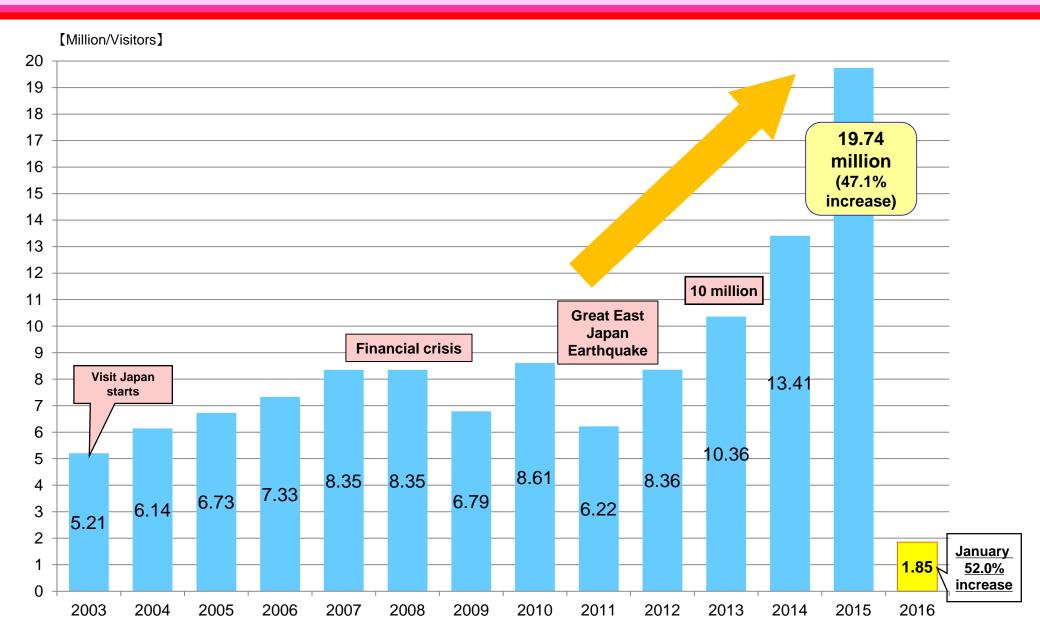
Initiatives for the Sustainable Use of World Heritage Sites in Japan

Satoshi Nagasaki, Tourism Resources Division, Japan Tourism Agency February 25, 2016



