
UNWTO International Conference on Heritage Tourism:
How Do We Foster, Present and Preserve World Treasures?

Nara, Japan
February 24-26, 2016

Session 1: Compatibility of Preservation and Utilization

Heritage Management and Tourism in Japan

日本における遺産管理と観光

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Today's Topics

- ✓ Heritage conservation and tourism resource utilization based on **"Living Heritage"**
- ✓ Case study on conservation and utilization of "Living Heritage" by **DMO, Taketomi island, Okinawa**
- ✓ Case study on **"Citizen's Heritage"**, a new framework for heritage protection by local society, **Dazaifu city, Kyushu**

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Multiple concept of "Living Heritage"

- ✓ 1st concept: "living thing", e.g. endemic fauna and flora
- ✓ 2nd concept: "heritage which belongs to certain human", intangible heritage
- ✓ 3rd concept: **Heritage integrated "Tangible" with "Intangible"**, e.g. centro istico, traditional/historical village and town
- ✓ 4th concept: **"heritage actively related to community"** (as a concept of heritage management)

(Tomoe Yamaguchi 2014)

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"Living Heritage" (3rd concept)

= Heritage integrated "Tangible" with "Intangible"

Living heritage is **"The expression of cultural contents that resulted as a activities of individuals, group and society"** (UNESCO)

Living heritage **comprehensively includes the community as a cultural heritage that is the mount of "tangible" and "intangible" things born in the life of local people.**

Living heritage is **"Cultural heritage that gives the meaning for local community and that itself belongs to the people's life"** (UNESCO)

World Cultural Heritage Site
"Ping Yao Ancient city wall" (China)

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Changing the conservation concept from “**Dead Heritage**” to “**Living Heritage**(4th concept)”

Approaches of excluding local residents by eviction, which
has been continued in many World Heritage Sites



Heritage became sites only for tourists and experts



Decrease of respect for and faith in heritage
by local communities

Anger to the eviction expanded to **robbery and destruction**



**“We must protect universal heritage
by mobilizing whole community”**

(Federico Mayor, Former UNESCO Director-General)

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the stakeholders to be involved in the heritage management

“property holder of heritage”

→ **legal property holder**

“local community”

→ **spacious (economic) property holder**

“indigenous habitant”

→ **cultural property holder**

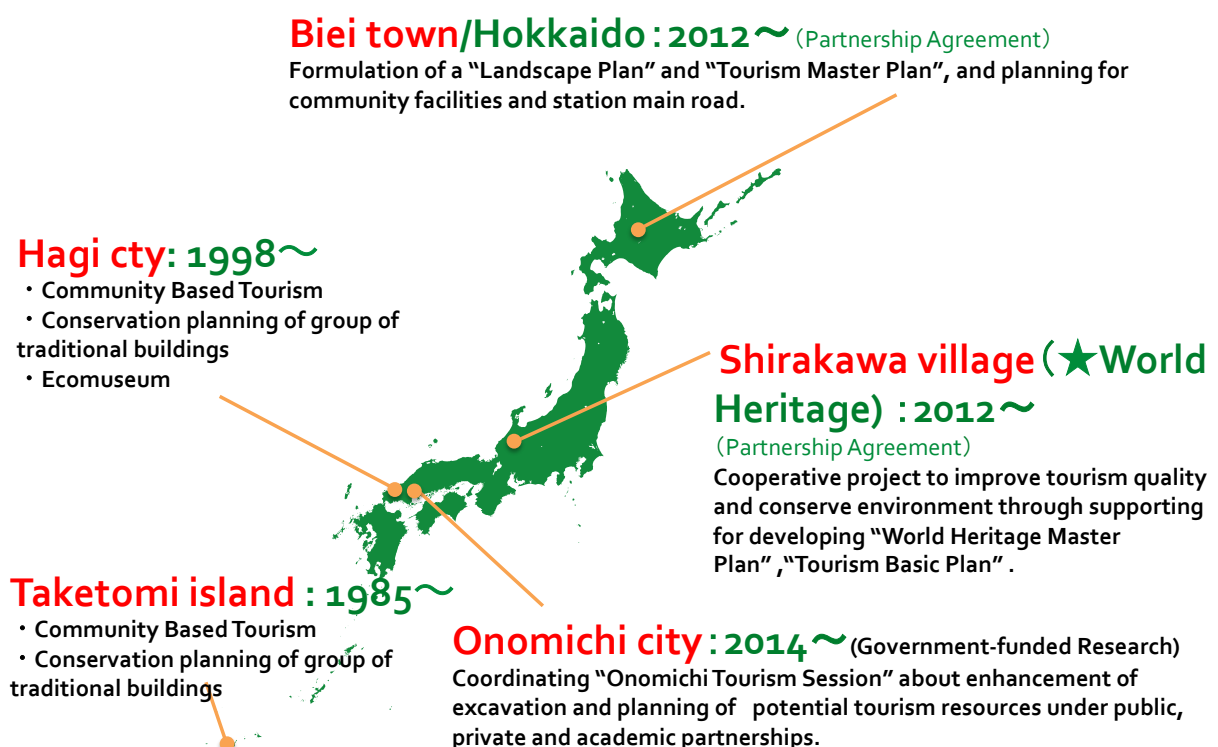
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3 Keywords for sustainable CBT development

