

**Basic Plan for 21st Century Vision of Okinawa**  
**(Okinawa Promotion Plan)**  
**(Excerpt)**

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## **Chapter 1 General Remarks**

(Omitted)

### **2. Nature of the Plan**

This plan is a comprehensive basic plan that encompasses the Okinawa promotion areas to date. Based on the approach for initiatives to achieve the future vision depicted by prefectural residents that was indicated in the 21st Century Vision of Okinawa, this plan clearly spells out the “Basic Approaches,” “Basic Measures,” and so on for the plan in order to maximize the welfare of Okinawa. At the same time, it also shares the nature of the Okinawa Promotion Plan, which has been positioned within the Act on Special Measures for the Promotion and Development of Okinawa. Therefore, this plan serves as the basis for measures by Okinawa Prefecture, and deserves the respect of the national government, municipalities, and others. What is more, it also serves as guidelines for voluntary activities by various entities, including the prefectural residents, companies, organizations, NPOs, and more.

The 21st Century Vision of Okinawa indicates a future vision that should aim for five goals. First, to be an “Island that values the nature, history, traditions, and culture unique to Okinawa,” with a mentality of loving nature and valuing its traditional culture. Second, to be an “Island where people lead spiritually rich, safe, and secure lives” with a mentality of valuing personal bonds. Third, to be an “Affluent island abounding in aspirations and vitality” with a mentality of seeking a strong and resilient economy and affluence.” Fourth, to be an “Island that coexists with and is open to exchanges with the world” with a mentality of aspiring to peace through exchanges with the world. Fifth, to be an “Island that exhibits diverse capabilities and paves the way to the future” with a mentality of fostering human resources that abound with aspirations and dreams.

Moreover, it also clearly laid out challenges unique to Okinawa that should be overcome by seeking resolutions to these under the responsibility of the national government. These include the restoration of large-scale bases and the reorganization of prefectural land that will accompany this, the new development of outlying islands, creating transit networks linking the ocean island zones of Okinawa, and growing local autonomy.

### **3. Plan Period**

The plan period shall last for ten years from FY2012 through FY2021, which is the period for the Okinawa Promotion Plan based on the Act on Special Measures for the Promotion and Development of Okinawa. This corresponds to the first ten years leading up to the point roughly 20 years in the future envisioned by the 21st Century Vision of Okinawa.

#### **4. Objectives of the Plan**

The objectives of the plan are to exhibit Okinawa's unique qualities, connect Japan and the world, and create a cutting-edge region that will contribute to peace and development in the Asian and Pacific region. It will also set in place the underlying conditions for self-sustaining development based on the economic climate, and create a reborn Okinawa that contributes to the development of Japan. In addition, it will work to achieve a restored Okinawa that boosts Okinawa's exceptional value in the form of its nature, culture, and more, thereby striving to achieve the five future visions and resolve the four unique challenges listed in the 21st Century Vision of Okinawa. Through this, it will realize "Okinawa as a beautiful island that is mutually supportive, peaceful, affluent, and which will pave the way to a new era and engage in exchange with the world."

(Omitted)

### **Chapter 5 Zone-specific Deployment**

(Omitted)

#### **3. Basic Approach to Zone-specific Deployment**

##### **(1) Northern Region**

(Omitted)

##### **[Basic Approach to Deployment]**

The infrastructure, facilities, and so forth built up through projects to promote Okinawa will be effectively used. In addition, progress will be made with new projects like those concerned with promoting the northern region, and efforts will be made to create employment opportunities, set in place an appealing living environment, and promote telecommunications-related industries.

Efforts will be made to promote Okinawa according to its special regional qualities. This will be done by striving to achieve harmony between the conservation of natural environments (such as the Yambaru forest that is a treasure trove of precious flora and fauna, the ocean areas inhabited by dugongs and other creatures, and the lovely seashores) and the native culture, as well as economic and social development. What is more, efforts will be made to make infrastructural and environmental improvements to it as an

international base for academic research and resorts, while also striving to promote agriculture, forestry, and fisheries industries by harnessing its unique regional qualities.

What is more, efforts will be made to round out a variety of urban functions for Nago City as a core urban area, while also promoting smooth coordination between regions and enhancing its core characteristics.

