

# World Winter City News

World Winter Cities Association for Mayors

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WWCAM Winter Cities attracted crowds at the 2004 JATA World Travel Fair.

## 2004 JATA World Travel Fair

# WWCAM at World Travel Fair

**Winter** in far-off places captured the imaginations of many visitors at the 2004 JATA World Travel Fair in Tokyo, September 24 to 26—and that was just what members of the World Winter Cities Association for Mayors (WWCAM) had expected. The WWCAM and member cities Chanchun and Shenyang, China; Aomori and Sapporo, Japan; Taebaek, South Korea; and Tromsø, Norway were at the World Travel Fair venue at Tokyo Big Sight exhibition hall with brochures and video scenes of the white wonderlands and the fun winter experiences that these cities can offer tourists.

Winter in Tokyo is generally a minimalist affair with little or no snow and certainly none of the great winter activities that members of the WWCAM can boast about. It

is no wonder that the crowds attracted to the event, many of whom were Tokyoites, showed a very warm interest in cool places like Tromsø, which is known around the world for its beautiful displays of the aurora borealis; Sapporo and Aomori for their ice and snow festivals; and Taebaek, Changchun, and Shenyang for shimmering snowy scenery and winter sports.

Visitors collected brochures and kept booth staffers busy answering questions, showing a remarkable level of interest in tourism in the WWCAM cities.

## Winter Is a Valuable Resource

WWCAM member cities regard winter as an asset and a resource, and winter tourism is one example. For those who have never experienced a WWCAM winter, a sparkling, snow-blanketed landscape is beautiful beyond expression. Cities of the WWCAM understand that the potential for luring more and more tourists to winter wonderlands is increasing.



Shenyang, China



Tromsø, Norway



Aomori, Japan



Travel Expo

**2004 WWCAM Project**

The joint participation of WWCAM cities at the JATA World Travel Fair is an example of one of the appealing activities that are offered to all WWCAM member cities. The event gave members a unique opportunity to attract winter tourists, and the WWCAM has decided to participate in the event again in 2005.

**Prestigious Exhibition**

One of the most prestigious travel exhibitions in all of Asia, the JATA World Travel Fair, operated by the Japan Association of Travel Agents, has been held annually since 2003 with the purpose of providing Japan's domestic and overseas tourism bureaux a chance to offer information on travel and sightseeing to

the Japanese public and to tourism industry representatives.

The 2004 World Travel Fair attracted over a hundred thousand visitors to Tokyo Big Sight exhibition hall during the three-day event. This is an important market for WWCAM cities, as international travel and tourism remains a popular pastime for many Japanese.



Taebaek, South Korea



Changchun, China

## Sapporo and Ulaanbaatar City-to-City Exchange

The World Winter Cities Association for Mayors (WWCAM) is committed to conducting exchanges among all member cities that share similar interests in winter-related issues. The cities of Sapporo, Japan and Ulaanbaatar, Mongolia, are examples of this kind of exchange. Since 2001, one employee from Ulaanbaatar City Hall has traveled to Sapporo once a year and received training for five months at Sapporo City Hall. From June to November 2004, Narantuya Shar from the city of Ulaanbaatar's International Cooperation Department received on-the-job civil service training in Sapporo. An interview with Ms Shar by the WWCAM Secretariat appears below.

**Secretariat:** *What impression did you get of Japan and Sapporo during your stay here?*

**Narantuya:** While some aspects of Japan are very developed, I was impressed by the fact that at the same time traditions such as the kimono are still alive and well here. In terms of climate, Sapporo is very similar to Ulaanbaatar, so it was very pleasant for me. The city is also very beautiful and abundant with nature. The people here seem to have a comfortable lifestyle, and they are very kind.

*Was there anything that impressed you within Sapporo?*

I was very impressed by the Sapporo Dome. It's amazing that it can be used for both soccer and baseball. I also visited the Sapporo Concert Hall, which I also thought was wonderful because it shows that the city is really working for the citizens.

*Please tell us your thoughts about your training experience here at Sapporo City Hall.*

I received training in several depart-

ments of the city of Sapporo, and I was able to obtain information related to many fields, such as transportation, taxation, and the Sapporo economy. I was also able to receive firsthand training on international

*The city of Ulaanbaatar has been a member of the WWCAM since 1998. What kinds of activities do you think your city will be able to conduct in the future?*

To this day, the city of Ulaanbaatar



*Narantuya Shar, Ulaanbaatar International Cooperation Department, talks about her city at a meeting in Sapporo.*

relations, which is actually the kind of work in which I specialize. The main work I do is to transmit information on the city of Ulaanbaatar's International Cooperation Department to other countries and seek support and cooperation. However, I was surprised by the kinds of activities related to internationalization that the International Relations Department of the city of Sapporo conducts for its citizens.

has conducted a children's exchange program with the city of Aomori, Japan, and a sports exchange program with the city of Kiruna, Sweden. However, speaking from my own personal experience, I believe exchanges within the WWCAM network should be expanded in the future. For instance, winters in Ulaanbaatar can bring temperatures as low as -40° Celsius, which means it is necessary to use heating systems for nine months out of the year.

