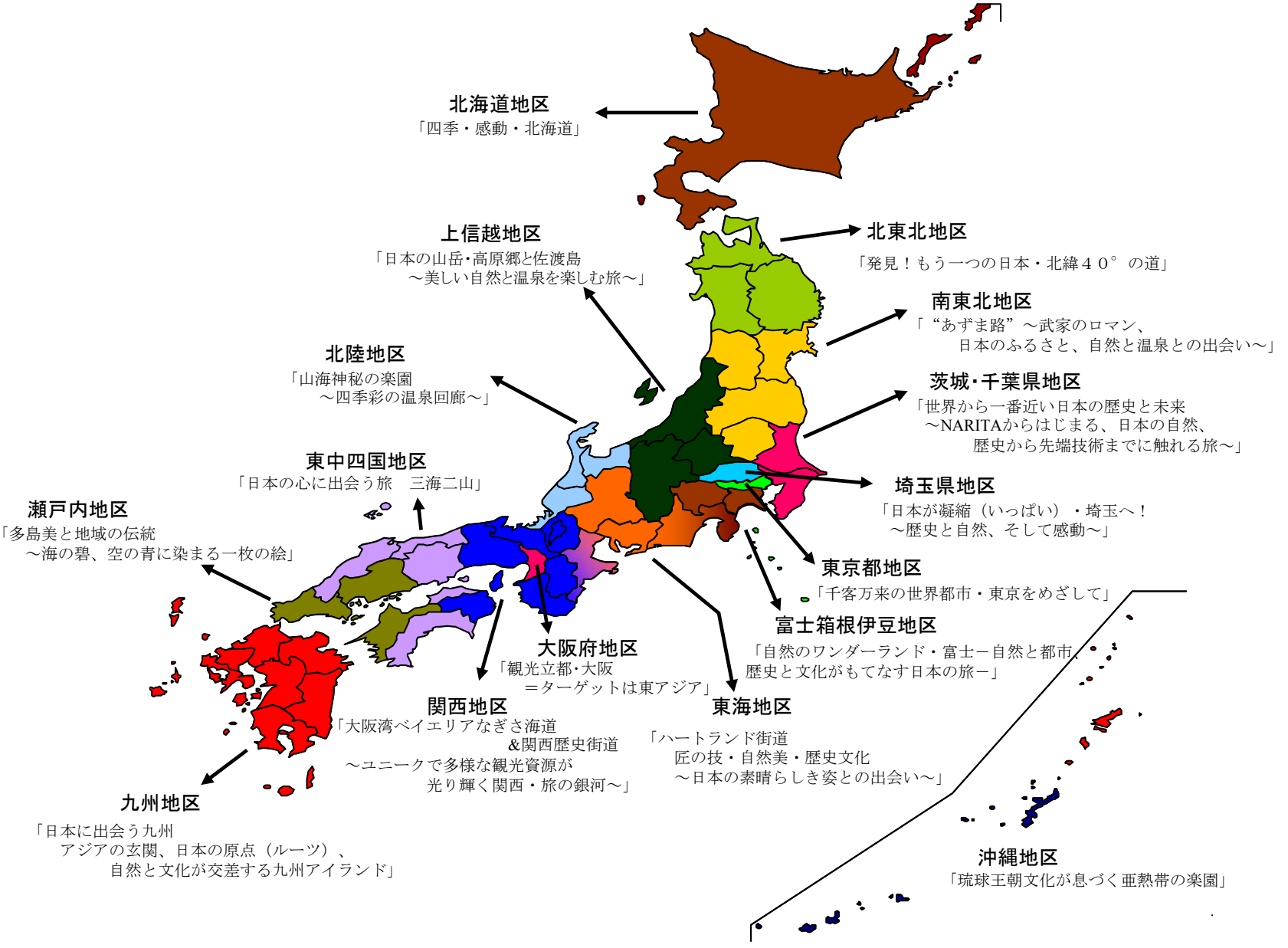「外客来訪促進計画」の策定状況