

10 Strategic Directions

We will materialize the future goal in 10 years by implementing measures based on the following basic directions. The complete version of the Plan offers detailed descriptions for each measure.

1 Offering a wide variety of attractive tourism experiences

<Basic Directions>

We will provide high quality tourism experiences unique to Okinawa while keeping a balance between preservation and succession, and utilization of “Nature” and “Culture”, two of the core factors of tourism in Okinawa. With such core images in the basis, we will exploit a new market by developing various tourism options that combine sports, medical services, and Okinawa’s culture and performing arts.



<Development of Measures>

- (1) Develop an Okinawan version of nature tourism
- (2) Promote an Okinawan version of culture tourism
- (3) Develop a variety of tourism options
- (4) Consider the introduction of quality assurance
- (5) Promote the differentiation of regions

2 Preparation of a basic tourism environment

<Basic Directions>

In order to ensure that tourists can stay in Okinawa with a sense of safety, security and comfort, we will improve the qualities of basic transportation and information infrastructures, and develop human resources engaging in tourism.

We will also promote the development of scenic views appropriate for tourist destinations, tourism environments unique to Okinawa, and universal designs, and will enhance emergency response capabilities in efforts to make Okinawa a more care-free, tourist-friendly and attractive destination.



<Development of Measures>

- (1) Promote the improvement of transportation networks
- (2) Work to enhance information infrastructure
- (3) Nurture human resources engaging in tourism
- (4) Promote the development of scenic tourist destinations
- (5) Promote universal designs
- (6) Enhance emergency response capabilities

3 Securing the stability of the tourism industry

<Basic Directions>

We will promote the sustainable development of the tourism industry with stable tourism revenue by promoting the increase of spending by tourist in the prefecture and the length of visits, and maintaining the number of inbound visitors all year round by leveling off seasonal fluctuations.

In addition, we will further increase the significance of tourism as a leading industry by enhancing spillover effects on related industries and maintaining employment opportunities.

<Development of Measures>

- (1) Promote measures to ensure tourism revenue
- (2) Work to enhance spillover effects on related industries
- (3) Promote measures to maintain and secure employment opportunities
- (4) Promote measures for the formulation of a responsible industry sector