Exhibition of tourism and infrastructure

Construction and management of infrastructure to contribute to tourism promotion



April 2015



Okinawa General Bureau Cabinet Office

Okinawa prefecture intensifies the promotion of tourism from the point of view that tourism is leading industry in the prefecture economy.

Okinawa prefecture made the fifth tourism promotion basic plan. One of its targets was ten millions tourists "including two millions foreigners" in Okinawa at 2021.

Therefore Okinawa prefecture is making the progress schedule of acceping ten millions tourists and made the tourism crisis management basic plan.

Okinawa General Bureau Development
Construction Department annouced "the
construction and management of infrastructure at
the period of ten millions tourists in Okinawa" and
held the panel exhibition of tourism and
infrastructure to inform people of it widely and easily.

These panels are printed in this book.

[Reference]

Okinawa prefecture tourism promotion bsaic plan

Targets at 2021

- 1. Tourism income one trillion yen
- 2. Sum of consumption in Okinawa per a tourist 100 thousands yen
- 3. Average Length of tourist's visit 5day
- 4. Number of person-lodging 40 millions 270 thousands persons
- 5. Tourists in Okinawa 10 millions persons

(Domestic tourists 8 millions persons, Foreign tourists 2 millions persons)

Prologue

Tourism is main driving force of Okinawa promotion. It is supported by the construction and management of infrastructure.

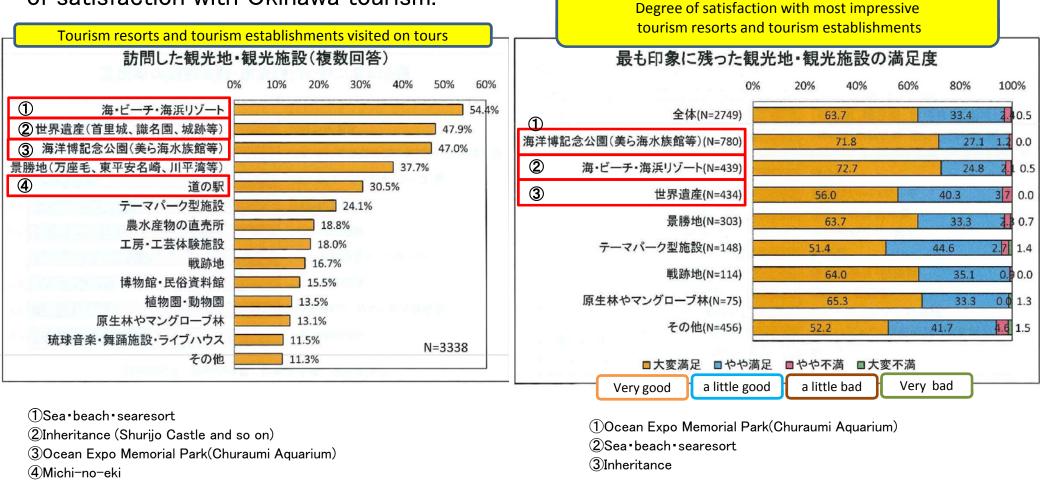
The construction and management of infrastructure is the regional development in a wide sense, including not only traffic infrastructure like road, airport, port but also tourism resources like Shurijo Castle, Ocean Expo Memorial Park, artificial beach.

Okinawa General Bureau Development Construction Department holds the exhibition of tourism and infrastructure, provides easily how the construction and management of infrastructure is related to tourism and how it is indespensable to tourism promotion.

We introduce to construct useful, safe, secure, good quality society for not only the tourists but also the peopel of prefecture owing to the construction and management of infrastrucure.

Degree of satisfaction with Okinawa tourism

O In tourist resorts and tourist establishments visited on tours, the world inheritance "Shurijo Castle and so on", Ocean Expo Memorial Park"Churaumi Aquarium", Michi-no-eki, Artficial beach and so on what are called infrastructure are in a high rank and high degree of satisfaction with Okinawa tourism.

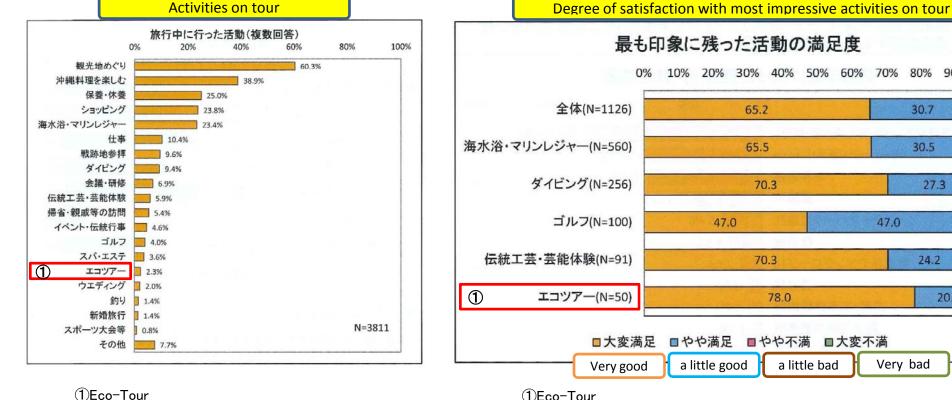


出典:沖縄観光の満足度(平成24年度観光統計実態調査(沖縄県))

OEco-Tour is a few activities, but is high degree of satisfaction. As a result of it, Eco-Tour will be expected popular from now on.

