

Applying ROS to Okinawa, Japan

Yutaka Nakajima ; Japan Travel Bureau Foundation
 Tetsuya Aikoh ; Hokkaido University
 Takao Kadokaru ; Okinawa Prefecture
 Tatsuo Terasaki ; Japan Travel Bureau Foundation

Introduction

Okinawa is the southernmost prefecture of Japan, consisting of 49 inhabited subtropical islands. Due to the geographical condition, a number of unique species can be found. In addition, Okinawa boasts a unique mix of cultures (China, USA and Japan).

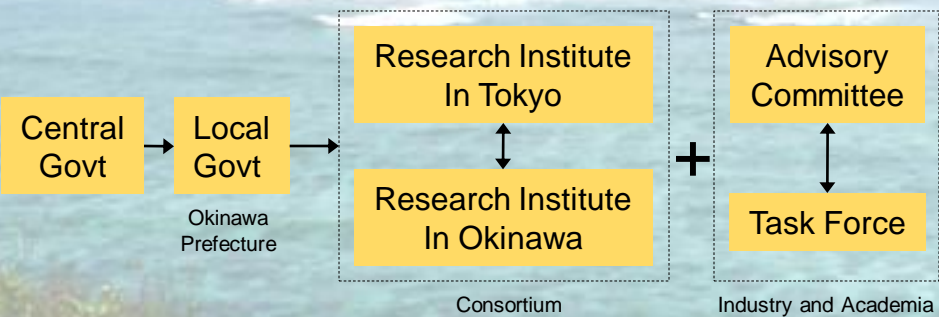
These natural and cultural resources have projected Okinawa as a very popular tourist destination. More than 5 million people visit Okinawa annually, and 10% of Okinawa's GDP comes from the tourism industry.

The Okinawa prefectural government have expressed serious concern with regard to the development of the tourism industry and have decided to conduct a research on the sustainable development. It was conducted by a consortium of research institutes commissioned by the government.

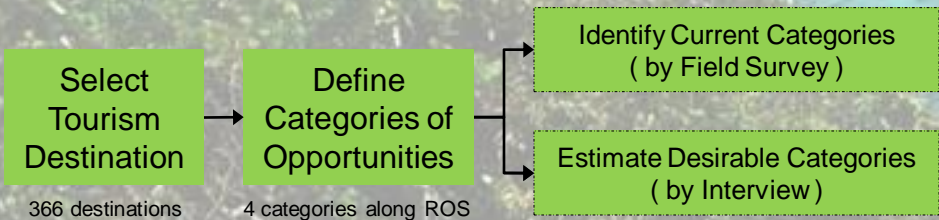
We proposed that ROS concepts be applied to the tourism policy-planning framework in Okinawa.



Framework



Process



Discussion

- We don't demand Resource Categories to correspond with Use & Provision Category in Desirable Condition.
- Desirable Categories are in the absence of consensus yet. Interviews were just conducted on local administrations on trial. And we tried to get a consensus in 5 model areas, but we have not succeeded yet.
- With this output, Okinawa Prefecture decided to take measures for areas that have gaps between USE and PROVISION Category in Current Condition or have serious problem on Resource Categories in Current Condition.

