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Jeju Forum for peace and prosperity
(Jeju Island, Korea)



Infrastructure in the Age of Ten Million Tourists in Okinawa

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Okinawa's Goal for Tourists

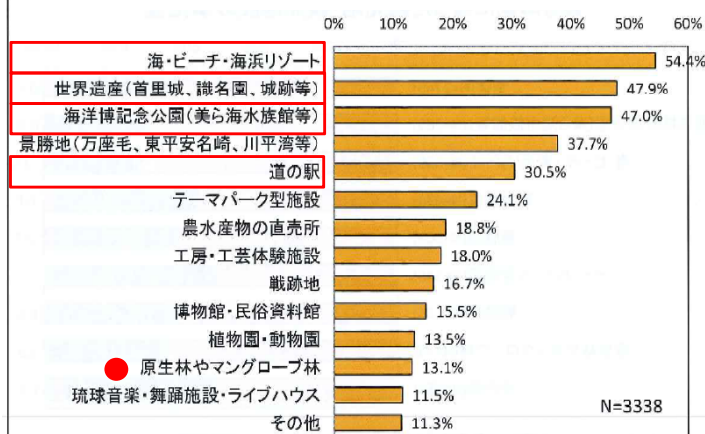
- Okinawa positions tourism as the leading industry of the prefecture's economy and has set a goal to increase the number of visitors to the prefecture to 10 million. (by March 2022)
- According to the satisfaction survey for tourism in Okinawa, infrastructure for Shurijo Castle and other sights rank highest for tour sights and facilities visited during a trip.
- "Infrastructure" supporting tourism in Okinawa.

Okinawa Prefecture Basic Plan for Tourism Promotion (5th) (Apr. 2012 - Mar. 2022)

Goals to accomplish by March 2022

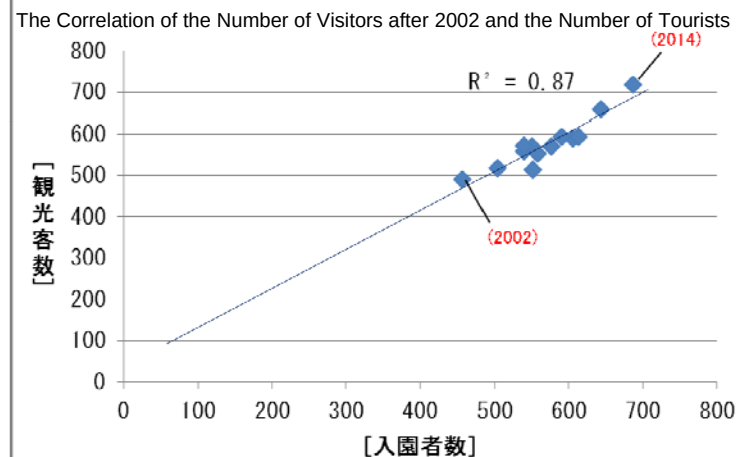
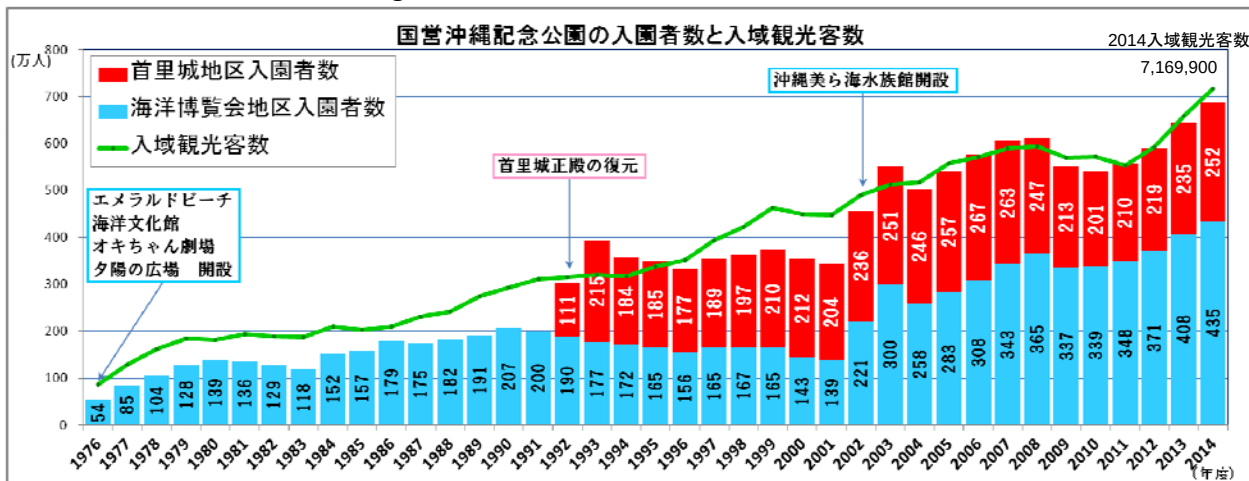
1. Tourism income: 1 trillion yen
2. Amount of spending in the prefecture per tourist: 100 thousand yen
3. Average length of stay: 5 days
4. Number of cumulative nights stayed by tourists: 40.27 million
5. **Number of inbound tourists: 10 million** (8 million domestic and 2 million foreign)