For example

Cruise of nature observation on damlake, experience of canoe in Okinawa North Part Dam Tourism.



最も印象に残った活動の満足度 0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100% 0.4 65.2 30.7 65.5 30.5 0.4 2.00.4 70.3 5.0 1.0 70.3 24.2 0.0 20.0 0 0 2.0 78.0 ■やや満足 ■やや不満 ■大変不満 a little bad Very bad 1)Eco-Tour

出典:沖縄観光の満足度(平成24年度観光統計実態調査(沖縄県))

Ocean Expo Memorial Park

- O It was made as a memory of Okinawa International Ocean Expo held at 1975.
- O There are many establishments where people can study while watching, touching, enjoying.



神秘に満ちた沖縄の生き物たちの雄大な世界、沖縄美ら海水族館。世界最大の魚ジンベエザメや、ナンヨウマンタなど沖縄の海を丸ごと体感。



イルカのオキちゃんとその仲間たちが楽しいショーを繰り広げる「オキちゃん劇場」



熱帯・亜熱帯の花々が咲きまれ、ゆったりとした夢の空間「熱帯ドリームセンター」



海を舞台に繰り広げられる人々の交流の文化・歴史を紹介する「海洋文化館」



沖縄観光の拠点、 海洋博地区・首里城地区! 国営沖縄記念公園事務所 所長 片山 壮二

沖縄の資源・素材を活かし、沖縄らしさを体感できる、公園整備・運営を行っていきます。

Shurijo Castle Park

OShurijo Castle is a center of government, diplomacy and culture in Ryukyu Kingdom.

OShurijo Castle "Seiden" was restored at 1992 and is a core of tourism, history and culture now.



首里城正殿前(御庭)にて、元旦に国王等の参列するなか執り行われた「朝拝御規式」の再現



絢爛豪華(けんらんごうか)な意匠の正殿内部



国王が執務を行った国の名勝「書院・鎖之間と庭園」



ライトアップされ幻想的な首里城

Artficial Beach

OMany beaches in the central and south part are the artificial beach made by works of port, coast, park and fishing port.



①アラハビーチ(北前海岸) Araha Beach



④中城湾港泡瀬地区「人工ビーチ」 Nakagusuku Kouwan Awase District



②トロピカルビーチ(宜野湾海浜公園)

ナビービーチ

海洋博公園 エメラルドビーチ 運天地区海岸(ビーチ)

Location map of Artficial Beach

位置図

● 名護21世紀の森ビーチ

凡 例

●港湾事業(国土交通省)

海岸事業(国土交通省)

●海岸・公園事業(国土交通省)

●公園事業(国工父週旬) ●海岸事業(農林水産省) ●漁港事業(農林水産省)



Tropical Beach

博愛わいわいビーラ

新港地区「人工ビーチ」※1

石垣港

※1埋立地造成は国、砂浜部分は県・市の事業で整備 ※2砂浜部分は他事業で整備

宇座海岸(ビーチ)



⑤西原きらきらビーチ(西原与那原マリンパーク)



③豊崎美らSUNビーチ(豊崎海浜公園)

Toyosaki Chura SUN Beach



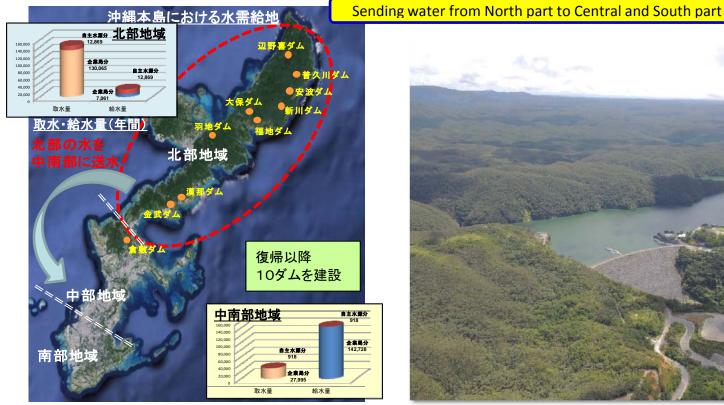
⑥あざまサンサンビーチ Azama Sansan Beach

Okinawa North Part Dam Tourism

O It is important for people to recognize necessity of reservation of water resouces area and value of water.

O We promote "Okinawa North Part Dam Tourism". For example cruise of nature observation on dam lake, experience of canoe, inspection of dam inside

and exhibition hall.





Fukuji Dam



ダム湖に迫る緑の山々、野鳥の声に包まれ感動の亜熱帯樹林の大自然を福地ダムで満喫



迫りくる亜熱帯ジャングル巨大なシダを抜け川の生物観察を安波ダムで体感



普段は見れない漢那ダム堤体見学



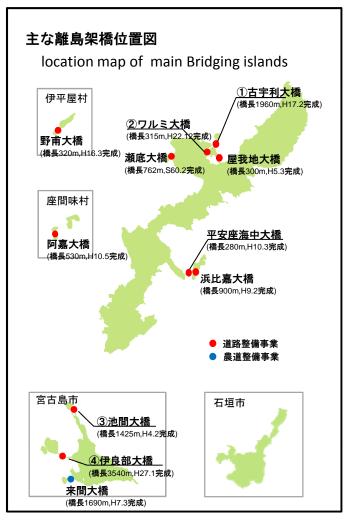
沖縄の水がめ北部ダム! 北部ダム統合管理事務所 所長 与那覇 忍

北部9ダムの施設・環境を守り、皆様に安全 な水を安定的に届けます。

Bridging islands

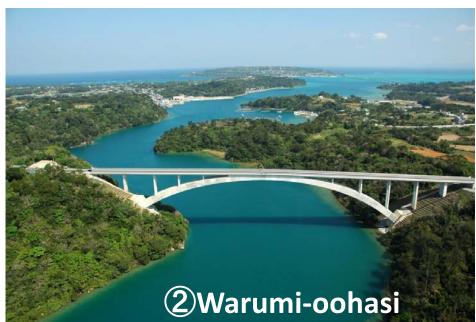
OBridging islands supports establishment of industrial base and improvement of tourism, cultural exchanging, education, medical treatment and welfare.

