Tourism Recovery

post 3.11 East Japan Earthquake and Tsunami
- Valuing traditional knowledge & local perspectives -

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East Japan Earthquake & Tsunami
2011.3.11 14:46

**M9** Epicenter 70km off Oshika, Hypocenter 30km
500km 43 cities & towns

Tsunami: Highest 40.5m (Miyako, Iwate), Inland 10km (Sendai); Honshu moved 2.4m to East

Casualties: Death 15,891 Missing 2,584 Injured 6,152

*Evacuation - living away from home: 228,863 (Iwate: 28950, Miyagi 67561, Fukushima 71399)
(National Police Agency, 2015; Reconstruction Agency, 2015.3.31)

Material damage: Buildings: 1,149,067 (Totally destroyed: 127,290), Ships: 22,000, Ports: 300
Agricultural land: 23,600ha
Insured losses: US$14-34billion

Tsunami debris (reaching US West coasts, Hawaii) 145t
Part of shrine gate (Aomori) – Oregon (2012)

**Reconstruction Agency** Feb 2, 2012 – March 3, 2021
(Reconstruction Headquarters in response to the Great East Earthquake, June 24, 2011)
• Administrative Office for Cabinet of Japan
• Minister of State for Disaster Management
• Basic Act on Reconstruction in response to Great East Japan Earthquake
• 3 Response Offices in Iwate, Miyagi and Fukushima (7 branch offices)
Evacuation zones in Fukushima

- **Restricted zone:** Under 20mSV
- **Preparation zone:** (2012.12) - 2013.8
- **Controlled zone:** (2014.10 - 2016.3)
- **Difficulty in returning zone:** (2014.4.1 - 2014.10.1)
- **2016.3 (some shops opening 2015.5):** (2014.10 -)

(Reconstruction Agency, 2015.3)
Aid & Volunteers

142 countries
39 organisations

17 countries (Specialist support: US, Korea, Singapore, China, Germany, Switzerland, UK, Australia, New Zealand, Taiwan, Mexico, France, Russia, Mongolia, Turkey, Indonesia, South Africa, Malaysia, India)

63 countries (goods)
93 countries (funds)

Volunteers 1,419,700
(registered at the Japan National Council of Social Welfare, 2015.1.31)

<table>
<thead>
<tr>
<th>Year</th>
<th>Volunteers</th>
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<tbody>
<tr>
<td>2011.3</td>
<td>63900</td>
</tr>
<tr>
<td>2011.4</td>
<td>162,200</td>
</tr>
<tr>
<td>2011.5</td>
<td>182,400</td>
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<tr>
<td>2011.6</td>
<td>143,500</td>
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<td>2011.7</td>
<td>131,600</td>
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<td>2011.8</td>
<td>101,500</td>
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*Volunteer Centers 66 (8.22)
Iwate 24, Miyagi 12, Fukushima 32

*Volunteer activities (non-specialist)
- Cleaning, restoring
- Shelter - food, essential goods & materials
- Donation (diverting fund) – fund raising
- Jishuku (Discretional)
- Restoring items, photos etc
- Health & welfare
- Counseling (social networks)
- Reducing waste, saving resources & energy (renewable energy)
- More sustainable ways of living, fundamental values in life
Reconstruction (fukko) & Tourism

Interpretation & guiding

Volunteer tours

Sanriku Geopark (2013.9 - 48 Geo sites; 29 disaster-related)

Sanriku Fukko National Park (2013.5)

Walking trail (700km, 2012~)

25 Banya (fishers') "Important cultural heritage related to fisheries & fishing villages" (2006)

(Tanohata, Iwate, 2011.8)
Sanriku Geopark (2013.9)  48 Geosites (36 geoparks in Japan, 7 GGNW)

Disaster-related sites
- Tsunami gate
- Hotel, Station (Raga, Shimanokoshi)
- Statue (1925)
- Tsunami wall (Taro)
- Tsunami-ishi
- Pine tree (Rikuzen-takata)
Traditional knowledge

Major Earthquake & Tsunami in history
869.7.9  Teikan 貞観地震
1611.12.2  Keicho-Sanriku 慶長三陸地震 (1783人)
1896.6.15  Meiji-Sanriku 明治三陸地震 (21,959人)
1933.3.3  Showa-Sanriku 昭和三陸地震 (3,064人)
1960.5.23  Chile チリ沖津波 (142人)
1978.6.12  Miyagi 宮城沖地震
2008.6.14  Iwate-Miyagi 岩手/宮城内陸