Tour sites and Tourism Facilities Visited (Multiple Answers Applicable)



Number of Visitors to Okinawa Commemorative National Government Park and the Change in Number of Tourists in Okinawa

Source: Satisfaction Level of Tourism in Okinawa (2012 Tourism Statistic Survey (Okinawa))



- Infrastructure contributing to the promotion of tourism will be clarified, and policy proposals with six sectors of scenarios will be implemented.
- Cross-functionally organizing the vertical expansion of each industry with the viewpoint of tourism.
- Present with lucidity the importance of the comprehensive strength of infrastructure for the purpose and goals of the promotion of tourism.
- Promotion of infrastructure development with a new viewpoint of the fusion of tourism and infrastructure.
- Realization of high quality infrastructure development not only for tourists but also for the people in Okinawa.

Six Scenario Sectors

1. Development of Tourism Resources
(Infrastructure is the resource of tourism)
2. Communal Support for Tour Sites and Other Sites
(Creating an attractive Okinawa-like community)
3. Developing a Transportation Network
(Building a transportation hub and network)
4. Expansion of Information Dispatch
(Dispatch of information from exchange hubs)
5. Environment Conservation and Recycling
(Accumulation and utilization of conservation and recycling technologies)
6. Disaster and Crisis Management
(Establishment of rapid and adequate initial response)

Activities Specified

1. Creating and Announcing Scenarios in Six Sectors
(Policy proposals)
2. Holding Lectures and Symposiums
(Economy, Society of Civil Engineers)
3. Exhibition Panels of “Tourism and Infrastructure”
(At shopping centers and events)
4. Creating Infrastructure Information Cards
for Tourism in Okinawa
(Fusion of Tourism and Infrastructure)
5. Publications of Interviews of Specialists on Newspapers
(Serial publications on trade newspapers) 1
6. Consideration of New Policies
(Prospects for the future)

 Okinawa General Bureau
内閣府

- ### Man-made Beaches - Location Diagram



Toyosaki Chura SUN Beach



Azama Sun-sun Beach

伊平屋村
野南大権 (海拔320m, H16.39m)

フルミ大権 (海拔315m, H22.17m)

瀬底大権 (海拔62m, S80.2m)

屋我地大権 (海拔300m, H6.39m)

古宇利大権 (海拔198m, H17.2m)

座間味村
阿嘉大権 (海拔530m, H10.59m)

平安座海中大権 (海拔200m, H10.39m)

浜比嘉大権 (海拔600m, H8.2m)

