist attractions, strengthening management of tourism markets and improving the urban tourism environment.

Thanks to the efforts of the whole of Guangzhou City, it was selected as the "The First Tourism City of Excellence in China" in 1998. Since last year, the city has been concentrating on various construction projects such as improving transportation systems, and concentrating on the ecological and environmental projects such as "Green Mountain, Jade Water and Blue Sky," to help improve its image. These efforts not only have helped improve the environmental surroundings but also provided better conditions for the city to develop its tourism industry.

The authorities concerned took policy measures to emphasize tourism development so that social capabilities can be located and supported and investment can be made in developing tourist attractions. Recently Guangzhou City and local and foreign firms began the job of restoring and improving tourist sites with a budget of 4.2 billion yuan, renovating Hwangpo military school building and excavating the old government office building site and artifacts of an ancient kingdom.

Now, the development of the tourism industry has played a positive role in the overall progress of society.

In the past few years, the development of the city's tourism industry has taken on a multi-functional and multi-level pattern.

Presently, there are a total of more than 1,580 hotels, among which 84 are star-level hotels. Moreover, there are 120 travel agencies and 75 famous scenic spots. Guangzhou has also more than 21,000 restaurants serving different styles of food. Approximately 404,600 people in the city are engaged in the tourism industry.

The city's total amount of fixed assets in the tourism industry is 34.685 billion yuan. The number of overnight tourists Guangzhou receives per year is around 21.1592 million.

The annual foreign exchange earned through the tourism industry was 1.167 billion US dollars, and the total business turnover was 36.346 billion yuan. The tourism industry has played an important role in opening up new markets, increasing national demands and promoting economic growth for the city. In 1999, the added value for Guangzhou's tourism industry amounted to 11.191 billion yuan, accounting for 5.42% of the total GDP of the most energetic new industries for Guangzhou and one of the fastest-growing sectors in the national economy.

Meanwhile, the development of the tourism industry has optimized the circulation of talented personnel, useful information and production materials, thus attracting international and domestic investments. Also, it not only has promoted the city's exchanges and cooperation with the outside world in fields such as economics, science and technology, but also improved the urban construction and enhanced its reputation.

I will talk about the conception of the future development of Guangzhou's tourism industry.

To achieve greater development of Guangzhou's tourism industry, the following measures should be taken:

Adhere to the goal of developing "Big Industry, a Big Market and Big Tourism" and optimize the economic structure of the city's tourism industry.

First, optimize the industrial structure of the city's tourism industry by promoting cooperation between the tourism industry with other trades. For example, cooperation between tourism and agricultural departments can create "agricultural and ecological tours," "fishing tours," "beach sports tours," and "seawater bath tours." Cooperation between the tourism and the forest departments can develop summer resorts, holiday resorts, camping and hiking resorts. By cooperating with business and commercial sectors, the tourism department can develop a "shopping tour," and with the assistance of the industrial sector,

special tours such as "Being a Worker for a Day" or "How Iron and Steel are Made" can be set up. Moreover, an "Educational Tour on National Conditions" and a "Modern Chinese History Tour" can be made through cooperation between tourism and the cultural and educational departments. Finally, a special "Self-Driving Tour" can be a good example for the cooperation of the tourism and transportation departments.

Second, optimize the resources distribution of Guangzhou's tourism industry and develop tours with special local features. Package tours with distinguished local flavors can be developed by combining 2000 years of the city's history with the traditional Lingnan culture and the modern metropolitan culture.

For example, the "Historical Site Tour" might include The Royal Palace for Nanyue Kingdom, Nanyue King Tomb, Zhenhai Tower (Guangzhou Museum), Nan Hai Temple, Huangpu Military Academy and Sun-Yat-sen Memorial Hall. The "Modern Culture Tour" combines the Yun Tai Garden, Sculpture Park, Ocean Museum, Xiangjiang Safari Park, Zhongxin Plaza and Tianhe Sports Center.

Traditional natural scenic tours might include "Singing of the Wind in the Pine Trees on White Cloud Mountain," "Wave Under the Sun on Pearl River," "Rising Sun at Hongling," "Moonlight at White Swan Lake," and "Cloud Wall at Huangpu." To keep the city's good reputation as "the best place under the sun to enjoy foods at" and "the shopping paradise," great efforts must be taken into consideration to build special shopping streets and food streets and protect and restore the traditional specialized shops. Our efforts must also be made to organize traditional folk celebration activities such as the Flower Market during the Chinese New Year, Dragon Boat Festival and Litchi Festival. Other popular festivities include the Flower Cars Parade on New Year's Day, Guangzhou International Tourism Exhibition, Guangzhou International Food Festival, Art Festival and "Joyous Day."

Third, expand the tourism market with Guangzhou as the center. Guangzhou is the central city of South China, and its tourism development has a wide influence on the surrounding markets. It enjoys a geological advantage with Hong Kong and Macao as its neighbors and faces Southeast Asia. Promotion measures should be taken to introduce Guangzhou as one of the first group of the "outstanding tourism cities" in the country to international markets and ensure the steady increase of tourists each year.

