

# The 2<sup>nd</sup> Commission on Tourism promotion plan & Tourism destination master plan

- Among the issues raised in the previous committee, restraint of urban expansion and development were considered priorities. To discuss these issues, the committee office presented a simulation of future development volume.
- The committee members discussed the measures of controlling the development in order to create a high-quality resort environment and competitive brand.

## ■ The 2<sup>nd</sup> commission

- **Date : 5/14/2019 (Fri) 15:00-**
- **Place : Sun Sports Land Kutchan**
- **Participants : Tourism businesses, Kutchan Tourism Association, Niseko Hirafu Area Management**



## ■ Agenda

- ◎ Review of the discussion in the 1<sup>st</sup> commission
- ◎ Setting the limit of future development
  - Simulation of future development volume
  - Comparison with other resorts
  - Capacity control to maintain the quality
- ◎ Ideal facilities and functions which improve the quality of the resort area (both during summer and winter season)

Introduce the method of urban planning to the resort area



Add tourism perspectives to the urban planning method which mainly focuses on the residents' quality of life

- ◎ **Manage development in line with the desirable tourism vision of Kutchan Town**
- ◎ **Design a public space where visitors enjoy and which residents are proud of**

# The summary of discussions at the 2<sup>nd</sup> commission

- The committee members discussed the simulation of development volume at the resort area of Kutchan town.
- Furthermore, the committee members discussed the following topics: The relationship between development volume and service quality; Workhouse housing and residents' living environment; Town development including not only the resort area but also the urban area where many employees live; Facilities required as a resort; Target to be aimed and the service quality to align with; How to secure the quality in terms of space and service

## ■ Participants

### ○Committee members

- Satoshi Yoshida      Satoshi Solicitor and Legal Translation Office
- Hiroshi Yamada      North Design Co.Ltd
- Makoto Iwasa      SUPER OKUSAN (Chalet IVY)
- Minoru Okubo      Japan Premium International
- Yoshinao Kamae      Tokyu Resort Service Co.Ltd
- Kiyotaka Amanuma      Kutchan Tourism Association
- Mai Ramirez      Kutchan Tourism Association
- Junko Watanabe      Graubunden

### ○Committee Officers

- Tomohiro Fukuie      Kutchan Town Tourism Division
- Takuya Okuyama      Kutchan Town Tourism Division
- Akihito Hoshika      Kutchan Town Town Planning and Shinkansen Division
- Yuichi Yamada      Japan Travel Bureau Foundation
- Kunihiko Moriya      Japan Travel Bureau Foundation
- Takahiro Ikeji      Japan Travel Bureau Foundation
- Tsuyoshi Takanabe      Urban Design Institute Co.Ltd
- Natsumi Ooi      Urban Design Institute Co.Ltd
- Naoya Numata      Kutchan Town Tourism Division
- Kouta Tanaka      Kutchan Town Tourism Division

## ■ The summary of discussions

### 【The carrying capacity of the resort area】

- Real estate in Niseko area is still cheaper than in Europe, and it is likely to reach 2.5 times the current number of beds. Without any intervention, the development will continue.
- In order to improve quality and spread the economic benefits to the whole area, the master plan needs to include strategies to control future development.
- Due to the characteristics of the area, there are few businesses that have a perspective of town development. Thus, the master plan should contain the measures to control the development.
- The measures (e.g., control of development) should be designed so that they will result in an increase in the value of existing real estate and an attraction of investment for renovation.
- Designing a certification system which certifies high-quality services might be a good idea.

### 【Service quality】

- Some people indicated that visitor experiences declined due to rapid development. Although the price has risen due to the increase in luxury condominiums, Hirafu might fail to provide worthy experiences.
- Although the number of accommodations is increasing, the supply of other services including restaurants do not catch up. The town should resolve this unbalanced situation.
- It is necessary to prepare services and public spaces which are required as a resort.
- The town should build the design code which is consistent with the income of target tourists. Furthermore, services and public spaces should be prepared in accordance with the income of target tourists. At the same time, it is necessary to intervene so that the cost of living of the residents will not be excessive.

## ■ The summary of discussions

### 【Workforce housing/Living environment of residents】

- The living environment of the residents might be falling at the same time as tourists' satisfaction is falling. In addition to satisfying tourists, it is not sustainable unless the resort provides a pleasant living environment for residents.
- Although the increase in the number of accommodations do not have much to do with residents, the improvement of public spaces and commercial facilities benefits residents as well. In order to gain residents' support, these benefits should be taught.

### 【Facilities required as a resort】

- Provision of educational environment (e.g., professional university and IB school) which capitalize the characteristics of the resort
- Infrastructure (such as airports and heliports) which enables wealthy tourists to visit Hirafu easily
- Provision of entertainment for those who work in Hirafu