● 道路並行温泉
● 低道並行温泉

宮古島市
池間大権 (海拔1425m, H4.2m)

伊良部大権 (海拔3540m, H7.19m)

末間大権 (海拔1880m, H7.39m)

石垣市



Kori Ohashi



Warumi Ohashi

a Dam Tourism

Aha Dam

Aha Dam



Subtropical Jungle Canoe (Aha Dam)



Okinawa Commemorative National Government Park

Okinawa-Churaumi Aquarium



Shurijo Castle

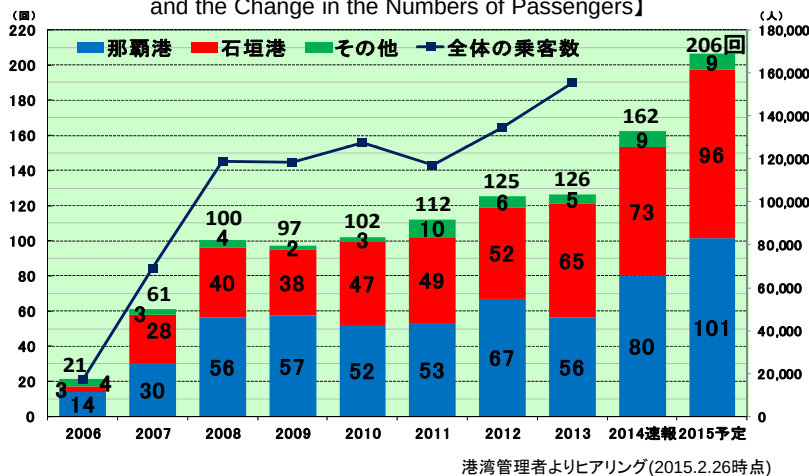
Development of Transportation Networks

- Each year, the number of cruise ships calling in to Okinawa is increasing. As regards to Naha and Ishigaki Port, the ability to accommodate the increasing demands for cruises and cruise ships have become of great importance. (Multiple numbers of cruise ship berths will be required.)
- In accordance to the boost in demand for air transportation, works have been started to increase runways and are aimed to be put into service by March 2020. With two runways, flights are still possible even when troubles occur. (Risk avoidance)

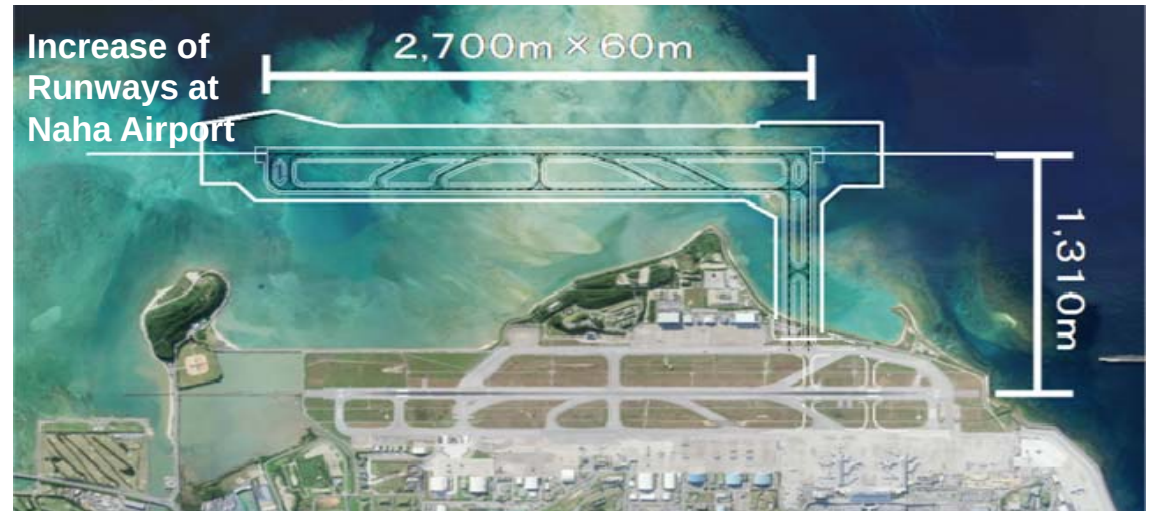
Port and Bay Development



【Frequency of Cruise Ships Calling in to Okinawa and the Change in the Numbers of Passengers】

