

free discussion, as we have allocated time for free discussion at a later point. I will now begin my presentation on the tourism industry in Fukuoka.

[Fukuoka]

□ Mayor Yamasaki Hirotaro

As you all know, my predecessor, the former Mayor, proposed the organization of this summit. As for me, I've been Mayor of Fukuoka for a year and half, and this is the first opportunity for me to participate in this Summit. We have many major cities from Kyushu participating in this meeting. Fifteen million people inhabit Kyushu Island. As you know, Kyushu Island is located near the Pacific Ocean.

It has a long tradition with the Asia-Pacific Region, as well as a strong affinity with it. I hope that all of you will share with me this long history and background of Kyushu Island. We are happy to meet all of the delegate city members and I hope that this Island will play the role of bridge between the cities. And I think this is a very natural thing, and also very meaningful. Also, domestically, Kyushu is one region that goes hand-in-hand with the whole Asian arena. We have a comprehensive development plan for this Island, and this is the major focus.

Kyushu, in terms of tourism, has many attractive points and many areas. We have hot springs and the biggest caldera lake in the world. Kyushu also has active volcanoes in the mountain ranges. And we have many traditional handicrafts, like ceramic products. We would like to take full advantage of the many tourism-related opportunities to further promote the visitor industry in this region, building up some international tour routes. Fukuoka City has made many efforts in development of tourism.

Busan and Fukuoka formed close ties and, in terms of economy and other areas, we are closely cooperating with each other. Busan Metropolitan City and Fukuoka City are making joint pamphlets for the promotion of tourism. And in the year 2000 we are going to have road shows to promote tourism in Tokyo. And the next year we are going to hold the same meeting in Busan. So this is our plan. If such efforts are fruitful, I think we are going to expand such close relationships among other cities. You see the slide of the landscape of Fukuoka City -- it is a little bit dark, I'll hold it so you can see it. Now

I'd like to touch upon the tourism industry in Fukuoka.

Asia Week, published in Hong Kong, a magazine renowned for its expertise, makes it a rule to rate 40 major cities in Asia in terms of amenities, analysing many elements that characterize those cities. Fukuoka was ranked first in 1997, second in 1998 and first again in 1999 in terms of amenities.

It has 1.3 million people and another 700,000 people live in the areas surrounding it. Fukuoka City's tertiary industry takes up about 90% of its whole industry. It is mainly focused on commerce and distribution sectors. And, also, we have beautiful shores, coastlines and beautiful mountain ranges. We have been engaged in exchanges with cities in the Asian Continent for the past 2,000 years. In the past Fukuoka truly played a role of gateway between Japan and Asia.

Recently, we are pouring great efforts into improving urban facilities, including diversified commercial facilities and development of water front areas. The retractable dome in the Fukuoka Sports Complex, the first of its kind in Japan, was built by the private sector. This is a baseball stadium and it is the home field for a Japanese baseball team. But we also franchises this stadium to other teams and our Fukuoka team won last year's championship. You can find a lot of street vendors in Fukuoka. You can enjoy various foods there and don't have to spend much money. And we regularly organize international conventions and exhibitions as well as meetings and also film festivals. In 1995 we sponsored the Universiad Games and in 1998 we held the ADB Meeting. And we are going to have the G8 Finance Minister's Meeting in July this year.

And next year, in year 2001, we are going to organize the 9th FINA World Swimming Championship. Last year it was held in Perth, Australia. And next year the venue will be Fukuoka.

In terms of international exhibitions we have regular biannual conventions and exhibitions. And, especially regarding their relationships with Asian countries, we think this is one of the most important things for the city.

We also have the Asian Art Museum, where we exhibit many Asian contemporary arts and pictures. And the Fukuoka Asian Prize, offered for the 11th consecutive year, is aimed at awarding those who contributed to societies in Asia. Next September we are going to have an Asian Week, and during this week we are going to introduce many festivities and features of Asian countries.

At the same time, Fukuoka is a place where 2000 years of history exist for the exchange of culture and trade. And up to this moment, we have a very bright heritage in terms of tradition and history. And this is also one of our major tourist attractions. With a 2000-year tradition, we have many relics, Fukuoka Castle among them. This is Hohyuku Temple. This was built in the 12th Century. This temple is for Buddhists. We hold festivals called Dontaku and Yamakasa.

Traditional handicrafts and arts abound in the city. Hakata Dolls and Hakata Textiles make up our important traditional handicrafts. So we cherish this tradition and also try to make these points our major tour attractions.

Fukuoka also plays the role of a bridge between many areas in Asia. We have this stadium. This airport, which is used by 19 million people, is connected with 19 cities in the world through 256 flights. This is the flight route. And as for Hakata Port, it serves as a transportation center for people as well as cargo.

And this port is also very popular. Many young men and women go to Busan by sea through the port. And about 270,000 people regularly use the port, and this figure is going to rise. So this is my presentation. You see on the slide the vista of Fukuoka City. And in many areas -- not only tourism -- we cooperate strongly with the Kyushu area as well as many other Asia-Pacific cities. Thank you very much for listening.

Chairman Yamasaki Hirotarō of Fukuoka

Next we will hear a presentation from Dalian.

[Dalian]

Executive Deputy Mayor Li Yongjin

Mr. Chairman, ladies and gentlemen, I am the representative from Dalian. Entrusted by Mayor Bo Xilai, I feel honored make this presentation at this Asian-Pacific City Summit.

First of all, on behalf of Mayor Bo I would like to express my gratitude to the Mayor of Busan and the organizers of this summit. Thanks for your warm welcome and hospitality. Your careful help has made us feel comfortable since arriving in Busan.

I feel greatly privileged to have such an opportunity to meet the mayors attending this summit and give a report on The Support Scheme for the Sightseeing Industry in Dalian. At this same time, I believe my introduction of the sightseeing industry will promote cooperation and exchanges with other cities.

We notice that nowadays tourism and sightseeing have become an indispensable part of our daily lives. The sightseeing industry has developed into a promising industry in many countries in the world. We also should take notice of the report "China and Hong Kong Special Administrative Region: The Influence on Economy by the Sightseeing Industry," published in 1998 by WTTC. It says China will become one of the main centers of tourism in the 21st Century.

Dalian is located on the southern tip of Liaodong Peninsula in Northern China. It is a beautiful coastal city. It has a beautiful natural environment and cultural artifacts. It's warm in winter and cool in summer. And it has fresh air between mountains and sea. So visitors to Dalian feel something that they have not been able to feel in other places. The Chinese President, Jiang Zemin, last year said at the City Centennial Celebration that Dalian is a sparkling northern pearl with over a hundred years of history. He has spoken very highly of my city, Dalian.

The Dalian Municipal Government attaches great importance to the development of tourism and is working continuously to make Dalian a world-famous tourism center. It has also forged plans to develop the city into a famous sightseeing city. In 1993, Mr. Bo Xilai, the Mayor, included the tourism industry in the city's economic and social development plan. In 1999, Dalian received about over 20 million visitors from within China as well as from overseas. We are now proud to say Dalian has become a famous tourism city in China.

Dalian has several plans and strategies to develop itself into a tourism city.

First it will take on a sustainable development strategy. The tourism industry is linked to sustainable development. That is how we see the development of the tourism industry. And this is something that we focus on when we do make development related to the tourism industry. And in pursuing urban development, our goal is not to be the biggest but to be the best city. Dalian has a long history and many advantages, both natural and cultural. And we want to incorporate all of this into the development of our tourism industry. As I said before, our city is surrounded by sea on three sides, which leaves little room for further development.

Therefore we should not concentrate on the size. That is to say we shouldn't be too focused on expanding the city. And that means we have to control population because of the limited area and we also have to improve the quality of life of the population. We also try to control the construction in the city and improve the standards of the construction. And we are also trying to adjust industry structure and increase or improve profitability of the companies in the city.

We are also modifying urban planning and layout, which is to say that we are moving some of the enterprises -- industrial enterprises -- out of the city. Urban environment is a very important factor for tourists.