For this reason, we face a host of problems related to heating equipment and energy. Up until now, the WWCAM activities have centered on the Mayors Conference, but I really think that, from now on, it is important to think of ways for member cities to join forces and find solutions to the problems confronted by other member cities. This would be a great advantage to all member cities.



The WWCAM Working-Level Officials Meeting 2004 was opened in Changchun, China.

## WWCAM Working-Level Meeting in Changchun

# City Officials Confer

The WWCAM Working-Level Officials Meeting 2004 was held from July 15 to 17 in Changchun, the capital of China's Jilin Province. The meeting marked the third of its kind and involved thirty administrative officials who exchanged views and opinions on a variety of topics.

Mayor Zhu Yejing of Changchun convened the meeting, and participants enthusiastically and amicably discussed issues regarding proposed plans for the twelfth WWCAM Mayors Conference, which will be held in Changchun in 2006. Other discussion topics included the involvement of the WWCAM in the JATA World Travel Fair, the WWCAM logo, and other association activities for the 2005 fiscal year.

The WWCAM's two subcommittees, the Subcommittee for Sustainable Winter Cities Planning and the Subcommittee for Measures

Against Terrorism in Northern Cities, presented interim reports on their research, after which participants exchanged their views on the topics.

Mutual communication and relations were deepened and strengthened through the face-to-face discussions that took place among representatives from member cities at the Working-Level Officials Meeting.

### Agenda Items

#### ■ Proposed plans for the Twelfth Mayors Conference

The twelfth WWCAM Mayors Conference will be held from January 15 to 18, 2006 in Changchun, China. The city of Changchun, the conference host

city, proposed that "Grow in Winter" be designated as the main overall theme of the conference, and that "Environmental Issues in Winter" and "Problem-Solving in Citizens' Winter Lifestyles in Winter" be designated themes of conference sessions. These proposals were approved.

#### ■ 2005 Collaborative Project

As the annual collaborative project conducted by WWCAM member cities, it was resolved that member cities will jointly participate in the Japan Association of Travel Agents (JATA) World Travel Fair 2005, which will be held in Tokyo, Japan, in the same manner as 2004 in order to promote tourism in member cities.





JATA World Travel Fair 2005 will be held at Tokyo Big Sight from September 22 to 24.

meeting that the 2005 Working-Level Officials Meeting will be held in Taebaek, Korea. Taebaek is located in southeastern South Korea.

The city is well known for Mt. Taebaek, and it has a population of fifty-four thousand.

**■ WWCAM Logo Emblem**

Designs for the new WWCAM logo emblem were submitted at the Working-Level Meeting by six member cities. A new logo will be selected from among these submitted designs through an association-wide vote.

**■ Host City of the 2005 Working-Level Officials Meeting**

It was resolved at the



WWCAM city officials from ten cities representing six countries met in Changchun.

**■ 2004 Working-Level Meeting Participants**

Represented at the 2004 Working-Level Officials Meeting were thirty city administrators from ten cities representing six countries, including Chang-chun, Harbin, Jilin, and Shenyang in China; Maardu, Estonia; Nuuk, Greenland; Aomori and Sapporo in Japan; Taebaek, South Korea; and Anchorage, U.S.A.



# Four WWCAM Members in China

## Jiamusi

The city of Jiamusi has initiated a vigorous tourism promotion campaign with five projects and a goal to attract over five hundred thousand domestic and foreign tourists every year. Two of the projects are a Frontier River Tour, and a Hezhe Tour.



*Birds returning to the Sanjiang Wetland Sanctuary.*

ters of the border between the two countries.

### Hezhe Tour

The Hezhe tour allows visitors to experience the lifestyle, traditions, and customs of the Hezhe people, China's smallest ethnic minority group.

Jiamusi also has plans for a Dalianhe Primitive Forests Tour, a Three River Plains Agricultural Tour, and a Wofoshan Ski Tour.



*Hezhe Ethnic Tour.*

## Tourism

### as Strong as Sunrise

#### The Frontier River Tour

Jiamusi is located on China's border with Russia, and visitors to the city can enjoy a boat ride on the frontier river through the breathtaking scenery that surrounds the 449-kilome-



*Sanjiang Wetlands.*

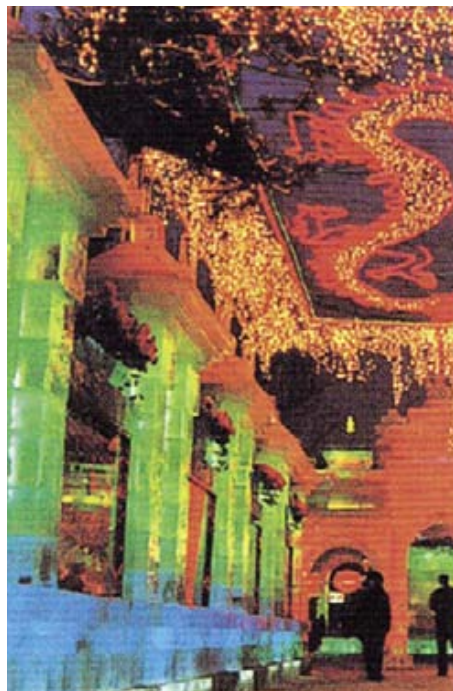
## Harbin

### Welcome to Historical Harbin

The city of Harbin is cradled between Mt. Changbai and the Xiao Xing An Ling mountain range in the southern region of the Songnen Plain. Harbin is situated on both banks of the beautiful Songhua River, which flows through the city.

