



Ecotourism is

a magic wand that

makes a region shine

Cultivate Inc.

President Rika (Higa) Hiraki



Source: Department of Planning, Okinawa Prefecture

Northern latitude of 24 ~ 28 degrees (approximately 400km), eastern longitude of 122 ~ 132 degrees (approximately 1,000km)

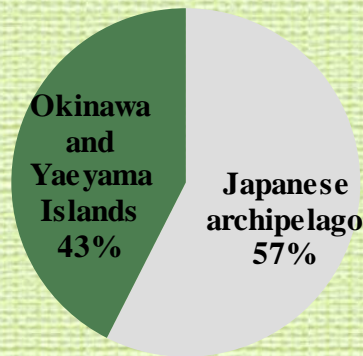
Average annual temperature: 23.1 degrees, average annual rainfall: 2,040mm

Subtropical oceanic climate (northern limit of tropical flora, southern limit of temperate flora)

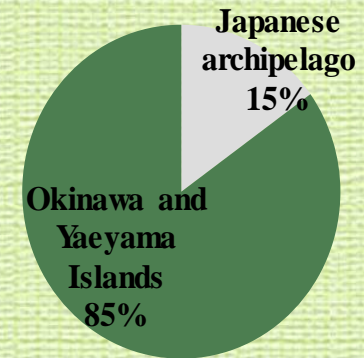


Okinawa is home to diverse plants and animals

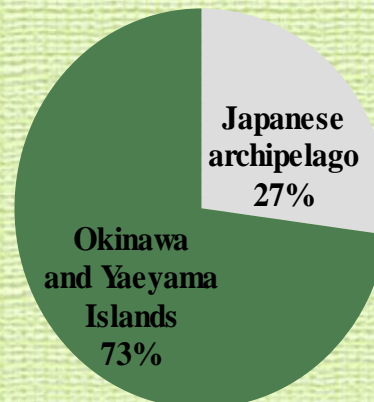
Number of Varieties of Native Angiosperms in Okinawa



Freshwater Crustaceans Living in Okinawa



Birds Living in Okinawa



Source: Natural Environment Office of the Ministry of the Environment in Naha



Source: *The Ryukyu Kingdom* by Kurayoshi Takara





Okinawa has always engaged in commerce with the East Asian countries

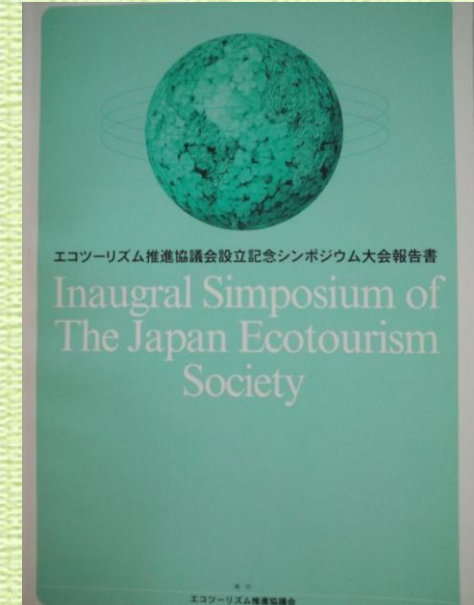
The number of times the Ryukyu ships were sent in the period 1425 ~ 1570

Siam:	58 times
Malacca:	20 times
Pattani:	11 times
Java:	6 times
Palembang:	4 times
Sumatra:	3 times
Sunda:	2 times
Vietnam:	1 time
Net total:	105 times

The tourism of Okinawa has
changed in the last 15 years



1998: Japan Ecotourism Society established



Ms. Kaoru Kanetaka, Chair of the Japan Ecotourism Society



Iriomote Island – the first Ecotourism Society area launched in Japan



Iriomote Island - the first Ecotourism Society area launched in Japan



Selecting and deciding on a region

- The plan for 15 log houses was changed to wooden and red tile cottages that match the village landscape (in Hoshitate)
- Operating an accommodation facility in a community hall (a regional organization)
- Elderly people act as guides and hosts

Ecotourism of Yanbaru (Higashi village)

- Transformed from a poor forestry village known as "a lonely island on the land"



Ecotourism of Yanbaru (Higashi village)

- 1983: "First Azalea Festival" held
- 1996: Third Higashi Village Comprehensive Plan formulated
- 1998: Three villages in Yanbaru - Kunigami, Ogimi, and Higashi - implement monitor tours
- 2000: "Mangrove Tree Park" offering hands-on experiences, accommodation and exchanges opened
- 2002: "Villagers' Forest Azalea Eco Park" opened



Ecotourism of Yanbaru (Higashi village)



1998 (Ecotourism Society established)

2011

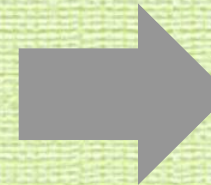
School trips accepted

50 people

Hands-on tourists

Number of people entering tourist areas

54,854 people



23,828 people

Approx. 50,000 people

Approx. 270,000 people

Nature experience operators: 10 operators

Tourist farms: 4 operators

Hands-on farming: 60 operators

Restaurant operators: 20 operators

Accommodation: 6 operators

FY2010 ~ Okinawa Prefecture Isolated Islands Experiences and Exchanges Promotion Project

Elementary and intermediate school children from Okinawa Island are sent to isolated islands in their separate grades
They stay for two nights and three days, have hands-on experiences of and exchanges with nature, culture and agriculture and fishing

2010: “5 classes from 3 schools → 5 isolated islands”



2013: “72 classes from 28 schools
→ 19 isolated islands”

On 3 islands launch an organization. On 5 islands start an accommodation business. On 7 islands launch a agriculture and fisheries experience program.

<http://ritoutaiken.info/>




FY2010 ~ Okinawa Prefecture Isolated Islands Experiences and Exchanges Promotion Project

“People will not become proactive if they are not emotionally moved”

“They will not continue their proactive behavior if they do not have a sense of achievement and joy”

“If they do not continue their proactive behavior, the region will not be revitalized”





Ecotourism in which the residents utilize resources such as the local nature, culture, agriculture and fisheries, etc. to promote autonomous and sustainable tourism is a “magic wand” that stimulates the region and makes it shine!?

Ensuring that the next generation inherit the treasures of the region

Yanbaru Next-Generation Project



Place: Campsite in the Yanbaru Discovery Forest

Participants: a total of 33 first graders, second graders, and third graders from five intermediate schools in three villages in Yanbaru (Ogimi Junior High School, Kunigami Junior High School, Arume Junior High School, Takae Junior High School, and Higashi Junior High School)



Instruction: 12 Hentona High School students, the PTA presidents from the three villages and 17 other adults

Content: prior training ~ lecture by the principal of Hentona High School ~ outdoor cooking ~ exchange party ~ canoe trip, night walk ~ mangrove and aquatic organism observations, etc.





Ensuring that the next generation inherit the treasures of the region

Yanbaru Next-Generation Project

From the questionnaire

“My thinking about nature changed inside me and I thought that I want to continue valuing the nature of Yanbaru that is all around me and in the future when I am an adult I would like to be able to entrust the nature to the next generation of children.” (Kunigami Junior High School)

“We want to continue valuing nature and ensure that the forest of Yanbaru can be registered as world heritage, so that the world will know it by the name “Yanbaru of the world” and Okinawa Prefecture will be shared throughout the world!” (Ogimi Junior High School)