As a result of economic development, population has become a serious issue. We are trying to restructure our industry and improve the environment. And one of the attempts we have undertaken along these lines since 1994 is to take advantage of the real estate development boom, which is to say that we have taken measures to readjust urban land usage. We have removed or have asked low-profit, small and medium sized enterprises to move out of the city. This is the city center. Ninety factories have already moved out of the city and this year an additional 10 factories will move out of the city center. As a result we will have more than 1.5 million m² available for development of green space and tertiary industry. At the same time we are trying to improve the urban conditions for sightseeing and we are also trying to optimize the use of land resources.

We are also giving much importance to the particular or the unique characteristics of the city. We have long been trying to find this special characteristic of the city. When we are designing the buildings, we try to incorporate architectural and natural beauty into the building design. Currently, we have many European-style buildings and are designing gardens and green spaces. We have adopted various types of methods to create different types of flower beds, grasslands and gardens. We have taken measures to have a green space that affords tourist sites lots of clear sky, green space and blue sea, thus making the city a unique garden city. We have been implementing what we call Green Development Strategies.

Since 1993 Dalian Municipal Government has been executing a campaign called 'To Make the City Greener.' Eight years since then we have been renovating all the parks in the city. We have pulled old ones down, we have enlarged green spaces, we have renovated over 180 parks and streets. We have established green space of 8.5 million m². Right now the average green space per person is about 8m² and green coverage rate of

the city is over 40%. As part of the strategy we are trying to make Dalian one of the cities with the most squares in China. In the past 3 years we have renovated all the squares in the city and have built an additional 24 squares with a total size of about 504,000m². We built 14 squares, including Marine Melody Square and Olympic Square. The People's Square and Xinghai Sunflower Square have been renovated. In the construction and renovation of squares and green spaces, we have made sure that green space, sculptures, music and fountains come together to enrich the cultural atmosphere of the city. And as part of the strategy we have been trying to control pollution.

In the City of Dalian there are now about 80 waste water treatment projects. And thanks to these projects the amount of waste water has been decreasing every year. And the control rate of waste water has reached 70%. Dalian is also the first Chinese city to have a quality forecasting system. Automobile exhaust pollution has been brought under control. And we have also carried out a Sino-Japan environment model city project with Japan. The project is something that has been wholly supported by the City of Kitakyushu.

Last year the U.N. held a Global Celebration of the World Habitat Day in Dalian. Our Mayor, Mr. Bo Xilai received an honor, the Habitat award. The U.N. Under-Secretary General Dr. Toepfer has praised Dalian as a model city that has improved living conditions for its citizens. And we also have a program in Dalian to develop special events for tourists. In May we have a Locust Flower Festival. May is the best season to visit Dalian. There are birds around, there are beautiful flowers in bloom.

There are also white and fragrant locust flowers all over the city in this time of the year. Dalian has been holding Locust Flower Festival for over 11 years. Last year we had over 6,000 visitors from 22 countries and regions. We also have what's called the Dalian Fireworks Festival. The Spring Festival is a time-honored tradition in China. And since 1997, during the Spring Festival period, we have been holding a Fireworks Festival for the tourists who visit our city.

Tourists to our city can enjoy Chinese cultural aspects as well as customs and experience Chinese people's hospitality during this period. And what's more, people who visit Dalian during this time of the year can also enjoy various types of Chinese gourmet food. Many foreign diplomats and tourists have come from home and abroad to attend this festival every year.

And we also have what's called Dalian International Fashion Festival. We have

been holding this festival for over 11 years. Some of the famous attendees of this festival are Mr. Juan Antonio Samaranch, the chairman of the International Olympic Committee, Dr. Boutros Boutros-Ghali, the former Secretary General of the U.N. and Dr. Henry Kissinger, the former U.S. Secretary of State. They have visited the festival to enjoy the extravagant opening parties, glamorous world-famous models' performances and carnival parades.

We also have carried out a campaign called 'Shopping in Dalian.' Dalian is a distribution center of northern China. And we had an event called 'Shopping in Dalian' during winter. As a result of this event, we had over 34,000 visitors from overseas and 2.2 million visitors from inside China during one winter. And this has become one of the leading programs for the tourist industry.

Dalian has launched many tourism projects including industrial, cultural, and custom-related events. Distinguished guests, you will find our national scenic area enchanting in its scenery. It boasts the Golden Pebble Beach national holiday resort, along with a famous golf course. And the golf course has been ranked as one of the top ten world-wide.

It also has Xinghai theme park, Polar Museum, Seonag Ocean world, a second project, Dalian Forest Zoo, a second phase project, Japanese style street and Russian style street projects. People of Dalian are confident that with this type of consistent effort and commitment, Dalian will be a city that everyone in the world would like to visit. The hospitable people of Dalian would like to welcome every one of you to Dalian to share the happiness and prosperity of the city as well as its beauty. Thank you.

□ Chairman Yamasaki Hirotaro of Fukuoka

The next presenter is Honolulu. Thank you.

[Honolulu]

□ Executive Director, Manuel C. Menendez III

Good morning. It is an honor for me to represent for the Mayor, Jeremy Harris, at this 4th Asian-Pacific City Summit. Thank you, and thanks to Mayor Ahn for inviting our

city, Honolulu, to this prestigious conference.

Honolulu encompasses the entire Island of Oahu, the third largest of the Hawaiian Islands. It is an island with some of the most beautiful beaches and natural vistas in the world, containing 180 km of coastline, including the 2-mile or 3.2-km long Waikiki Beach.

One hundred years ago Waikiki was largely a swamp of duck farms. Today it is the center of Hawaii, a 70 billion dollar per year visitor industry. The visitor industry is the largest component of our state's economy base, representing 30% of Hawaii's GDP and a key element of Mayor Jeremy Harris's vision for Honolulu and the Island of Oahu in the 21st century.

Waikiki is home to 20,000 people, a place where 39,000 people work. It is the showcase of our visitor industry, a place to go for entertainment and world-class recreation. Waikiki is many things to many people. And we are working to make it better.

With the dramatic increase in global marketing and the accessibility to international visitor destinations, our visitor industry depends on a revitalized Waikiki that reflects the Hawaiian charm and the spirit of our diverse population. A place where people, not automobiles, have the right of way and where residents and visitors can enjoy our unique Hawaiian experience. I'm pleased to report that the city in the private sector has been aggressively working towards this goal. And the results of our plan will come to be realized very soon.

This summer Waikiki will change dramatically as the city's 40-million dollar programs to restore the Hawaiian charm that is attracting world wide visitors is implemented. One lane of traffic on Kalakaua Avenue will be removed to widen the popular Kuhio Beach. With the water fountains, bright flowering plants, grassy areas and hundreds of coconut trees, Kuhio Beach will be transformed into a Hawaiian promenade.

A new state-of-the-art police station and concession facility will reflect the nostalgic architectural style of the 1900s. Hula Mountain will allow visitors and residents to enjoy Hawaiian entertainment right along the beach. An underground sound system will allow people to enjoy the music along the promenade. Traditional torch lighting ceremonies will herald Hawaiian entertainment night. And people will be surrounded with Hawaiian culture.

At Kapiolani Park, the east end of Waikiki, a new Bandstand surrounded by Luri palms and large shade trees for natural amphitheater style seating is being constructed in

a Victorian-era architectural style. The brown light poles and street light structures that were installed in the 1980s will be replaced by historic anti-crime light poles with baskets of cascading flowers. World renowned Kalakaua Avenue will look more like a park where people can stroll at their leisure and enjoy the beauty of the waterfront in Hawaiian style.

Later this year the Ala Wai Canal at the north end of Waikiki will be dredged by the state. And the city is finalizing its beautification plan along the canal and areas around the new Hawaii Convention center to allow visitors and residents to enjoy canoe races and other natural water activities.

Public safety is a key element for visitor destinations and the heart of the city's quality of life. I'm very pleased to report that through our city's integrated safety plan crime has decreased by 35% in the past 4 years. Honolulu is the safest city of its size in the United States. This dramatic reduction is a tribute to the quality of our professional police officers, state-of-the-art equipment such as anti-crime cameras and volunteer community citizen patrols.

All over the island thousands of citizens patrol their neighborhoods. In Waikiki the Aloha patrol and TPC100, which is a Japanese-speaking group, play a very important role for visitors and residents. And we are building additional Aloha kiosks at high traffic locations where informational assistance is available to visitors. Mayor Harris introduced the concept of these Kiosks or Covans to Waikiki after seeing the success of the Covan system in Japan.

