

Sub-Session 2

New Public Management: Public Private Partnerships and Creating Opportunities for All

Tourism

Nagasaki

Urumqi

Vladivostok

NAGASAKI

Tourism Development

Mr. Shinji Okada, Chief Treasurer

My name is Shinji Okada. I am the Chief Treasurer of Nagasaki City and I am honored to be able to speak to you at this summit. I kindly ask that you follow the slides that I will be using to illustrate some of the aspects of my speech.

After opening its port to foreign trade in 1571 Nagasaki enjoyed exchanges with a plethora of countries such as Portugal, Holland and China which had a profound influence on Nagasaki. This led to the development of a city rich in history, culture and beauty, for which Nagasaki has come to be well known. Furthermore, Nagasaki is also recognized for the devastation suffered in the atomic bombing and its efforts both at home and abroad towards lasting world peace.

Famous cultural and historic sightseeing destinations dotted around Nagasaki City include the Western-style buildings of Glover Garden, the Site of the Former Dutch Factory on Dejima Island, Spectacles Bridge and a variety of Chinese temples. Furthermore, the urban districts that stretch up the hillsides surrounding Nagasaki harbor create a beautiful view creating the unique charm that attracts over 5 million tourists every year.

However, due to recent shifts in tourism patterns away from group towards individual or small group travel the number of people visiting Nagasaki is in decline.

In March of this year the main motorway leading into Nagasaki was extended into the town center; in April of next year an exhibition of Spanish and Nagasaki-related art will mark the opening of the new Nagasaki Prefecture Art Museum; furthermore, 2006 will see the completion of the world class Megami long span Bridge that will allow luxury liners and tall ships to pass underneath. In addition the second phase of the restoration of the Site of the Former Dutch Factory on Dejima and other strategic infrastructure projects will be completed.

We therefore see the completion of such hard infrastructure projects as an excellent opportunity to invest greater time and effort on soft projects that have been lacking up until now. Within a period of three years we aim to bring about a rise in the number of tourists in what has become one of the most important policies of Nagasaki City.

As I stated earlier, the number of tourists visiting Nagasaki reached its peak in 1990 with 6.28 million visitors and then began falling as the city failed to adapt to changes in tourism patterns, especially to

small group and individual travel. We therefore felt that we had to address the problem of not fully utilizing our city's plentiful tourism resources.

Having recognized this problem, Nagasaki is endeavoring to create a new form of tourism and in order to spread information about our proposals a planning committee made up of 32 tourism experts, industry representatives and ordinary citizens drew up the short-term 3 year "2006 Nagasaki City Tourism Action Plan" which was presented to the mayor of Nagasaki in February this year.

The basic principles of this plan are "City Revitalization" and "Empowerment of Citizens".

By refining the charm and beauty that Nagasaki City already exudes and supplementing it in certain areas we aim to enhance Nagasaki's appeal.

In addition to the hitherto method of sightseeing of touring places of interest and historic spots we are endeavoring to promote so called slow tourism, in other words enjoying Nagasaki's quintessential history and culture, scenery and culinary specialties at a leisurely pace.

The strategies underlying our plans are firstly working towards making walking tours of the city more enjoyable and secondly promoting the charm of Nagasaki City.

We plan to put this strategy into practice at the 2006 Nagasaki Saruku Walking Festival. The word "Saruku" is Nagasaki dialect for wandering leisurely and it is our hope that such an event will encourage tourists to take in the history and culture of Nagasaki at a slow, leisurely pace.

The Nagasaki Saruku Walking Festival is the first event of its kind in Japan, and while there have been various events involving town walks throughout Japan such as those held in Kanazawa and Beppu, the 2006 Nagasaki Saruku Walking Festival is the first event that will combine both hard infrastructure such as signs and footpaths with soft infrastructure such as trained guides.

The Nagasaki Saruku Walking Festival is not the result of a current fad and was not conceived by copying initiatives launched in other cities, but instead was born from the search for a new style of tourism to revitalize the city and should therefore be understood as a unique urban revitalization project.

The actual event itself will be held from April 1 until October 29, 2006 over a period of 212 days. Pre-events began this year on October 23 and ran until November 23 (32 days). Further pre-events are planned for next year from June 30 until October 16 (79 days). Holding a series of pre-events allows us to trial various ideas and will increase both the effectiveness and the impact that the final event will have.