When it comes to underpopulated regions, the Okinawa Prefecture Plan on Promoting the Independence of Underpopulated Regions was enacted pursuant to the Okinawa Prefecture Policy on Promoting the Independence of Underpopulated Regions. Based on this plan and municipal plans, a variety of measures will be promoted in aiming to achieve regional communities that abound in dynamism and individuality, and which are full of appeal that will attract young people to settle in them.

What is more, remote regions are at a remarkable disadvantage when it comes to their transit conditions and other elements of their living environment as a result of their geographical characteristics. Therefore, support will continue to be provided to municipalities that are working to promote improvements to their living environment, such as by promoting the development of public facilities in a comprehensive and systematic manner.

In the outlying islands, where depopulation and the aging of communities are both advancing, efforts will be made to promote local industries by harnessing their distinctive regional resources. In addition, improvements to their living environment infrastructure will be promoted, with these including medical care, welfare, and education, in an effort to improve their settlement conditions.

#### **A. Creating Communities that Coexist with Nature**

The Yambaru Region has diverse natural environments that include secondary forests and primeval natural forests, and is inhabited by numerous endemic and endangered species. For this region, progress will be made in enhancing activities geared towards the conservation of the natural environment, such as designating it as a national park and registering it as a Natural World Heritage Site, with a view towards forming communities where people and nature can coexist.

Furthermore, to conserve biodiversity, measures to control alien species like mongooses in inland areas, and to eradicate the crown-of-thorns starfish in ocean areas, will be strengthened.

Ocean areas like tidal flats and seaweed beds, as well as inland areas that include forests, rivers, and coasts, will be zoned into regions that should be conserved and those that can be used, and efforts will be made for the conservation, restoration, and appropriate use of their natural environments. In addition, comprehensive

countermeasures will be promoted for the problem of outflows of red clay, including strengthening countermeasures against the various sources from which red clay arises, with an emphasis on farmland.

The adoption and dissemination of renewable energies will be promoted, including solar power, wind power, biomass power harnessing the abundant regional resources, and more (including on outlying islands) in aiming for pioneering energy use.

## **B. Promoting Industry that Harnesses the Characteristics of the Region**

### **(a) Promoting the tourism resort industry**

The creation of appealing tourist attractions that harness outstanding regional resources in a historical and cultural sense, such as Nakijin Castle and cloth made from basho (a Japanese fibrous banana) will be promoted. These tourist attractions will also make use of the region's diverse and distinctive natural environments such as lushly green mountains, beautiful coastlines, as well as the precious flora and fauna inhabiting them.

To do this, work will be done to create rules for achieving coexistence between environmental conservation activities and economic activities. Progress will be made in rounding out a style of tourism that is closely aligned with regional characteristics and local industries through initiatives for a hands-on and participatory style of tourism. This includes the production of cloth made from basho and green tourism in Ogimi Village; ecotourism in Higashi Village, Kunigami Village, and Nago City; and lodging in private accommodations on Ie Island and other places.

In addition, progress will be made in rounding out regional events, such as the Oku Yambaru Koinobori Festival, Higashi Village Azalea Festival, Ie Island Lily Festival, and the cherry blossom festivals in Motobu Town, Nago City, and Nakijin Town to boost the diverse appeal of tourism in the northern region.

What is more, initiatives will be promoted that include tourism where people stay overnight and enjoy marine-based leisure activities based around the theme of recuperating health by using the special characteristics, nature, and culture of the Port of Kin. This will take place in the circular region around the Port of Kin extending from Ginoza Village to Kin Town and as far as Uruma City in the central region.

To ensure tourism human resources in the region, tourism coordinators, tourism producers, and sightseeing guides will be fostered, and progress will be made in developing regional appeal and rounding out reception programs. In addition, efforts will be made to foster people like successors of and technical experts in traditional culture in order to ensure the human resources to take responsibility for the culture in the local region.

(Omitted)

In conjunction with this, efforts will be made to promote the development of highly distinctive landscapes befitting the region and to improve tourism impressions and regional appeal. Examples of this include by improving the landscapes along roadways and producing urban landscapes for tourism resort areas that are representative of Okinawa. In addition, interaction with local people and initiatives to unearth and spread the word on regional appeal will be promoted by using shared shops and hub facilities for urban and rural exchanges.

When it comes to tourism-related facilities, progress will be made in installing facilities that make use of regional schemes for promoting the development of tourist attractions to handle the increased number of tourists from Japan and overseas, as well as the addition of added value to tourism. What is more, efforts will be made to promote the introduction of new environmental technologies, such as energy-saving facilities.