As the capital city of the Guangdong Province and the transportation and commercial center for the region, Guangzhou should strengthen its cooperation with its

surrounding cities and cities in the Pearl River Delta, Hong Kong and Macao to build a "common tourism area." In this area, tourists come and go through the cities within the area, thus personnel training and tourism promotion are jointly done by the cities in the area and tourism resources and market benefits are shared by the cities within the area.

We will try to improve the overall tourism environment of Guangzhou in the following 4 aspects and establish a new image for the city as a tourism city.

Firstly, we will accelerate the urban construction and create a civilized, beautiful, elegant and comfortable environment in order to promote a new image for the city as an outstanding tourism city.

Secondly, we will continue to improve the city administration in fields such as environmental sanitation, traffic order, plantation and environmental protection and make sustained efforts to build the city into a "sanitary city," "civilized city" and the "best tourism city."

Thirdly, we will strengthen the administration of the tourism industry by taking legal measures to standardize and improve its services in order to ensure a healthy and orderly development.

Fourthly, we will improve the comprehensive quality of the personnel engaged in the tourism business by emphasizing training and higher education.

We sincerely welcome all our friends from many countries to the city of Guangzhou. Please do come and see historic sites, enjoy the tourism day festival, and taste the gourmet food of our city and share experiences, information and ideas of tourism development. Let us join our efforts together for the advancement of the tourism industry in Asia and the Pacific, economic and social development of member countries and for the happiness of all human beings. Thank you.

Chairman Akasaki Yoshinori of Kagoshima

Thank you, Deputy Mayor Wang Shouchu. Next, will you go ahead, Kumamoto city?

[Kumamoto]

Mayor Yasuyuki Misumi

Thank you. In this Busan Summit, four Japanese cities are participating. Tourism

historic preservation. Cultural assets are the treasures of all people present and future. The preservation of these treasures is our important responsibility. Unless all people share this awareness, cultural assets will be defiled by neglect, garbage, graffiti and other negative factors.

The above is a brief outline of Nagasaki City's current endeavors on the basis of the recognition that cultural assets are environmental resources.

One of the most important means of transportation for tourists visiting Nagasaki is the city's streetcar system. The streetcars used here have been collected from other cities throughout Japan, creating what many people call a "streetcar museum." This in itself is a tourism resource, but the most important feature of streetcars is their minimal environmental impact and ease of use.

In the future we will try to link our cultural assets with our environment-friendly streetcars and promote Nagasaki as a place where tourists can enjoy the city's many tourist sites on foot.

Chairman Akasaki Yoshinori of Kagoshima

Thank you. That was the presentation by Deputy Mayor Uchida Nobuhiro of Nagasaki. Now, we'll listen to what Busan City has prepared.

[Busan]

Mayor Ahn, Sang-young

Good Morning. My name is Ahn, Sang-young, Mayor of Busan Metropolitan City, the largest port city in Korea.

I sincerely welcome all the delegates to the Asian-Pacific City Summit, including Chairman Akasaki Yoshinori of Subsession 2-A.

On behalf of Busan's 4 million citizens, I would like to express our great pleasure in hosting the 4th Asian-Pacific City Summit, the first of its kind in the 21st century.

In the sincere hope that this meeting will be successful and greatly contribute to the joint prosperity of Asia-Pacific cities, I would like to present a paper entitled "City Development and Growth of the Tourism Industry."

First I will talk about the necessity of advancing the tourism industry, followed by the tourism environment in Busan and Busan's strategies for developing the tourism industry. I will finish with suggestions for developing the tourism industry among Asia-Pacific Cities.

During the last century, human beings have become more affluent due to tremendous economic growth and developments in transportation and telecommunications, and leisure and tourism have drawn much interest.

The tourism industry provides us not only with a better quality of life, but also higher foreign exchange earnings and more jobs. And it has the added bonus of being a pollution-free industry.

Moreover, it plays the important role of widening understanding of foreign cultures and history and expanding the exchange of information and visits.

In this context, there is no doubt that the 21st century will be "the century of tourism," in which the number of tourists worldwide increases, bringing unprecedented development of the tourism industry. The World Tourism Organization (WTO) estimates that the total number of tourists traveling the globe in 2020 will reach 1.56 billion, some 2.5 times more than the 635 million in 1998. In particular, it has been estimated that the Asia-Pacific region will see some 397 million travelers in 2020, or 4.6 times the 86 million in 1998.