OBridging islands and their neighborhood form the attractive tourism resort.





橋のたもとにはきれいなビーチがあり、また、橋の両側は美しい沖縄のマリンブルーが展望でき、沖縄本島北部を代表する景観にもなっている。



国営沖縄記念公園や今帰仁城跡方面から屋我地島に渡る、新たな観光周遊ルートを形成。

羽地内海が一望でき、この風景は格別で、多くの観光客等が訪れている。



橋のたもとには展望所を備えた駐車場があり観光スポットになっている。



完成すると宮古島と伊良部島が道路でつながり島の生活環境の向上、また観光や産業などの活性化が期待される。全日本トライアスロン大会のコースにも新たに採用されスポーツ振興にも貢献。

PR about attraction of Okinawa Tourism

OWe accept gathering data and location from abroad and do public relations of Okinawa tourism through the information announced by overseas mass media. OWe do public relations of Okinawa tourism with the attraction of Ocean Expo Memorial Park.



タイのファッション誌(若い女性向け)

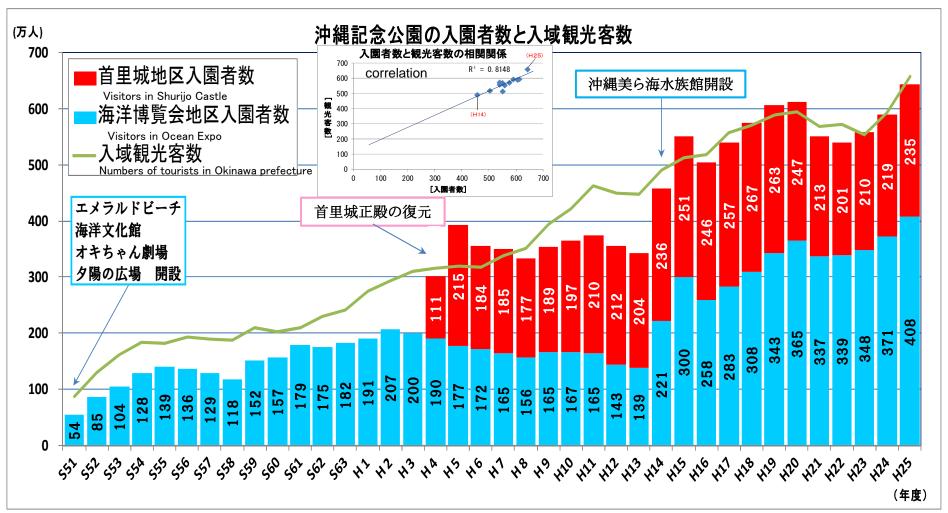


中国映画 ロケの様子



水族館開館10周年を記念して「ジンベエジェット」(JTA)を就航

ONumbers of tourists in Okinawa prefecture were 6 millions 580 thousands persons at 2013 and were most in the past. They in Okinawa Memorial Park were 6 millions 430 thousands persons and were most in the past too. OThere is a correlation between visitors of Okinawa Memorial Park after opening of Churaumi Aquarium and tourists in Okinawa prefecture.



regional development with attraction of typical Okinawa

OWe make landscape of typical Okinawa and construct high-quality infrastracture for tourists and prefecture people.

OWe construct attractive government offices and so on in consideration of history, climate, environment and landscape of Okinawa.



景観づくり

Making of landscape







古都・首里の城下町にふさわしい沿道(龍潭線(県道29号線))景観づくり

電線の地中化

Underground of the telephone pole and wire







那覇市(一般国道58号)

電線を地中化により安全で快適な通行空間の確保、都市災害の防止、景観の向上等

空き屋の再生

Reproduction of the vacant house







空き家の古民家

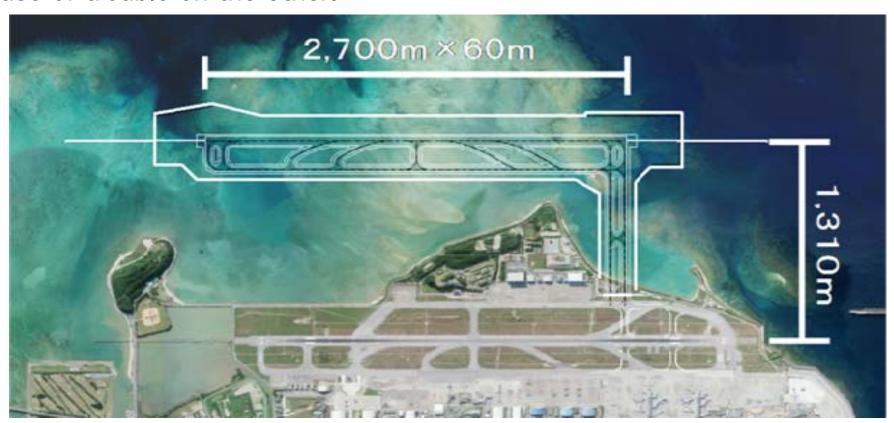
改築して再生活用

【イメージ写真】

Naha Airport

OWe are constructing the second runway in response to increasing demand and will begin to use it at the last day of March.2020.