Next, I would like to move onto the themes underlying the Nagasaki Saruku Walking Festival. The main theme is "Discovering and Experiencing the Nagasaki you never knew existed". The sub-themes are beauty, knowledge and wellbeing. Beauty comes from the enjoyment gained from showing the city to visitors which leads to the wish to create a more beautiful town, and knowledge refers to the educational experience that the town walks are designed to provide. Furthermore, health and wellbeing are at the centre of the Saruku Walking Festival as a certain amount of physical exertion is inherent to the event.

The basic principle of the Saruku Walking Festival is that all of the events should be implemented by citizens of Nagasaki. As a result of this (the economic result of increased tourism and the revitalization effect based on the heightened consciousness of the citizens of Nagasaki) it is the citizens of Nagasaki that will profit directly as they play the pivotal role in implementing the event themselves.

Citizens rediscovering the great number of tourism resources and an increase in those who are able to articulate the charm of Nagasaki while at the same time managing the event themselves and in the process learning and gaining valuable experience will lead to a new tourism paradigm becoming established.

One of the basic objectives is to create plans that citizens enjoy carrying out, another to attract tourists in the process.

The second is cooperation in events that will be run by Nagasaki City. Based on the Nagasaki City 2006 Tourism Master Plan the main work that will be carried out by Nagasaki City involves the infrastructure along the walking routes around town, efforts to support in the instruction of guide staff, encouraging shops to display traditional tools and methods of production to create what we term 'street corner museums', marketing Nagasaki's new style of tourism, promoting Nagasaki's culinary specialties and furthering the education of traditional handicraft skills. These initiatives are being carried out in conjunction with the Saruku Walking Festival.

The third regarding the structure of the event is that the basic Saruku Walking Festival Event will spawn 7 different kinds of tie-up events.

While town walks form the basis of the festival, people can tailor their routes by selecting from 3 separate categories: Saruku Enjoy, Saruku Guide and Saruku Learn. Saruku Enjoy, whereby people stroll around exploring parts of Nagasaki at a slow pace with the help of maps, encompasses a total of 44 different courses. Saruku Guide covers 36 sightseeing courses led by guides while Saruku Learn includes tours on 74 different topics that are held by experienced specialists giving deep insight into various aspects of Nagasaki's history and culture and is directed at those who wish to learn about Nagasaki in greater detail.

On average, walking courses are around 2 kilometers (1.2 miles) long which means that they can be covered in around 30 minutes. However, when walking at a laid-back pace while chatting and stopping for occasional breaks most courses are designed to be able to be completed in less than 2 hours.

That concludes the outline of the Saruku Walking Festival.

The main target audience of the festival is the baby boom generation of the 1950's who will soon be reaching retirement age. There is a strong belief that once this generation, that is currently still working, has retired and has the time to take long leisurely holidays, such walking tours will become the mainstay of city tourism. The Nagasaki Saruku Walking Festival represents the forefront of this new type of tourism and is attracting a great deal of attention.

While the Saruku Walking Festival will end in 2006, we believe that as a permanent fixture of tourism in Nagasaki the term 'Saruku' will become synonymous with this new kind of tourism experience across Japan. Creating this system and forming this general tendency represents what we are trying to achieve by 2006.

I would be delighted if you could find the time to visit Nagasaki and by strolling leisurely around our beautiful city discover Nagasaki's new charm.

Thank you very much for listening.

URUMQI

The Development of Tourism

Mr. Guo Lianshan, Deputy Mayor of Urumqi

Dear participants, ladies and gentlemen,

At the end of the year 2004, it is a great honor for me to participate the 6th Asian-Pacific City Summit, which is a good opportunity to have discussions on the issue of upraising the level of city management and promoting the development of Asian-Pacific cities. First of all, on behalf of Urumqi Municipal Government, I wish the summit a great success. We hope the exchanges and discussions between the member cities play a positive role in promoting the cooperation and development of Asian-Pacific cities. Now I'd like to give a brief introduction on the tourism development of Urumqi.

□ The prosperous development of “the heart of Asian Continent” Urumqi.