When we look at the geographical environment of Busan, it is the Eurasian port of entry to the Pacific, as well as the Southeastern port city of the Korean Peninsula. Busan's history dates back to the pre-Neolithic Era, or 5,000 years ago. And it is dotted with historical and cultural monuments, remains, and relics from the Kaya Civilization. Busan is a unique city, brimming with natural assets including the ocean, mountains, rivers and hot springs. And the city, itself, is the habitat for many migratory birds. In addition, we enjoy four distinct seasons, a moderate oceanic climate, and have the perfect conditions for leisure activities as well as rest and relaxation

In particular, we are proud of the magnificent natural scenery along our long stretch of beaches, which covers some 200 km. Indeed, Busan is home to six renowned beaches, including the world-class Haeundae Resort, the premier beach area in Korea.

Our basic policy is to take into consideration the city's rich and diverse tourism resources. I am eager to develop Busan into a city of unique tourist attractions as well as

a cherished city of culture and tourism, in which visitors can't help but linger a few days longer.

For this reason, the improvement of the tourism infrastructure is included in the overall framework of urban development, and intensive efforts are being poured into achieving these goals. Planned construction projects include: subways; an expressway behind the port facilities, which requires concentrated investment; extension of intra-city ring highways as well as environmental improvement projects. In addition, an extra effort is being made to further improve traditional culture and develop original, creative tourism facilities. I should note, however, that all these projects will move forward with sincere regard for the environment.

In line with the afore-mentioned basic concept, we have detailed plans for the advancement of the tourism industry in Busan. Busan is not only the hub of the Southeastern region of Korea, but also the center of the beautiful Southeastern beach belt and coastal sight-seeing courses. In addition, from a geographic and economic point of view, Busan is a major city in the Asia-Pacific region, and every effort will be made to build it into an international tourism destination. In formulating this plan, Busan can be divided into three sectors, each with its own distinctive tourism characteristics.

The first sector is East Busan, where two major projects are underway: "East Busan Green City," an international free-tourism complex, and "Centum City." East Busan Green City, a year-round, 7.6 km² ocean resort facility, is scheduled to be completed in 2008. Centum City, which includes a convention center and entertainment facilities, is expected to be completed in 2005.

The second sector is Central Busan, where the old port of Busan will be developed into an "International Port Zone" housing international passenger terminals, hotels, convention centers and other facilities. In the southern part of Central Busan, the Marina Oceanic Park Complex will be built, and the Oceanic General Hospital is being built in the Youngdo District. These are linked under an oceanic development theme and included in the National Development Program scheduled to be completed in 2011.

The third sector is West Busan, where an Ecological Park and Oceanic Leisure Tourism Town are being constructed. The Ecological Park will be centered on the habitat for migratory birds in the Nakdong River Estuary, and the Oceanic Leisure Tourism Town will be constructed in conjunction with New Port Facilities under construction in Kaduk Island.

Bridges are currently being developed to link these three sectors, culminating in an Oceanic Bridge Tourism Belt. In the outskirts of Busan, 5 oceanic or coastal line bridges will be built along a total length of 46 km, to facilitate the flow of traffic between tourist attractions.

The 8.3 km "Busan-Koje Road" bridge, one of the 5 bridges, is linked to the spotless coastal area of Nam-Hae (South Sea). It is scheduled to be completed in 2007. When I visited France in March, French GTM and SGE, two of the world's leading corporations, have expressed their intentions to take part in the above projects.

Other bridges in the belt currently under construction are Ka-Duk Bridge (0.3 km), Myung-Ji Bridge (2.6 km), Nam-Hang Bridge (1.9 km), and Buk-Hang Bridge (5.8 km), which are connected to attractions including the habitat of migratory birds in the Nak-Dong Estuary, Tae-Jong-Dae, Shin-Sun-Dae (Angel's) Park, and Busan Port.

The 7.4 km Kwang-An Bridge, which passes through Kwang-An-Ri Swimming Beach and is linked to the Hae-Un-Dae Resort Area, is expected to be completed in 2002.

These projects, associated with tourism infrastructure, have aroused the keen interest of both overseas and domestic investors.

Those foreign enterprises participating in the programs will be given tax benefits, administrative support and other essential and practical incentives for encouraging positive participation.

Busan is an international port city with over 130 years of maritime experience. In view of this, Busan will be developed to reflect not only the latest technology, but also its long-standing traditions.

Within this framework, the Busan Historic and Cultural Village will be constructed to house Neolithic remains and other relics from the area's 5,000 years of traditional culture. In addition, giant cultural and artistic events, to which the world's top artists will be invited, will be developed to make Busan an even better place to visit. Already, the city has created the much praised Busan International Film Festival and Busan International Rock Festival.

International and domestic cruise ship terminals will be developed. In March this year, the deluxe Malaysian Star Cruise liners began operating out of Busan, along with the world renowned Diamond (Kumgang) Mountain Tourism program, which has been running weekly excursions since March.

We are developing Busan as a truly international city of the 21st century through hosting the World Cup in June, 2002, and the Asian Games in September of the same year. In particular, the Busan Exhibition and Convention Center, which will open in 2001, will greatly contribute to revitalizing international exhibitions and conventions in the Asia-Pacific.

In addition, to make Busan an easier, more convenient place to visit, improvements will be made in international airline services as well as international maritime passenger services.