OWe can have enough time for the maintenance of runway and use one runway in case of trouble on the other.



O24 lines outside prefecture and 7lines inside prefecture are set in Naha Airport.

<Domestic Line>

就航先(県外)

•24 lines 103 round trip/day (at Jan 2015)

∼Tokyo、∼Fukuoka、∼Kansai、∼Chubu 等

就航先(県内)

•7 lines 47 round trip/day (at Jan 2015)

∼ I shigaki、 ∼ Miyako、 ∼ Kumejima 等

<International Line >

就航先

■ 8 lines 110 round trip/week (at Jan 2015)

~ Hong Kong (2014.3 increase)

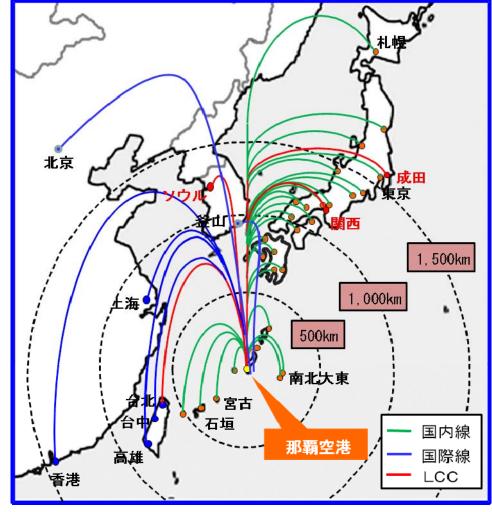
∼Taipei (2014.6 increase) ∼Seoul (2014.12 increase)

~Shanghai (2014.1 increase)

~Taichung (2013.6 increase)~Beijing (2013.7 resumption)

∼Busan (2013.12 increase)

∼ Kaohsiung (2014.10 new)





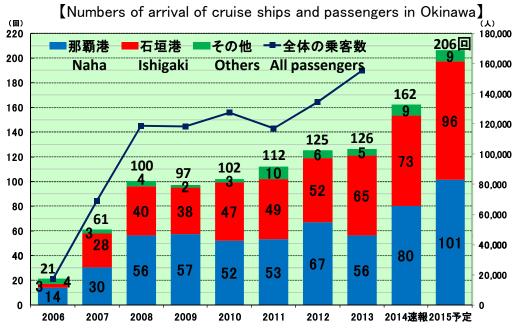


那覇港湾・空港整備事務所
所長 坂 克人
沖縄の玄関ロ、那覇空港や那覇港を便利
にします。

Port

- ONumbers of arrival of cruise ships and passengers have increased every year.
- ONaha port and Ishigaki port were high ranking in numbers of arrival of cruise ships from 2008 to 2014.
- OThe plan for second cruise berth is being argued in order to respond to increasing demand in Naha Port. It was decided in Ishigaki Port at 2013.





[2008~2014 Numbers of arrival of Cruise ship] (Top 10)

| | Yokohama | | | Kobe | Hakata | | | | | | | | | |
|------|----------------------------|-----|-----------|------|-----------|-----|-----------|-----|---------|-----|--------|------|------------|-----|
| 順位 | 2008年 | | 2009年 | | 2010年 | | 2011年 | | 2012年 | | 2013年 | | 2014年(速報値) | |
| 川貝1立 | 港湾名 | 回数 | 港湾名 | 回数 | 港湾名 | 回数 | 港湾名 | 回数 | 港湾名 | 回数 | 港湾名 | 回数 | 港湾名 | 回数 |
| 1 | 横浜 | 120 | 横浜 | 127 | 横浜 | 122 | 横浜 | 119 | 横浜 | 142 | 横浜 | 152 | 横浜 | 146 |
| 2 | 神戸 | 108 | 神戸 | 93 | 神戸 | 103 | 神戸 | 107 | 博多 | 112 | 神戸 | 101 | 博多 | 115 |
| 3 | 那覇 | 56 | 那覇 | 57 | 博多 | 84 | 博多 | 55 | 神戸 | 110 | 石垣 | 65 | 神戸 | 99 |
| 4 | 鹿児島 | 44 | 長崎 | 49 | 長崎 | 54 | 那覇 | 53 | 長崎 | 73 | 那覇 | 56 | 那覇 | 80 |
| 5 | 石垣 | 40 | 博多 | 46 | 鹿児島 | 52 | 石垣 | 49 | 那覇 | 67 | 東京 | 42/ | 長崎 | 75 |
| 6 | 広島 | 36 | 石垣 | 38 | 那覇 | 52 | 名古屋 | 28 | 石垣 | 52 | 長崎 | 39 | 石垣 | 73 |
| 7 | 博多 | 35 | 広島 | 30 | 石垣 | 47 | 宮之浦 (屋久島) | 23 | 名古屋 | 43 | 博多 | 38 | / 小樽 | 41 |
| 8 | 長崎 | 31 | 名古屋 | 29 | 名古屋 | 27 | 長崎 | 21 | 鹿児島 | 34 | 名古屋 | 35 / | / 函館 | 36 |
| 9 | 名古屋 | 31 | 鹿児島 | 28 | 宮之浦 (屋久島) | 25 | 広島 | 19 | 別府(大分県) | 34/ | 二見(父島) | 2/2 | 鹿児島 | 33 |
| 10 | 大阪 | 22 | 宮之浦 (屋久島) | 25 | 広島 | 22 | 鹿児島 | 18 | 大阪 | 33 | 広島 | /26 | 名古屋 | 30 |
| | 東京 22 <u>Naha</u> Ishigaki | | | | | | | | | | | | | |

OPort supports life and tourism in island.



