

# The 3<sup>rd</sup> Commission on Tourism promotion plan & Tourism destination master plan

- For the future development control, the committee members discussed "which part of Hirafu should be the main resort area?","where should be the center of the resort area?"
- Furthermore, they discussed the services which the resort area should provide.

## ■ The 3<sup>rd</sup> commission

- **Date : 7/19/2019 (Fri) 14:00-**
- **Place : KUMO RESTSURANT<SKYE Niseko 1F>**
- **Participants : Tourism associations, Tourism businesses**



## ■ Agenda

- ◎ Review of the discussion in the 2<sup>nd</sup> commission
- ◎ Renovation part
  - Which part of Hirafu should be the main resort area?
  - Where should be the center of the resort area?"
- ◎ Management part
  - ◇ Lecture "Aiming to create a scene where you want to Post" (Sigma Planning Institute, Takuya Hara)
  - ※ Advice on management from a third-party expert
    - The services which the resort area should provide
    - Establishment of rules, management structures, and finance (for the center of the resort area)

Develop the gateway for tourists and center of the resort area



- Share the image of resort area's boundaries
- Discuss the services which the center area and the surrounding area should provide

- ◎ **Design a space and provide services in line with the desired lifestyle and target**
- ◎ **Develop regional innovation through human resource management (acquisition/training)**

# The summary of discussions at the 3<sup>rd</sup> commission

- The center of the Hirafu resort area should be “Hirafu Parking Lot#1”. The main resort area should be from “the intersection in front of Seven-Eleven in Yamada 1 area” to “Osawa river”.
- Around Hirafu Parking Lot#1, spaces and services should be designed appropriately so that they attract people. As a resort, it might be necessary to provide ancillary services (e.g., coworking spaces, cultural facilities).

## ■ Participants

### ○Committee members

- Satoshi Yoshida      Satoshi Yoshida Solicitor and Legal Translator Office
- Hiroshi Yamada      North Design Co.Ltd
- Yoshito Tanaka      Niseko Resort Service
- Makoto Iwasa      SUPER OKUSAN (Chalet IVY)
- Minoru Okubo      Japan Premium International
- Yoshinao Kamae      Tokyu Resort Service Co.Ltd
- Chris Pickering      HTM
- Kiyotaka Amanuma      Kutchan Tourism Association
- Mai Ramirez      Kutchan Tourism Association
- Junko Watanabe      Graubunden
- Masanobu Ookata      Niseko Hirafu Area Management

### ○Committee Officers

- Tomohiro Fukuie      Kutchan Town Tourism Division      •Naoya Numata      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

### ○Lecturer

- Takuya Hara      Sigma Planning Institute

### ○Observer

- Gakuji Higashiuchi      Niseko Promotion Board

## ■ The summary of discussions

### **[The main resort area and the center of the resort area]**

- For development control, it is important to consider which area should be included as the main resort area. Since it seems that from the area around Seven-Eleven (three-way intersection) to Osawa river is connected, the main resort area should be that. Considering that it is outside of sewage coverage area, Kabayama should not be included in the main resort area.
- The free-parking spot can be provided outside of the main resort area. Free buses can be used to move people from the parking spot to the ski area.
- Most foreign resorts have the center area which symbolizes the resort. It is important for Hirafu as well to have the center area.
- Hirafu Parking Lot#1 should be the center of resort area for the following reasons; people can see Mt Yotei; tourists pass by when they come down the mountain; it can be used as an open square which attracts people; it gives a feeling of Niseko when they arrive.
- It is effective and efficient for Hirafu to increase the added value of the first parking lot. The space of Hirafu Parking Lot#1 should be designed as an open square which attracts people. At the same time, the central park should be improved.
- SunSports Parking should be used as a parking lot for employees (employees should not use Hirafu Parking Lot #1 as it is the gateway for tourists).

### **[Services, functions, and management structure]**

- SunSports Land has the advantage of open space without slope, and it is expected that events will continue to be held.
- Since there are many condominiums in the Hirafu area, synergies would be created when museum facilities, cafes, and theaters are built for after skiing or green season activities. Cultural facilities cannot be monetized by themselves, but they can add values to the destination. A tourist information center can be attached to cultural facilities.

- Open spaces where you can see the movement of people is important, such as space where you can drink alcohol during the day.
  - Coworking space is also important for creative workers and those who need to work during their long stays.
  - Considering human resource development and the development of tourism brands, professional universities such as Toyooka City (Kinosaki Onsen) might be an option.
  - There should be a hall where you can hold meetings and concerts. For summer concerts, it is possible to use outdoor open spaces. For MICE, strategies that take into account the area characteristics and the existing facilities in the Niseko area are also important.
  - At present, there are a lot of gaps between the reality of Hirafu and expectations of visitors.
  - The discussion of the Master Plan Study Group may have entered the stage of building realistic plans and specific rules.
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- For area management in resort areas, it is necessary to create an office which is visible from the outside. If there is a "place" and money, a plan can be made. Then, the plan can be shared with companies in order to call for support
  - In the Hirafu area, the area management group is made up of businesses rather than residents. What it has to do is to create values that cannot be accomplished by individual companies.
  - It is necessary to continue area management activities in a way that members can enjoy without overdoing it. First, it is important to keep the space beautiful and then expand the field.
  - European resorts became sustainable resorts because of strong local rules. Niseko needs to start making real rules rather than just discussing the abstract vision.
  - It is important to raise the destination image through tourism so that residents can feel good about living in the resort area, which is also important for human resource management, acquisition of creative workers, and area management activities. This might be connected to housing policies which are necessary to provide a good quality of life.