- 1) **Ecomuseum**; how to evaluate, conserve and utilize natural, cultural and folklore resources of local communities
- 2) **DMO = destination management organization**; how to design a DMO not only to achieve marketing but also to support local communities on its spontaneous and autonomous tourism development
- 3) **PPP = public private partnership**; how to develop PPP system to achieve above two points

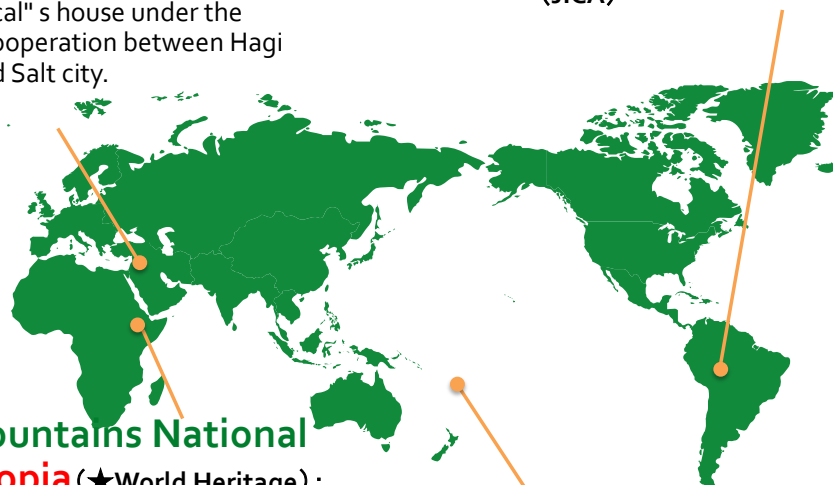
CBT, Ecomuseum, DMO study/project by CATS in Japan

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Salt city, Jordan (★World Heritage tentative List) : 2012~ (JICA)
Developing Ecomuseum concept through tours visiting local's house under the inter-regional cooperation between Hagi city in Japan and Salt city.

Chachapoya, Peru
(★World Heritage tentative List)
(JICA)



Simien Mountains National Park, Ethiopia (★World Heritage) : 2011~ (JICA)
Trying to build the newest framework which saves the National Park through developing alternative livelihoods by village tour product operated by local people.

Levuka Historical Port Town, Fiji (★World Heritage)
(JICA)

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Challenges of CBT=community based tourism in Sustainable Tourism Development

✓ General Definition of CBT

"Community is the base and community independently and autonomously promote tourism development" (Yamamura, T., and others)

✓ Reality in Actual Tourism Development Assistance Projects in Developing Countries/Regions

- Even when it is called "CBT", in most of cases, only some part of community get benefit.
- It will expand the gap between rich and poor and lessen the feel of the community.
- In result, conflict within community occurs.

✓ Challenges of CBT Development

To prevent these negative impacts happening to communities who are involved with heritage tourism, it is important to

- develop a system to protect community benefit
- realize benefit for the whole community
- promote development of community as a whole.

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Taketomi island, Okinawa pref.

Case of Conservation and Utilization of "Living Heritage" by DMO



Taketomi island as "Living Heritage"