周辺離島への交通手段となっている定期高速船。



南の交流拠点、石垣港! 石垣港湾事務所 所長 濵口 信彦

クルーズ船と離島航路が集まる八重山 の拠点 石垣港等の整備を行っていま す。



宮古圏域で消費される生活物資の受入れ・積 替え拠点として機能している平良港。



沖縄(宮古圏域)の人々の 生活を支える平良港! 平良港湾事務所 所長 知花 包信

地震に強く、安全で安心して利用できる港の整備を行っています。



OThe large cruise ship about 140 thousands ton in displacement could arrive in Naha Port owing to construction of its exclusive berth.



OThe height of cruise ship "Voyager of the Seas" is same as the height of Okinawa prefecture building.

Height of mast 63m

Height of prefecture building about 71m



那覇港に寄港できるクル

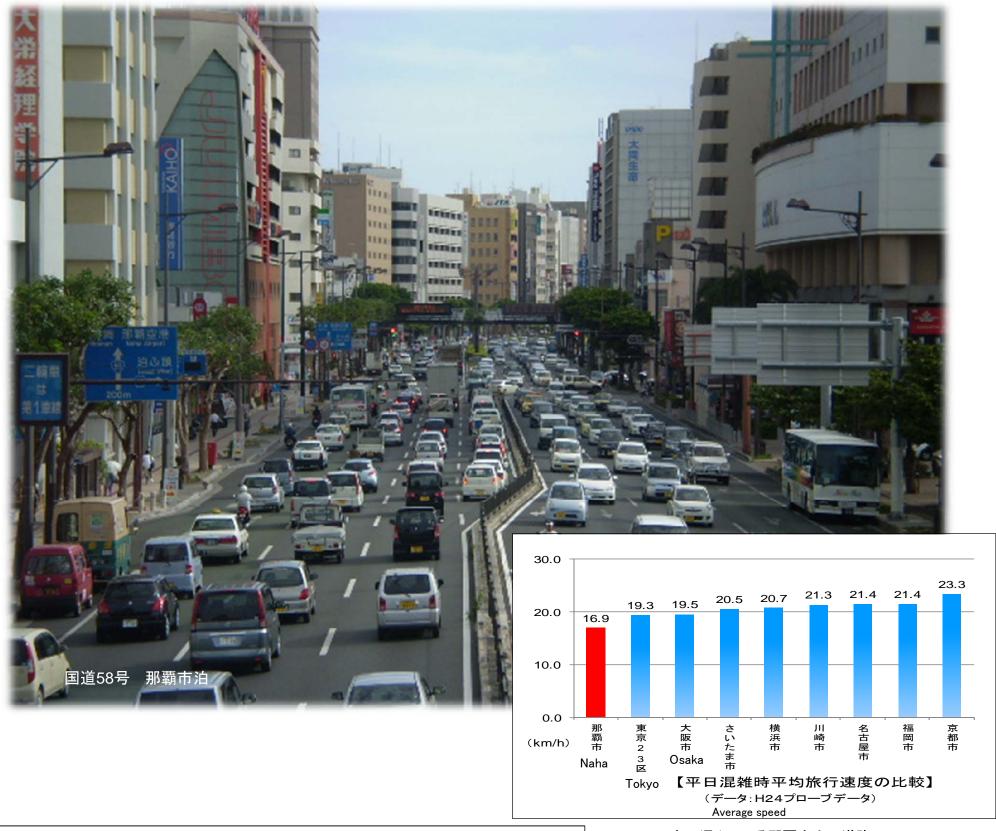
The cruise ship can be accepted in Naha Port

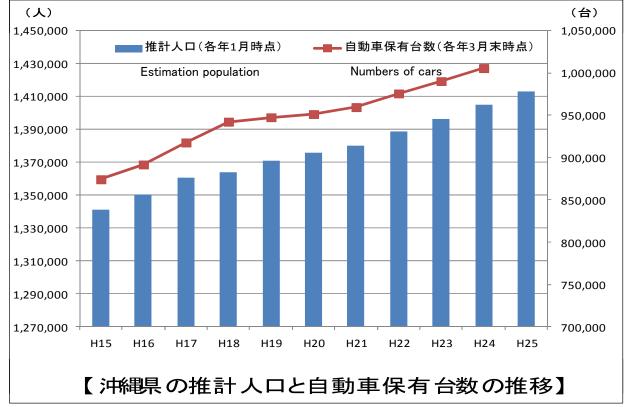
| | 船名 | | Beam | Passenger capacity | | |
|---|--|----------------------------------|--|--------------------|-------|--------------------------|
| | Asuka II 飛鳥 II ^(邦船最大のケルーズ・船・12年128回寄港) | <50,142 ton> 必要岸壁水深 9m程度 | Height of mast 45m 満載喫水 7.8m | Length 241m | 29.6m | 872 persons |
| | SuperStar Aquarius (那覇,石垣に定期的に寄港'12年63回寄港) | <51,309 ton> 必要岸壁水深 8m程度 | Height of mast 43m 満載喫水 7.0m | Length 230m | 28.5m | 1,529 persons (1,607) |
| | Sun Princess (*13年より日本発着クルーズに配船 *12年3回寄港) | <77,441 ton> 必要岸壁水深 9m程度 | Height of mast 50m 満載喫水 8.1m | Length 261m | 32.3m | 1,990 persons (2,250) |
| 0 | Voyager of the Seas ('13年より日本発着クルーズに配船された最大クルーズ船' 12年25回寄港) | <137,276 ton> 必要岸壁水深 10m程度 | Height of mast 63m 満載喫水 8.8m | Length 311m | 38.6m | 3,114 persons (3,840) |
| | Queen Mary 2 (日本に寄港した最大のクルース・船12年2回寄港) | <148,528 ton> 必要岸壁水深 12m程度 | Height of mast 62m 満載喫水 10.3m | Length 345m | 41.0m | 2,592 persons (3,056) |
| | Oasis of the Seas (世界最大のクルース・船 寄港実績なし) | <225,282 ton> 必要岸壁水深 11m程度 | Height of mast 65m 満載喫水 9.1m | Length 360m | 64.0m | 5,400 persons (6,360) |