The private sector is taking advantage of the recently-passed tax holiday incentive for commercial renovation and new construction, such as the 95 million dollar Hilton Hawaiian Village Towers, which will open next spring. The Hilton Hawaiian Village has also embarked on a 35 million dollar project to renovate its Diamond Head Tower. Duty free shops are constructing a 65-million dollar gallery in the same architectural style of the 1900s with the nostalgic boat stage festivals that visitors experience when they arrive by a ship and then depart from the ports. A 125 million dollar shopping complex to expand Nike Town is also underway.

Open-air trolleys will soon provide an entertaining form of transportation for visitors to travel from Waikiki to nearby communities of Kapahulu and Kaimuki for shopping experiences and Hawaii's diverse cultural cuisine.

Waikiki is a vital element of our integrated vision for Oahu. That vision will

revitalize our economy, manage growth well at preserves and open space and "keep the country, country." As we do this, our goal is to create an even higher quality of life for our residents and a diversified visitor experience.

For example, we are creating playing fields that serve our communities but also allow us to market these sports facilities to athletic teams from around the world to train and compete in Hawaii, where we enjoy a temperate annual climate. The State plans a major sports complex in Kapolei, our second city in the western plain. Kapolei City will soon dedicate a 329 acre soccer complex and stadium with 18 fields in Waipio in central Oahu later this year. This city is also constructing a 269 acre Waiola sports complex in central Oahu with world class tennis, swimming, softball and other active and passive facilities.

We have the opportunity to create recreational opportunities for our residents that appeal to our visitors as well. In Waianae on the Leeward Coast, the Ulehawa Park project is going to transform a barren stretch of shoreline into a wonderful family and visitor recreation area served by the historic OR&L train.

In east Honolulu plans are underway to renovate Hanauma Bay facilities to preserve the natural beauty of the bay and create a marine education center where visitors can learn about the precious ecosystem that must be preserved for future generations. Imagine yourself enjoying sunny blue skies and a clear ocean. And whenever you look at the shoreline of Hanauma Bay, the only structure you will see is a Hawaiian-style information hut.

We also have the opportunity to market the beauty of our Island through the film and entertainment industry. In recent years television shows like Baywatch, movies like the new Disney movie Pearl Harbor and events such as the internationally acclaimed Miss Universe Pageant have infused hundreds of millions of dollars into our economy. And the result of these broadcasts is advertising.

In addition we're making our central geographic location in the Asia Pacific region. Mayor Harris has organized the Mayor's Asia Pacific Environmental Summit, the first China-US Conference of Mayors and Business Leaders and the Mayor's Asia Pacific Environmental Symposium. We hosted programs like the Japanese-American Conference of Mayors and Chamber of Commerce Presidents.

All of these programs gather business and government leaders in Hawaii.

Together with Mayor Sueyoshi from Kitakyushu, Japan, we're developing the urban institute to provide the best practice programs and expertise for the new urban century. And we are positioning Hawaii as a city of festivals. We plan to bring more ethnic and cultural events such as the Aloha Week Festival, Mazori in Hawaii, the Dragon Boat Races and Paniolo Festivals.

Plans are in progress for a day-long multi-ethnic and multi-faceted entertainment gala over the 4th of July weekend to commemorate the grand opening of the new Kapiolani Bandstand and the new Kuhio Beach experience. As the Oahu visitor's association often says, the beach is just the beginning. Over the coming month we will revitalize Waikiki as the showcase of our visitor industry. And we will reposition our Island as a place where people feel a strong sense of community and visitors experience a multi-faceted destination to visit, and visit again for that unique Hawaiian sense of place.

On behalf of Mayor Harris I thank you for your time and look forward to a healthy discussion after each of the presentations. I think it's very important that we learn from each other. Cities are the backbone of society. And by being together, face-to-face, even though we are in a digital world today, there is no shortage of having face-to-face discussions. So I look forward to speaking with each of you afterwards. Thank you very much.

Chairman Yamasaki Hirotarō of Fukuoka

Next we will hear a presentation from the city of Kitakyushu.

[Kitakyushu]

Mayor Sueyoshi Koichi

This presentation will be made with slides. Kitakyushu is located on the northern tip of Kyushu. It connects the Island of Kyushu and Honshu. The city is about 480km² and has a population of 1.01 million. Kitakyushu is one of Japan's leading industrial iron port cities. The city has a wealth of natural resources and it is a very liveable city as you see on the slide.

You are looking at Karijutu. It is a nature preserve, and it's very close to various

cities in Asia. If you look at Kitakyushu here, Busan and Osaka are almost the same distance from Kitakyushu. It's only about 230 km from Kitakyushu to Busan. And Shanghai, China's largest city, is only 1,000 km to Kitakyushu. And Dalian is also 1,000 km away from Kitakyushu. And I go to these cities as often as I go to Tokyo.

Now let me talk about tourism in Kitakyushu. The theme of today's discussion is the promotion of tourism. I think the word tourism has a very broad definition. I think it's not one industry, it's actually a multi-faceted industry. That is to say various industries are combined into one industry -- that's tourism. Tourism is about 10% of the world GDP. And I think it's going to grow further in the future. In Kitakyushu, we assess tourism according to the totals of money spent on such things as accommodations, meals, souvenirs and entrance fees.

In 1988 that number was about 10.4 billion yen. And that number increased to 66 billion yen in 1998. Kitakyushu began earnestly promoting its tourism in the later half of the 1980s. I heard that Hawaii began its tourism industry promotion about 100 years ago. We began to do so just about 20 years ago. The reason we began to promote the tourism industry is because of a decline in the manufacturing industry. Because the manufacturing industry was not doing so well, we had to turn to another industry, and the one we decided on was the tourism industry. We decided to promote the convention and exhibition industry. At that time tourism was for us to visit other cities, not have people come and visit our city.

So what we call the mind-set for tourism was not available. We had to begin from scratch to build the tourism industry. However, in less than 10 years of efforts to build the tourism industry we were able to reach tourism revenues of 66 billion yen. We were able to reach this figure because of the closely-coordinated effort by the private sector and the government sector.

Now I'd like to give you a few successful cases of tourism promotion in Kitakyushu. I'd like to first tell you about the characteristics of our tourism industry. Kitakyushu was one of the most successful industrial sites in Japan. And because of that it has many historic buildings and land left idle by a private business. Kitakyushu was one of the four industrial sites in Japan. It was a city of steel and coal. It supported Japan's economic development into one of the leading industrial nations. However, industrial restructuring took place and the corporate restructuring had to take place. As a

result the industry had to be cut down in the region. A lot of people left town, a lot of business left the city. As a result many buildings of historic importance were left idle.

So what we decided to do was to use these buildings as resources for our tourism industry. And to give you a few examples, here is one of the most well-known examples, Space World. Space World was built in 1990 to enhance the image of the city. And it was very successful in attaining that purpose. We built streets, we have cleaned up the environment.

And Yahata Steelworks which was the starting point for the steel industry in Japan in 1901 has become Space World. So it has historic importance as well as scientific importance. When Space World was opened in 1990, the number of visitors to Kitakyushu sharply increased by 40% over the previous year from 3.6 million to 5.1 million people. And sales revenue doubled from 11.1 billion yen to 28.2 billion yen.

Now I'd like to talk to you about Mojiko Retro Project. Mojiko district is along Kanmon Street. It did not have many airport facilities or railroad facilities. So ships were the only means of transportation. So Mojiko was able to be developed into a leading trading port in Japan. And Mojiko prospered as one of, as I have said, Japan's leading trading ports in the late 1800s and early 1900s, and as a result had many old-style Western buildings.

In the 1980s these buildings began suffering the effect of time and there was talk of tearing the buildings down. So the project was begun to preserve these buildings and to reuse them to create tourist destinations with a romantic and nostalgic atmosphere.

You're looking at the library at Dalian, our friendship city. We have practically moved this library from Dalian to our city. We had to buy a lot of materials from Dalian in order to construct this library. You're looking at the original building in Dalian and this was renovated thanks to the efforts by the mayor. So we have the same building here in Dalian and Kitakyushu. The library opened in 1995. It also contributed to attracting a lot of tourists. Thanks to these two projects we were able to have 10 million visitors in 1998.

