

ISSRM2009 in Vienna, Austria

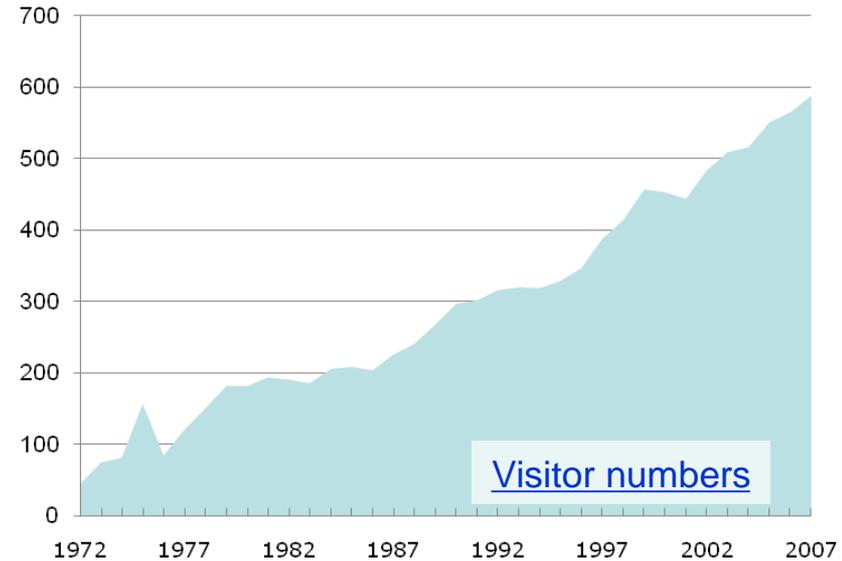
Developing a Sustainable Tourism Planning Framework
in OKINAWA, Japan

Applying ROS to Okinawa, Japan

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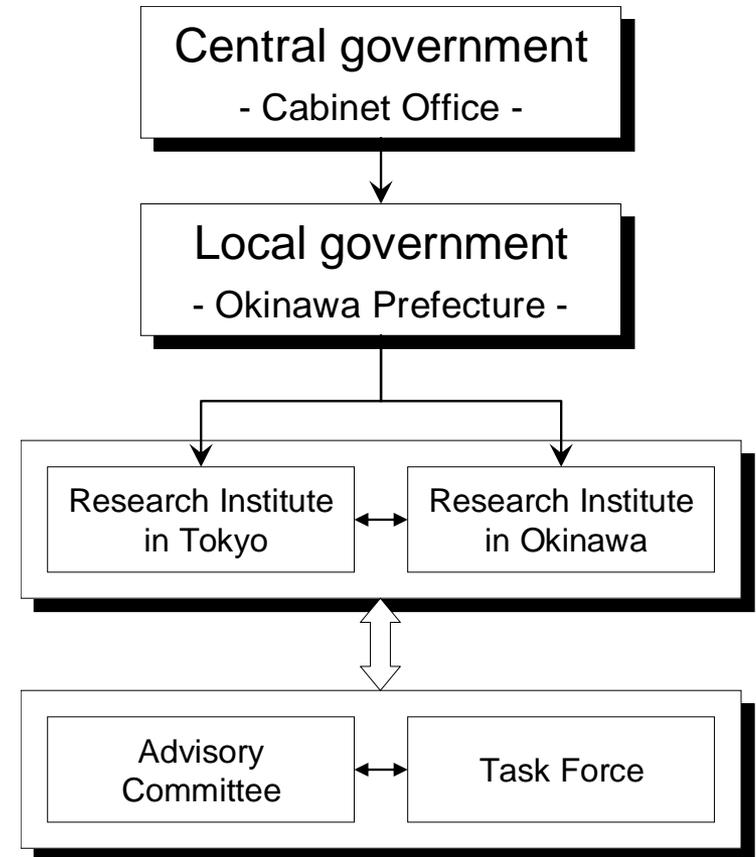
Background Info. about Okinawa, Japan

- Location
- Tourism as a primary industry
 - Increasing tourists
 - Generating huge revenue
 - Creating job opportunities
- Diversified recreational opportunities
 - From wilderness to urban
 - history and tradition
- Some issues on tourism