**(b) Promoting the agricultural, forestry, and fisheries industries**

For items like Jerusalem artichoke tubers, goya, green beans, and mangos, the development of production facilities, fostering of production and shipping organizations, and development of sales structures will be promoted in a systematic manner, and priority will be given to the certification of new production regions and the cultivation of existing production regions. In particular, efforts will be made to develop centralized production regions for new items like the atemoya, and to strengthen production structures and perform branding.

As for sugarcane and pineapple, work will be done to improve their quality by introducing, breeding, and disseminating superior seeds and seedlings. What is more, initiatives to foster and strengthen agricultural production corporations, organizations performing work on commission, and others will be promoted, as will initiatives geared towards expanding production.

Additionally, the development and conservation of irrigation and other facilities and production bases, such as through land readjustment, will be promoted, as will shelterbelts and other measures to conserve farmland. Comprehensive countermeasures will be promoted for the problem of outflows of red clay, and efforts will be made to conserve farmland and to mitigate the environmental impact from this.

As for stock-raising, progress will be made in cultivating and expanding unique brands through the use of pigs whose lineage has been controlled, as well as in improving breeding management techniques and

adopting superior sire pigs while taking the environment into consideration. For beef cows, the stable production of high-quality calves will be promoted, such as by centralizing the production of young calves. For dairy farming, efforts will be made to supply coarse feed in a self-sufficient manner, while also striving to expand consumption of cow's milk. Regarding poultry raising, efforts will be made to promote production while striving to improve the environment in which they are raised.

Moreover, efforts will be made to add added value and brand specialty items like medicinal crops, shikuwasa, brown sugar, and black tea made in Okinawa. To do so, the development and strengthening of coordinated structures that include food processing, distribution, sales, and tourism will be promoted, and facilities for processing agricultural products will be established.

For sugar production regions, including those on peripheral outlying islands, support will be provided for stabilizing both the incomes of farmers and operations at the sugar refining businesses. Together with this, efforts will be made to increase demand for sugar through initiatives like expanding sales within Japan and to other countries, developing new products, and putting sugar to use for multiple purposes.

For forestry, efforts will be made to create production regions for lumber, promote the production of special forest products, and develop uses for prefectural lumber. What is more, the forest development needed to allow forests to exhibit the various functions they possess in a sustainable manner will be promoted, and efforts will be made for the multifaceted use of forests through forest tourism and the like.

Production, processing, and distribution functions for marine products will be strengthened by mainly focusing on Nago Fishing Harbor, which is a hub for the distribution of marine products. Maintenance and upgrades on production bases and facilities, including deteriorated fishing harbors and fishing grounds, will also be promoted in a systematic manner. Furthermore, efforts will be made to add added value in cooperation with food processors and others, as well as to expand production via resource management of the fish species found in the coastal waters.

Hubs for people from cities to hold exchanges and spend the night will be created in rural regions, and efforts will be made to further strengthen cooperation with the tourism resort industry and others.

**(c) Promoting local leading industries**

(Omitted)



What is more, in the aim of creating industries related to the environment, efforts will be made to hold demonstration trials in relation to, and actually implement, the adoption of renewable energies such as solar power, wind power, and biomass (including on outlying islands). Additionally, the recycling of waste and its effective use will be carried out on outlying islands and the like based on research and study on such matters, and the creation of business models related to the environment will be promoted.

(Omitted)

**(d) Promoting commerce and industry**

(Omitted)

Initiatives will be promoted through cooperation with agricultural commercial interests geared towards creating Yambaru brands. This includes developing products through the use of tangible and intangible regional resources, such as local agricultural, forestry, and fisheries products, and also promoting sales of said products. Moreover, the use of existing facilities for processing agricultural, forestry, and fisheries products will be promoted. Efforts will also be made to establish sales structures suited to the local region and develop human resources such as local leaders.

(Omitted)

**C. Enhancing Spheres of Everyday Life**

(a) Improving infrastructure for transportation and distribution

(Omitted)

(b) Improving living environment infrastructure

(Omitted)

(c) Enhancing functions related to health and medical care and welfare

(Omitted)

(d) Ensuring educational opportunities

(Omitted)

#### **D. Promoting Use of the Sites of Former Military Bases**

For the former sites of the Northern Training Area and Aha Training Area, which are facilities slated to be returned to Japan that were indicated in SACO's final report, initiatives will be taken for the appropriate conservation of the natural environment and to conserve and improve forest regions. Efforts will also be made to use them by harnessing the resources of the Yambaru forests. Furthermore, for the site of the Gimbaru Training Area, efforts will be made to install regional medical facilities and rehab-related facilities based on the plan for using the site.