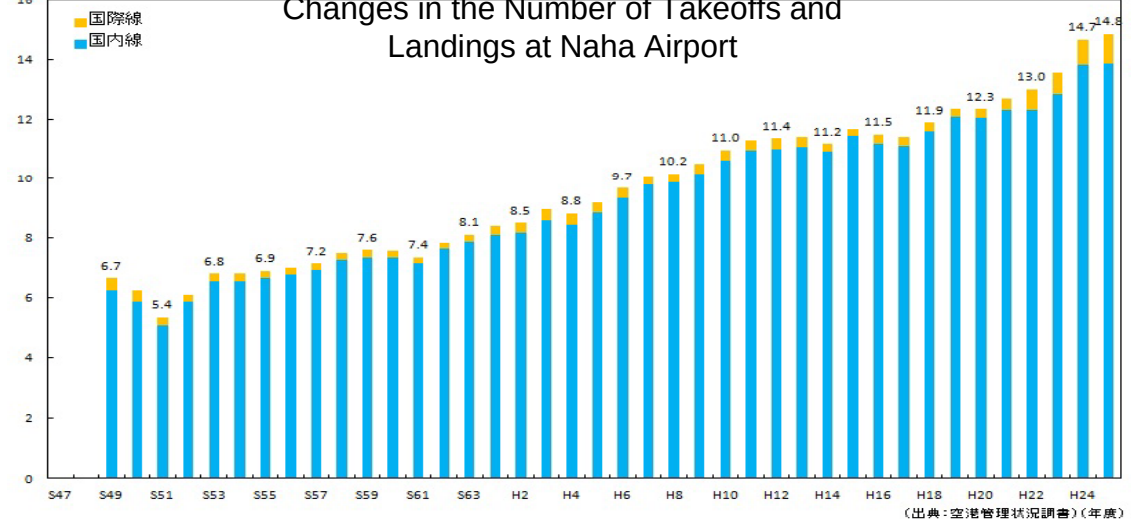


Airport Development



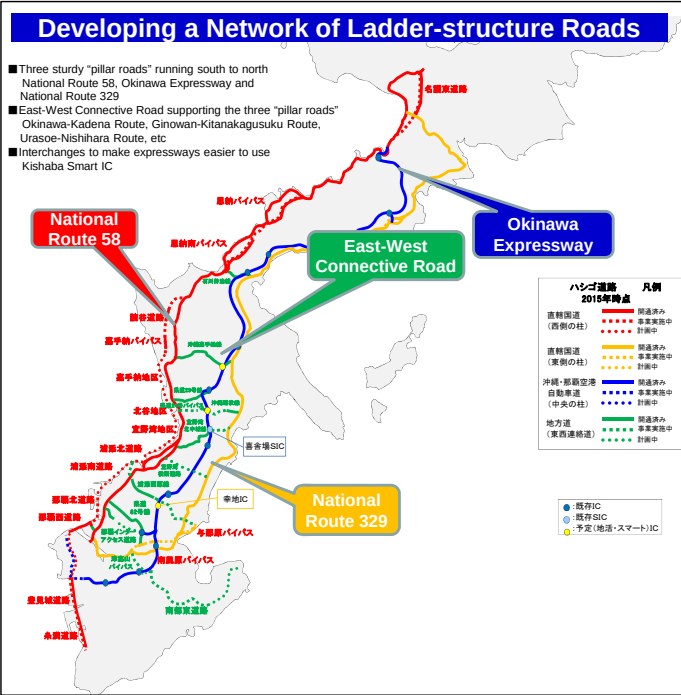
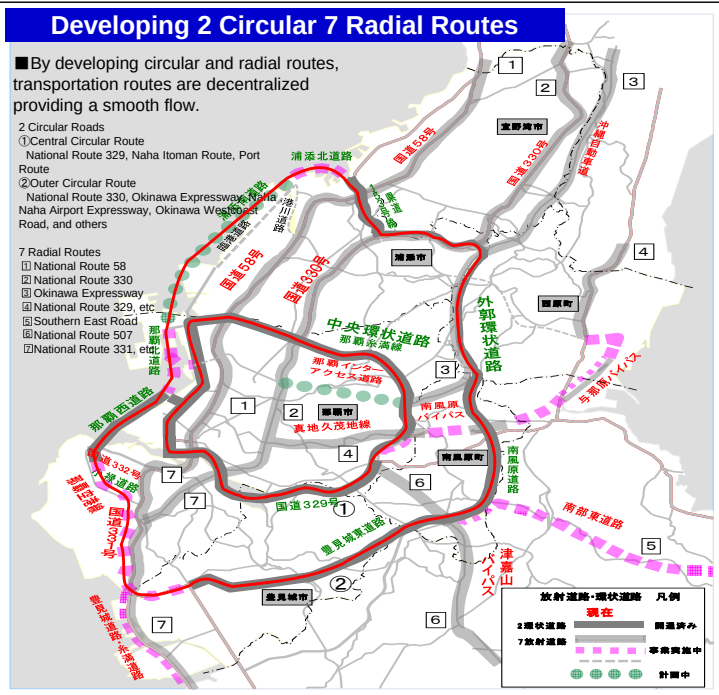
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Changes in the Number of Takeoffs and Landings at Naha Airport

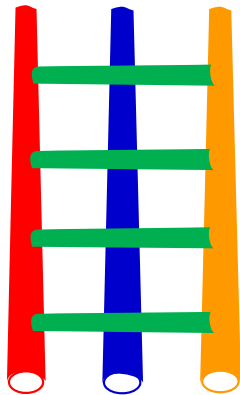


Development of Traffic Networks

- Develop 2 circular, 7 radial routes in the Naha metropolitan area to stop having the worst traffic in Japan.
- Implementing smooth movement of transportation by connecting southern and northern Okinawa with three ladder-structure roads.



Ladder-structure Roads



Strengthening Functionality of Naha Metropolitan Area's Outer Circular Route



Expansion of Information Dispatch

- “Michi-no-Eki” is a facility that serves as a combination of three functions; a rest point, information dispatch area, and community collaboration spot. This facility has evolved in to a central hub. While making use of the town’s special local products and tourism resources, it calls people in, providing employment.
- To achieve understanding by not only tourists but also the general public, for the development of infrastructure contributing to tourism in Okinawa, information cards for infrastructure facilities are handed out.

Michi-no-Eki

Evolution of Michi-no-Eki

Gateway types bring in energy from outside the region
Community center types creates vitality in the region

Gateway Type



A regional window to tourism

Community Center Type



Selling fresh fish caught in local fishery ports



Experiencing traditional crafts (Dyed weaves)



Evacuation stairs

Okinawa Tourism Infrastructure Information Cards

Currently, 14 facilities have created these cards and more cards are planned to be added in the future.

Northern Okinawa Dam Tourism

Fukuji



Aha Dam



Kanna



Michi-no-Eki

Kyoda



Ogimi



Yuiyui
Kunigami



Kadena



Kina
Station



Toyosaki



Itoman



Ginoza



Okinawa Commemorative National Government Park

Okinawa Churaumi Aquarium



Shurjo Castle



Opening Commemoration

Tomigusuku
East Road



Thank you for listening

HP <http://www.dc.ogb.go.jp/kaiken/012480.html>