出典:「クルーズシップコレクション2010·2011(海事プレス社)」、船社代理店への聞き取り調査を基に国土交通省港湾局作成。 ※乗客定員は、1室2人使用時、()書は全ベッド使用時 ※日本の主な橋梁の桁下高 レインボーブリッジ:52m 横浜ベイブリッジ:55m 関門橋:61m 明石海峡大橋、女神大橋(長崎):65m ※クイーン・エリザベス2(Queen Elizabeth 2) 総トン数 70,327トン 全長 293m 全幅 32m 喫水 9.7m マスト高 52m



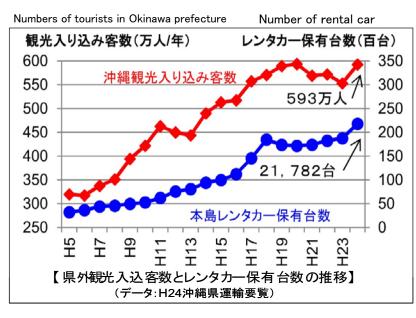
OThe traffic of Okinawa depends on the car. The roads in Naha city are crowded with cars hardest in Japan.





沖縄県の車保有台数は1人に0.74台(沖縄の統計(沖縄県)平成26年9月号)より算出)

日本一混んでいる那覇市内の道路 The roads in Naha city are crowded with cars hardest in Japan.

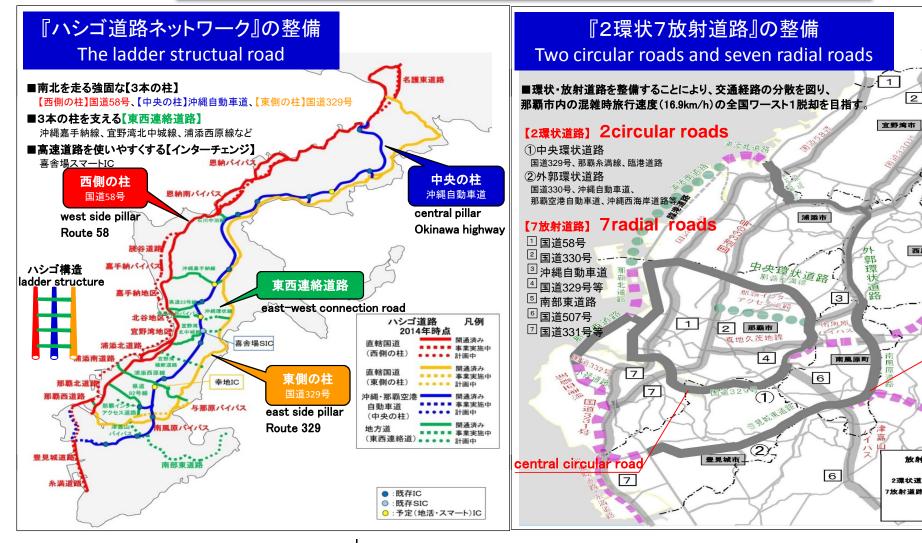


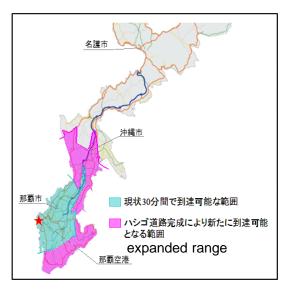
観光客の増加によレンタカー保有台数も増加



O The traffic jam in Naha urban area will vanish owing to construction of two circular roads and seven radial roads. The range of arrival for thirty minutes from Naha Airport will expand owing to construction of the ladder structual road. O The required time to drive from North part to South part in Okinawa Island is reduced owing to construction of the road.