Urumqi is located at the center of Asian Continent. It is the farthest city from any ocean in the world and the nearest big city of China to the Europe. More than 2,000 years ago, Urumqi had already become an important town on the ancient Silk Road and the mixture point of the culture and economy of the East and the West. Today, being time-weathered and because of the opening and reform, Urumqi, the center of politics, economy and culture of Xinjiang, has already become an important hub of economy, finance, transportation and information, as well as the gateway of China opening to the Central Asia and the west Asia on the Second Euro-Asian Continental Bridge. Urumqi is a multi-national city with a population of 2.08 million, of which the urban residents take up 95.5%. The agricultural population is less than 100 thousand. The city is inhabited by 47 nationalities. The population of the minority groups takes up 24.6% of the total population. The total area of Urumqi is 12 thousand square kilometers. The constructed area is 168 square kilometers. Urumqi international Airport is one of the 5 gateway airports in China. It has now 84 international and domestic schedule flights. Urumqi train station is an important station in China. The road transportation is very convenient. The national and regional roads are just across the city center and have connections with inland China and neighboring countries. Now the city has two national-level development zones, one export products processing zone, one A-class port and 5 B-class ports.

Urumqi is an emerging industry and trade City. Because of its strong industry basis, the city has formed its complete industry system, mainly focused on petrol-chemical, metallurgy, energy processing, medicine, textile and machine manufacturing. The agriculture takes up a very small part of total industry. The tourism has developed rapidly. This year, the estimated GDP is 47.8 billion RMB Yuan, of which the agricultural GDP is 0.7 billion RMB Yuan, the industry is 17.6 billion RMB Yuan, and the tertiary industry is 29.5 billion RMB Yuan. The ratio of agriculture, industry and tertiary industry is 1.5: 36.8: 61.7. The local financial revenue is 5.3 billion RMB Yuan, and the total social

consumable retail volume is 20 billion RMB Yuan. The volume of import and export is 2.8 billion dollars. The import is 1.36 billion dollars and export is 1.14 billion dollars.

In order to give a full play of the advantage of natural resources and geographical position, and to realize the rapid and healthy development of the economy, Urumqi has set up both its long-term target to build itself a central-Asia oriented modern international commercial city and its short-term target to build a economically strong city and a famous tourist city. Up to now, Urumqi has established economical ties with over 60 countries and regions around the world, and has already become the window of China opening to the world and also the export base of Xinjiang.

□ **Beautiful tourist city-----Urumqi**

——Abundant tourist resources. "Urumqi" in ancient Mongolian language means "beautiful pasture land". It has different natural tourist resources, such as snow peaks, glaciers, forests, pasture, deserts and lakes. The brilliant arts and culture, and the exotic ethnic customs on the Silk Road reveal the unique tourism feature of Urumqi. Its rough and mysterious scenery has become tourist attractions to the tourists from home and abroad.

——Prosperous development of tourism. Despite being a latecomer in tourism, Urumqi has a strong tendency in the development of tourism. In recent years, Urumqi has carried out the strategy of leading by the government to enhance the development of tourism resources. With the promotion of the level of food, accommodation, transportation, tourism, shopping and entertainment, and the improvement of tourist service system, the tourism has become a supporting industry in the city economy of Urumqi. Up to now, the city has 81 star hotels, among which there are 6 five-star hotels and 8 four-star hotels. There are 183 travel services, including 25 international services, and more than 2,500 tour guides and over 30,000 tourist workers. The different types of tourist places total up to 46.

——The tourism has got a rapid development. In 2000, Urumqi has successfully held the 8th China Tourist Fair. In 2001, it won the title of "National Excellent Tourist City". The volume of the tourists from home and abroad in 2003 is 5.09 million. This year the domestic tourists are estimated as over 6 million with a total tourists and shopping income of 5.4 billion RMB Yuan. The tourists from abroad are estimated as over 100 thousand with a total tourists and shopping income of 252 million RMB Yuan.

——The aim of tourism development. Through great and continuous efforts, Urumqi will make the tourism a leading industry in tertiary industry and an emerging pillar industry in the city economy. By 2010, with the fully developed functions of a strong tourist and trade city, we will make Urumqi into an

important international tourist place, which attracts the domestic market, radiates to the Central-Asia and connects to the Europe.

□ **Methods taken by Urumqi city in its tourism development.**

In recent years, centering on the sustainable city development, Urumqi has enhanced its support to the tourism and has taken some measures.

I. Urumqi has made a decision on speeding up the development of the tourism also carried out some favorable policies. We have enhanced the planning and management of the tourism development, and also improved the market order to upraise the administration and service and to set up a good feature of tourist city to the world.

