Tourism Development in
Japanese Cultural and Natural Heritage Sites

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Japan National Tourism Organization (JNTO)
President Ryoichi Matsuyama
1. World Heritage in Japan

① Buddhist Monuments in the Horyu-ji Area (1993)
② Himeji-jo Castle (1993)
③ Yakushima (1993)
④ Shirakami-sanchi (1993)
⑤ Historic Monuments of Ancient Kyoto (1994)
⑥ The Historic Villages of Shirakawa-go and Gokayama (1995)
⑦ Hiroshima Peace Memorial (Genbaku Dome) (1996)
⑧ Itsukushima Shinto Shrine (1996)
⑨ The Historic Monuments of Ancient Nara (1998)
⑩ The Shrines and Temples of Nikko (1999)
⑪ Gusuku Sites and Related Properties of the Kingdom of Ryukyu (2000)
⑫ Sacred Sites and Pilgrimage Routes in the Kii Mountain Range (2004)
⑬ Shiretoko (2005)
⑭ Iwami Ginzan Silver Mine and its Cultural Landscape (2007)
⑮ Ogasawara Islands (2011)
⑯ Hiraizumi–Temples, Gardens and Archaeological Sites Representing the Buddhist Pure Land (2011)
⑰ Fujisan, Sacred Place and Source of Artistic Inspiration (2013)
2. Changes in visitors to world heritage tourism areas

Changes in visitors to world heritage tourism areas with the year after registration set to 100

The process for registration of the world heritage is more important than registration itself.
3. Case studies of Tourism Development in Japanese Cultural and Natural Heritage Sites (1) Fujisan

(1) Fujisan, Sacred Place and Source of Artistic Inspiration (2013)

- 3,776m mountain
  - pilgrim routes/crater shrines (Sengen-jinja shrines, Oshi lodging houses) /object of pilgrimages/
  - natural volcanic features (lava tree moulds, lakes, springs waterfalls)
- Inspired artists and poets.
- Wood block prints of Fujisan (25 sites reflecting the essence of sacred landscape)
  → Deep impact on the development of Western art. (19th century)
- Centre of training for ascetic Buddhism, which included Shinto elements. (12th century)
3. Case studies of Tourism Development in Japanese Cultural and Natural Heritage Sites (1) Fujisan

Tourism Development

○ Committee to promote sustained stay tourism in the Mt. Fuji region (Japan Tourism Agency, from July 2013)

atical

Issues

- Creation of stay programs that meet customers needs, strengthening media communications abilities, and the state of collaboration in the community for both.

○ Stay travel programs in the Mt. Fuji region


○ World Heritage, Mt. Fuji free pass ticket (East Japan Railway: July – December 2013)

○ Mt. Fuji Preservation Fund Pilot Program

- Collecting a mountain entrance fee in the form of a “Mt. Fuji preservation donation” → Preserving the Mt. Fuji climbing trail environment and protecting climbers.
  Donators: 34,327 people, donation amount: 34,132,422 Yen
- Survey( for people returning from the climb regarding the donations) → 78.7% (in favor of implementing a mountain entrance fee )

A committee will decide the official introducing timing of the mountain entrance fee as well as the collection method and amount.
4. Case studies of Tourism Development in Japanese Cultural and Natural Heritage Sites (2)Iwami Ginzan

(2) Iwami Ginzan Silver Mine and its Cultural Landscape (2007)

- Archaeological remains of large-scale mines, smelting and refining sites and mining settlements (16-20th centuries)
- Routes used to transport silver ore to the coast/Port towns from where it was shipped to Korea and China.
  → Economic development of Japan and south-east Asia (16・17th centuries) prompting the mass production of silver and gold in Japan.
- Fortresses, shrines, parts of Kaido transport routes to the coast, and three port towns from where the ore was shipped.
4. Case studies of Tourism Development in Japanese Cultural and Natural Heritage Sites (2)Iwami Ginzan

Tourism Development

○Iwami Ginzan World Heritage Center
(From October 2007)
Exhibition rooms

○Tourism map creation, environmentally friendly transportation

A Velotaxi
A rental bicycle
A meter showing how much you contributed to CO2 reduction.