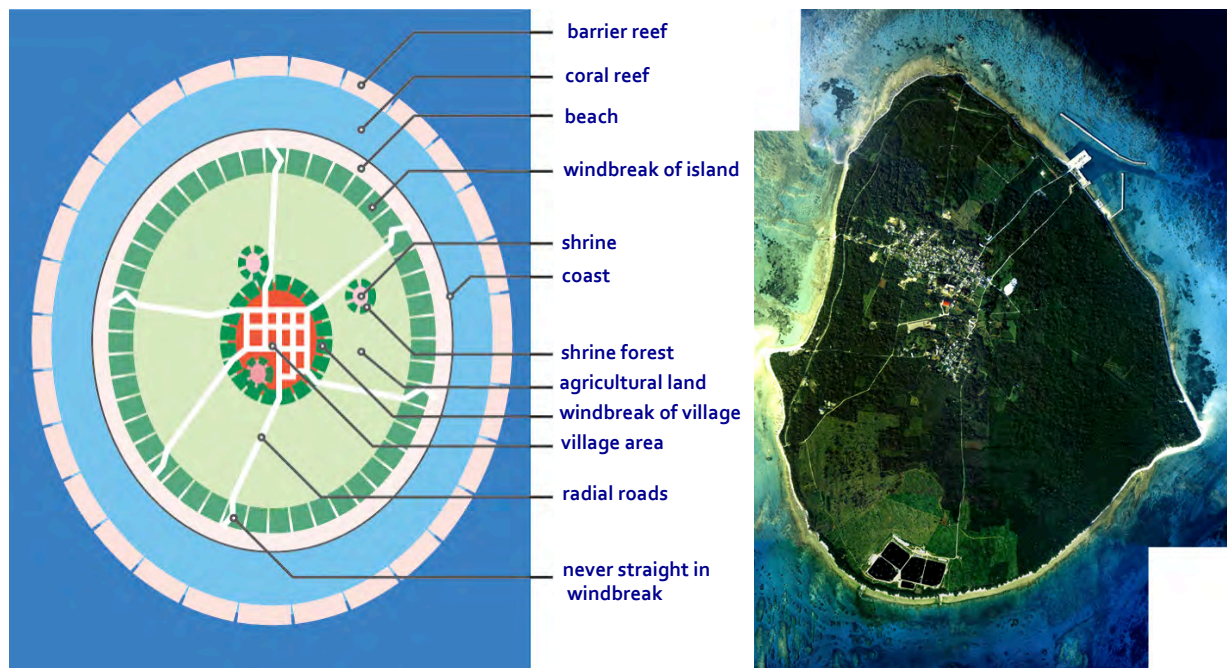




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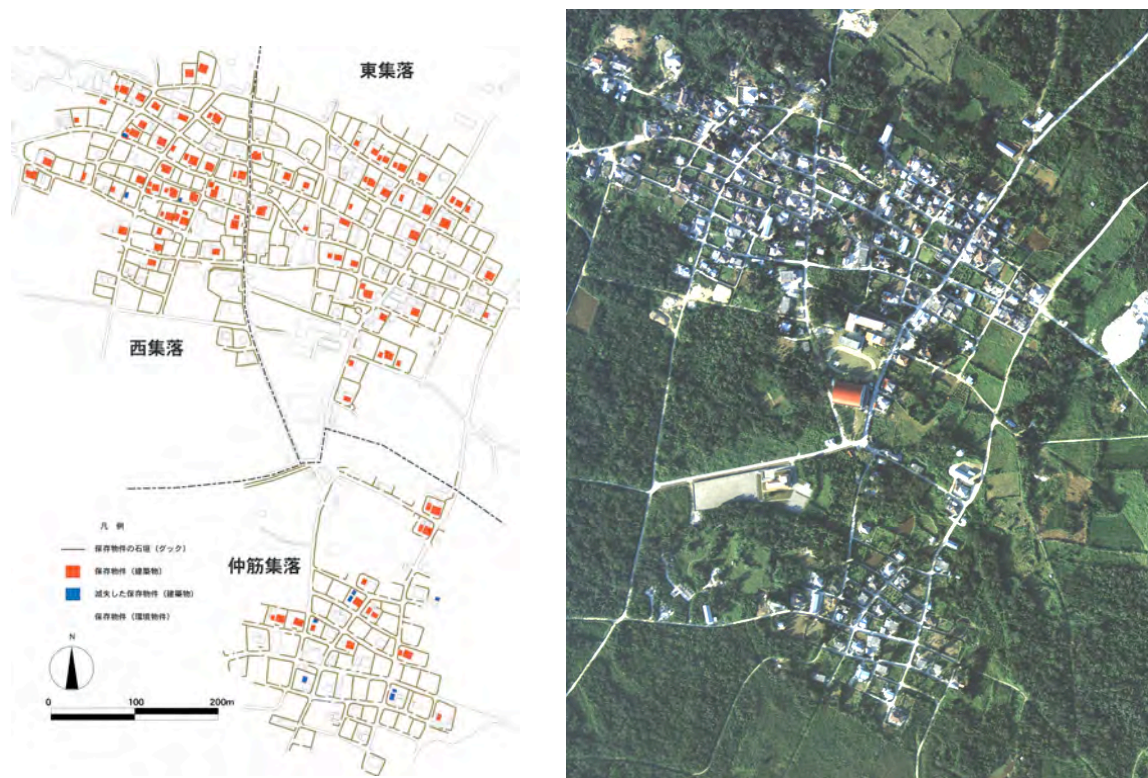


Spatial Structure of Island Level : Taketomi Island



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Spatial Structure of Village Level : Taketomi Island



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Problems and Challenges of CBT Development on Taketomi Island

(1) Most of the annual 500 thousand tourists being day visitors

- to devise strategies for stimulating them to stay longer
- attraction of staying visitors, development of lodging facilities, improvement of tourism products

(2) Decline in vigor of the community and lack of successors owing to aging and decreasing population

- creation of livelihood and employment enabling islanders to continue to live
- to maintain and improve the living conditions (medical service, education, etc.) for islanders to continue to live
- invention of the system for succession of traditional craftsmanship and culture

