Applying ROS to Okinawa, Japan

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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 has 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

- Central Govt
- Local Govt
- Okinawa Prefecture
- Research Institute in Tokyo
- Research Institute in Okinawa
- Advisory Committee
- Task Force
- Consortium
- Industry and Academia

Process

- Select Tourism Destination
- Define Categories of Opportunities
- Identify Current Categories (by Field Survey)
- Estimate Desirable Categories (by Interview)

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

- 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)

Category Criteria

See another paper

Materials for Consideration

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.