

# **Plan for the Promotion and Development of the Amami Island Group (Excerpt)**

## **Part 1: Outline**

### **1. Significance of the Development of the Plan**

Since the Amami Island Group was returned to Japan in 1953, several projects were implemented for the development of infrastructures such as traffic, industry and life base in accordance with reforms of regulations, and the projects accomplished certain achievements.

However, due to the geographical conditions of being remote and isolated islands from the mainland of Japan, as well as severe environments in a typhoon-prone zone, there is economic disparity between the mainland including income level and prices of commodities; a number of challenges to be solved still remain such as decreasing population and advancement of aging society.

On the other hand, “Amami-Oshima Island, Tokunoshima Island, the northern part of Okinawa Island, and Iriomote Island”, which are repositories of valuable endemic and endangered species, are selected as a combined candidate site of World Natural Heritage; it is blessed with unique attractiveness and features such as rich subtropical and marine environments, various and distinctive traditions, suitable environments for childbirth and care, as well as diverse resources for longevity and healing. It is expected that these features could allure many visitors to Amami from both inside and outside the country, as it adjoins fast-growing East Asian countries.

In future of the Amami Island Group, in order to move towards autonomous and sustainable growth of the Islands, it is necessary that the local society independently implements policies with its own responsibility, while utilizing its superiority, aiming to solve the problems of income disparity and decreasing population. In this context, local 12 cities and towns of the Amami Island Group developed the “Strategic Vision of Growth in Amami Islands” in order to promote the Island’s growth as one united body.

Based on circumstances and recognition, the Kagoshima Prefectural Government developed this plan with the purpose of future implementation of required policies for promotion and development of the Amami Island Group.

### **2. Features**

This plan is developed based on the “Act on Special Measures Law for the Promotion and Development of the Amami Island Group”; the plan shows the basic policies of the promotion and development of the whole island chain and directions of measures of promotion in each of the islands, which are important for national, prefectural, and local governments as well as local residents, relevant institutions and groups as a

whole, for innovation of local society and independent development of the Amami Island Group.

### **3. Period**

This plan is effective for 5 years from FY2014 to FY2018.

### **4. Objectives**

This plan aims to improve the basic conditions of the Amami Island Group and promote and develop the Islands depending on geographical and natural features for the self-reliant growth of the islands, improvement and stabilization of local life and welfare, as well as promotion of settlement in the islands.

## **Part 2: Basic Policy of Promotion and Development of the Amami Island Group**

In the Amami Island Group, there are concerns about declining vitality of the region due to the decrease of population and an increasingly aging society, while the islands play an important role in the maintenance of the territorial integrity of the country, utilization of marine resources, inheritance of diverse culture, conservation of natural environments, opportunities for nature experience, stable provision of foods, and protection and promotion of national benefit.

Under these circumstances, in order to achieve the objectives of the plan, the Kagoshima Prefectural Government will encourage regional initiatives to promote settlement in the Island, stimulate exchange and interaction, improve upon the disadvantages of living in the islands, secure and enrich the life base based on the basic principles of utilizing geographical and natural characteristics of the Amami Island Group and enhancing the attractiveness.

### **1. Regional Initiatives**

The prefecture will enhance the regional initiatives aiming for self-reliant growth of the Amami Island Group by utilizing action policies which are newly established in the Act on Special Measures for the Promotion and Development of the Amami Island Group” to encourage measures implemented by the Islands autonomously on regional responsibility.

#### **1) Efforts based on the Strategic Vision of Growth in the Amami Island Group**

The 12 cities and towns of the Islands developed the Strategic Vision of Growth in the Amami Islands as a regional initiative in accordance with the basic principle of promotion of industry by job creation in the three key fields for the residents’ satisfactory life (agriculture, tourism/exchange, and the communication and information industry); the Kagoshima Prefectural Government will support region-wide efforts carried out by the Amami Island Group Regional

Administrative Association and independent efforts by each city and town, which are based on the strategic plan and the basic and action plans to make the strategic plan take shape.

**2) Use of Subsidies for Promotion of the Amami Island Group**

Utilizing the newly established Subsidies for Promotion of the Amami Island Group, the prefectural government will develop policies mainly on soft infrastructure based on the regional discretion on the regional responsibility to overcome geographical, natural, and historical disadvantages of the Amami Island Group.

**3) Use of Accreditation Schemes for the Municipal Plan to Promote Industry**

As local initiatives are the keys for promotion of industry in the Amami Island Group, municipal organizations can collaborate with private entities that clearly know the situation of the region, the prefectural government will encourage the use of legal and taxation measures to support industry promotion approved in the Accreditation Scheme for the Municipal Plan to Promote Industry; special provisions of the License Guide-Interpreters Act, special provisions of Travel Agency Act, and measures to facilitate procedures for the use of existing facilities.

**2. Measures to Promote Settlement**

Agriculture, tourism, and communication and information technology are the key industries in the Amami Island Group to promote industry and settlement.

Regarding agriculture of the core industry of the Islands, based on the multiple management with combination of staple crops such as sugarcane in the subtropical and warm climate, garden crops such as vegetables, flowers and fruit, and beef cattle, each island develops its own unique agricultural industry; the prefectural government will differentiate the individual island's industry from other regions by measures of recruiting and fostering human resources, efficient use of farm lands, development of basic infrastructure, development of disaster resilient cultivating facilities, development of facilities to improve logistical efficiency, and enhancement of environments for new agricultural workers; the prefectural government will add high value to agricultural products in the Amami Island Group through branding and creation of the sixth industry.