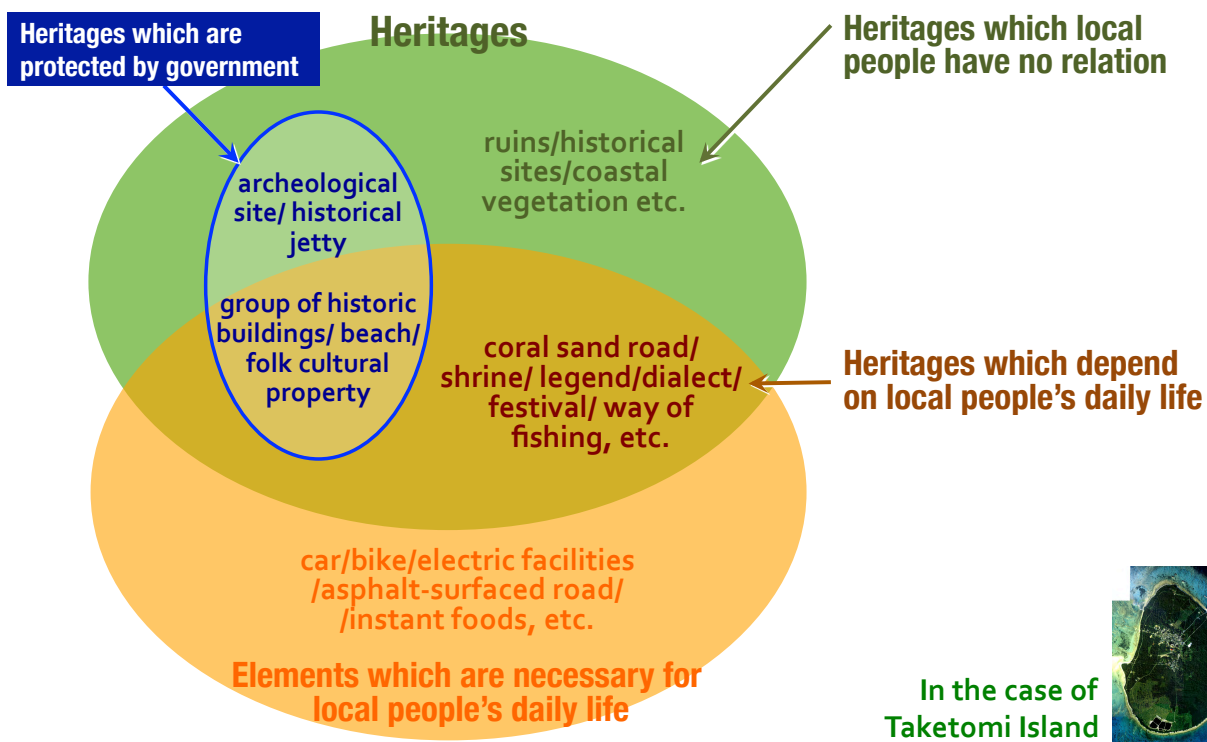
DMO : Destination Management Organization in Taketomi Island

Necessity of CBT Development based on PPP concept

✓ What is PPP ?

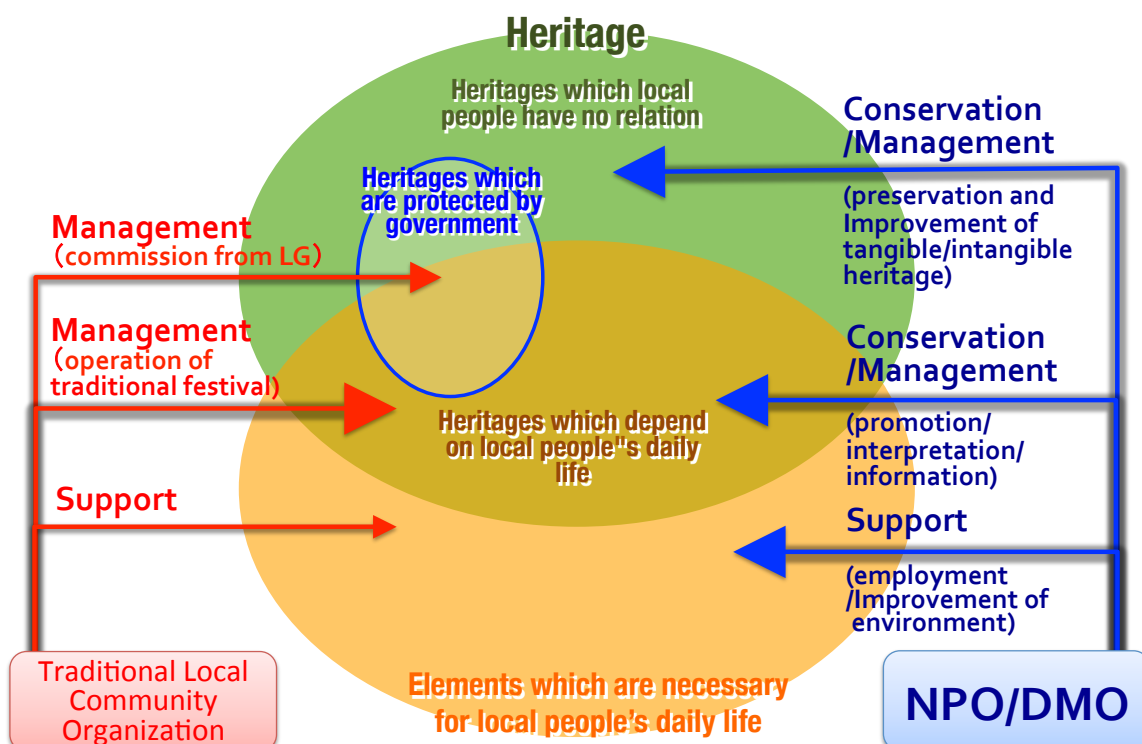
- **PPP = Public Private Partnership** is the relationship of the mutual respect which public and private sector build.
- Traditionally the operation for public welfare was regarded as the work of **public sector**. On the other hand, the **private sector** is known to have know-how of operation management and financing.
- By optimizing the synergy of these **Public sector's authority and Private sector's operation know-how**, PPP enables the public purpose operations **in more reasonable/economical way** and **on highly qualified level**.
- Based on this PPP concept, we can propose a requisite **DMO** for CBT development according to direction of Taketomi islanders' vision. Namely, we will set up and manage a **NPO = non-profit operating organization** for public welfare and achieve the works in higher dimension based on the PPP concept.