I think it's very different from your cities. It doesn't boast of beautiful scenery like yours do. It has uniqueness because Kitakyushu began as an industrial city. So this particular characteristic was converted to a tourism characteristic, into an asset. We have built our tourism industry on the manufacturing facilities that we used to have. This factory used to build robots is now a motel. In the past, when we talked about steel, we

used to think about thick steel or steel plate. But now at the same factory we're building ultra thin steel plates. So rather than enjoying natural scenery you'll be enjoying some industrial aspects, some advanced industry. That's why we call our tourism industry a learning tourism industry.

The City of Kitakyushu has a lot of people who come to visit our industrial sites to learn about new things. Recently a lot of people in the world have been talking about pollution and the greenhouse effect. On the lefthand side you're looking at the picture of Kitakyushu in the mid 1990s. On the righthand side you're looking at Kitakyushu as of now. What this shows is that we have been able to clean up our environment. This used to be called the "Dead sea." All waste water used to flow into this sea. It was called "sea of death" because nothing could live there. But now, you see, it's really clean. It's clean because we have implemented a sophisticated waste-water system. It took us 30 years but we did succeed in cleaning up the environment. And we had to invest over 800 billion yen to do this. The private sector invested quite a lot of money needed to clean up the environment. And in the process of doing this we were able to accumulate environmental technology. And using the technologies and expertise that we have gained, we are implementing new environmental projects. Now you can see clearly a research center to recycle wastes.

At the bottom of the slide is the recycling plant. Plastic bottles, automobiles, home appliances and OA equipment may be recycled in this plant. I don't think you can see it. This suit that I'm wearing is made of the material recycled from the plastic bottles that were recycled at this plant. If you are interested, come to me during lunch and take a look. So at Kitakyushu we have our visitors experience things. We have developed our industry based on the manufacturing industry that we had in the past.

Next year is going to be the centennial of the our steelworks plants. So we're going to have a big Expo on 30 ha of the land. The Expo is going to be held here. There are several themes. One is industrial technology, one is environment, one is Asia, one is health and welfare and another is industrial tourism. So roughly there are about 5 themes to be covered at this Expo. This is going to be held next year. And also we have many friendship cities in Asia and I hope all the cities will be participating at this Expo. I've listed all the themes to be handled at this Expo. So I hope that all of you, all our friendship cities will be able to participate. It is going to be held from July of next year to

November. And I'd like to say one more time that all of you should visit and participate in this Expo.

I think we have to think about tourism from the perspective of foreign visitors. When foreign visitors come to Japan, they're not interested in looking at one city. They want to visit several cities. When they come to our city, they are not just visiting our city. They're visiting neighboring regions, unless it's like Tokyo or Kyoto, really big tourism cities. Small cities like us, we have to develop tourism resources and cooperation with the neighboring districts. I think the same principle may apply to all of you. Last year, with the City of Fukuoka, we conducted joint promotion activities. And with Fukuoka again we aired advertisements on Taiwanese TV. And thanks to these efforts the recognition of our city has increased in the minds of our potential visitors. It's very necessary for several cities to cooperate together to build the tourism industry.

It's an exchange among multiple cities located in the region, holding events that are similar to the Asian-Pacific City Summit. Combining the characteristics or the assets that we have, we will be able to develop this region into one of the regions that people would like to visit. And the Expo 2001 is being planned as one of the strategies to build the region as a tourist site. And if you agree with what I am saying, please come to or participate in the Expo. And if you are not going to participate, at least visit us at the Expo. This is the end of my presentation. I hope that we will be able to have more exchanges in the future.

Chairman Yamasaki Hirotarō of Fukuoka

Thank you very much, Mayor of Kitakyushu. Next we are going to have a presentation from Kuala Lumpur's delegate.

[Kuala Lumpur]

Deputy Director Zainal Abidin Mohd Zain

Mr. Chairman and delegates, I would like to briefly present our experiences as far as the Kuala Lumpur region is concerned regarding the topic of discussion.

Malaysia with its population of just over 22 million people, remained relatively

unknown in the principal tourism generating market. More recently, acknowledging the role that the region can play in the overall socioeconomic development of the country, cities of positive initiatives have been taken by the Federal Government in order to stimulate the development of the tourism sector.

The National Capital of Malaysia has been and is still the country's financial and business center. Although about 57% of foreign tourists' arrivals in Malaysia come through Kuala Lumpur, the average length of stay in the city is undoubtedly very short, compared to the number of other major tourist destinations. That is, about 1.6 nights as against almost 5 nights for the country. Realizing this shortcoming, efforts are being made to develop Kuala Lumpur as a major international tourist destination, in accordance with a vision of making Kuala Lumpur a world class city. It is, however, not intended to rival other popular domestic destinations.

To realize this ambition, Kuala Lumpur must garner and exploit all its strengths and come up with a plan, a solution that is both realistic and achievable at a manageable pace. Its strong points are political stability, location out of major natural disaster or calamity zones; varied and interesting cultural heritage, multi-ethnic population; warm equable climate; a safe and secure environment for travelers; visually attractive mix of modern and traditional buildings, being housed in a tropical city environment; within the Multimedia Super Corridor (MSC), the electronic hub of the nation; equipped with international and world class sports facilities; mix of international shopping complexes, specialist and traditional retail outlets with a wide range of competitively priced goods; large purpose-built stock of accommodation ranging from international luxury hotels to budget hotels, telecommunication and convention or meeting facilities; and linkage to Malaysia's most important international air gateway. By early 2002, travel time from city to airport will take less than thirty minutes by high speed rail system, known as ERL.

Kuala Lumpur has identified and earmarked three broad activities for possible promotion and marketing strategies: Kuala Lumpur becoming a MICE destination and sports and cultural tourism.

The MICE (Meeting, Incentive, Conference and Exhibition) activities provide indications of good growth in the country, and Kuala Lumpur, taken together with its immediate neighbors, the Larger Metropolitan Area, definitely exhibits an upward trend. There was a 7% increase in foreign participants attending meetings, conventions and

exhibitions. Two most sought-after venues for this purpose are the MINES Convention Center and Putra World Trade Center (PWTC).

With a substantial investment by the government and private sector over the past 5 years, the Kuala Lumpur Metropolitan Area is well equipped with internationally recognized facilities to stage world class events. Kuala Lumpur had recently (1998) organized the best ever Commonwealth Games, one stage each of the Formula 1 (F1) car race and the World Motorcycle Grand Prix for two consecutive years (1999 & 2000), the world Inter-Team Ping Pong Tournament (2000), the World Cup of Golf (2000), the Thomas Cup Finals (2000) and our very own annual cycling event, Le Tour de Langkawi, ending in the heart of Kuala Lumpur, and currently ranked fourth best after Le Tour de France. Later, Kuala Lumpur will be the host city for the SEA Games (2001), the Junior Hockey World Cup (2001), also the Men's Hockey World Cup (2002) and World Athletics Veteran Games (2003). In fact Kuala Lumpur has registered its intention to stage the Asian Games (2006) and also Olympic Games (2008) and is now actively pursuing the matter. Many of these are well-supported and some are even funded by the government.

Kuala Lumpur, with its interesting and varied cultural mix and heritage, is already in itself a unique tourism product. Celebrations and festivals are held throughout the year, many of which are annual events, but need to be properly packaged and further exploited for maximum impact and advantage. For instance the Thaipusam, the Thanksgiving occasion for the Hindus, has already gained popularity among foreign tourists. And the Chinese New Year celebrations, the Hari Raya with its "open house" concept of reception will together be considered for possible tourist attractions.

It is proposed that product development for the three activities mentioned above be coordinated and not left segmented. Each package, besides having its own focus, can sample some of the others as well. We will extend to the whole spectrum of the life of all people of different races. And we will say that Kuala Lumpur has posted 8.5 million tourist arrivals, an increase of 1.5 million compared to 7 million in the previous year.

□ Chairman Yamasaki Hirota of Fukuoka

Thank you, representative from KL. Next we will hear a presentation from the City of Oita.

[Oita]

□ Deputy Mayor Mori Masayuki

I'd like to make a presentation on behalf of Oita. Because the equipment is not set up yet, I would like to ask for your patience for a while. Now I'd like to make the presentation on behalf of my city, Oita.