The tourism industry is a comprehensive industry having a huge array of supporting industries, and not only a motive power of local economy but also a utilizer of local resources, such as nature and culture; the prefectural government will properly protect these resources and carry out tourism measures to utilize local resources of the Amami Island Group, while considering the harmony of protection and utilization. With respect to the communication and information industry, the disadvantages of time and space distance of the remote islands are being improved through the development of communication and information technology. Due to the superiorities of the Islands such as rich natural environments and inexpensive

office rent, the prefectural government will develop the base of the communication and information industry in the Islands, and make an effort to firmly establish the industry through utilization of ICT by companies and regional vitalization in collaboration with other industries.

In addition, the prefectural government will promote fishery such as aquaculture and mariculture in the warm and tranquil sea area as well as creation of fishing grounds by setting floating fishing banks; forestry will be promoted by sustainable fulfillment of the multifunctional role of forests as well as utilization of forest resources such as broad-leaved forest and special forest products.

Furthermore, the prefectural government will promote local industry, support entrepreneurs to use local features such as *oshima tsumugi* kimono and brown sugar *shochu* alcoholic beverage, and help those who wish to relocate and return to work and settle in the Islands.

### **3. Measures to Stimulate Exchange and Interaction**

The Amami Island Group has some advantages of attractive natural environments, such as being blessed with subtropical and rich natural environments and rare wild species with no similarities in the world; unique and diverse traditions and culture that are different among each island and village; being situated near other Asian countries including China, from which many visitors are expected to travel to Japan.

Under these circumstances, the prefectural government will take measures to utilize local resources of the Amami Island Group, such as the development of systems of recruiting workers and fostering hospitality; to attract large cruise ships and promote cruising tours around the Islands; to disseminate the charms of the Islands to the public through media, like the Internet; and to collaborate with local private companies.

In addition to these measures, the prefectural government will promote the inheritance of local culture that helps enable residents to have attachment, stimulate the activities of hometown associations, and to enable exchange both inside and outside the Islands including Okinawa, and foreign countries.

For inclusion to the World Natural Heritage List, it is necessary to properly protect local resources of natural environments, traditions and culture, and expand activities for exchange in the region while considering the balance of protection and utilization of these local resources.

Aiming at the region where people and nature live together, the prefecture will create a network of local residents, and improve their awareness of attractive natural environments of the Amami Island Group to advance their understanding and motivation of registration to the World Natural Heritage Sites.

With respect to efforts for inclusion to the World Natural Heritage List, the prefectural government will maintain the value of the region through protection of endangered wild species and nurturing tour guides who have appropriate knowledge of natural environments in the Islands, establish a sound material-cycle society that reduces the burden to nature as much as possible, and implements environmentally-friendly public projects.

### **4. Measures to Improve Disadvantages of Living in the Amami Island Group**

In the Amami Island Group which is situated in the open sea remote from the main land of Japan, sea and air routes are the crucial means of transportation for movement of residents and industrial activities, however, airfare is particularly rather expensive compared with that of Okinawa, which causes a problem for improvement of convenience of life and promotion of tourism, so this situation requires measures be taken to reduce travel expenses, including ship fares.

It is also necessary to take measures to reduce transportation costs of agriculture, forestry and fishery products traveling to the market.

Moreover, as the prices of commodities are generally more expensive than that of the mainland, other measures will be taken to reduce the price of daily commodities such as gasoline.

As disasters frequently occur caused by record torrential rainfall in recent years and the importance of disaster prevention throughout the country has been pointed out, the prefectural government will develop systems to provide information for residents' safety and security as well as mutual aid when disasters occur. For the promotion of disaster prevention suited to the geographical characteristics of the Amami Island Group; the prefecture will also work on development of a disaster resilient region such as soil and water conservation, sand erosion control, and coastal protection.

The prefectural government will take measures to develop the bases of transportation such as airport, ports, and roads, as well as to restore existing aging facilities.

## **5. Measures to Secure and Enrich the Life Base in the Islands**

While the Amami Island Group has the characteristics of “the Islands of Longevity” with a high population of centenarians as well as “the Islands of babies” with a high total fertility rate, the problems such as lack of medical workers and high rate of premature death are much more severe than other regions.

Due to these regional circumstances, the prefectural government will enhance the measures of healthcare and welfare, such as health maintenance, the system of medical service, and the promotion of welfare for elderly people and children.

The prefecture will also work on education and training, develop living environments, and secure energy resources.

## **Part 3: Schemes for Promotion and Development**

The Amami Island Group, consisting of 8 inhabited islands of Amami-Oshima Island, Kakeroma Island, Ukejima Island, Yoro Island, Kikai Island, Tokunoshima Island, Okinoerabu Island, and Yoron Island, which are dotted in about 220km of the sea from the east-northern tip of Kikai Island to the most southern tip of Yoron Island.

These islands are blessed with attractiveness and characteristics which bear no similarities in other regions; subtropical and marine-rich natural environments, endemic and endangered species that are valuable throughout the world, unique traditions and cultures, health care, longevity, and resources regarding healing. By utilizing these features, the islands have the potential to greatly achieve their own particular style of development.

From now on, while promoting efforts such as environmental conservation aiming at inclusion to the World Natural Heritage List, it is necessary for the islands to pursue independent and integral development in one united body by maximizing the advantages of these resources and charms of the Islands.