Integration of "Cultural Heritage Management" and "Tourism Development" on **NPO** (Non-profit Organization) Initiative



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Integration of "Cultural Heritage Management" and "Tourism Development" on **NPO** (Non-profit Organization) Initiative



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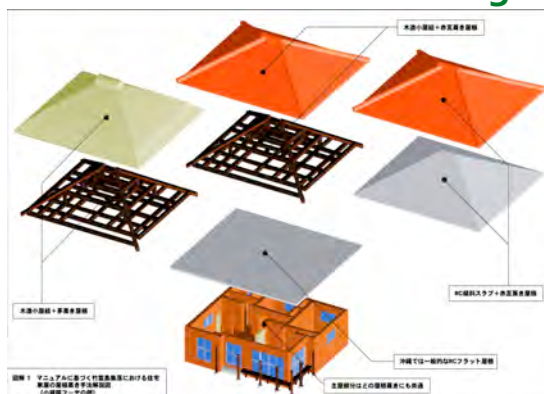
Problems and Challenges of CBT Development on Taketomi Island

(3) Destruction of traditional landscape comprising tourism resources

→ refinement of the management system of traditional landscape

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Various Movements for Villagescape Conservation



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Various Movements for Villagescape Conservation



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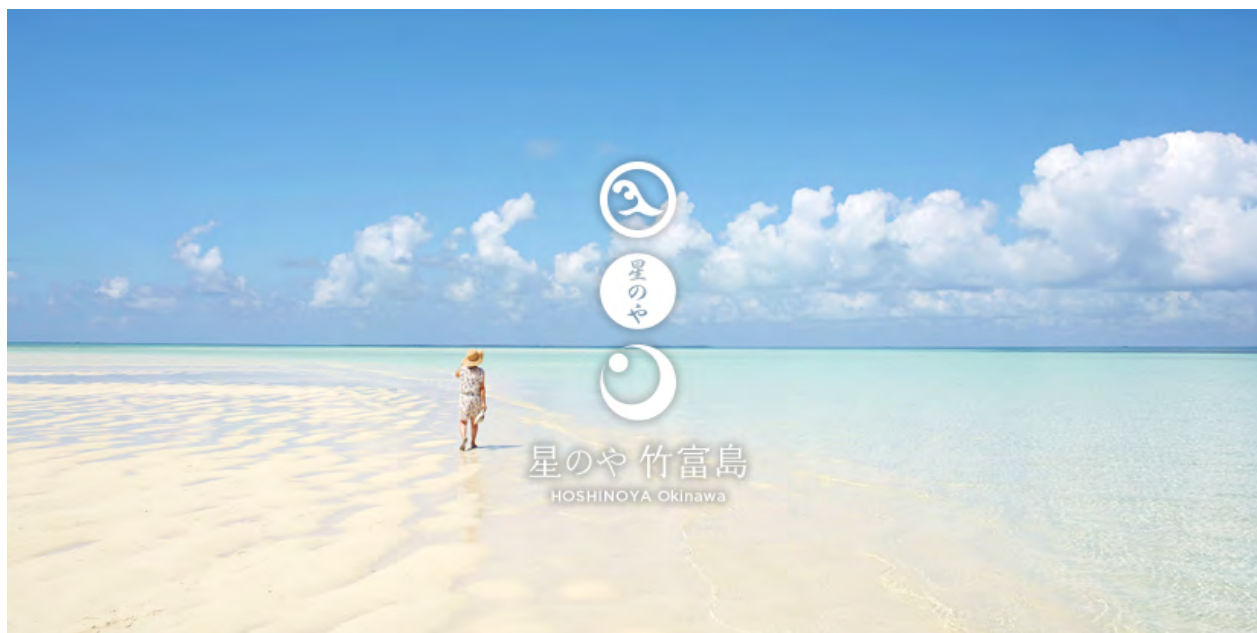
Problems and Challenges of CBT Development on Taketomi Island