Exchange and cooperation programs with sister cities will be strengthened to ensure Busan is an open, international city. Visit exchanges with cities around the world will further be increased.

Rehabilitating a devastated environment is difficult. We consider developing environmentally-friendly tourism as a key to reviving tourism. Indeed, we believe in an environmentally-friendly concept where nature and humanity can coexist in harmony. We launched the "Declaration of Green City Busan 21" in 1995, thoroughly integrating it into the administrative policies of Busan City.

As a result, Busan was selected by environmental protection organizations in 1999 as the top environmentally-friendly city in Korea.

In the future, the City of Busan will continue with environmentally friendly projects, including plans to establish an environmental-ecological axis and evaluate effects on the environment, as well as a scheme to designate a habitat for migratory birds in the Nak-Dong River Estuary as an "Ramsar Region."

I would like to make proposals for the development of tourism in Asia-Pacific cities. Each city in the world is taking great pains to develop the tourism industry as a strategic industry.

When considering that tourism, by its very characteristics, is mutually dependent on and mutually beneficial to all countries and cities, we can expect significant growth and development through sincere cooperation.

In establishing joint development of the tourism industry and environmentally friendly tourism policies among Asia-Pacific cities, I officially propose establishing the "Tourism Promotion Organization for Asia-Pacific Cities."

Through this organization, public authorities and those in the private sectors of

member cities can join hands to discuss and cooperate on issues regarding "joint development of the tourism industry" and "development of an environmentally-friendly tourism industry," to the mutual benefit of all involved.

With regard to "joint development of the tourism industry," practical discussions can be held on diverse projects including the mutual exchange of information on tourism among Asia-Pacific Summit cities, hosting a Tourism EXPO in which member cities can participate, joint publication of tourism promotion brochures on member cities, development of package products among member cities and reduction of local taxes based on the principle of reciprocity for the promotion of tourism.

In addition, "development of an environmentally-friendly tourism industry" can be realized through promoting those areas unique to each country and requiring the mutual cooperation of member cities through sharing knowledge, exchanging information, and coordinating policies.

In closing, I sincerely hope that the proposals mentioned will be positively reviewed and discussed with a view toward further developing the tourism industry of Asia-Pacific cities, and increasing environmental awareness for improving the welfare of member nations' citizens. Ladies and gentlemen, thank you very much.

Chairman Akasaki Yoshinori of Kagoshima

Thank you. That was the presentation by Mayor Ahn, Sang Young of Busan. Now, the last presentation by Shanghai city.

[Shanghai]

Deputy Secretary-General Yin Yicui

Ladies and gentlemen, dear friends,

At the beginning of the 21st century, I feel greatly honored to discuss tourism, an issue of common concern to all of you. Governments around the world now have come to a consensus that tourism creates jobs and propels the development of related industries. Based on this understanding, the Shanghai Municipal Government attaches great importance to the development of the city's tourism. The city will speed up the

development of tourism as one of the city's strategies of economic development.

In recent years, the government policies in developing tourism are as follow: First is to facilitate the development of the tourism industry. The city has formulated tourism development strategies that centre on the government's macro control.

In definite terms, the outline of Shanghai's Ninth Five-Year Plan and the great target of 2010 stipulates that tourism will become one of the trades of the Tertiary Industry that will be given priority in its development. As a new economic development impetus, the development of tourism will promote that of catering, transportation, communications, businesses and trade.

Each year since 1992, more than one million tourists visited Shanghai from outside the mainland. In 1999, the city entertained 1,656,800 overseas tourists who spent US \$1,368,000,000. Local travel agencies arranged for 103,200 Shanghai people to do sightseeing outside the mainland. The year 1999 also witnessed 74,976,000 mainlanders touring the city, who spent 71,933 billion yuan. The importance of tourism in the economy has further increased. In 1999, tourism contributed 4.9 percent of the city's total GDP. Tourism has become a new, vigorous and sustainable industry.

By the end of 1999, the city had a total of 3,000 hotels with 240,000 beds, and the 140 star-class hotels had 32,000 beds. The city had 39 international travel agencies and five of them could arrange Chinese people to travel abroad in groups and 11 could be trusted to arrange Chinese to travel abroad. The city had 400 domestic travel agencies.

Civil aviation, railway and highway transportation have combined to form an efficient network that connects Shanghai with the rest of the country and the world. So far more than 40 domestic and international airline companies have joined the Shanghai aviation market. The completion and actual use of the first phase of Pudong International Airport marks Shanghai as the first city in China to have two international airports with an annual handling capacity of 30 million passengers.

Everyday there are 80 pairs of trains shuttling between Shanghai and the rest of the country. And each day there are round-trip tourist trains between Shanghai and nearby tourist cities such as Suzhou, Wuxi, Nanjing, Hangzhou and Huangshan. The newly opened Shanghai - Nanjing and Shanghai - Hangzhou expressways greatly facilitate the passenger transport between Shanghai and neighboring Jiangsu and Zhejiang provinces.