## **1. Regional Efforts to realize the Strategic Vision of Growth in the Amami Island Group**

For the future independent development of the Amami Island Group, it is necessary to materialize the Strategic Vision of Growth in the Amami Island Group by refining the charms and features of each island and improve competitive capacity among the islands especially regarding the 3 key fields of “agriculture”, “tourism/exchange”, and “communication and information technology” that create jobs, and 2 fields of “settlement” and “culture”. Meanwhile the islands need to collaborate with each other to solve problems of each island; the prefectural government will proactively support measures for independent growth of the Amami Island Group Regional Administrative Association, Amami Archipelago Tourism and Products Association, Amami Islands Premium Mango Products and Sales Cooperative, and Amami Islands ICT Council, in collaboration with the Fund for the Promotion and Development of the Amami Islands, municipal organization and other related groups.

### **1) Recruiting, Training and Nurturing of Human Resources**

To motivate the residents in the islands to positively try something new, the prefectural government will, for mid/long term, recruit, train, and nurture professionals who will take a major future role in the development of industrial promotion in the Amami Island Group, such as island coordinator, products coordinator, guide–interpreter, eco-tour guide, guide of history and culture, facilitator of the “Amami Island Expo”, product planner, designer, and project manager. The prefectural government will also offer opportunities for young generations to learn the charms of the Amami Island Group, certification system of history and culture, seminars for the hospitality industry regarding volunteer guides and persons engaged in tourism, programs to improve management perspectives in the industry such as study tours to advanced regions and lectures by invited professionals, in order to raise the levels of human resources in the whole island chain.

The prefectural government will also provide avenues to accumulate and develop human resources, nurture leaders and create innovation like the Silicon Valley through the support of entrepreneurs, providing opportunities to evaluate and improve various efforts, support of job hunting for youth and immigrants, development of a system to facilitate settlement through

combined employment and housing, and enhancement of internship programs in the future.

## **2) Demonstration of Charms of the Amami Island Group**

To establish the “Amami Brand” in various fields by demonstrating the charms of the Amami Island Group at most and telling the world about them, the prefectural government will raise social awareness of Amami’s features such as “nature, history, culture, warm hearts of residents, healing, longevity, and blessing of many children”, and integrally promote activities to support and evaluate measures to utilize various attractive features of each island and village for industrial development.

The contents will be enriched to introduce the charms of dialect, food culture, local products, and traditional performing arts through various cultural experience programs, nature discovery tours, and programs to experience the island lifestyle, served in the Amami Island Expo; community FM network will be established as a tool of communication; ICT such as a portal website, problem solution contents, and smart phone apps, will be also proactively used.

For the purpose of inclusion to the World Natural Heritage List, several more projects will be implemented such as continuing and effective environmental conservation, starting the system of eco-tour guides including training, and further effort to actively and impressively disseminate the charms and roles of the Amami Island Group to both inside and outside Japan.

## **3) Promotion of Coexistence and Collaboration, Reinforcement of Exchange and Cooperation**

To have all residents in the Islands take an important role, the prefectural government will promote efforts to cooperate among residents, administrative organizations, and private companies.

The Amami Archipelago Tourism and Products Association will make a network throughout the Islands regarding tourism products and development of new local products. The prefectural government will form an industrial cluster of business owners in the islands.

As the domestic candidate site of World Natural Heritage Sites, economies of scale of the Islands will be maximized by enhancing exchange and collaboration among various regions in the Islands and diverse agencies, including financial institutions and academia, through preparation of tours connected to Yakushima of the World Heritage and Okinawa that aims the inclusion to the World Natural Heritage Lists with the Amami Island Group, deployment of tourism campaigns, promoting exchange with the hometown associations on the mainland, field work and research activities in collaboration with institutions of higher education.

## **4) Expansion of Market**

Aiming at market expansion based on the point of view of customers, food and products fairs and business conventions will be held in large cities; market analysis will be reinforced by conducting test marketing, surveys on tourism, and tourism sales caravans; Amami brand in the whole island chain will be strategically reinforced by creating a sixth industry led by tourism, developing new local products, offering various services, and enhancing contents regarding tourism.

Developing a database of tourism and products on portal websites, advertising the islands at various events, and utilizing each kind of information media will promote effective dissemination of information. Marketing strategies will be also implemented through business activities to pioneer new markets in nearby Asian countries and around the world, improvement of capacity of business itself, selection and concentration to target customers, and creation of customers.

**Measures implemented by municipal organizations to materialize the Strategic Vision of Growth in the Amami Island Group**

Each city and town is supposed to work on measures to materialize the Strategic Vision of Growth in the Amami Island Group based on the following directions. Each measure is mentioned in the following section.

1. Recruiting, Training and Nurturing of Human Resources
2. Demonstration of Charms of the Amami Island Group
3. Promotion of Coexistence and Collaboration, Reinforcement of Exchange and Cooperation
4. Expansion of Market



## **2. Promotional Measures of Amami-Oshima Island**

### **(2) Deployment of Measures**

#### **I. Measures to Promote Settlement**

##### **i. Promotion of Industry**

##### **D. Promotion of Industry Utilizing Local Features**

##### **(B) Forestry**

##### **a. Development of Forests**

- Forests will be developed depending on functions to be valued in each category such as the forest managed for publically-beneficial functions and the forests to be maintained and increased for productive functions, such as timber, and promoted to enhance forest resources and the functions which benefit the public.
- Measures against damage such as that by pine weevils will be operated in pine forests that should be protected. Monitoring will be continued to prevent damaged or infested wood products being brought from outside of the Islands.