(4) Development by external capital threatening islanders' vested rights

- to decide on **coexistence** with external capital and coordinated development **or exclusion** of external capital
- establishment of management organization based on PPP concept representing the **interests** of the community and **responsible** for tourism development

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“Hoshino-ya Taketomi-jima” and Taketomi island



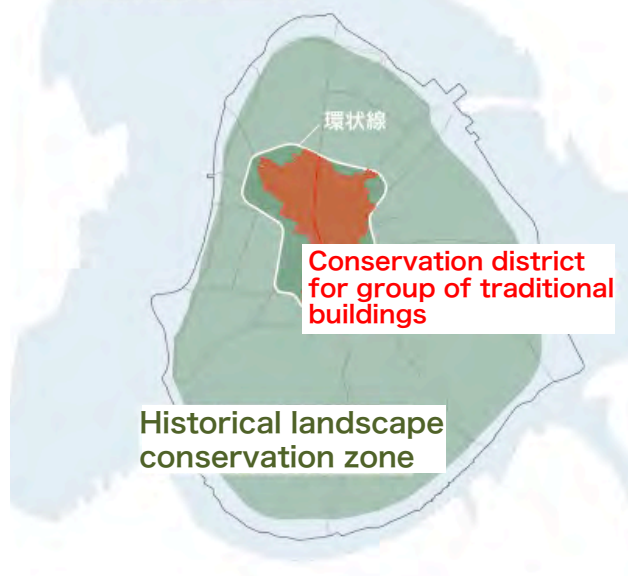
星のや竹富島HP (<http://www.hoshinoyataketomijima.com/>) より

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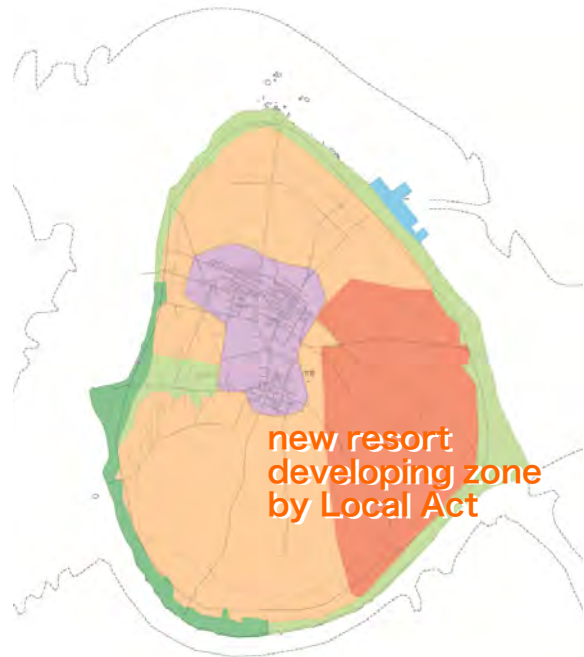


Outline and Specification of the Conservation System: Taketomi island

Natural landscape
conservation zone



Zoning by "Local Act for Landscape
conservation", 1987



Zoning by "Landscape Law", 2013

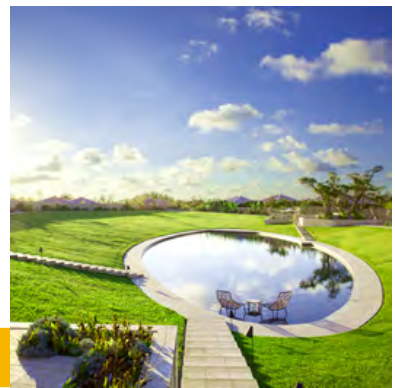
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星のや 竹富島。珊瑚の島につくられた「離島の集落」。

A resort village on an island encompassed by coral reefs.



Hoshino-ya co.Ltd and Taketomi island

- ◆ Promise from Hoshino-ya to Taketomi residents and local government based on **formal agreement**
- ◆ Promise from Taketomi residents and local government to Hoshino-ya based on **informal agreement**

"Citizen"s Heritage", a new framework for heritage protection

Background

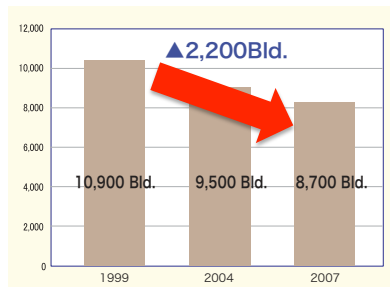
- Rapid disappearance of unidentified cultural properties on urban and rural area

rapid disappearance of cultural properties

KANAZAWA 99-07

Historical Bld.

-20%



Downtown in Kanazawa city

Around 2,200(around 20% in total) historical buildings have been lost in 8 years.