In the city, the metro lines, elevated highways and the light rails have formed a comprehensive three-dimensional traffic network. And the city has 50,000 taxis. The traffic is much easier and faster.

Besides, the city has further improved the auxiliary services to metropolitan tourism. Six centers - the Tourism Information Center, the Individual Tourists' Distribution Center, the Tourism Statistics and Information Center, the Tourist Buses' Distribution Center and the Tourism Development Research Center - have been built up. More than ten tourism information-consulting services have been built in busy downtown streets and scenic spots. These services provide convenience to international tourists.

Second, the city encourages the development and marketing of tourist products with distinct metropolitan features.

Shanghai is one of China's economic centers, a city with rich historical and cultural heritages and at the same time the city is making strides forward towards building itself into a modern international city, a center city of economy, trade and finance. Based on the city's characteristics, the Municipal Government has defined the city's tourism as metropolitan tourism. In order to attract more Chinese and international tourists, the city is making great efforts in developing distinct and colorful tourist programs by taking full advantage of the city's new tourist sites and its comprehensive urban services and facilities. The frame of metropolitan tourism, combining the metropolitan landscapes, metropolitan culture and metropolitan shopping, has been formed.

In the past ten years, the city built up the Oriental TV Tower, Nanpu Bridge, Yangpu Bridge, Shanghai Library, Shanghai Stadium, Shanghai Grand Theatre and Shanghai Circus World. All these grand and modern buildings have become new tourist attractions for the city. The newly built Nanjing Road East Pedestrian Mall has become a great shopping and sightseeing haven, popular with tourists.

Shanghai takes a prominent position in the history of modern China. We have been taking great efforts to "excavate" the rich human and cultural resources of the city. Valuable old buildings and facilities have been renovated.

Take the Yuyuan Garden area for example. A comprehensive face-lift and construction have turned the area into a tourist and shopping complex that attracts 200,000 tourists a day. Other renovated sites include the Ming-Qing Street of Zhujiajiao Town in Qingpu, Longhua Tourist City in Xuhui District.

The former site of the interim Korean exile Government, tucked away in Madang Road, Luwan District, was previously little known. The government invested a certain amount of money and relocated residents away and renovated the former site according to the original appearance. Tourists from the Republic of Korea have great interest in visiting this place when they come to Shanghai.

We have made plans to develop the tourist resources in the suburbs and countries with the emphasis laid on State and municipal level tourist scenes such as Songjiang Sheshan Scenic Area and Qingpu Dianshan Lake Scenic Area - all favorable sites for holiday-makers from downtown.

By making full use of the city's advantages as an economic centre, we developed the "Modern Industry Tour" and "Modern Agriculture Tour," which are popular with tourists from both home and abroad.

In recent years, Shanghai has attached great importance to developing international business tours and international and domestic exhibition and convention tours. Shanghai has five large convention and exhibition centers. Last year the city successfully held the "Year 1999 Fortune Forum" and this year more than 100 international exhibitions will be held in the city. As the city bids to hold "2010 World Exposition," another first class super exposition center is under construction in order to meet the demands.

Third, the re-structuring of the tourism administrative committee helps develop the tourism industry. In order to maintain healthy development of tourism and strengthen the macro-control and managerial coordination of tourist products, Shanghai Municipal Government, in March 1997, restructured the city's tourism administrative system into the Shanghai Tourism Administrative Committee, presided over by the vice mayor, who takes the post of the director of the committee.

Thus, the authoritativeness of the Shanghai Tourism Administrative Committee was reinforced, the managerial coordination strengthened and the cooperation and mutual development of tourism and other sectors greatly promoted. A case in point is the combination of shopping with tourism. Tourism propels the prosperity of the retail markets, and likewise the "shopping haven," set up by commercial departments, attracts waves of Chinese and international tourists. This helps the city's tourism industry develop at a faster speed than before.

At the same time, all district and county governments have set up tourism

promotion departments responsible for developing, publicizing and promoting their products.

Fourth, the city attached great importance to the training of tourism personnel and keeps securing tourism talents to build up a talent pool. There are 200,000 people in Shanghai directly working for tourism. In order to improve their quality, the government invested great sums of money to develop tourism education. A complete tourism education and training network has formed in the city. The city has 54 tourism schools and college departments, with 44,000 students. The city has 4,000 tourism professionals who have been granted licenses by the tourism administrative departments. And 115,000 people passed the exam for tourism joint-venture staffs. Shanghai attached great importance to the training of tourism workers and Shanghai tourism service is always one of the country's best each year.

The target of the strategic development plan of Shanghai's trans-century metropolitan tourism is to build Shanghai into a major destination of tourism activities such as international business, international conventions, exhibitions, shopping, cultural and sports exchanges and metropolitan sightseeing by 2015. The city will become a metropolitan cultural and tourist city on the west bank of the Pacific Ocean, with first-rate tourist facilities, efficient inward and outward bound traffic, distinct metropolitan landscapes, rich and varied tourist products, beautiful environment, advanced management and excellent services.