Number of Foreign Visitors to Japan

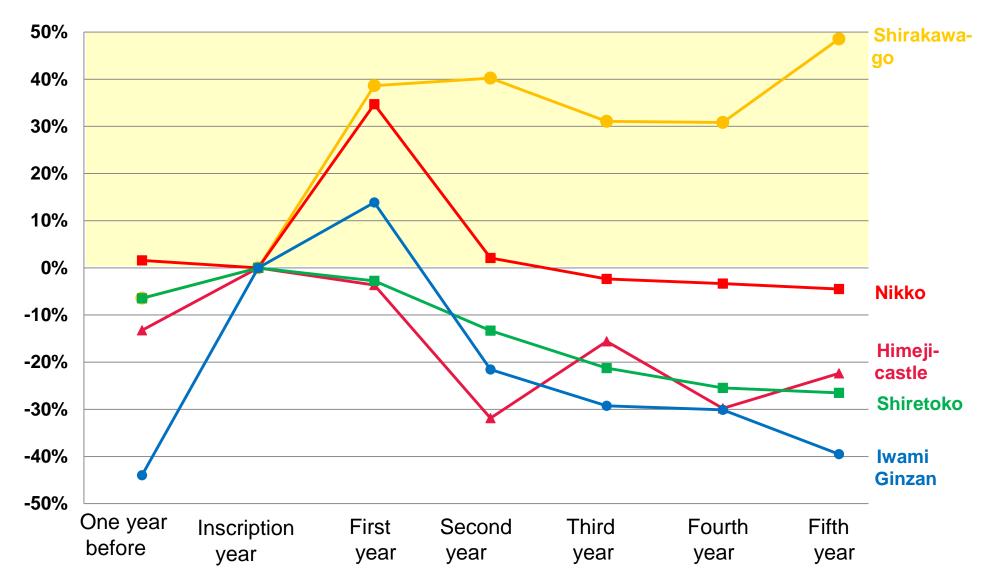




World Heritage Sites in Japan (15 Cultural Heritages, 4 Natural Heritages) Yakushima Island Shiretoko **Natural World Heritage Cultural World Heritage** Shirakami-Forest area Hiraizumi Temple Gusuku Sites and Related Properties of the Kingdom of Ryukyu Historic Monuments of **Ancient Nara** Shirakawa-go and Gokayama Horyu Temple Nikko Iwami Ginzan Silver Mine Himeji-castle Tomioka Silk Mill Hiroshima Peace Mt.fuji Memorial Genbaku Dome) Historic Monuments of Sites of Japan's Meiji **Ancient Kyoto** Itsukushima **Industrial Revolution** Kumano · Kouyasan Temple **Shinto Shrine** Ogasawara Islands



Change in No. of Visitors (%)

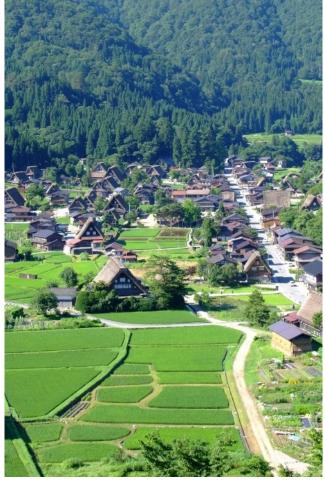


World Cultural Heritage Site "Historic Village of Shirakawa-go"



The historic village of Shirakawa-go refers to an agricultural village in the mountain area in the northern tip of Gifu Prefecture. As one of the most snowy areas in Japan, the village has developed by adapting to the harsh natural environment as well as the their lifestyle with sericulture.







- (1) Cooperation of a wide range of community members
- (2) Upgrade of local tourism resources

(3) Collaboration with other regions



Challenges

Costs to preserve and maintain houses

Abandoned fields

Roof thatch

Declining and aging population

Funds

Contributions from supporters

Part of the parking proceeds





Fund to preserve the Historic Village of Shirakawa-go





Organization

"Yui"
Traditional Ties of rocal residents
to maintain and preserve the
traditional way of life







Landscape

Highlight the four seasons of Japan



Light-up event in winter



Simultaneous water drainage

Unique experience

Experience local culture



Open hearth



Gassho-style Inn

Shopping / Local cuisine





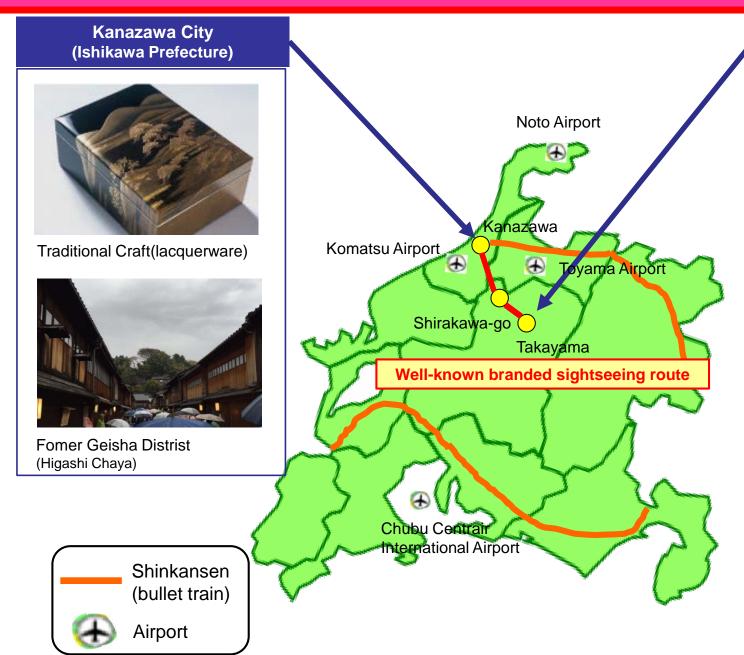
Vine and straw weaving



Hot pot with soybean-based soup

Keys to Shirakawa-go's Success (3) Collaboration with other regions





Takayama City (Gifu Prefecture)



Traditional merchant street (Kamisan-no-Machi)



Takayama Festival