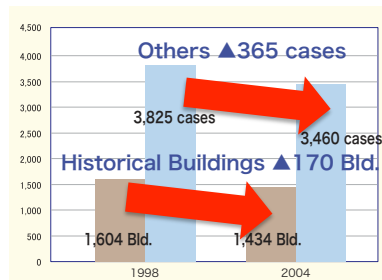
Source: Kanazawa municipality, 2007

HAGI 98-04

Historical Bld. -10.6%

Others

-10.0%



Castle town in Hagi city

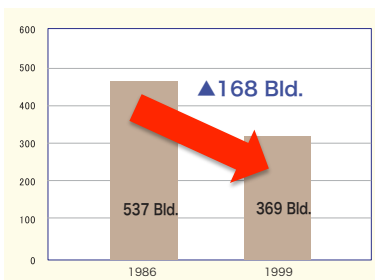
170(10.6% in total) historical buildings and 365(10% in total) other historical elements have been lost in 6 years.

Source: Kyushu University, 2004

YANAKA, TOKYO 86-99

Historical Bld.

-31.3%



Taito ward(no damage by war) in Tokyo

168(31.3% in total) historical buildings such as houses or shophouses have been lost in 13 years.

Source: Tokyo University of the Arts, 2002

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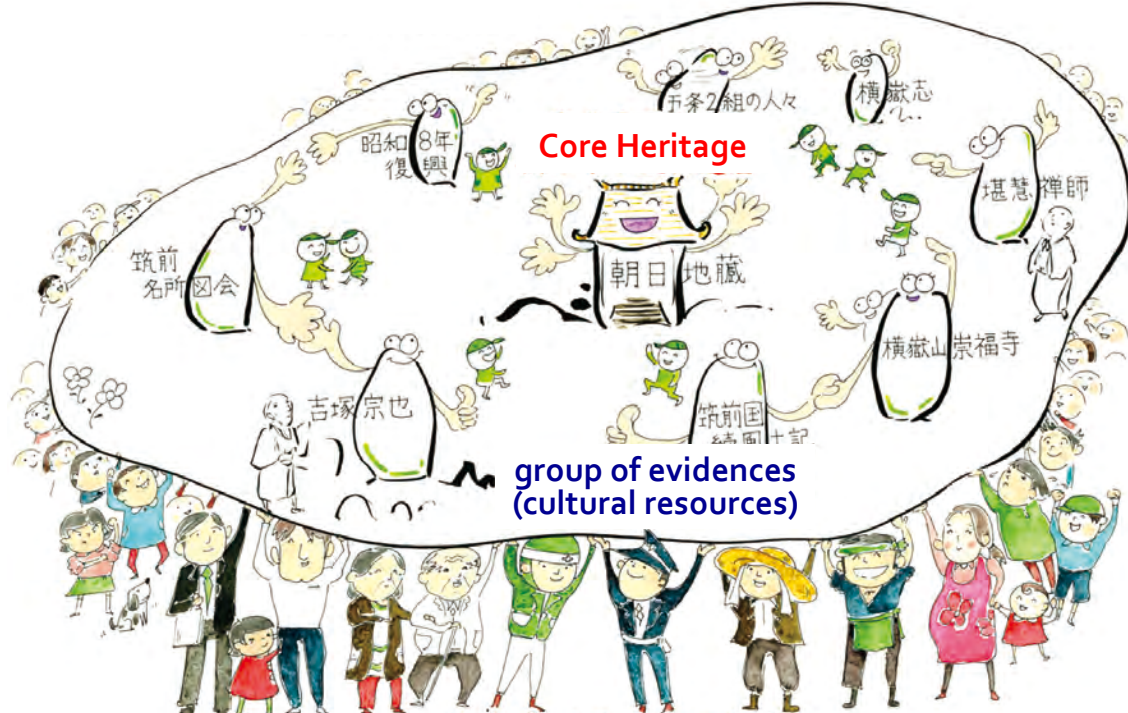
"Citizen's Heritage", a new framework for heritage protection

- ✓ Political solution by government
 - Promotion for development of "Master plan for conservation of historical/cultural heritage" toward municipalities (2007, Agency for Cultural Affairs)
 - Subsidy for municipalities which promote community/town development by utilizing historical/cultural resources based on the similar Master plan by law (2008, Ministry of Land, Infrastructure, Transport and Tourism/Ministry of Agriculture, Agency for Cultural Affairs)

"Citizen's Heritage" has become a trend....

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"Citizen's Heritage", Case of Dazaifu city



**Movement to foster the Dazaifu oriented unique story
which citizen want to hand down for future**

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"Citizen's Heritage" , Case of Dazaifu city



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"Citizen's Heritage" , Case of Dazaifu city

- ✓ Conducting survey to find every types of heritage including tangible, intangible, movable and immovable one in 2000 and developing database
- ✓ Establishing "Citizen's Heritage" as a new framework for protecting utilizing heritages on the database
- ✓ Developing "Dazaifu City Master plan for conservation and utilization of cultural property" in 2004
- ✓ Introducing Dazaifu city's master plan as a model into the "Master plan for conservation of historical/ cultural heritage" in 2007

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Definition of "Citizen's Heritage"

Story and its group of evidences (cultural resources) which citizen want to tell and hand down proudly, like as heritage about local history, culture and nature.