To fulfill that goal, Shanghai will make unremitting efforts.

The 13 million Shanghai people are always opening their arms to welcome tourists from home and abroad. You are welcome in Shanghai! Come and experience the exciting city of life that is Shanghai.

Thank you!

□ Chairman Akasaki Yoshinori of Kagoshima

Thank you very much, Mayor of Shanghai. We have heard presentations from 9 cities and as I have said earlier we will have a free discussion time. If you have any questions, please pose those questions. And comments are welcome as well. Please feel free to participate.

As an observer we have someone from Vladivostok. Would you like to make any comments?

Vice Mayor Vladimir Saprykin of Vladivostok

Thank you. Let me tell you something after the coffee break.

Chairman Akasaki Yoshinori of Kagoshima

I understand. Would any other city like to make any comments or questions? Mayor from Kumamoto, do you have question?

Mayor Misumi Yasuyuki of Kumamoto

My name is Misumi from Kumamoto. We've heard presentations from Shanghai. And you are from a city of a great economic nation. The economy and tourism of the city were some points that you talked about and it was very useful to hear about that. You had a double-decker street car in one of the slides. I'd like to know the number of streets that operate the street cars, as well as the number of users. And if you are proud of it, what are the main points that make you very proud?

Deputy Secretary-General Yin Yicui of Shanghai

For a long time, we had only surface transportation. But for the past 10 years we have had a network of different dimensions. That means that we have a subway in the city and in the suburbs it is the ground transportation of railways. And then we added elevated highways. These elevated highways make a ring. There are 13 million people in the city, so elevated expressways have become important. Many people were opposed to the construction of the elevated expressways.

However, since there are so many people demanding smoother transportation and traffic, that was later agreed upon. And another method is the service of street cars, and the light rail that opened last year in October. And this first stage of this light rail is in smooth operation. The length is about 10 km which is the first stage. And it will be 70 km for the 10 spots.

Chairman Akasaki Yoshinori of Kagoshima

Thank you. Any other questions? Yes, from Busan City there is a question from Busan City.

□ Mayor Ahn, Sang-young of Busan

In Shanghai you seem to be implementing many active strategies to promote tourism and in the year 2010 you're preparing for the World Expo. I'd like to know which body is in charge of this and what is the status of current preparations?

□ Executive Vice Chairman Yoa Mingbao of Shanghai

Yes. I am from the management committee, so I'd like to brief you on this matter. In the year 2010 we'll be having a World Expo and you asked about this issue. Shanghai is the economic center of China and we have acquired agreements from the central government to hold the 2010 World Expo in Shanghai. To formally hold this event first we need to decide on which city will host the event. And many cities applied. It would be decided by vote.

The final host city will be decided in the year 2003 and Shanghai already formally submitted an application to hold the World Expo. However, in Shanghai, recently the economy and society have been developing at an accelerated pace and that is why the municipal government, the city government is promoting convention industries and tourism industries.

So if we are able to host the event the tourism industry in Shanghai will progress dramatically as a result. So it is a great opportunity for us, we believe, and I'd like to take this opportunity to ask all of you and all of the members of this conference to support us so that we will be able to host the 2010 World Expo. Shanghai City has established an executive committee to be in charge to prepare for this event. Our Mayor is in charge, Vice Mayor is the deputy in charge so we already have an organization committee in place.

□ Chairman Akasaki Yoshinori of Kagoshima

Are there any other questions or comments? While you're thinking of a question I have a suggestion. Mayor Ahn of Busan City has a suggestion. He mentioned the Asia Pacific Tourism Promotion Organization, or TPO. He proposed it. And in order to have this TPO there should be a working-group meeting you mentioned. Did I understand you correctly?

Mayor Ahn, Sang-young of Busan

Yes. I proposed an organization so that the cities we are very friendly to can share information and also benefits. And when a need arises then we can think of the sister city package tour among us. So in order to develop such a thing I propose to have a Tourism Promotion Organization for the Asia Pacific Cities, a TPO. And about next year, I think, we should have the working group meeting. That is my proposal.

Chairman Akasaki Yoshinori of Kagoshima

If that's the case, as we have talked about, then the working group will talk about the organization. So this sub-committee or sub-conference agrees to have or we have the agreement in the sub-committee to have this working group then that will be included as a conclusion of our sub committee. Now are there any questions or comments?

Mayor Ahn, Sang-young of Busan

I'm going to add my explanations. The reason I brought up the idea of having a working group meeting in September next year is that there will be a formal working group representatives' meeting next year. However, all this preparatory work should be done by September next year. So, right after this conference is over then working group's work will begin. However the formal meeting of working groups will be held in September.