The theme of this session is the promotion of the tourism industry. The tourism industry is an industry that is expected to grow the fastest in the 21st century. My City of Oita is exerting efforts, although a little late, to promote its own tourism industry.

The theme of this session is very timely for my city. I'd like to talk to you about some of the cases that caught a lot of attention in my city. Oita is at the eastern center of Kyushu. At the west of Oita is Beppu, which is famous for hot springs.

There is a mountain called Takasaki Mountain which is the oldest and best known sightseeing place in Oita. The mountain is famous for its monkeys. There are a lot of monkeys in this Mountain. And thanks to these monkeys there are a lot of visitors. In 1965 the city recorded peak park attendance, the city had over 1.9 million visitors.

However, the number of visitors decreased continuously, and last year registered only 400,000. The reason for that is because of the new sightseeing facilities such as Space World and Huistenbosh. And because times have changed, monkeys are not enough to attract visitors. So these are some of the conclusions that we came to as for the decline in the tourism industry in the city.

So we decided that we have to develop what is called "educational tourism." The increase of the monkey population is having consequences on the local ecosystem. So managing or controlling the monkey population has become a concern for the city. And there is an aquarium called Marine Palace. And there is also a famous international marathon being held every year. The marathon is called Betsudai Marathon. It's famous especially for new athletes as new athletes come to this marathon and leave as famous athletes. This marathon course is being renovated into parks. We will have this Palace opened for marine sports activities such as wind-surfing and diving. And we are continuously planning to rebuild the Marine Palace as well. We are planning the development of the West Oita Water Front.

In order to meet with the standards of the new year we are investigating a new

area for our entire tourism industry and not just Takasaki Mountain. Let me show you the pictures of the places that I have just mentioned in my presentation. That was the number.

And you're looking at the monkeys. These are the monkeys that live in Takasaki Mountain. Aren't they cute? This is the population increase of the monkeys. And this is the picture of the coast, marathon course on the coast of our city. You're now looking at the picture of the athletes and the marathon. It is the aquarium that is going to be built.

Now I'd like to continue with my presentation. As you know, in the year 2002, there will be World Cup Games held jointly by Korea and Japan. You're looking at the construction sites for the sports arena for the soccer game. This is called "big eye stadium" because of the way it looks. There will be very interesting, exciting games held at this stadium. And we are also building 255 ha of the land around the stadium into a sports park. What we are giving the most emphasis to is the preservation of the environment, nature. If it's possible, we will be transplanting plants, and we are trying to preserve the natural environment. There are many small insects and salamanders and we are trying to protect them. You are looking at Naraesak River, Nanansane River Nature Park. Children can now play in the shallow river and enjoy the small fish in their natural habitat.

The north side of the city has been influenced by urbanization. But we can take pride in the fact that the south side's natural state has been preserved. What you are looking at is Oita Art Museum, which just opened last February.

This is a museum that was built with great consideration for the natural environment. It has 13 ha of green area. We try to preserve nature as much as possible. And to preserve the trees we have even changed the designs of the museum. What you are looking at is Kamezuka burial site. It is the largest ancient burial site in my prefecture. And here as well concern was taken to preserve as much of nature as possible.

Oita City has done what we call environmentally-based planning. As you know, the Oita Prefecture has what is called a one-village, one-product movement, which has been highly praised by Governor Hiramazhu. Blessed with the sea, mountains and the rivers, there is an abundance of natural products in the area, such as Fugusekiashi, Aseki-saba fresh fish products as well as Shitake mushrooms and Bungo beef.

And there is a food called Dangoziru, which is a type of dumpling soup. That is

very unique to this area. I have distributed some cartoons to you as well. In Japan, even grown-ups enjoy reading comic strips. We have published a cartoon book or a comic strip book called Oita-oi shinbo comic strip. And this region is also famous for its gourmet food. And this gourmet food has been made possible because of the natural resources. That is why we want to preserve the natural resources as much as possible. I think the hospitality of the citizens is very important. And we are trying to have our people be more hospitable to visitors. Oita in the future will try to become a tourist city with the occasion of the 2002 World Cup Soccer Tournament. Lastly, I would like to ask all of you to come to Oita for the World Cup in the year 2002. Thank you.

□ Chairman Yamasaki Hirotaro of Fukuoka

Thank you very much, delegate from Oita. You have just heard from the Vice Mayor of Oita. And from now we have with us Mayor Nur Bakry from Urumqi.

[Urumqi]

□ Mayor Nur Bakry

Ladies and gentlemen, I am glad to be here with you to present a beautiful city for sightseeing, Urumqi. This is the title of my presentation. And I'd like to exchange with you many ideas regarding tourism.

Urumqi is the capital of Xinjiang Uygur Autonomous Region of the People's Republic of China. It is located on the northern slope of the middle section of the Tangir Tag Mountain Ranges and the southern edge of Junggar Basin. It is one of the most land-locked cities in the world. And the total area of the city is 12,000 km², of which the downtown city area is 150 km².

It is multi-ethnic, having 43 ethnic groups headed by Han, Uygur, Kazaks, Hui, Kiskiz and Mongolians. In the past, it was one of the famous Silk Road towns. After the founding of new China, this old city developed quickly. It has both traditional and modern aspects. And this can be the solid foundation for tourism. Urumqi, with its beautiful and mysterious landscapes, is attracting more and more visitors. It has many ethnic groups and also has spectacular natural scenery and human wonders as well as colorful local

customs. Because the terrain rises to the mountains and falls to the valleys, the climate fluctuates. And high cliffs, glaciers and deep canyons abound in this region. And that is a very good place for exploring and scientific exploration.

From Tanguitang Mountains to the Kurubamtunguk Desert, the following scenes can be found in turn, one after another: high snow-covered mountains, high mountain cliffs, pastoral scenery, mountainous woods, mountainous pastoral scenery and the wild desert. I think these can be good elements for tourism.

And the City of Urumqi has a lot of ethnic groups also. And there are also many handicrafts and festivals put on by these ethnic groups. And they have very distinctive characteristic. We have the horse races and goat snatching, which are activities unique to this city. And every year we are attracting some 1.3 million domestic and international tourists in this city. For exchange and cooperation the City of Urumqi has responsibility for developing and starting the new century.

It is compulsory for Urumqi to develop its tourism far and wide. Urumqi City has great potential and the future is very bright. National development has moved to Western China, so this is a very good factor for Urumqi to develop its tourism. In July 1998 Chairman Jiang Zemin inspected Xinjiang. He pointed out that Xinjiang would become the fulcrum of the next century's development of our country, especially in terms of economy. And he also emphasized the development of tourism. Premier Zhu Rongji is very certain about our tourism. He affirmed tourism in the development of economy in Xinjiang. He personally planned the best tour routes. In the 9th step in the 5-year plan and the Year 2010 Plan, West China will be given more manpower materials and financial help. And Urumqi plays an important role in this development.

Since 1996, the government has invested more money in the tourism of Xinjiang. The funds were also used for environmental protection projects as well as tour resources development. This was great support for China's tourism and resources. The autonomous region and the City of Urumqi have made tourism the first priority in its developing course. Plans have been made to form three tourist sections, first, geographic vistas such as the Gobi Desert, second, snow peaks and oases and landscapes, and third, ancient relics and architectural areas such as the Silk Road.

Next, I'd like to tell you the district tourism development plans. Urumqi and its neighboring regions, such as Shihezi, Changji, Turpan and Hami, have set up the Regional

Economic Cooperation Committee. It is in charge of the regional tour resources opening in unique sites.

There are more than 700 scenic spots in the region, for instance, ancient cities' tombs, caves and natural scenery. They are spread from Urumqi to Heavenly Lake or Tien Shan Changji, from Heavenly Lake to Bogoda Peak and Dabinchan. This route has programs and it is really full of learning experiences. And there are many explorers who come here.

And this route is very important. And we, in these five cities, are trying our best in order to harmonize all the historical and cultural aspects of Silk Road towns. In three to five years of time, Urumqi will be the center. Heavenly Lake and/or Tien Shan, Changji and Bogoda Peak areas will be the core. For the opening up of unique resources and linking of the golden route will set up the regional traveling net and it will also stimulate the economy for businesses, hotels, real estate, entertainment and transportation.