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"Citizen's Heritage" , Case of Dazaifu city

- ✓ Objective of "Citizen's Heritage" movement is "irreplaceable heritage" which is not protected by existing legal framework of government and municipalities
- ✓ Heritage is found, dug out, protected, utilized and inherited by whole community including local residents, private sectors and public organizations.



"Citizen's Heritage" , Case of Dazaifu city

- ✓ citizens conduct survey supported by municipality and university
- ✓ citizens assess the value of heritage and talk the story to deliver its value
- ✓ The process is exactly the same as the nomination process for the World Heritage.
- ✓ World Heritage : **Outstanding Universal Value**
- ✓ Citizen's Heritage : **Universal Value**

***Universal Value**: story to deliver objective value



子供みこし (1)



子供みこし (2)



祭り太鼓



金踊り



"Citizen's Heritage", Case of Dazaifu city

- ✓ Organizing "**Citizen's Heritage Conference**" (once a year)
- ✓ Registering the heritage on the "**Dazaifu Citizen's Heritage List**" base on the result of discussion
- ✓ **Protecting and inheriting the heritage through utilizing** by both citizens and visitors
- ✓ "Citizen's Heritage" is not substitution of W.H.
- ✓ **The World Heritage itself should be "Citizen's Heritage" in 21 century**
- ✓ All the World Heritage sites should be protected and utilized based on "**living heritage**", but.....
- ✓ only few people recognize its importance and necessity...

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誕生!
太宰府
市民遺産

第1回 太宰府市景観・市民遺産会議

平成23年 1/30 13:00~16:30
(開場 12:30)

会場 中央公民館 市民ホール

◆トークイベント
太宰府の景観・歴史まちづくりと市民遺産について
出演者: 西村幸夫さん (東京大学大学院法学研究センター教授)
西山啓明さん (立教大学法学部法律学センター教授)
松子さん (太宰府観光協会)
◆ポスターセッション
参加団体: 新古都太宰府保存協会ほか

観覧無料・申込不要

092-921-2121 (内線 470・424)



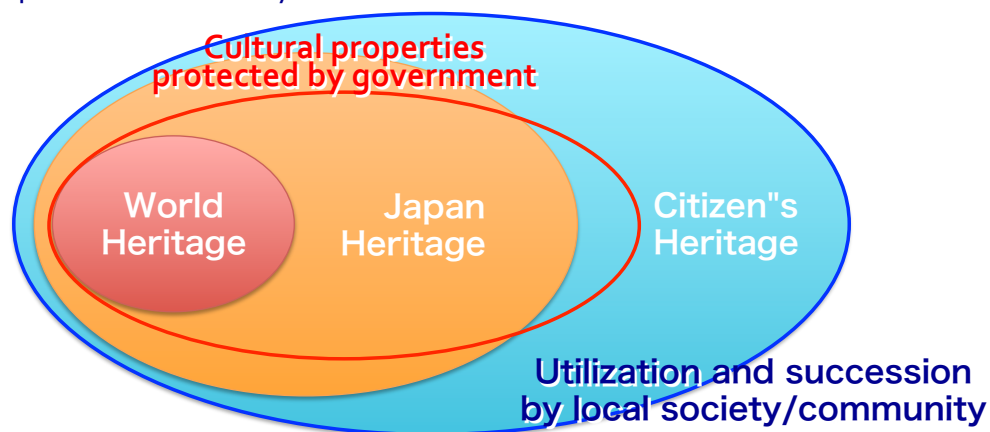
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Trial to formulate a national heritage system

World Heritage is "**Human Treasure**" which is protected by national government under the promise to international society.

Japan Heritage is "**National Treasure**" which is protected through collaboration of national government and society.

Citizen's Heritage is "**Local Treasure**" which is handed down while local people utilize it in daily life.



※ Important point is what each heritage clears(fills) the condition of "universal value", "integrity" and "authenticity"

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"OUR CHALLENGE" on Compatibility of Preservation and Utilization of heritage 第一セッションのテーマ

- Session 1: How can we maintain the value of heritage thorough providing authentic experience to visitors under the globalization?
- 「世界が急激に変化しグローバル化が進む状況下、残されている現代的課題は、訪問客に本物の価値体験を提供しながら、遺産の価値をいかに維持していくかである」

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Conclusion

Lessons learned from “Citizen’s Heritage”

Re-recognizing, reconfirming and sharing the **universal value** of heritage as a resource among all the stakeholders

- redefining the value of World Heritage = understanding what it means for every citizen.
- Converting World Heritage into Citizen’s Heritage

Implementing **a new utilization beyond “existing concept for conservation”** to improve authenticity and integrity

- Utilization by those who understand the value protects the heritage, (not political solution)

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Conclusion

Meaning of “new utilization” beyond “conventional conservation”

- understanding **3rd concept of “living heritage”**
- recognizing resource as a “living heritage” with its **4th concept**
- Establishing a new management system in which **owners, present-day host community and indigenous custodians** collaborate with government and private sector
- **Converting every types of heritage into “living heritage”**
- **Managing destination by DMO in which implements heritage management and marketing through PPP**

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