Chairman Akasaki Yoshinori of Kagoshima

As the Mayor elaborated, the working group meeting will be held next year so that conclusions will be made during next year. And the work will begin now. So I hope you understand the situation. Any other comments or suggestions?

Deputy Permanent Secretary Nathanon Thavisin of Bangkok

Yes, I do agree that we should have a tourism promotion organization for the Asian Pacific cities. But I wonder why we have to have a committee or a working group next year? Why don't we work this year? According to the tourism industry, it's very important for us to increase revenue in our Asian countries.

So if we agree to the idea of the Tourism Promotion Organization of Asia-Pacific

Cities, we shall set up a working group to work not for next year but starting after this convention. Now, I would like to talk a little bit more. Have you heard about PATA? PATA is the Pacific Area Tourism Association, also in the Asia and the Pacific area. So we shall think about TPO and PATA working together. PATA is a very big organization and was started a long time ago. I would like to suggest participants here to be members of PATA. They have a lot of information about the Pacific, especially the tourism industry.

Anyhow, for the TPO I would like to agree that we should have this and set up a working group after this convention is over. If the working group meeting is next September, why don't we all give e-mail addresses altogether and try to communicate together for the TPO starting from now. Thank you.

□ Chairman Akasaki Yoshinori of Kagoshima

About this comment, what do you think, Mayor of Busan?

□ Mayor Ahn, Sang-young of Busan

Yes. I believe that you have made two very important points. One is that we start contacts between working group members and, you have suggested that E-mail should be included as one of means. This was mentioned by the representative from Bangkok. I completely agree with this suggestion. From Guangzhou. The representative from Guangzhou said that the decision on the TPO will be made and then specifics will be continually addressed at the working-group-level. I also agree and I hope that is how we will proceed.

□ Chairman Akasaki Yoshinori of Kagoshima

Concerning the TPO, the Mayor of Busan made some responses. I think that now we can conclude this section at this point. You all agree? Then for this issue we can conclude, I believe. If there are no particular additional questions we'll conclude this session, the free discussion time. I'd like to thank all of you for active participation and your frank opinions presented. Now we'll summarize the result of this session. At this point we will have a break, and after the break I'll report on the result of the session.

******* COFFEE BREAK *******

Chairman Akasaki Yoshinori of Kagoshima

Now, the Vladivostok delegate mentioned that he will speak after the coffee break. Are you ready? Do you have anything to say? Our representative from Vladivostok, it's okay not to say anything.

Vice Mayor Vladimir Saprykin of Vladivostok

It was very interesting to listen to each participating city. Also we are very interested in the creation of the TPO. And Vladivostok would like to take part in creation of such a Tourism Promotion Organization as it is the greatest port city in the Russian far east. So if it is possible we would like to be able to take part in the development of the organization of provinces which are connected with the creation of such a Tourism Promotion Organization.

Also, we'd like to propose such an idea because we know the working group on the creation of a Tourism Promotion Organization is being created, and we'd like to invite such a working group to Vladivostok and help the meeting in our city. If you will be able to come to our city, especially representatives of the working group of each city, you'll be welcome. We'll do our best to help the meeting to succeed.

Chairman Akasaki Yoshinori of Kagoshima

Thank you very much for your proposals or suggestions. As we have more discussions we'll consider your suggestion as an option. Due to the time restrictions as a Chairman of the Subsession I'm going to report to you the conclusion of this meeting. In Subsession 2-A Bangkok, Guangzhou, Kumamoto, Manila, Miyazaki, Nagasaki, Shanghai, Busan and Kagoshima, participated and Vladivostok participated as an observer.

The 10 cities participated in this discussion meeting on how to grow the tourism industry and the environment-friendly situation. Even though there are differences in culture and history, the common theme in the presentations was that tourism has ripple effects in the relevant industries in the economy. And the tourism industry needs to develop further as the core industry in the 21st century.

And the tourism industry needs to be placed in the core arena of strategies and then every city is active in doing so. And the City of Bangkok mentioned the need to upgrade and reorganize transportation in order to ease traffic congestion. And also the

eco-tourism and history tour were mentioned as a new pursuit. And also tourists' rights were mentioned along with tourist safety.

And Guangzhou mentioned the connection or the coalition between the industries and also the unique tourism product was suggested as a product. Also, the connection between Guangzhou with Macao and Hong Kong was mentioned. And metropolitan worldwide area tourism promotion was mentioned as necessary.

And Kumamoto mentioned the Restoration Project of Kumamoto Castle and also the Mt. Kinko area was mentioned as the target. Also, In the development of tourism, they consider environment first. Public and private cooperation in order to reorganize or restructure tourism was also mentioned.

The City of Manila mentioned the history between the 15th century and the 19th century. The galleon image was mentioned in order to bridge West and East. And Manila has an image as the poor city connecting East and West and many PR projects were mentioned. And next, we heard that tourism contributes to the regional development and also in September, the Kyushu Summit selects the city so they're busy in bidding for such a convention. Also, as a port city, they're making efforts to make the city an attractive tourist site.