The focal point of Urumqi traveling is, first of all, opening up the traveling route about 80 km from Heavenly Lake through Bogoda Peak, reaching Dabinchan. And we are going to improve the facilities and the conditions along the route.

Second, we are going to construct China's first glacier park, the Bogoda Peak National Glacier Park. This will speed up the traveling development of Dabinchan.

And thirdly, we are going to perfect the function of the southern mountain area in Urumqi.

And we are going to accelerate the facilities of construction.

And fifth, we are going to develop the market place in Urumqi. And we are going to restore the environment.

And sixth, we are going to develop the various basic facilities of travel points and scenic spots in the city and also improve the service quality and management.

And seventh, according to the principle of those who earn the profit or those who invest, we are going to attract foreign capital and encourage and lead local funds to join the district travel facilities construction.

Eighth, we are going to expand travel advertisement, letting other countries see sights and opportunities through products such as films and drawings.

In short, we have strong support from the government and also we are blessed with a natural environment. And the future is very bright for Urumqi. We invite foreign

guests to invest money and time to develop Urumqi for a high turnaround profit. Thank you very much.

□ Chairman Yamasaki Hirotarō of Fukuoka

Thank you, Mayor Nur Bakry, for your presentation. We have now heard all the presentations from the seven cities. We will now have a free discussion. If you have questions, please raise your hands to ask questions. When you propose a question or give an answer, please let us know your name as well as your city. If you have comments that you would like to make, we would love to hear them. We will allow forty-five minutes for free discussion. How about Honolulu making comments or asking a question?

□ Executive Director Manuel C. Menendez III of Honolulu

The presenters' information was very detailed. I wanted to ask of the delegates what would be the next step? I think it is very important to have this type of open discussion. But how can we take what we learn from each other into an action phase. What I mean by action phase is, there are things that Honolulu can do, maybe just even your development, and there are things your areas can do, maybe to help Honolulu. So let's take the next step together in the next Asian-Pacific City Summit Meeting, if not sooner. If you have any suggestions, please let me know. Thank you.

□ Chairman Yamasaki Hirotarō of Fukuoka

I think this is directed to all the participants, right? Your question was aimed at all the delegates. You said Honolulu is based on the knowledge industry and perhaps you can elaborate on this knowledge-based promotion that Honolulu is trying to promote, please?

□ Executive Director Manuel C. Menendez III of Honolulu

There are certain challenges that we had to face in our tourism industry. We have made some great progress but we also have made some mistakes that can be avoided through the sharing of knowledge. That is one of the things that we are doing in the urban best practice website with Kitakyushu. So my question was, to the delegates, what can we do as the next step?

I think many times we go to many conferences, but it is good to also take an action step where we take our words and put it into some form of action. So my comment is to the delegates how can we take a next step and what should the next step be of learning with each other. I think the Internet is good, but also I think it would be excellent for all of us to visit each other's cities, as the mayor has mentioned before from Kitakyushu. And we have mentioned to come to Honolulu, but not just coming for looking but coming for detailed discussions. Each city has some needs. Maybe we can explore what those needs of the cities are so that we can maybe have an action plan as the next step.

□ Chairman Yamasaki Hirotaro of Fukuoka

Thank you very much. I think the opinion of Honolulu's delegate was conveyed. And perhaps each city can present what they are going to do as their next step. Perhaps the Kyushu delegate may proceed.

□ Mayor Sueyoshi Koichi of Kitakyushu

As the representative from Honolulu has said, you need to think about the next step. And first of all we have to think about the kind of facilities we are going to have to attract the visitors. I think this applies to all the cities. I would like to make this proposal. For example, Hawaii is large and the Mayor of Urumqi has also said that he wants to attract visitors for larger areas. I would like to tell you about the case in Japan. In Japan, Hokkaido is one region that is attracting a lot of foreign visitors. It receives much snow and it has excellent skiing resorts. So Hokkaido, one region, is a very popular site for visiting.

It was able to become so popular because many districts in this particular region came together. Hokkaido has become popular because Hokkaido is large, contains many attractions and is based on a solid ideology. It is very clear because a prefecture is an administrative district. But Kyushu has many prefectures. It has many different administrative districts. But that does not mean Kyushu has less to show than Hokkaido. The prefecture thinks about its tourism industry separately. That is why it falls behind Hokkaido. That is why Kyushu falls behind Hokkaido in attracting foreign visitors.

We have to think about more the facilities and the environment. People have to

come together, to put the ideas together. This is something I wanted to say to the representatives from Japan. This is something I wanted to look at together with all the delegates from Japan. The region is really large, that is to say Japan has many regions that visitors would like to visit. And Kyushu also has much to attract foreign visitors. There are a lot of people and there are a lot of regions from where people can come to see our prefecture, our city.

Here, we have people from the municipal governments. People from the private sector, the business sector, need to participate, need to put their efforts in to attract foreign visitors. And this is one of the items we have to look at as a part of next action item. Is this speed okay? Have I gone too slowly or too fast?

Chairman Yamasaki Hirotaro of Fukuoka

We heard a few comments from the Mayor of Kitakyushu. He seems to have answered on behalf of all the Japanese delegates. Would anybody like to add to what the delegate from Kitakyushu has said or any new comments or ideas?

Deputy Mayor Mori Masayuki of Oita

People have conducted many surveys and the surveys show that the Japanese are most interested in utilizing their leisure time. So Japanese people are most interested in making most of the time that they have for free. That is, they would like to spend the time to travel and to do some leisure activities. And these are some things that Japanese people are most interested in.

I have visited many places and I was able to meet Japanese people everywhere I went around the world. In the past, Japanese people were most interested in shopping. But now they are spending a lot of time in leisure activities, like just walking around. So Japanese have changed in their styles, let's say "travel style." They try to see and feel what is best, the uniqueness of the places they visit.

For a location like Urumqi, that's one place that many Japanese are visiting recently. My wife was planning to visit the west coast through Shinan to Hangro of China so she is in China. The Japanese would like to visit your countries, your cities. As the representative from Kitakyushu has said, we need a closer cooperation with the travel industry. I also believe that we need cooperation among the cities. And I think this is one of the things we have to take a look at.

□ Chairman Yamasaki Hirotaro of Fukuoka

Would anybody like to say anything? How about the representative from Oita? Would anybody like to add to what the representative from Oita has said? Thank you.

□ Deputy Mayor Mori Masayuki of Oita

Attending this meeting are so many people knowledgeable about the tourism industry. We have the representative from Honolulu, which is a very famous travel and tourism site. And we also have the representative from Oita, which is not a very well-known tourist site. Oita only began to pay attention to the tourism industry in the last few years. So it's just starting to learn about tourism, that is in Oita.

So I hope that this will be a place where I will be able to get a lot of information and I am sorry I will not be able to help you in that respect because my city is new in this industry. Because Oita started late in the development of tourism, we can not develop tourist attractions, large tourist attractions like other cities. I think we have to concentrate on showing how the residents of Oita live. We want to show the people outside how much fun we have as citizens of Oita. And I think that is something that we have to concentrate on. So we have to develop the cultural aspects of the city and build museums and have musical concerts. I think we have to provide opportunities for foreign visitors to mingle with the people of Oita.

□ Chairman Yamasaki Hirotaro of Fukuoka

Representative from Dalian, would you like to say a few words?

□ Executive Deputy Mayor Li Yongjin of Dalian

The representative from Honolulu has said that we need to talk about the next steps and I agree that we need to talk about the next steps. The people of Dalian, in the past, were interested only about the industrial development because Dalian was an industrial city. Most of the people in China have recently become interested in tourism. For most of the Chinese, traveling is something that's rare. Only a few people are really interested in traveling. Recently, the Chinese government, in order to promote further development of its economy, began to develop strategies to further develop its tourism industry. It started using its own national holidays, for instance, like May Day. They used

to have a long national holiday season.

They gave seven days for the May Day season. About 60,000,000 people travel within China during this period and several million people left China to visit Southeast Asian countries and Hong Kong. The City of Dalian on May Day, the first day of May, had 100,000 visitors. All the rooms were booked. All the air flights and trains were fully booked and the roads were blocked because there were so many cars on the roads. And there were people everywhere. But after the May Day season, the press, the mass media such as newspapers and television stations began to talk about the facts of the holiday season on the tourism industry. Relevant Chinese agencies have begun studies on this issue. That is how China, as a whole, can prepare to accept or to welcome more visitors from other countries.