#### Sight-Seeing Destination

Known throughout China for its rich history, Harbin was the first city in the nation to be designated a sight-seeing attraction. In addition to an 800-year tradition, Harbin's blended culture flourishes thanks to the construction of the Chinese Eastern Railway and the many European- and Japanese-style buildings that grace the city.



*International Snow and Ice Festival (above) and Donbei Tiger Park.*



#### Winter Wonderland

In addition to its famous resorts, Harbin is home to some of the world's most spectacular winter events, including the Harbin International Ice and Snow Festival and the grand World of Ice and Snow. Visitors here can also enjoy some of the best skiing in China on Harbin's famous ski slopes. Harbin also offers an exotic safari through the city's tiger park.

In 2001, 1.4 million tourists came to Harbin, of which 170,000 were from abroad, and the number of visitors to Harbin is increasing steadily every year.

Harbin boasts 135 travel agencies, 72 hotels dedicated to foreign tourists, and great shopping for local products and goods. Harbin encourages you to come and visit us soon!

## *The Land of the Crane*

### Qiqihar

Qiqihar, the second largest city in Heilongjiang Province after Harbin, is located in the north-western region of the province and is the center of economics, culture, and transportation in Heilongjiang.

Qiqihar, which means “frontier” in the Daol language, was founded in 1692. The city prides



*Qiqihar Snow and Ice Festival.*



*Cranes at the Zhalong Nature Preserve.*

itself on a history that dates back more than 300 years.

The majority of Qiqihar’s people are descendants of the Han people, and about seventy percent of the population is devoted to farming, forestry and cattle-raising. Qiqihar is expected to continue growing as a newly industrialized city.

Qiqihar is known as “the

hometown of the crane.” The Zhalong Nature Preserve Area, spanning an area of 210,000 hectares, contains about 300 species of wild birds, including six of the world’s fifteen species of cranes. The Zhalong Nature Preserve is especially known for its red-crowned cranes, which attract numerous visitors from home and abroad every year.

The best time to visit Qiqihar is from May to July; however, visitors can view the breeding grounds of the red-crowned crane in winter. Visitors can also enjoy Heilongjiang Park and Longsha Island.

Please visit beautiful Qiqihar. This great city really knows how to give visitors a great welcome.

### Jixi

#### *Endless Beauty and Individuality*

The city of Jixi is located in the southeastern region of Heilongjiang Province. With a population of two million and an area of 22,500 square kilometers, this beautiful city, which was established as an industrial town, is well-known for its abundant resources and industries, including coal, electricity, metals, graphite, chemical and heavy building materials. Jixi’s light manufacturing industries are growing as well: especially food processing, pharmaceutical, and animal feed industries.

The ecologically and environmentally superior Jixi is blessed with vast expanses of arable land, lakes, wetlands, natural preserves, forests, fertile land, blue skies, and



*Skiers on the slopes near Jixi.*

clean water. The city also shares a 641-kilometer border with Russia, and it possesses two top-class distribution centers which are the core of trade relations among twenty-five countries, including the United States and Russia.

Twenty-first century Jixi is

quickly developing in the fields of information technology and infrastructure organization, making Jixi a highly important center for trade.

Jixi is also famous for its more than 120 historical and natural attractions, where sightseers can enjoy awe-inspiring scenery. The revenue obtained from tourism in Jixi is increasing steadily.



*Xingkai Lake Marshland.*

# WWCAM Updates

## New WWCAM Web Site

The WWCAM has a new website that updates the activities of the association and reflects the change in the association's name from International Association of Mayors of Northern Cities to World Winter Cities Association for Mayors.

The new website is offered in five languages: Japanese, Chinese, Korean, Russian, and English.

In addition to the association's activities and outlines of past conferences, there are also links to past newsletters and member city websites. Please visit our new website. The website will be updated as needed with the help of readers' comments, so please contact us with suggestions at the address below.

## New WWCAM Information in Five Languages

The WWCAM information packet that introduces the association's activities has been newly compiled in five



WWCAM in five languages.



WWCAM online: [www.city.sapporo.jp/somul/kokusai/wwcam/](http://www.city.sapporo.jp/somul/kokusai/wwcam/)  
languages: English, Japanese, Chinese, Korean and Russian. Along with the website, the information packet includes the association's activities and an outline of past conferences as well as the WWCAM charter. In addition, the WWCAM has issued a Japanese-language brochure introducing tourism in member cities. More information is available from—

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