



Contents

1	Significance of Developing the Plan.....	1
2	Nature of the Plan.....	1
3	Period of the Plan.....	1
4	Domestic & International Trends in Tourism.....	2
5	Situations of Tourism in Okinawa.....	2
6	Issues of Tourism in Okinawa that Need to be Addressed over the Next 10 Years.....	2
7	Future Goal.....	3
8	Key Value.....	3
9	Target Frame.....	3
10	Strategic Directions.....	4
11	Basic Directions by Regions.....	5
12	Measurement of Achievements.....	5