We are very concerned and interested about how we should develop our Chinese tourism industry. Hawaii is one of the most well known tourist sites. Fukuoka is also well-known for its tourism industry. For us, like Dalian, which is just starting at tourism, those two cities, Honolulu and Fukuoka, are very good examples to follow. At Dalian we are doing three things. We are doing three things to promote the tourism industry. The first thing that we are doing is improving the environment of the city. And we are also trying to improve transportation, social overhead facilities and renovate buildings, hotels and accommodations.

By doing this we are preparing to welcome more visitors to our city. That is the first thing that we are doing. And because Dalian has only 100 years of history, it does not have that many historical sites compared to other cities like Hangzhou of China. We do not have beautiful rivers or mountains. So Dalian has to develop or invent places or things to do for the visitors. We are building a national tourist site here in our city that is designed in the U.S. It is a jointly-invested theme park. And this jointly-developed theme park has three movie theaters and about 18 different themes in the park. It has "future society" as one of the themes. We are also trying to develop things that represent Dalian as a city. That is, on the first day of May, all the parks of Dalian were overflowed with people.

Dalian made revenue of 2 million Chinese yuan in entrance fees. People had to stand in line for two hours just to get the tickets. And the third thing that we are doing is to increase promotion activities. We are advertising Dalian in China as well as in

overseas tourism markets. Through these promotion activities we are trying to let more people know about our city. Dalian is a beautiful city with a wonderful climate. It is not too cold in winter, not too hot in summer. It is quiet. It is a beautiful tourism city. And that is the message that we are trying to convey to the people outside our city. We have representatives from well-known tourism cities like Hawaii. The experience of Hawaii, Honolulu, will be an excellent example for us to follow. They offer us much to learn. I want to learn about the experiences of many other cities of the world and I am very happy that I have heard some of the examples from the representatives of other cities. Thank you.

□ Chairman Yamasaki Hirotaro of Fukuoka

Thank you. The proposals from Honolulu may be answered in different ways. Any other opinions or any other comments? In the future Asian-Pacific City Summit, we are going to have some meetings of working level officials as well as other private sector leaders. We'll be able to propose various ideas in order to promote tourism. That was mentioned by the delegate from Kitakyushu. I think some cooperation in a wider area can be enhanced. And this has been one of experiences of our member cities. I think these two points can be drawn out from what we've heard and talked about. Any other comments?

□ Executive Director Manuel C. Menendez III of Honolulu

I heard the representative from Dalian talking about some ideas about creating tourism products. But I want to just explain that in Hawaii we have eco-tourism and cultural tourism and we have talked about sports tourism and awareness tourism, which is health tourism, and education tourism, where we are using people from foreign countries in our educational system. But there is one part that glues all the pieces together. And that's the people.

The people of that region are what glues all kinds of activities together. So I think one of the things that should come from this Asian-Pacific City Summit is a way to look at training our people because of certain common characteristics of all tourism that we can learn and train people in. If you have people coming to your cities for tourism and they only come one time and they never come back, then you know you did not do a good job.

So I think the real challenge is creating sustainable tourism where you have people coming back and the quality of the experience is high. So one of the key strategies for everyone is repeat tourism. How do we get people to come back? The only way that I have ever seen anyone come back to anything, whether you are going to a fine restaurant or coming to a hotel or going anywhere, is the people, the quality of the experience that you connect with the people.

Like here in Busan, all the people have been fantastic and great and very helpful so I always want to come back to Busan because the people here made it very good and I have a very good feeling about them. So I think that is one thing, how we can train our people together and use our wisdom and knowledge together.

The second thing, I think it would be very interesting. It was mentioned by Professor Kim last night: to create an Asian-Pacific City website so that we can stay in touch with each other. Because sometimes you go to the conference, and I've been to many, and then you go away and then there is no communication.

So I think we should have a proposal, maybe, come from our group to pursue a way for all of our cities to stay in close touch. If there is some problem, we can communicate through the Internet. So it is very cost-effective. So I think that is a good way also to keep sharing knowledge and keep in touch on a constant basis.

And finally I think that I would like to suggest some type of protocol or some type of agreement in which we create a technology and training bank. What I mean is, you know, like the World Bank, except focused on developed nations that have great technologies that they have used and developed.

But then you have underdeveloped nations or developing nations who can use this technology whether it is environmental technologies or tourism technologies or infrastructure technologies. But we should be taking that knowledge and placing that in a bank, basically so that it can be used to license to other underdeveloped and developing nations.

Because without clean water, without clean, good infrastructure, good transportation systems, everybody will have very big difficulties in maintaining their cities. So I would like to propose that we create this kind of bank as an outcome of an initiative of the Asian-Pacific City Summit where the developed nations can contribute this technology that we have developed and share it with underdeveloped and developing

nations in a way where there is no cost for the technology, just maybe some licensing arrangement, but no big cost. Thank you.

□ Chairman Yamasaki Hirotaro of Fukuoka

Thank you very much for your proposal. I think we are going to study further what you suggested. Are there any other comments? China is on the move toward liberalization. This means tourism liberalization is on the move in China. As the Dalian delegate mentioned earlier, China will liberalize foreign tourism. I think this is a very remarkable event. The standard of living improves. Domestic tourism will be promoted and also the foreign bound traveling will also increase.

Therefore in the future in the Asian-Pacific area, the importance of tourism will continue to grow. So I think the theme we are dealing with is very timely. If you have any other questions, proposals or comments, please feel free to make your points.

As the delegate from Kuala Lumpur mentioned, there are few who only come to Kuala Lumpur. You mean there are many other destinations near Kuala Lumpur? As we know there are many visiting sites near KL. So people may go through KL to go to other places. And how about this point? This type of transit passengers, are they managed by the government? Or is the Kuala Lumpur government involved in promoting the tourism in its area, in the metropolitan area?

□ Deputy Director Zainal Abidin Mohd Zain of Kuala Lumpur

I think I got your message. Like I said in my presentation and in my deliberation just now, the problem we have is that some 20% of foreign tourists visit Kuala Lumpur but they stay in the city an average of 1.6 days only. We have famous tourist site like Penang. Kuala Lumpur also has many advantages as it is located inland. We may develop more inland tour products.

I would say we could probably capitalize in Kuala Lumpur. Given such conditions and other things, we are also show-casing our rich culture of various races in Kuala Lumpur to the foreign tourists. And like I said we have a number of festivals which are probably quite unique in this part of the world.

Because, although religious, the whole festival is quite popular, and the manner in which this is executed every year will vary according to the participants of the festival.

And I think this is a very unique festival in Malaysia. I think you can't even find it in India at that scale. So although we have that disadvantage of Kuala Lumpur, we are trying our best to also make Kuala Lumpur attractive in other avenues. Thank you.

□ Mayor Nur Bakry of Urumqi

We heard from many mayors and I think a lot of good ideas came from you, which I think can help us. And the most important thing about Urumqi is that it is very land-locked. It is an inland city and about more than 2,300 km separates our city from the sea. So this is one of our characteristics. And secondly, Urumqi is located in the center of the Asian continent. So this is the geographic center of Asia. This is also one of Urumqi's characteristics. And thirdly, in terms of surface, it is very big. And we can say it is 1/6 of China's territory. So we can say our region is 1.6 million km².

And inside we have all the landscapes and scenery and this can provide a very good sightseeing occasion for foreigners. And what are the other strong points? One thousand years ago this was one of the major cities that was located on the Silk Road that linked East and West.

In the past it was not very well-known. However, the Silk Road had a big impact on Eastern civilization, for instance, China, Korea, Japan and South East Asian nations. So how can we sum up or organize all the major features we have from the past and how can we revive our role, our bright role, from the past? So in terms of tourism I think we are also one of the new starters. And it is true that we lack social infrastructure, for instance, accommodations, restaurants, and telecommunications are some of the major problems we experience right now.