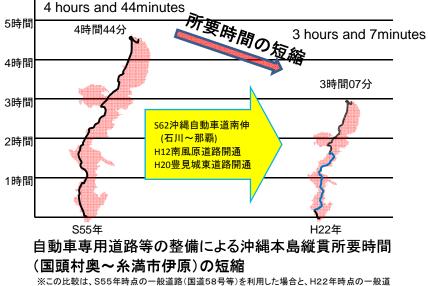






那覇空港からの30分到達範囲が拡大

The range of arrival for thirty minutes from Naha Airport will expand



The required time to drive from North part to South part in Okinawa Island is reduced

路と自動車専用道路(沖縄自動車道、那覇空港自動車道等)を利用した場合の比較。



2

4

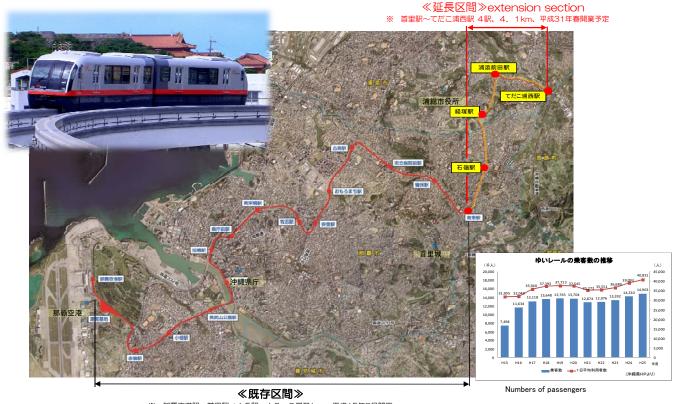
outline circular road

5

放射道路 環状道路 凡例

Okinawa City Monorail

Okinawa City Monorail "Yuirail" started at 2003 and is only rail way in Okinawa prefecture. OPassengers were 14 milions 900 thousands persons at 2013 and most in the past.



《 那覇空港駅~首里駅⇒15駅、12.9営業km、平成15年8月開業

OIt extends from Shuri station to Tedako Uranishi station in order to ease the traffic jam in Naha urban area and will start at spring 2019.



沖縄自動車道を走る高速バスなどと連結することにより那覇都市圏の交通渋滞の緩和を図る。 終点となる「てだこ浦西駅」周辺においては、沖縄自動車道との連結機能を確保するためインターチェンジや1,000台規模のパーク&ライド駐車場、駅前交通広場を計画。

OWe redevelop the town with the monorail station, construct commercial establishment, hotel, apartment house an d so on, and make a core of town. For example Asahibashi Station, Kencho-Mae Station, Makishi station.



KICA Change Cont

ICカード乗車券「OKICA」平成26年10月20日にゆいレールで導入。 平成27年春に県内路線バス導入予定。

OWe introduct IC pass card system. Its card is named "OKICA"

Evolving "Michi-no-eki"

O"Michi-no-eki" is going to evolve for two kinds of types, Gateway type and Regional center type.

OIt gathers people and product businesses in the region.

[Gateway type]

- **OPromotion of inbound tourism**
- ORegional tourism general counter
- OContribution to migration and payment of







[Regional center type]

- OPromotion of industry by sale of special products
- ORegional welfare
- OPrevention of disasters







沖縄の活力ある地域づくりを 支援します! 北部国道事務所

所長 照屋 正史 これからも利用しやすい道路・観光 等の情報を提供してまいります。

Road guide sign with the characteristic of Okinawa

O Road guide sign adopts the pictogram to be legible and friendly.



国道58号 那覇市久茂地

Pictogram imaged "beach", "garden"

Pictogram imaged "market", "street"

Original pictogram

in Okinawa "45 kinds"

Pictogram of road guide sign in Okinawa "52 kinds"

Original pictogram in Okinawa "45 kinds"























































































海食崖















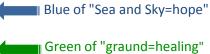






Original desigh with the characteristic of Okinawa





Environment Reservation Technology

- ORealizing reservation and restoration of the coral reef in port works.
- OPromoting to bring up the coral and so on.
- OFor example 凸凹 processed block to reduce wave, improvement of the structure of breakwater, transference of the coral.

凸凹 processed block to reduce wave 消波ブロックの加工(那覇港)





防波堤の消波ブロックに凸凹加工を施し、サンゴの加入・着生を促進。

improvement of the structure of breakwater

防波堤の構造の工夫(平良港)





防波堤のケーソン間に通水部設け、サンゴ等海生生物の着生を促進。

transference of the coral サンゴの移植(石垣港)





航路浚渫に伴うサンゴ移設と環境省が取り組むサンゴ群集の修復を連携して 実施。

OThe precious kinds such as the endangered species for example "Noguchigera" "yanbarukuina" inhabit "yanbaru" forest including water resouces area.

ORearizing environment reservation and restoration in dam construction.

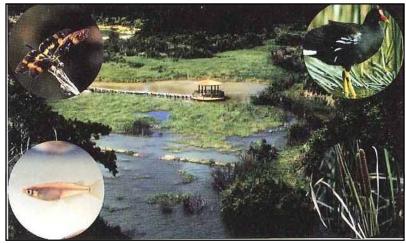
Artificial nest building tree 人工営巣木(大保ダム)





森林がノグチゲラによる営巣可能な状態に回復するまでの「緊急避難的な措置」として「人工営巣木」を設置。

Biotope ビオトープ(漢那ダム)



第二貯水池を活用し、ビオトープを整備。水鳥やトンボなどの水生昆虫類の貴重な生息生域となっている。

Invasion prevention fence of the mongoose マングースの侵入防止フェンス(大保ダム)





環境保全対策の一環として、県と連携してS-Fラインにヤンバルの森へのマングースの侵入を防除するフェンスを整備。

Stocking dam lakes with "Ryukyu ayu" 陸封型リュウキュウアユの定着・拡散



Prevention of disasters Crisis Management

OTechnical Emergency Control Force "TEC-FORCE", MLIT In case of large nature disaster, MLIT dispatches "TEC-FORCE" to a stricken area. It supports the rapid disaster counter-measure of local government technically.

