

地域資源を活かした、 活力あるまち

A vibrant city utilizing local resources

基本施策1

観光・リゾート 産業の振興



西海岸におけるコンベンション・リゾートエリアをはじめ、マリンスポーツや各種イベントといった地域資源の充実及び創出を図るとともに、各種関係組織・団体と連携し、本市の魅力や多様な観光資源に関する情報発信を行い、誰もが訪れてみたいくなる環境づくりを目指します。

Basic Measure 1 A vibrant town making the most of local resources

In addition to enhancing and creating local resources, such as convention and resort areas on the west coast, marine sports, and various events, the city will work with a variety of related organizations to disseminate information about the city's attractions and diverse tourism resources. Our aim is to create an environment everyone wants to visit.



基本施策2

コンベンション 支援機能の充実



国や県との連携のもと、企業誘致等によるアフターコンベンション機能の充実や、公共交通機関の利便性の向上、美しい景観の形成等、本市の強みであるコンベンション・リゾート環境の整備を総合的に推進するとともに、国内外へのセールスプロモーション活動の実施により、多くの来訪者で賑わうまちを目指します。

Basic Measure 2 Enhanced convention support functions

In cooperation with the national and prefectural governments, we will comprehensively promote the development of a convention and resort setting which will be one of the city's main strengths. By enhancing after-convention functions, attracting companies, improving the convenience of public transportation, creating a beautiful landscape, conducting sales promotion activities in Japan and abroad, we aim to create a city that attracts an abundance of visitors.

基本施策3

地域商店街の 活性化



空き店舗対策や集客力の向上に資する支援を行い、賑わいと活気あふれる商店街づくりを目指します。また、地域の事業者等との連携のもと、消費者の細やかなニーズに対応したサービスや地域住民との交流を推進し、地域で親しまれ、魅力あふれる商店街づくりを目指します。

Basic Measure 3 Revitalization of local shopping streets

We aim to create a lively and vibrant shopping district which provides support and addresses contributions and measures to alleviate vacant storefronts and improve upon their ability to attract customer support. In cooperation with local businesses, we will promote services that meet the detailed needs of consumers and interaction with local residents by creating a shopping district that is well-loved and attractive to the community.

基本施策4

商工業・ 情報通信産業の振興



産学官及び金融機関、異業種間の連携のもと、新事業の創出や新たな商品開発、販路開拓、宜野湾ブランドの確立を図り、商業・工業・情報通信産業の振興を目指します。特に情報通信産業については、今後、市の重点的な振興を担う産業として位置づけ、宜野湾バイサイド情報センターへの企業誘致・集積による技術者の育成及び雇用の拡大を目指します。

Basic Measure 4 Promotion of Commerce, Industry, and Information and Communication Industry

Through collaboration among industries, academia, government, financial institutions, and different industries, our goal is to create new businesses, develop new products, cultivate sales channels, and establish the Ginowan brand by way of promoting the commercial, industrial, information and communication industries. In particular, the information and telecommunications industry will be positioned as a priority industry for the city's future promotion. Intentions to foster engineers and expand employment by attracting and accumulating companies to the Ginowan Bayside Information Center is also a priority.

基本施策5

企業立地と多様な働き方 による就労の促進



新たな産業用地の確保に向けた取り組みや企業誘致、企業の人材ニーズを把握したマッチングの促進及び各産業における人材育成等により、さらなる地域経済の活性化と雇用の創出を目指します。また、就労環境の向上やシルバー人材センターの活用等により、多様な人々が多様な働き方ができる環境づくりを目指します。

Basic Measure 5 Promoting corporate location and employment through diverse work styles

We are intent on further revitalizing the local economy and creating jobs through efforts to secure new industrial sites, attracting companies, by matching the understanding of the human resource needs of companies and industries. Our intent is to create an environment where diverse people can work in a variety of ways by improving the working environment and utilizing the Silver Human Resource Center.

基本施策6

都市農業・ 漁業の振興



新規就農者に対する支援や地産地消の推進、大山地区の田いも農家などの支援等、都市農業の多様な機能が発揮できるまちを目指します。また、漁業については、安定的な漁業経営、所得の向上が図られる取り組みを推進します。

Basic Measure 6 Promotion of urban agriculture and fisheries

We are ambitiously creating a town where the various functions of urban agriculture can be fulfilled by providing support to new farmers by the promotion of local production for local consumption. We will continue ongoing support of Taimo (Taro potato) farmers in the Oyama area, and for the fishery industry we will promote efforts to ensure stable fishery management and improved income.