○Iwami Ginzan traffic control (Park and Ride)
5. Case studies of Tourism Development in Japanese Cultural and Natural Heritage Sites (3) Yakushima

(3) Yakushima (1993)

- A round-shaped island.
- "Alps on the ocean"
  - 6 mountain peaks over 1,800 m high including Miyanoura-dake (1,935 m above sea level)
- Palaearctic and oriental biotic regions
  - Rich flora with some 1,900 species/subspecies, including ancient specimens of the sugi (Japanese cedar-6000 years).
- Remnant of a warm-temperate ancient forest that is unique in this region.
5. Case studies of Tourism Development in Japanese Cultural and Natural Heritage Sites (3) Yakushima

Tourism Development

- The Yakushima World Heritage Conservation Center (From April 1996)
  - Serve as a survey and research center
  - Promote dissemination and awareness
  - Management and operation

- Yakushima World Heritage Community Liaison Committee
  - Participant organizations:
    - Ministry of the Environment, Kyushu Regional Environment Office
    - Forestry Agency, Kyushu Regional Forest Office
    - Kagoshima prefecture
    - Kagoshima prefecture Board of Education
    - Yakushima town

- Vehicle access control on the route to the Jomon Ceder

Eco tourism

Leading area for the development of nature related tours (the Jomon Ceder / the Shiratani Unsuiyo area / rivers / ocean)

- Purpose
  - Providing opportunities to interact with unique nature and culture
  - Proper preservation and management of community resources
  - Contribution to community invigoration

Yakushima Region Eco Tourism Promotion Committee

- Topics
  - Creation of a Yakushima guide registration and certification program
  - Development of tours utilizing the nature of the area surrounding the community
  - Desired state of preservation and utilization of the western regions

Preparing “Eco Tourism Promotional Framework”
6. Cooperation by Japan for the preservation of the Angkor ruins

Aangkor Wat
1.8 million tourists

- Various aspects of degradation and damage

- Conservation and Restoration Cooperation
  JSA (Japanese Government Team for Safeguarding Angkor)
  UNESCO/Japan Trust Fund for the Preservation of the World Cultural Heritage

  - Phase 1: (1994–1999) $9.6 million
  - Phase 2: (1999–2005) $11 million
  - Phase 3: (2005–2011) $3 million
  - Phase 4: (2012–2017 on going) $2.5 million

  - Preservation and restoration of Angkor ruins
  - Transfer of techniques to local staff
  - Human resources development
  - Hosting symposiums
  - Formulating preservation master plan

- Air pollution caused by the exhaust of the vehicles

- The study on Smart Community Development Project in the Angkor Wat Region in Cambodia
  Japan Development Institute Survey project
  2012–2013
  Smart ruins
  : Environmental Friendly and energy efficient

  - Environmental urban development MC & MCC project (water/sewer systems, water recycling)
  - EV traffic system project
  - Smart energy project

- Preservation of the tourism resource
- Making up for the lack of an electrical power grid, and reducing oil imports.
7. Challenge and Recommendations for tourism development in world heritage sites

Environmental protection ↔ DILEMMA ↔ Tourism promotion

**<Challenge>** How can the valuable culture and nature of world heritage sites be preserved while increasing tourists to the sites?

Reconsider value of a cultural heritage ignited by registration movement
→ Residents participation
  • Activity connected to steady city planning
  • Preservation of environment/landscape • Improvement in quality.

**<Recommendation ①>**
Promote the understanding of tourists of the value of world heritage sites and for their cooperation in preservation.

**<Recommendation ②>**
Establish programs by which tourists pay for the preservation of world heritage sites.

**<Recommendation ③>**
Control traffic and promote the use of public transportation to preserve the value of world heritage sites.

**<Recommendation ④>**
Establish a committee of public and private stakeholders to work to balance tourism with world heritage preservation.

Thank you for your attention