Tsunami Stone
(Meiji-Sanriku Tsunami1896, 25m, 360m)

Bahan – horse logging
• Horses trained to retrieve felled logs
• Efficient, suitable to steep slopes
• A way not to scar the mountain

Ban-ya
fishers’ shed

Kawabune
River boat

Pine avenue
Breakwater

UNWTO
**Kesen Carpentry - Sumita Model (Sumita, Iwate)**

- Temporary housing (94 completed – 2011.5.2)
- Independent project for Asian tsunami (no government funding)
- Sumita Zero Emission (issued in 2000)
- Wood bio mass (forestry), Pellet stove heating (schools & public facilities)
- Traditional carpentry + high quality cedar

(Sakamoto Fumio, Ryori, Sanriku-cho, Iwate, 2011.8)
Kuzumaki Biomass Town Plan (2009)

Energy sufficiency vision (2011)
- Forestry - town’s 40% (1,091/2,733)
- Dairy + meat 90%
- Milk 120t/day
- Mountain grape wine produced by renewable energy

Wood biomass
Methane
Household compost
Wind
Solar
Small-scale hydro

↓

Sufficiency
Energy 180%
Food 200%
Renewable energy initiatives

Fukushima Ryozen Citizen’s Renewable Energy Station
- Food production → Energy production
- 70 individuals & NPO
- % of profits to reconstruction fund

Aizu Renewable Energy Centre
- Promotion of renewable energy (Small hydro, Solar)
- Aiming for 5millionkW by hydro
- 8 new RE projects in Fukushima
Being prepared

• Providing information
  – Hazard map portal site (Flood, high tide, tsunami, landslide, volcano)
  – Brochures *How to be prepared* (Ministry of Land, Infrastructure, Transport and Tourism, [http://disaportal.gsi.go.jp](http://disaportal.gsi.go.jp))
  – New map logo

• Leadership training
  – Disaster responder (*bosai-shi*, 2-day training, 1995~, 250 training sites aiming for 80000+ leaders)
  – Education

• Increasing Awareness & Ability
  – Community events (eg running evacuation route)
  – Exercises, Songs

• Essential goods for emergency

• Multilingual information for foreign residents & visitors - 13million (2014) – over 20 million (by 2020), 30 million (2030)

(Hachinohe-city – English, Chinese, Korean)
**Toril, Maribojoc**
Visits: 2014.5,10, 12Fieldwork (8students, 5 teaching staff : 2015.2.13-3.4)

Toril, Maribojoc (22 Barangays) 116 households, pop. 563

**《Damage》**
- Landslide ~ River • canals(6 months)
  - Building collapse (concrete bld)
  - Church → temporary (important community place)
- Awareness ⇔ Tourism potentials
- Dwelling ~ suitable to climate, local material, easily repaired

Disaster triggered recognition = tourism potential
Traditional dwelling & other knowledge - valuing = Foundation of CBT
Volunteers & interns = Volunteer/Homestay tourism

**Bolo-anon Cottage**
- High-set for ventilation and keeping dry
- Local materials – ventilation, cost, local skills
- Bamboo Wall (amakan) Flooring (lipak)
- Window (calado)
- Roof Nypa palm shingles

**Skills**
- Craft
- Food
- Nature
- Healing
- Story-telling
- People
- Community

Local initiatives & management (Homestay, Transport, catering, Cultural lessons, Guiding)
- Job (Esp. women, youth)
- Intercultural exchange (volunteers, interns)

Proposal to the Municipality of Maribojoc (2015.2.26) → JICA proposal

Learning tourism
- Homestay tourism
- Distinguish from Resort-based tourism

《Fieldwork: identifying community capacity & resources》
Insights & Recommendations

- Disaster – reflection on history
- Opportunity to:
  - Value history of living with the particular environment – *knowledge, skills, cultural expressions* = local identity & means to living in the particular place
  - Recognise strength – community coherence, resilience (identity & means)
- Acknowledge and respect awareness change – residents, volunteers, public – basis for planning, education & policy making
- Tourism creating opportunities for learning, understanding & preparing for both visitors and residents (*volunteer, cultural, justice, hopeful tourism*)
- Distinct local identity & place-based ~ basis for sustainable community development through tourism
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(Simon Wearne, 2011)