##### **b. Development of Base of Forestry Production**

- Due consideration for the natural environment will be given when forest roads are developed and existing forest roads are restored and paved.

##### **c. Development of Systems for Production, Processing and Distribution of Forestry Products**

- Balance of conservation and utilization of forest will be taken into consideration for development of efficient and stable production of timbers as well as promotion of utilization of wood to interior materials and furniture materials.

##### **d. Promotion of Special Forest Products**

- Creation of production areas will be promoted regarding special forest products with unique regional characteristics by developing production and shipping systems of mushrooms, bamboo shoots, and cycad.

##### **e. Recruiting and Training of Forestry Workers**

- Forestry workers will be recruited and trained by utilizing a system of a training course for forestry technologies. The Forest Owner's Cooperative Association will be united over all islands to reinforce the management base.

##### **f. Promotion of Programs to Experience Forests**

- Forests will be developed and conserved by utilizing features of nature and landscape of Amami-Oshima Island to be served as oases for local residents. Moreover, nurturing forest volunteers will provide support for interactive programs for visitors. Forest environmental education will be actively developed for elementary and junior high school students.

**g. Research on New Usage and Conservation of Forest Resources**

- *Pinus luchuensis* will be encouraged to use for timber products of the Amami Island Group. Research and investigation on conservation of subtropical forests will be advanced.

**II. Measures to Stimulate Exchange and Interaction**

**i. Utilization of Local Resources of History and Culture Only in Amami**

**A. Expansion of Tourism Measures Utilizing Local Resources**

**(A) Utilization of Tourism Resources**

- Attractiveness and resources such as unique natural environments, culture, and local industries will be organically connected with a story line to integrally promote industry and culture focusing on tourism.
- Using rich local resources will enhance experience programs for visitors. Interactive programs and stay-type tours will be encouraged to be held in the event called the “Amami Island Expo” and promotion of eco tourism.
- A tourism network will be developed so that visitors can enjoy the natural environment and culture in the Amami Island Group while walking.
- The islands’ features of “longevity, blessing of many children, and healing” will be utilized for tourism promotion such as advertising of a thalassotherapy facility called “Thalasso Amami no Ryugu”.
- Amami City’s “Sports Island Plan” utilizing Amami’s warm climate will be promoted by inviting visitors for sports camping from both inside and outside Japan. Projects will be implemented to make marine sports such as diving become widespread, to hold various events, and lure study tours to the Islands.

**(B) Development of Systems to Accept Visitors**

- The Amami Park, as a tourism center of all islands, will be mutually collaborated upon with other tourism facilities such as the Kuroshio-no-mori Mangrove Park to create a round trip course of the islands.
- To help visitors move smoothly between destinations, more guide signs will be developed and while existing signs will be improved, and information of transportation among islands will be provided on the Internet. Moreover, comfortable and convenient environments for visitors will be improved by making facilities such as public restrooms and resting areas as well as managing green areas.
- Towards the National Athletic Festival to be held in 2020 in Kagoshima, sports facilities

will be developed and improved to meet high quality demands of sports camps in which top athletes would participate, coming from domestic and international areas.

- Capacity development of tourism will be enhanced by service training targeting tourism workers in order to offer visitors full hospitality; guidance for foreign visitors will also be improved to enable all tourists to enjoy their travel with no concerns.

Human resources will be nurtured and organized, such as island coordinator, goodwill guides, instructors, and tour guides, all of whom show visitors the attractiveness of the islands; an event will be designed to integrally offer visitors unique interactive programs and stay-type tours such as marine sports and a program of making *oshima tsumugi* kimono cloths dyed with mud.

Special systems of guide-interpreters and tour agents targeting the Amami Island Group will be spread and established to fulfill the acceptance system of visitors.

- Tourism facilities and accommodations will be developed to meet new necessities emerging from interactive programs and stay-type tours.
- “Amami Numbers”, which may contribute to the promotion of tourism and the activation of local communities, will be encouraged.

### **(C) Development of Transportation for Tourism**

- Airports and harbors will be developed as bases of transportation in order to promote round-trip tours connecting locations inside and outside of the Islands.
- Toward inclusion to the World Natural Heritage Lists, development of an organization will be considered in order to assign CIQ officials who can smoothly regard international chartered flights.
- Methods of how to speed up regular lines and improve the comfort will be discussed; a cruising network will be formed so that visitors can travel around the islands via sightseeing ships.
- In order to promote exchanges through tourism via cruise ships and regular lines, environments will be developed for tourists who would travel by large cruise ships and regular lines from both inside and outside of the Islands; sea lines will be maintained and developed.
- To improve transportation to airports and harbors, arterial roads such as route No. 56 and prefectural roads connecting sightseeing spots will continue to be developed. Longitudinal and circular routes will be developed as the main route for sightseeing; parking areas and public restrooms will be constructed along the routes so as to enable tourists to take a break and enjoy sceneries of the Islands; greening along the routes will be made to conserve landscapes unique to the Amami Island Group.

Relevant entities of transportation will be encouraged to discuss development of regular sightseeing bus services and sightseeing taxi services for the convenience of tourists.