Implementing ROS

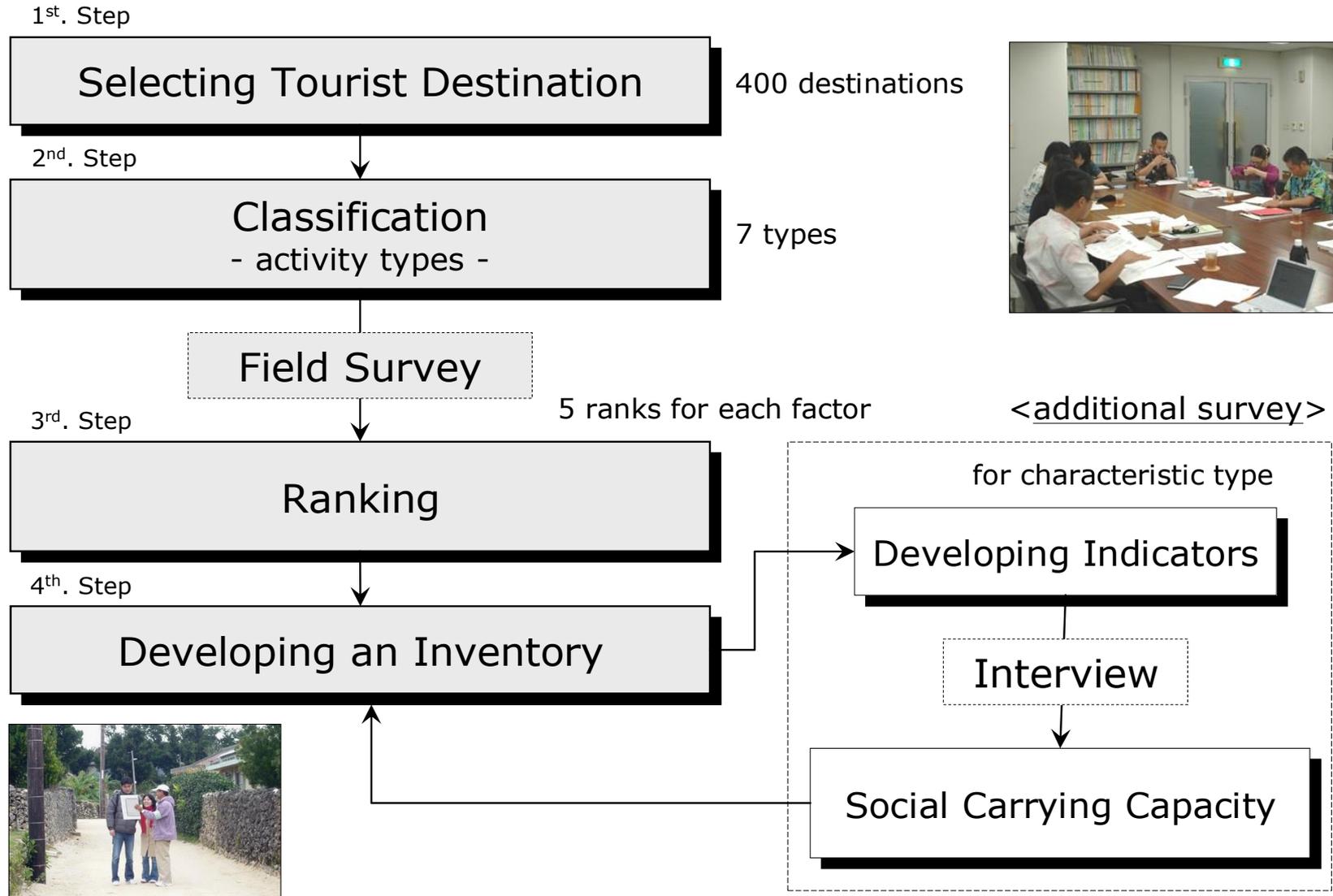
- A government project
- Key tasks
 - Protecting natural and cultural resources while promoting tourism (additional task)
 - Carrying capacity
- Challenges
 - Multiple land ownership
 - Many tourism destinations are located near/within residential areas
 - Already developed destinations



Industry and academia

[Implementation Structure](#)

Study flow



Ranking criterion

- Survey Items and Ranking

Item	Detail	Attributes	Ranking
Resources	Cultural Condition	Historical sites, Traditions, Castles, Religious monuments ...	A : Primitive B : Semi-primitive C : Medium D : Semi-urban E : Urban
	Natural Condition	Intactness, Peculiar animals and plants, ...	
	Atmosphere	Viewing, Feeling, Smelling, Touching, Hearing, Inspiration...	
Visitors	Duration	Amount of time needed for an activity	I : Specified II : Semi-specified III : Medium IV : Semi-popular V : Popular
	Number	Annual visitors, Peak time visitors, Encounters	
	Type	Skills, Group size	
Facilities	Infrastructure	Walkway, Parking space, Toilet, Signpost, Universal-design	I : Specified II : Semi-specified III : Medium IV : Semi-popular V : Popular
	Tourism services	Information center, Shelter, Shops, Vending machines, ...	
	Information	Display, Guidebook, Website	
	Safety	Lifeguard, Structural object, Sign	
Public Relations	Announcement	Brochure, Website	I : Specified II : Semi-specified III : Medium IV : Semi-popular V : Popular
	Tour	Packaged tour, Eco-tour	

[Rank Criteria](#)

Preliminary study outcomes

- **Development of inventory**

- for 400 destinations

(additional outcomes)

- Development of indicators
- Coming up with Social CC
 - for each characteristic type

Site	Activity type	Number of visitors*	Classifications				Future
			Resources	Visitors	Facilities	Promotion	
Hijiotaki-waterfall	hiking	56	A	V	IV	III	↑
Tamatsuji-mountain	hiking	2	A	II	I	I	↓
Iriomote-trail	hiking	4	A	I	I	I	↘
Maedamisaki-beach	snorkeling	unknown	C	V	III	IV	→
Oodokaigan-beach	snorkeling	4	B	V	II	II	↗
Gesaji-river	canoeing	30	B	V	II	V	↘
Hinai-river	canoeing	30	A	IV	I	V	↘
Manzamo	Natural scenic site	2,000	B	V	III	IV	↑
Taketomi-street	traditional settlement	444	A	V	IV	V	→
Shiraho-street	traditional settlement	31	C	II	II	III	→
Seifua-utaki	cultural heritage	131	A	V	Inventory - List -		

[Inventory - map -](#)

- hiking type
- visitors rank



Next steps

2009 Project

- Sharing the study results with local government
- Sharing the study results with local people
- Implementing Okinawa's ROS in selected model areas

2010 -

- Monitoring ROS application in the model areas

⇒ See how it works ...



Thank you very much for your attention