#### **E. Promoting International Exchanges**

(Omitted)

What is more, efforts will be made to set in place an environment where the descriptions on informational placards are written in multiple languages to accommodate tourists from other countries. Other efforts will be made to set in place a foundation for promoting personal exchanges with people from various other countries, such as by fostering tour-guide interpreters.

(Omitted)

#### **(5) Yaeyama Region**

(Omitted)

#### **[Basic Approach to Deployment]**

Efforts will be made to conserve the rich natural environment teeming with diversity, as well as to pass down various traditional events, traditional performing arts, and traditional crafts. Tourism where people have experiences and stay in the region, such as ecotourism and green tourism, will be promoted and efforts will be made to promote the tourism resort industry unique to this region while boosting the appeals unique to each of the islands.

What is more, progress will be made with the promotion of agriculture, forestry, and fisheries industries by making use of the region's natural and geographical conditions. In addition, efforts will be made to promote personal and physical exchanges within Japan and with other countries by capitalizing on the region's quality of being situated at Japan's southwestern-most tip in working to revitalize the region.

Moreover, efforts will be made to enhance facilities for medical care, welfare, education, and more in Ishigaki City, which is a core urban area for the region, and ease of transit to the peripheral outlying islands will be improved.

In regions where depopulation and the aging of the population are advancing, such as in peripheral outlying islands, local industries that use appealing regional resources, such as their traditions or culture, will be promoted. In addition, the development of living environment infrastructure, such as for government, medical care, and education, will be promoted. Efforts will also be made to improve the conditions for settling in such regions, such as by reducing the fairly high cost of living and correcting various disparities.

What is more, by way of countermeasures against natural disasters, efforts will be made to functionally enhance public facilities in order to ensure the stability of the living environment.

#### **A. Enhancing the Functions of Core Urban Areas**

(Omitted)

For Ishigaki Port, efforts will be made to expand the port's functionality as a hub for exchange, with this to include enhancing disaster prevention functions and installing energy berths. Moreover, the installation of breakwaters and other facilities that can accommodate massive passenger ships from overseas will be promoted in an effort to strengthen its foundation as an international tourism resort area. For New Ishigaki Airport, its functions for receiving international flights will be enhanced, and initiatives geared towards expanding routes to locations in Japan and overseas will be addressed. What is more, in the interest of reducing the burden on residents, efforts will be made to reduce ship fares and airfares.

Efforts will be made to boost the region's appeal as a tourism resort area and to expand its nonresident population. This will be done by promoting the development of main roads and the municipal roads that will complement these. Said main roads will include roads linking Ishigaki Airport with wide-area transportation hubs, such as other airports and ports, central downtown areas, rural communities, tourist attractions, and more.

(Omitted)

## **B. Promoting Industry that Harnesses the Characteristics of the Region**

### **(a) Promoting the tourism resort industry and advancing industry innovations**

The nonresident population of Sekisei Lagoon will be expanded with a view towards revitalizing the region through the use of unique regional resources such as its natural environment, scenery, and traditional culture. To do this, progress will be made in creating a unique tourism style through the use of various resources. These include natural environments teeming with diversity, such as coral reef regions like the world-famous Sekisei Lagoon, the vast primeval forests and mangrove forests of Iriomote Island, and more. This will also include the historical and cultural resources within the region; agricultural, forestry, and fisheries products like tropical fruit trees; and the hospitality of its residents.

(Omitted)

Moreover, in order to create tourist attractions that coexist with the environment, the development of sustainable tourist attractions will be promoted. This will be done through measures like enacting usage rules for natural resources and providing thorough notification of them; developing, enhancing, and disseminating excellent tourism options that take the environment into consideration; and installing facilities that work to mitigate environmental impacts.

