

The 1st Commission on Tourism promotion plan & Tourism destination master plan

- At the 1st commission, members of the committee raised tourism-related issues in Kutchan town.
- Then the committee members freely discussed the issues which needed to be resolved in order to become an all-year-round resort.

■ The 1st commission

- **Date** : 8/3/2019 (Fri) 15:30~
- **Place** : Sun Sports Land Kutchan
- **Participants** : Tourism businesses, Kutchan Tourism Association, Niseko Hirafu Area Management



■ Agenda

- ◎ Raised issues for future planning (e.g., the issues during the winter season, the issues which needed to be resolved in order to become an all-year-round resort)
(Examples)
 - Long-standing issues → overcoming seasonality, setting MICE strategies, and developing the central public area which attracts people, etc.
 - Dealing with changing circumstances → dealing with diverse customers (e.g., different counties of origin), calculating carrying capacity in order to maintain quality (ski area capacity, development limits, traffic), and coping with labor shortage, etc.
 - Strategic measures → establishing DMO, capitalizing the attention as a successful international destination, maintaining the attractive landscape design in order to attract investment, diversifying international markets, expanding domestic markets, and holding events in order to overcome seasonality, etc.



The members discussed the issues with concrete examples

- ◎ **The lifestyle which becomes the reason to visit and stay/
Future direction to keep Kutchan competitive
→ Desirable Tourism vision of Kutchan**

The summary of discussions at the 1st commission

- Various issues which need to be resolved before the Shinkansen opens were raised (e.g., transportation, parking lot, infrastructure, city planning, and environment). In the future commissions, the commission members will develop strategies to resolve these issues, and share the desirable tourism vision of Kutchan town.

■ Participants

○ Committee members

- Satoshi Yoshida Satoshi Solicitor and Legal Translation Office
- Yoshihito Tanaka Niseko Resort Service Co.Ltd
- Makoto Iwasa SUPER OKUSAN (Chalet IVY)
- Minoru Okubo Japan Premium International
- Yoshinao Kamae Tokyu Resort Service Co.Ltd
- Tatsumi Tomita Japan Pacific Management Co.Ltd
- Chris Pickering Hokkaido Tourism Management Co.ltd (HTM)
- Kiyotaka Amanuma Kutchan Tourism Association
- Mai Ramirez Kutchan Tourism Association
- Junko Watanabe Graubunden
- Masanobu Okata Niseko Hirafu Area Management

○ Committee Officers

- Tomohiro Fukuie Kutchan Town Tourism Division
- Kouta Tanaka Kutchan Town Tourism Division
- Yuichi Yamada Japan Travel Bureau Foundation
- Kunihiko Moriya Japan Travel Bureau Foundation
- Ataru Nasu Japan Travel Bureau Foundation
- Takahiro Ikeji Japan Travel Bureau Foundation
- Naoya Numata Kutchan Town Tourism Division
- Akihito Hoshika Kutchan Town Town Planning and Shinkansen Division

■ The summary of discussions

【Issues of transportation and parking lot】

• Unprecedented traffic congestion occurred at Christmas and New Year holidays. The following causes might be considered:

1. An increase in the number of people who rent a car among Asian tourists
2. An increase in the number of tourists who can not access the ski area without cars because of the increase in suburban condominiums

• Under the current rules, developers have little benefit in constructing a parking lot, and as a result, the hotel does not provide a sufficient parking lot that meets the demand for parking. The town might need to stop issuing development permits unless they provide adequate parking.

【Issues of infrastructure, development, and city planning】

• The town will not be able to provide sufficient water supply in the future unless the supply from the existing wells increases. As a result, it might become difficult to give development permission in Hirafu area.

• There should be some control over the number of tourists. In order to avoid a sudden decline in investment, it is better to set a bed number limit rather than ban the investment altogether. Also, there may be a way to indirectly control the development using physical limitations such as water supply limitations.

• Housing demand becomes extremely high due to the undergrounding projects and construction of the Shinkansen. It is getting harder for workers to rent a house.

• There are many condominiums that need to be renovated in the future. We should establish the rules regarding renovations so that they increase the value of the area.

■ The summary of discussions

【Environmental issues】

•As the number of guests increases, the environmental burden is rising as well. It is necessary to address these environmental issues throughout the area. Also, the town should consider using the measures on environment-related issues as a marketing tool.

【Issues of tourists' immoral behavior】

The number of family tourists is increasing. For those tourists, it is necessary to inform tourists and residents of rules regarding alcohol and tobacco in order to keep the public area safe and secure.

【Issues of lack of related industry, workforces, and housing】

- Although the number of accommodation is increasing, there is a shortage of related industries such as linen.
- Most companies find it difficult to secure sufficient qualified workforce, which leads to poor service quality.
- Due to the high demand for housing for construction workers, housing prices have risen sharply, putting a heavy burden on workers. This also made it difficult for companies to secure sufficient labor.