**(D) Dissemination of Attractive Tourism Information**

- The Amami Park will be regarded as a base for the dissemination of information, and such information will be spread via various media both inside and outside of the Islands like the website of Amami Archipelago Tourism and Products Association.
- The Amami Archipelago Tourism and Products Association will take a central role to implement measures of business activities targeting tour agencies outside the prefecture, inbound activities, and planning and sales of round-trip tours around the Islands, aiming to have high recognition and attract more tourists.

**(E) Collaboration with Local Industries**

- By cooperating with local industries such as agriculture, forestry, fishery, and production and sales of local products, various kinds of interactive programs will be offered to visitors, and natural cultural assets in the Amami Island Group will be used to produce new local specialties.

**(F) Promotion of tourism measures targeting Asian countries**

- To attract visitors from Asian countries, increased amounts of multilingual information and guide signs will be provided.

**B. Inheritance and Creation of local culture enabling residents to have attachment**

- In order to inherit rich local culture based on the climate of Amami-Oshima Island, local residents will be encouraged to have direct access to excellent works of art and unique culture, and actively use cultural facilities such as the Amami Park.
- Local cultural properties will be conserved and utilized, and the spirit of protection of cultural properties will be disseminated and raised to the public, through conservation and management of natural monuments and development of historical sites. Measures will be taken to protect and inherit traditional performing arts, for example offering opportunities to show island folk songs and August Dance at schools and facilities of lifelong learning. Interactive and exchange programs will also support indigenous culture to be inherited and used.

**C. Exchange with regions inside and outside of the Islands**

- Exchange with the Asian region, which expects remarkable growth in the future, while having a deep connection with the Islands both geographically and historically will be promoted more for the purpose of increasing the population of exchanges.
  - To advance inter-prefectural exchange with Okinawa prefecture, whose geography, history and culture have a deep connection with the Islands, transportation and information networks will be developed to form a base of exchange and collaboration; tourists destinations of each prefecture will be connected to form a sightseeing network; cultural exchange between the prefectures will be also be held through showing traditional performing arts of each region.
- In particular, public and private sectors will jointly promote exchange and collaboration under local initiatives through the Council for the Promotion of Amami-Yambaru Regional Exchange as a central part.

## **ii. Measures toward Inclusion to the World Natural Heritage List**

### **A. Formation of a Symbiotic Society Network**

- In order to conserve and utilize the “treasures” such as diverse and rich natural environments as well as lifestyles, history, culture, traditional techniques and arts, and local specialties, which are grown in Amami-Oshima Island’s natural environments, a project of interviewing and making oral transcripts will be implemented; based on the “Amami Island Group Symbiotic Society Plan”, formation of a network among relevant entities, local residents, and NPOs will be promoted to disseminate the value of them widely both inside and outside the Islands.
- Promotion of research and studies on the connection between nature and culture, the origins and diversity will be stimulated to accumulate and disseminate information.

### **B. Promotion of Measures towards Inclusion to the World Natural Heritage List**

#### **(A) Conservation, Management and Development of National Parks**

- Designation of national parks will be promoted through stronger collaboration with the relevant entities for taking appropriate measures as the candidate of the World Natural Heritage towards the future; protection zones will be properly managed and conserved, and park facilities will be developed, while raising public motivation of natural conservation.

#### **(B) Maintaining Values as Candidate of the World Natural Heritage**

- Regarding the protection of endangered natural fauna and flora, proper measures will be taken based on ordinances focusing on protection and monitoring activities, monitoring

research, and dissemination of information will be implemented to understand and conserve diverse ecosystems.

- “Roadkill (traffic accidents)” of endangered natural fauna and flora and illegal collection will be controlled, and measures toward alien species will be taken to implement prevention of migration of alien species from both inside and outside the country, elimination of mongoose and feral goats, dogs and cats, as well as promotion of proper breeding of pets.

In addition, conservation and regeneration of coral reef will be promoted through measures to eliminate crown-of-thorns starfish, monitoring research and development of environments with regards to the establishment and growth of coral reef.

- In cooperation with the Amami Wildlife Center, investigation and research on endemic ecosystems of the Amami Islands will be spread and encouraged, and base functions will be taken into consideration to observe and conserve endangered natural fauna and flora.
- Measures of restoration will be undertaken to revitalize natural ecosystems damaged by human factors in the past, and conservation of habitats of endangered natural fauna and flora will be cared for, even outside of protection zones.
- There will be a prohibition to enter areas vulnerable to human factors in which many endangered species, and the area of use will be strictly controlled. Eco-tours and environmental learning activities will be also controlled based on the concept of environmental conservation in Amami-Oshima Island, while such programs are promoted by utilizing local features.

Furthermore, the current situation will be clarified in order to avoid damage by excessive utilization of valuable natural environments in the areas where many tourists visit; municipal administration offices, relevant entities, and NPOs will make jointly efforts to raise public awareness of conservation and utilization of nature and landscape, and nurture guides toward having adequate knowledge of endangered natural fauna and flora.

- As the candidate of the World Natural Heritage, quality conservation and management of natural environments will be promoted in collaboration with relevant administrative offices, local residents and experts for the purpose of proper conservation and utilization towards the future; the entities will cooperatively respond to anticipated situations such as development and restoration of facilities, conservation of nature, balance of traditional use of nature and socio-economic activities, and increasing expenditure for conservation of nature.
- As the candidate of the World Natural Heritage, from the viewpoint of proper

conservation and utilization in the future, a system to accept tourists will be deliberately developed to create balance between conservation of valuable nature and regional development in cooperation with municipal offices.