Nagasaki is reviving its history as the first city open to the world. And also historic sites are considered as part of the environmental resources to be pursued, so that was mentioned. And also global houses and others were mentioned to be projected and also Dejima Island restoration was mentioned.

From Busan City we heard about the bird sanctuary and eco-environment tourism, and that man and nature co-exist in the area. And also Busan City is being separated into three areas in order to develop the infrastructure for the tourism industry. And in order to build this infrastructure public funds and also private funds and overseas funds will be utilized.

And from Shanghai we heard the connection between the city history and culture in portraying the city. And the international conventions and exhibitions are emphasized and also training and education for the employees are mentioned. And the urban type of tourist site was mentioned.

From Kagoshima we heard that Kinko Bay and Sakura Ziro, the volcano, are using these resources as the assets and as international tourist sites. And also the

aquarium construction and the yacht racing of the Kagoshima Cup Race and also long distance swimming were touched upon. As such, we heard presentations from each city and projects were mentioned from each city.

I also summarized the presentations. Each city's natural environment, historic story and culture were used as assets and strengths. And in promoting tourism, by developing the tourism industry, these are used and the connection between different industries will be utilized to form a smoother, more proper industry. And these environments around the city were identified as part of the tourist site, and the need to harmonize was recognized. And also, using private funds and overseas funds or foreign funds is needed in developing industry.

Promoting the tourism industry is also part of a core infrastructure of the city. And it needs to go beyond the city's boundary and should be the wide area development for tourism. That was mentioned. Busan City proposed a TPO as part of an organization to promote tourism under the Asia-Pacific City Summit. Regarding Busan City's proposal, the agreement was made to have the working group meeting as soon as possible. And we had two to three questions to several cities and the cities responded to the questions respectively.

I, as Chairman, summarized our meeting as above. Will this be enough as a summary? And thanks to your cooperation I was able to moderate the session very easily and I'd like to thank you again for your cooperation. This will conclude the discussions of Subsession 2-A. Thank you very much. (Applause)

⇨ ⇨ Moderator ⇨

Yes. The chairman has fulfilled his duty as a Chairman and was able to conclude the session on time. I'd like to thank the Mayor from Kagoshima, Mayor Akasaki Yoshinori for his great job as the chairman. This will conclude Subsession 2-A.

□ Deputy Permanent Secretary Nathanon Thavisin of Bangkok

I know they didn't have time to adjust the Busan Declaration, but I think we should adjust the Busan Declaration at our session. We can say that we have been discussing the TPO and add something about the TPO here in the declaration. If you see the Busan Declaration draft that you have on the table, you see it has already been

changed.

In the first part, it says "As we enter into the new millennium, the participating cities shall fully utilize the network built between them to expand exchanges in various areas to strengthen cooperation." But I'd propose to add "As we enter the new millennium, as tourism, trade, investment, marketing, IT, cultural heritage and environment."

And the second point is "The participating cities shall work together to facilitate exchange of information, skills and technology related to sustainable development between developed and developing countries".

The members of the TPO will cooperate in developing the tourism industry for common possibilities. As a sustainable city of the future, we need to have a regional strategic alliance as part of tourism promotion strategies. Participating cities shall form a partnership to lower pollution and pursue environmentally-friendly policy. Also, working level meetings shall continue to take place in order to enhance the efficiency and substance of the Asia-Pacific City Summit. So I propose to add these points. If you all agree, you can distribute this to the other sessions before we start the plenary session this afternoon.

✧ ✧ **Moderator** ✧

I have a suggestion. The City of Bangkok made a proposal just now. But we are going to use the luncheon time to talk about the details as a working group and then the Chairman, the mayor of Kagoshima, will make a final report regarding the talks during the luncheon. Do you agree to this?

□ Chairman Akasaki Yoshinori of Kagoshima

I was the Chairman for Subsession 2-A. But what is suggested by Bangkok is really the draft for the Busan Declaration, so that is not under my duties. So I think this should be handled by the person who is in charge of the Busan Declaration. That is my suggestion. I am responsible for the report of Subsession 2-A, and I know that the TPO will be further discussed.

But otherwise, on things like the Busan Declaration, I think somebody else should be responsible. The Busan Declaration is not something that one Subsession should talk about, and we had a suggestion from Bangkok. So I don't think that this Subsession 2-A

should deal with the proposal or suggestion from Bangkok.

You mentioned that working-group meetings should be held as soon as possible, and you added that the Busan proposal was an excellent one. And I believe the secretary general is Fukuoka City, so Fukuoka City should be included in the establishment of the TPO. And then the entire plenary session could discuss the establishment of the TPO. This is beyond our sub conference.

⚡ ⚡ **Moderator** ⚡

Yes, at the plenary session the proposal or suggestion made by Bangkok should be proposed again. We should conclude our Subsession here, I believe. Do you agree? Please applaud if you agree. This will conclude Subsession 2-A. Thank you.