II. We have strengthen the cooperation on the regional tourism with the cities on the Second Euro-Asian Continental bridge, especially the cities in the neighboring countries, in order to speed up the construction of the tourist projects and the development of the tourist resources.

III. The Government each year invests 20 million Yuan to support the tourism, at the same time encourage other investments to the tourism. This forms a pluralistic investment system of the tourism.

IV. We are taking great efforts to make Urumqi a famous tourist boundary city with good condition for the development of tourism. Revealing the feature of ethnic culture, natural resources and long history, and taking the advantages of unique geographical position and ethnic customs, each year Urumqi will hold the Silk Road Winter Tourist Fair, which makes Urumqi one of the hot spot cities of winter tour in China. We also have Urumqi Silk Road International Clothing and Adornment Fair each year to show the colorful and unique ethnic culture of Xinjiang.

□ **Some suggestion on the promotion of the tourist cooperation between the Asian-Pacific Cities.**

First is to strengthen the international and city cooperation on tourism and to further open up the tourist market. To enhance the cooperation in Asian-Pacific region and develop the tourist market, we suggest the governments should have more discussions and coordination, simplify the port-entrance procedure, lower the tourist costs, ensure the security of the tourists and promote the development of all the tourist markets.

Second is to have integrated planning and rational distribution to promote the development of tourism. First of all, the Asian-Pacific countries should make integrated planning on the tourism development, and should carry out a trans-regional planning considering the situation of different region and the

economical development. Next, we should perfect the regulations on tourism and should encourage the tourist enterprises to enlarge their scales and business. Thirdly, we should promote the development of new ideas in tourist system to make traditional culture and customs keep abreast of the needs of tourists. Finally, we should enhance the training on the tourism to foster international tourism personnel.

Third is to further the construction of tourist facilities and promote the implement of the favorable policies. Because there is some difference in the economical development of the Asian-Pacific cities, we suggest enhancing the trans-regional and trans-national tourism development, including the cooperation on capital, infrastructure, and media.

In order to further the exchanges and cooperation with the Asian-Pacific cities, in 2003, Urumqi Municipal Government has formally applied to hold the 7th Asian-Pacific City Summit. We hope the leaders from each member city will get together in Urumqi again in 2006 to have discussion and exchanges on the ideas of city development. We are full of confidence that Urumqi city will successfully hold the Summit and provide you with the best environment and services. We are also confident that the Summit will surely provide Urumqi city with new opportunities on the economic and social development.

We welcome all the friends to have a visit and business activities in Urumqi. The beautiful Urumqi is waiting for you.

Thank you.

VLADIVOSTOK

Tourism Development in Vladivostok

Mr. Vitaly p. Vakushev, Vice Mayor

Distinguished Mayors

Ladies & Gentlemen

I would like to thank you for this opportunity to present the city of Vladivostok and outline some of the prospects for development of the city tourism industry.

With the population of 650,000, Vladivostok is one of Russian's largest seaboards on the Pacific and has significant potential for the tourism development. Our city is one of Russian's leading tourist destinations.

At present, the following factors are coming together to make Vladivostok an attractive destination.

Firstly, reasonably well-developed tourism infrastructure, cultural, historical and architectural attractions

Secondly, natural factors : seaside location, pleasant summer and autumn climate, rich and largely unique flora and fauna, beautiful scenery in the suburban area with forests and hills, and newer islands just offshore clean seawater and beaches

Thirdly, unique geographical position relative to neighboring Asia-Pacific countries

Today, 155 organizations in Vladivostok are licensed to provide tourism services and are active in the field. Since the official opening of the city for the foreign visitors in 1992 inbound tourism has been developing. Cruise ships now call on the seaboard of Vladivostok on a regular basis.

In 2003, Vladivostok receives 110,000 tourists from 67 countries. Vladivostok hosts 5 consulates general and 8 honorary consulates.

The city accommodation infrastructure is represented by 18 hotels. The city has a reasonably well-developed transport infrastructure including the sea-passenger terminal, airport, railways stations and bus terminals. There are also a commute train system, cable car and shuttle boat services.

Culture and arts are represented by 3 theatres, Opera studio, the specific symphonic orchestra and the specific choirs and orchestra.

Just offshore the mainland territory of Vladivostok, there is a large number of islands which are made up for recreational zone.

Today, we would like to show you a video about the prospects of the tourism development on the largest East Island, called Russian Island.

Show 15:30min video

Thank you very much for your attention