- Each kind of project will be implemented under required measures in consideration of impact on the diverse and rich natural environments in targeted areas.

### **(C) Raising Motivation**

- Local residents will be encouraged to understand the importance of maintaining values as the candidate of the World Natural Heritage, and motivation towards inclusion to the World Natural Heritage Site will be arisen by taking measures in collaboration with Okinawa that is another candidate aiming the inclusion together with the Amami Island Group, and the registered site of Yakushima.

### **C. Conservation of Local Environment**

- To maintain good regional environments, municipal offices will collaborate to conserve the air and water environments as well as control noise and malodor.
- Coastal drifting debris will be smoothly treated with relevant entities based on the Kagoshima Prefecture Regional Plan for the Promotion of the Clearing of Coastal Drifting Debris.
- *Chamberlinius hualienensis* will be effectively eliminated and its spread prevented depending on the situation of regions; measures to eliminate suited to local features will be further discussed at the same time in which development of environments will be also encouraged.

### **D. Formation of Environmentally-Sound Material Society**

- Reducing and Recycling of waste will be continuously promoted; regarding home appliances, collection sites for recycling will be designated in the Islands and measures will be taken to further decrease the burden of garbage collection and transportation fees.  
Automobiles will be encouraged to be recycled.  
Regarding small home appliances, a collection system will be smoothly developed.  
Raising public awareness will prevent illegal dumping of waste.
- Living wastewater will be treated in a facility developed suitable to the situation of regions for proper treatment.
- Concerning industrial waste, reducing and recycling will be promoted and industrial waste treatment facilities will be developed.

A treatment facility of livestock excrement will be developed for enhanced proper treatment and recycling to compost.

Construction waste generation will be reduced, recycled and treated in proper ways.

#### **E. Natural Environmentally-Friendly and Nature Restoration Public Projects**

- When public projects start, an environmental impact assessment will be performed based on the Environmental Impact Assessment Act, toward inclusion to the World Natural Heritage List; public projects will be conducted in consideration of conservation and formation of habitats of valuable endangered natural fauna and flora; public projects for restoration of nature will be considered and adopted based on the concept of the Law for the Promotion of Nature Restoration.

From the viewpoint of maintaining value as a candidate of the World Natural Heritage, integrated guidelines for environmental consideration will be formulated to take necessary measures.

Concerning red soil runoff, measures will be taken at each stage of public projects; research and investigation of effective prevention will be promoted; developers and constructors will be reminded and instructed to be careful.

Farmers and local residents will be also informed of the importance of prevention of red soil runoff from farmlands.



## **5. Promotional Measures of Tokunoshima Island**

### **(2) Deployment of Measures**

#### **I. Measures to Promote Settlement**

##### **i. Promotion of Industry**

##### **D. Promotion of Industry Utilizing Local Feature**

##### **(B) Forestry**

##### **a. Development of Forests**

- Forests will be developed depending on functions to be valued in each category such as the forest managed for publically-beneficial functions and the forests to be maintained and increased for productive functions, such as timber, and promoted to enhance forest resources and the functions which benefit the public.
- Measures against damage such as that by pine weevils will be operated in pine forests that should be protected. Monitoring will be continued to prevent damaged or infested wood products being brought from outside of the Islands.

##### **b. Development of Base of Forestry Production**

- Due consideration for the natural environment will be given when forest roads are developed and existing forest roads are restored and paved.

##### **c. Development of Systems for Production, Processing and Distribution of Forestry Products**

- Balance of conservation and utilization of forest will be taken into consideration for development of efficient and stable production of timbers as well as promotion of utilization of wood to interior materials and furniture materials.

##### **d. Promotion of Special Forest Products**

- Creation of production areas will be promoted regarding special forest products with unique regional characteristics by developing production and shipping systems of mushrooms.

##### **e. Recruiting and Training of Forestry Workers**

- Forestry workers will be recruited and trained by utilizing a system of a training course for forestry technologies. The Forest Owner's Cooperative Association will be united over all islands to reinforce the management base.

##### **f. Promotion of Programs to Experience Forests**

- Forests will be developed and conserved by utilizing features of nature and landscape of the Tokunoshima Islands to be served as oases for local residents. Moreover, nurturing forest volunteers will provide support for interactive programs for visitors. Forest environmental education will be actively developed for elementary and junior high school students.

- g. Research on New Usage and Conservation of Forest Resources
  - *Pinus luchuensis* will be encouraged to use for timber products of the Amami Island Group. Research and investigation on conservation of subtropical forests will be advanced.

## **II. Measures to Stimulate Exchange and Interaction**

### **i. Utilization of Local Resources of History and Culture Only in the Amami**

#### **A. Expansion of Tourism Measures Utilizing Local Resources**

##### **(A) Utilization of Tourism Resources**

- Attractiveness and resources such as unique natural environments, culture, and local industries will be organically connected with a story line to integrally promote industry and culture focusing on tourism.
- Using rich local resources will enhance experience programs for visitors. Interactive programs and stay-type tours will be encouraged to be held in the event called the “Amami Island Expo” and promotion of eco tourism.
- A tourism network will be developed so that visitors can enjoy the natural environment and culture in the Amami Island Group while walking.
- The islands’ features of “longevity, blessing of many children, and healing” will be utilized for tourism promotion.
- Events will be invited and held by utilizing the warm climate of the Islands. Sports events such as marathons, ekiden, and triathlons in the Amagi Cross-Country Park, and cultural tourism events such as bull fighting will be included.