Example: TEC-FORCE "14groups 57persons" were dispatched to Hiroshima city which suffered segment disaster at August 20, 2014 by 5Regional Development Bureaws "chugoku, Hokuriku, chubu, shikoku, kyusyu".

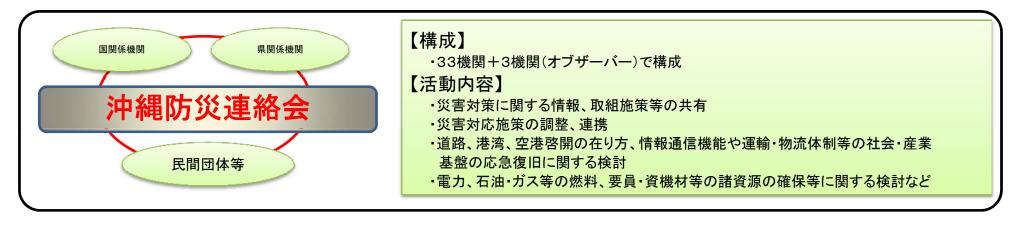


OExchanging information and supporting the local government.

Okinawa General Bureau concluded the liaison agreement with 41 cities, towns and villages.



Okinawa Disaster Prevention Conference "the November 12, 2012 establishment" Establishment of rapid and exact first-actions at the disaster.



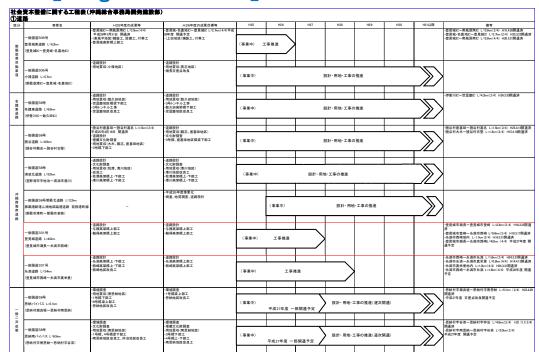
Unification of work informations

Ookinawa General Bureau Development Construction Department unifyes work informations "work plan, progress schedule, progress photograph, work evaluation" of every field in HP. Work informations can be looked at easily.

【うちな~インフラ情報館】URL⇒http://www.dc.ogb.go.jp/kaiken/011438.html



[Progress schedule]



[Progress photograph]



(Work summary)



[Work evaluation]



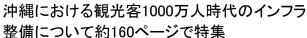
Proposal of "The construction and management of infrartructure at the period of ten millions tourists in Okinawa"

We proved how the construction and management of infrastructure has contributed to tourism, made the scenarios of six fields and announced them officially at HP, journal and soon.

The scenarios of six fields

- 1. Construction and management of tourism resources "Infrastructure is tourism resource"
 - 10 Ocean Expo Memorial Park, 2 Shurijo Castle Park, 3 Artficial Beach,
 - 4 Okinawa North Park Dam Tourism, 5 Bridging islands,
 - **6**PR about attraction of Okinawa Tourism
- 2. Supporting tourist resorts and the neighborhood "Regional development with attraction of typical Okinawa"
 - ①National theater Okinawa, Making of landscape, Underground of the telephone pole and wire, Reproduction of the vacant house
- 3. Construction and management of traffic networks
 - "Construction of traffic nodes and networks"
 - 1 Naha Airport, 2 Port, 3 Road, 4 Okinawa City Monorail
- 4. Expansion of information and communication
 - "Practical use of information and communication in the infrastructure"
 - ①Evolving"Michi-no-eki", ②Road guide sigh
- Environment reservation and restoration
 - "Accumulation and use of technology for environment reservation and restoration"
 - 1 Coral reef "Port", Forest and Biotope and so on "Dam"
- 6. Prevention of disasters and crisis management
 - "Establishment of rapid and exact first-actions at the disaster"
 - 1 TEC-FORCE, liaison, Okinawa Disaster Prevention Conference









OKINAWA TOURISM INFRA CARD





O We can know the relation with tourism and infrastructure, enjoying to collect "OKINAWA TOURISM INFRA CARD"

O It is expected to rise the degree of satisfaction with Okinawa tourism and invite visitors.

[First step] Okinawa North Dam Tourism Publishied at February 28

FukujiDam



AhaDam



KannaDam



安波ダム



「安波ダム」カードで

[Secound step]Michi-no-eki Publishied at March 15

Kyoda



Kinabansylo

Ogimi



Toyosaki



YuiyuiKunigami



Itoman



Kadena



Ginoza



[Third step] National Okinawa Memorial Park Publishied at March 26 Opening memorial Publishied at March 31

Okinawa **Churaumi** Aquarium



ShurijoCastle



TomigusukuHigashi



沖縄美ら海水族館



カード裏面に記載されているQR コードより、黒潮水槽の中でゆ うゆうと泳ぐジンベエザメと一緒 にいるような動画と沖縄の方言 をお楽しみ頂けます。

首里城

「首里城」カードでは、カード裏 面に掲載されているQRコード より、首里城公園「新春の宴」 の厳かな儀式の様子を動画 で見ることができます。

【沖縄観光インフラカード】沖縄総合事務局HP http://www.dc.ogb.go.jp/kaiken/012668.html