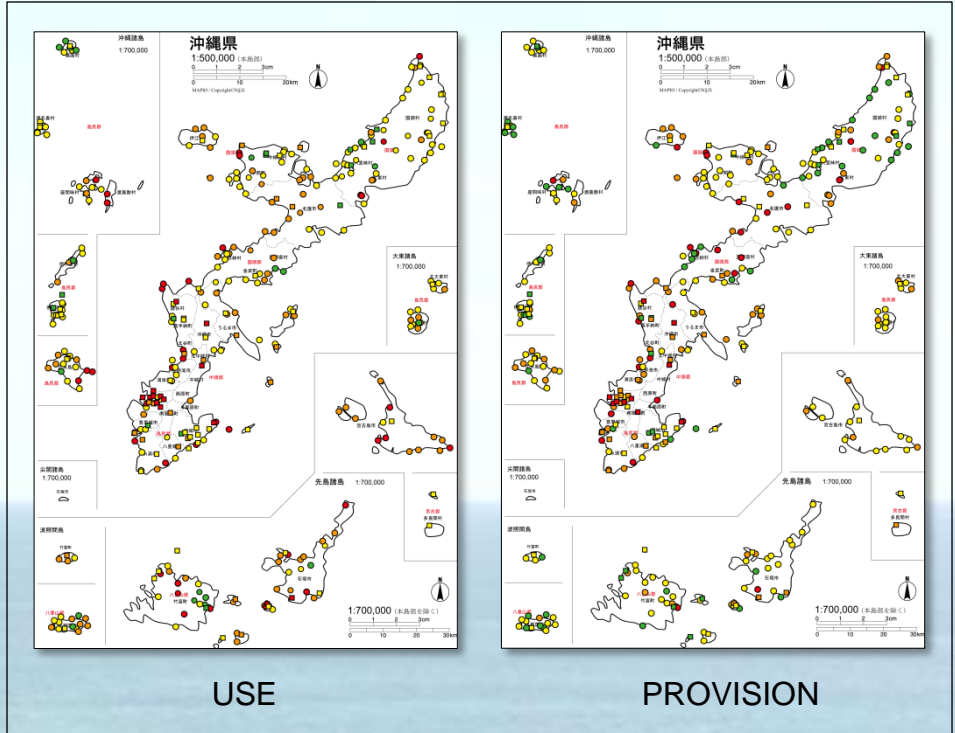
Result

Category Criteria

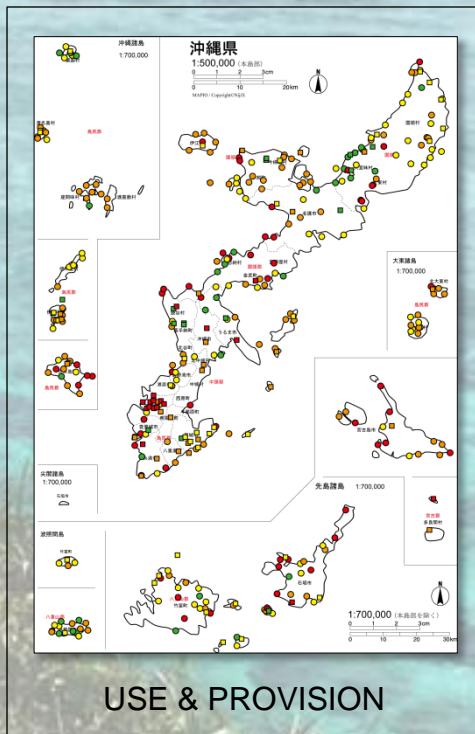
➔ See another paper

- Applying to not only areas of natural importance but also areas of cultural significance
- For designing well-balanced tourist destinations in Okinawa
- For making consensus in each destination

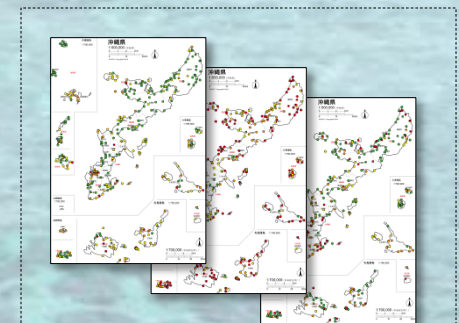
Current Categories



Desirable Category



Resource Categories (Current Condition)



Tourist Value
 Ecosystem Value
 Community Value

HOW WE SEE :
 If tourist value is high in a destination, It has a potential of rapid rising tourists.
 If ecosystem value or community value is high in a destination, it is high risk of damage to natural or cultural resources.