##### **(B) Development of a System to Accept Visitors**

- Marine recreation facilities such as the Yonama Beach Park, Aze Price Beach Park, and Setaumi Sea Park as well as an information center of local culture such as the Tokunoshima Nakusami Center will be encouraged to be utilized; tourism facilities will be developed for interactive programs and stay-type tours; a round-trip course will be created with the combination of unique regional resources such as Kanamizaki Cycad Tunnel and Inutabumisaki Cape.
- To help visitors move smoothly between destinations, more guide signs will be developed and while existing signs will be improved, and information of transportation among islands will be provided on the Internet.  
Moreover, comfortable and convenient environments for visitors will be improved by making facilities such as public restrooms and resting areas as well as managing green areas.

- Towards the National Athletic Festival to be held in 2020 in Kagoshima, sports facilities will be developed and improved to meet high quality demands of sports camps in which top athletes would participate, coming from domestic and international areas.
- Capacity development of tourism will be enhanced by service training targeting tourism workers in order to offer visitors full hospitality; guidance for foreign visitors will also be improved to enable all tourists to enjoy their travel with no concerns.  
Human resources will be nurtured and organized, such as island coordinator, goodwill guides, instructors, and tour guides, all of whom show visitors the attractiveness of the islands; an event will be designed to integrally offer visitors unique interactive programs and stay-type tours such as marine sports and a program of making *oshima tsumugi* kimono cloths dyed with mud.  
Special systems of guide-interpreters and tour agents targeting the Amami Island Group will be spread and established to fulfill the acceptance system of visitors.
- Tourism facilities and accommodations will be developed to meet new necessities emerging from interactive programs and stay-type tours.
- “Amami Numbers”, which may contribute to the promotion of tourism and the activation of local communities, will be encouraged.

### **(C) Development of Transportation for Tourism**

- Airports and harbors will be developed as bases of transportation in order to promote round-trip tours connecting locations inside and outside of the Islands.
- Chartered flights will be continuously supported and required facilities will be developed.
- Methods of how to speed up regular lines and improve the comfort will be discussed; a cruising network will be formed so that visitors can travel around the islands via sightseeing ships.
- To improve transportation to airports and harbors, development of a loop line will continue.  
Main routes for sightseeing, parking areas and public restrooms will be constructed along the routes so as to enable tourists to take a break and enjoy sceneries of the Islands; greening along the routes will be created to conserve landscape unique to the Amami Island Group.

### **(D) Dissemination of Attractive Tourism Information**

- Attractive information regarding tourism will be spread via various media to areas inside and outside the Islands like the website of Amami Archipelago Tourism and

Products Association.

- The Amami Archipelago Tourism and Products Association will take a central role to implement measures of business activities targeting tour agencies outside the prefecture, inbound activities, and planning and sales of round-trip tours around the Islands, aiming to have high recognition and attract more tourists.

**(E) Collaboration with Local Industries**

- By cooperating with local industries such as agriculture, forestry, fishery, and production and sales of local products, various kinds of interactive programs will be offered to visitors, and natural cultural assets in the Amami Island Group will be used to produce new local specialties.

**(F) Promotion of tourism measures targeting Asian countries**

- To attract visitors from Asian countries, increased amounts of multilingual information and guide signs will be provided.  
Development of an organization will be considered in order to assign CIQ officials who can smoothly regard international chartered flights.

**B. Inheritance and Creation of local culture enabling residents to have attachment**

- In order to inherit rich local culture based on the climate of Tokunoshima Island, local residents will be encouraged to have direct access to excellent works of art and unique culture, and actively use cultural facilities.
- Local cultural properties will be conserved and utilized, and the spirit of protection of cultural properties will be disseminated and raised to the public, through conservation and management of natural monuments and development of historical sites.  
Measures will be taken to protect and inherit traditional performing arts, for example offering opportunities to show island folk songs and August Dance at schools and facilities of lifelong learning. Interactive and exchange programs will also support indigenous culture to be inherited and used.

**C. Exchange with regions inside and outside of the Islands**

- Exchange with the Asian region, which expects remarkable growth in the future, while having a deep connection with the Islands both geographically and historically, will be promoted more for the purpose of increasing the population of exchanges.
- To advance inter-prefectural exchange with Okinawa prefecture, whose geography, history and culture have a deep connection with the Islands, transportation and information networks will be developed to form a base of exchange and collaboration;

tourists destinations of each prefecture will be connected to form a sightseeing network; cultural exchange between the prefectures will be also be held through showing traditional performing arts of each region.

In particular, public and private sectors will jointly promote exchange and collaboration under local initiatives through the Council for the Promotion of Amami-Yambaru Regional Exchange as a central part.

## **ii. Measures toward Inclusion to the World Natural Heritage List**

### **A. Formation of a Symbiotic Society Network**

- In order to conserve and utilize the “treasures” such as diverse and rich natural environments as well as lifestyles, history, culture, traditional techniques and arts, and local specialties, which are grown in Tokunoshima Island’s natural environments, a project of interviewing and making oral transcripts will be implemented; based on the “Amami Islands Group Symbiosis Society Network Plan”, formation of a network among relevant entities, local residents, and NPOs will be promoted to disseminate the value of them widely both inside and outside the Islands.
- Promotion of research and studies on the connection between nature and culture, the origins and diversity will be stimulated to accumulate and disseminate information.