Twenty or 30 years ago the Urumqi area was very remote countryside, but nowadays it has developed. And we are trying to play an important role in our economy. And to promote our tourism industry we try to be able to follow suit on such important tourism destinations such as Fukuoka and Honolulu. And I hope that other delegates from those countries and cities come to Urumqi to share their ideas and experiences with us. And it will be a major experience for you to see the beautiful scenery we have in Urumqi. Thank you.

□ Chairman Yamasaki Hirotaro of Fukuoka

Thank you very much. In the future I think that many Japanese will go to Urumqi. So I think all 7 cities' delegates have mentioned their ideas. And I would like to summarize our discussions and I am going to present this to the Plenary Session. This is the end of our free discussion time.

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

□ Chairman Yamasaki Hirotaro of Fukuoka

We will now resume the session. Before we hear the report from the Chairman, as the Chairman, I'd like to give 5 minutes to the one of the delegates from Honolulu to hear a few comments. He represents the private tourism industry.

□ Vice President Ted Sturdivant of Network Meida from Honolulu

Let me speak on behalf of the private sector, particularly from Honolulu. It's been very interesting for me to have the experience of coming to the city conference. From my viewpoint, from the private sector, as a private businessman, I've been involved with tourism in Hawaii for 30 years. We are the most diversified publishing company in Hawaii. We deal with Chinese-language publications, Korean-language publications, Japanese-language publication and we have 2 Japanese TV stations in all the hotel rooms in Waikiki. I serve on several boards of directors for the Chinese Chamber of Commerce and the Korean Chamber of Commerce.

And I have worked very closely with the Hawaii Visitors and Convention Bureau over the last 30 years. And the Hawaii visitor's bureau, over the last 30 years, has gone through a major change in how it's been structured and how it's been organized. And may I make a suggestion for some of you that are new in the tourist market and some of you that may be reviewing your structure of your marketing for your tourism industry?

One, I would strongly suggest that your committee or board of directors consist of private sector individuals from hotels, from ground transportation, from attraction people to retail, particularly retail people. That group of businessmen create an environment of participation, responsible for increasing your tourism.

The second thing, I strongly recommend that the group sit down and formulate a specific goal of what you are to accomplish. In Hawaii we have two set goals. One is the length for stay, the number of days of a visitor's stay and money spent.

To achieve that one has to have a very simplified and a very accurate way of receiving or generating that information through either surveys conducted at the hotels or on the ground. In Hawaii it's very simple because we have nothing but airlines traveling into Hawaii. And we have, because of the agricultural requirement on what's brought in, a form filled out on early inbound airlines. And on the backside of the form is a questionnaire gathering what we call demographic information. We have also taken into account the psychographic information of the person's lifestyle.

As my representative said there are two styles of visitors. Once you gather their demographic information then you gather their psychographics, which will give you their lifestyle if they are in a state of health or in eco-tourism. Whatever those divisions are, it is very important that we gather them.

The next point is to determine what your budget is. One has to start with a particular budget that you are going to market your destination with and then set goals to determine if you reach those days or the length for stay or dollars spent by your tourists. But again I think the private sector needs to be the organizational marketing arm, needs to have dedicated funding. And in Hawaii in the past we had, every year, the private sector go through registration and present what they needed, whatever amount of money, say 20-25 million dollars for the next year of marketing. They spent half their time using their energy to get the money.

The last several years we've been able to convince the registrants. They've given us dedicated funding for periods of years and it saves a lot of energy and a lot of time. But yet there's what's called action, in business and in the private sector. One has to come up at the end of the month, see if you made a profit. And the same thing holds true when you are marketing, that what one has to determine is what you are currently doing and then what goals you have set and what you have achieved and what alteration or changes you have to make along the way.

But, again, I thank you for the opportunity for speaking, Mr. Chairman. Thank you again. And I look forward to being involved in future conferences. Thank you again. Aloha.

□ Chairman Yamasaki Hirotaro of Fukuoka

Thank you very much. He has mentioned the viewpoint of the private sector. The participation of the private sector will be studied in the future.

So in Subsession 2-B, here is our summary of the free discussion and I think I'll present this report in the Plenary session in the afternoon. Please listen to this report.

Subsession 2-B is on the theme of measures to grow the tourism industry. The participant cities are Dalian, Fukuoka, Honolulu, Kitakyushu, Kuala Lumpur, Oita and Urumqi. First we have heard the presentations from all the delegates.

First, Dalian mentioned the importance of sustainable development in terms of tourism promotion. And also it is necessary to maximize the use of terrain and also other infrastructure. And secondly it is important to develop the greenery area. And also it is necessary to have the measures to cope with the noise problems and other environmental issues. And next they are going to promote many festival activities in Dalian.

Next is Honolulu. Honolulu is actively pushing for the promotion or the beautification plans to improve the Waikiki Beach area. For instance, extending Kala Huahu Avenue. Also, it is necessary to have much cooperation between the government and the private sector. And there is a simultaneous push for the promotion of tourism with TV or other media methods. And also, Honolulu aims to hold many cultural events such as conventions and exhibitions and also other festivities.

About Kitakyushu, first it is necessary to make use of the terrain, the vague terrain in Kitakyushu. And they made Space World and also they made the Retro area. And this was a good case study. Next Kitakyushu is making good use of its environmental resources as well as its industrial facilities. And third, the Japan Expo 2001 was introduced. And fourth, the wide area cooperation will increase the number of visitors. And the related measures presented and there were also many proposals regarding such efforts.

In Kuala Lumpur in Malaysia, there was recent movement to promote measures for the promotion of tourism. In Kuala Lumpur they try to re-find the existing tourism-related resources. And the cultural tourism, sport tourism and MICE tourism were promoted or are promoted in Kuala Lumpur.

In Oita. First, this is the place where many monkeys live in Takasaki Mountain. And also there is Beppu Bay, which is one of the most important natural resources Oita

has. And they aim to harmonize the development of tourism of natural resources as well as sports activities. There is also the improvement of art museums. And in many Oita regions there is the one product, one village movement. And from this movement they can promote so-called gourmet tourism. So that was the related presentation from the Oita delegate. And also it was mentioned that hospitality was one of the important factors.

Urumqi. It was important for Urumqi to promote a golden travel route in the Urumqi area. And they have, as assets, the Gobi Desert, oases, greenery, high cliffs and other scenic spots. And these characteristics are the strong points of Urumqi. And there is the cooperation among several cities in Urumqi, in the nearby Urumqi area. And the construction of infrastructure such as roads as well as the improvement of shopping centers, the attraction of foreign visitors and the improvement of advertisement were mentioned in order to promote the tourism industry in this city.

And finally, Fukuoka. There, relics, festivities and other traditional handicrafts and art forms are the strong points. And they are actively pushing for organizing some activities such as sports activities. And also there is Asian Week and other festivals that promote tourism inside the Asia-Pacific region. And it is necessary to improve the infrastructure, such as roads and airports. And the public and private sector should go hand in hand in promoting tourism. Creating advertisements can be one of the ways to promote tourism.

So that is the summary of the presentations from all the participant member cities. Presentations mainly deal with the importance of the tourism industry in terms of improving the economy in the city. And each city has characteristics of its own, such as tradition and other heritages. And third, when promoting tourism, it is necessary to make attractive cities and to do that we have to organize many international events such as meetings and conventions. And fourth, not only the city itself, but also the wide area nearby cities can work together to promote tourism. So these are the main points we discussed.

And in the future, by extending the exchanges among many cities, we can promote the attraction of visitors among many member cities. And in the free discussion the following are points we made. It is necessary to make an advanced type of city for tourism. But for the start-up cities the situation is different. But for those in the early stages it is necessary to glean the experiences and ideas from more traditional tourist

destinations. And in the Asian-Pacific City Summit we propose to open a website by using the full capacity of the Internet. And there should be some cooperation among many cities that are in the wide areas.

And, also, many private sectors, such as the travel agency industry, can participate and communicate with the municipalities. So these were the main points we discussed during our free discussion time. This was the summary of Subsession 2-B. What do you think about our report? Do you approve of this report? Any other comments, or some additions?

In Subsession 2-B we made such a report. But if you have no other objections, please applaud. Thank you. What I just summarized to you will be presented in the Plenary Session. Once more thank you very much for your participation. And I'd like to thank you once again for your fruitful ideas in this Subsession. This is the end of our meeting. Thank you.