What is more, activities to attract tourists from neighboring countries and other areas will be promoted in concert with the region through enhancing air routes by attracting new airlines and sales activities geared towards regularly establishing airline routes, and also attracting cruise ships. In addition, the installation of facilities to accommodate the growth in the number of tourists from within Japan and other countries will be promoted by using local programs to promote the creation of tourist attractions, and the national government will be encouraged to simplify customs, immigration, and quarantine (CIQ) procedures. Efforts will also be made to enhance reception programs, such as by improving interpretation and guidance services, while also working to boost tourist satisfaction.

(Omitted)

### **(b) Promoting the agricultural, forestry, and fisheries industries**

The development of irrigation facilities and production bases, such as by land readjustments, will be promoted. In addition, efforts will be made to reorganize and upgrade existing facilities, and measures to effectively use agricultural water will be promoted. What is more, efforts will be made to conserve farmland and reduce the environmental impact by promoting the installation of shelterbelts designed to prevent damage to agricultural produce from typhoons and other meteorological disasters, as well as comprehensive countermeasures to the problem of outflows of red clay.

For items like pineapple, okra, and tropical flowers, the installation of production facilities and establishment of distribution and sales facilities will be performed in a systematic manner, and priority will be given to fostering centralized production regions.

For things like sugarcane and beef cows, production structures will be strengthened and a type of agriculture in which resources are recycled will be promoted. For sugarcane in particular, efforts will be made to improve productivity and quality by breeding and disseminating superior seeds and seedlings, cultivating the soil, and controlling pests in the soil. In addition, efforts will be made to expand the scale of operations by aggregating the use of farmland, cultivating and enhancing agricultural production corporations and agricultural organizations performing work on commission, and more.

For sugar production, including that on peripheral outlying islands, support will be provided for stabilizing both the incomes of farmers and operations at the sugar refining businesses. Together with this, efforts will be made to increase demand for sugar through initiatives like establishing a brand of brown sugar, developing sales channels, and putting sugar to use for multiple purposes.

For stock-raising, the region will be made into a central production region for calves while taking environmental issues into consideration, the branding of “Ishigaki cattle” and other types of commercial cattle will be promoted, and a meat center will be established.

Forest development will be carried out that will allow forests to maintain and exhibit the diverse functions they possess, including for things like headwater conservation and defending against tidal, wind, and storm damage. Together with this, efforts will be made towards the multifaceted use of forests by means of forest tourism and the like.

For the fisheries industry, efforts will be made for resource management of the fish species found in the coastal waters, such as the Okinawa blue water fish, while also aiming to expand production by promoting a fishing industry that fishes and cultivates mozuku, grouper, and more, as well as through branding.

What is more, efforts will be made to enhance distribution functions by installing distributive processing facilities, and maintenance and upgrades on production bases and facilities, including deteriorated fishing harbors and fishing grounds, will also be promoted. In addition, a positive fishing ground environment will be conserved, and an orderly fishing industry will be maintained and ensured.

### **C. Enhancing the Spheres of Everyday Life**

- (a) Improving living environment infrastructure

(Omitted)

- (b) Enhancing functions related to health and medical care and welfare

(Omitted)

- (c) Ensuring fair educational opportunities

(Omitted)

### **D. Creating Communities that Coexist with Nature**

As an island region, this region is structured in a way that makes it fragile when it comes to environmental impacts. Therefore, measures like curbing the output of waste, reducing its weight, and recycling it will be promoted, as will the efficient disposal of waste based on the actual circumstances in the region.

Efforts will also be made to install public sewage systems and community drainage systems, and to disseminate community wastewater treatment tanks. Additionally, the effective use of water resources like rainwater and recycled water will be promoted.

Moreover, the adoption of a type of agriculture that conserves the environment and renewable energies such as solar power, wind power, and biomass will be promoted. Various measures like demonstration projects for micro-grids will be carried out in a pioneering manner, and efforts will be made to establish a resource recycling-oriented society.

In order to conserve coral reef ecosystems, the intensive eradication of crown-of-thorns starfish will be performed, and countermeasures against the environmental impact from things like outflows of red clay from inland areas will be instituted.

### **E. Promoting International Exchanges**

Cultural exchanges such as folk entertainment, traditional handicrafts, and field trips with Taiwan and other countries will be promoted in an effort to advance mutual understanding internationally. In addition, efforts will be made to set in place a structure that supports excursions and travel within the region by promoting the distribution of information in multiple languages. Examples of this include displays on informational

placards and labels on special products in multiple languages, and tourism and public transportation information that uses ICT.

(Omitted hereafter)