### **B. Promotion of Measures towards Inclusion to the World Natural Heritage List**

#### **(A) Conservation, Management and Development of National Parks**

- Designation of national parks will be promoted through stronger collaboration with the relevant entities for taking appropriate measures as the candidate of the World Natural Heritage towards the future; protection zones will be properly managed and conserved, and park facilities will be developed, while raising public motivation of natural conservation.

#### **(B) Maintaining Values as Candidate of the World Natural Heritage**

- “Roadkill (traffic accidents)” of endangered natural fauna and flora and illegal collection will be controlled, and measures toward alien species will be taken to implement prevention of migration of alien species from both inside and outside the country, elimination of mongoose and feral goats, dogs and cats, as well as promotion of proper breeding of pets.

In addition, conservation and regeneration of coral reef will be promoted through measures to eliminate crown-of-thorns starfish, monitoring research and development of environments with regards to the establishment and growth of coral reef.

- In cooperation with the Amami Wildlife Center, investigation and research on endemic ecosystems of the Amami Islands will be spread and encouraged, and base functions will be taken into consideration to observe and conserve endangered natural fauna and flora.
- Measures of restoration will be undertaken to revitalize natural ecosystems damaged by human factors in the past, and conservation of habitats of endangered natural fauna and flora will be cared for, even outside of protection zones.
- There will be a prohibition to enter areas vulnerable to human factors in which many endangered species, and the area of use will be strictly controlled. Eco-tours and environmental learning activities will be also controlled based on the concept of environmental conservation in Tokunoshima Island, while such programs are promoted by utilizing local features.

Furthermore, the current situation will be clarified in order to avoid damage by excessive utilization of valuable natural environments in the areas where many tourists visit; municipal administration offices, relevant entities, and NPOs will make jointly efforts to raise public awareness of conservation and utilization of nature and landscape, and nurture guides toward having adequate knowledge of endangered natural fauna and flora.

- As the candidate of the World Natural Heritage, quality conservation and management of natural environments will be promoted in collaboration with relevant administrative offices, local residents and experts for the purpose of proper conservation and utilization towards the future; the entities will cooperatively respond to anticipated situations such as development and restoration of facilities, conservation of nature, balance of traditional use of nature and socio-economic activities, and increasing expenditure for conservation of nature.
- As the candidate of the World Natural Heritage, from the viewpoint of proper conservation and utilization in the future, a system to accept tourists will be deliberately developed to create balance between conservation of valuable nature and regional development in cooperation with municipal offices.
- Each kind of project will be implemented under required measures in consideration of impact on the diverse and rich natural environments in targeted areas.

### **(C) Raising Motivation**

- Local residents will be encouraged to understand the importance of maintaining values as the candidate of the World Natural Heritage, and motivation towards inclusion to the World Natural Heritage Site will be arisen by taking measures in collaboration with the

registered sites of Yakushima and Okinawa, which also aims the inclusion together with the Amami Island Group.

### **C. Conservation of Local Environment**

- To maintain good regional environments, municipal offices will collaborate to conserve the air and water environments as well as control noise and malodor.
- Coastal drifting debris will be smoothly treated with relevant entities based on the Kagoshima Prefecture Regional Plan for the Promotion of the Clearing of Coastal Drifting Debris.
- *Chamberlinius hualienensis* will be effectively eliminated and its spread prevented depending on the situation of regions; measures to eliminate suited to local features will be further discussed at the same time in which development of environments will be also encouraged.

### **D. Formation of Environmentally-Sound Material Society**

- Solid waste has been treated in a wide area of Tokushima since 2003 at the incineration plant, final disposal site and recycle plaza, which were jointly developed by the cross-regional federation consisting of three towns in Tokushima. Reducing and Recycling of waste will be continuously promoted; regarding home appliances, collection sites for recycling will be designated in the Islands and measures will be taken to further decrease the burden of garbage collection and transportation fees. Automobiles will be encouraged to be recycled. Regarding small home appliances, a collection system will be smoothly developed. Raising public awareness will prevent illegal dumping of waste.
- Living wastewater will be treated in a facility developed suitable to the situation of regions for proper treatment.
- Concerning industrial waste, reducing and recycling will be promoted and industrial waste treatment facilities will be developed. A treatment facility of livestock excrement will be developed for enhanced proper treatment and recycling to compost. Construction waste generation will be reduced, recycled and treated in proper ways.

### **E. Natural Environmentally-Friendly and Nature Restoration Public Projects**

- When public projects start, an environmental impact assessment will be performed based on the Environmental Impact Assessment Act, toward inclusion to the World Natural Heritage List; public projects will be conducted in consideration of conservation and formation of habitats of valuable endangered natural fauna and flora; public

projects for restoration of nature will be considered and adopted based on the concept of the Law for the Promotion of Nature Restoration.

From the viewpoint of maintaining value as a candidate of the World Natural Heritage, integrated guidelines for environmental consideration will be formulated to take necessary measures.

Concerning red soil runoff, measures will be taken at each stage of public projects; research and investigation of effective prevention will be promoted; developers and constructors will be reminded and instructed to be careful. Farmers and local residents will be also informed of the importance of prevention of red soil runoff from farmlands.