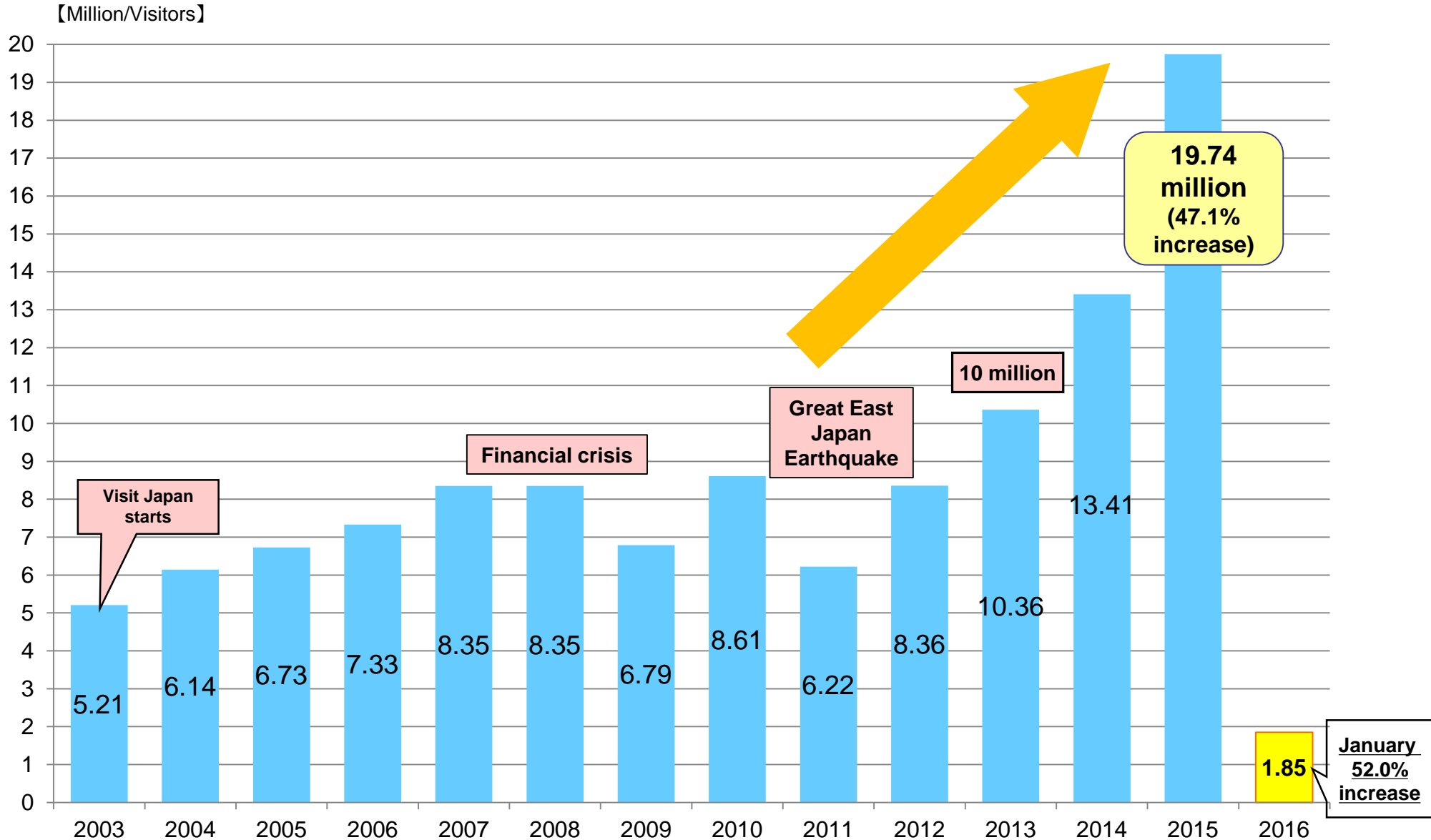


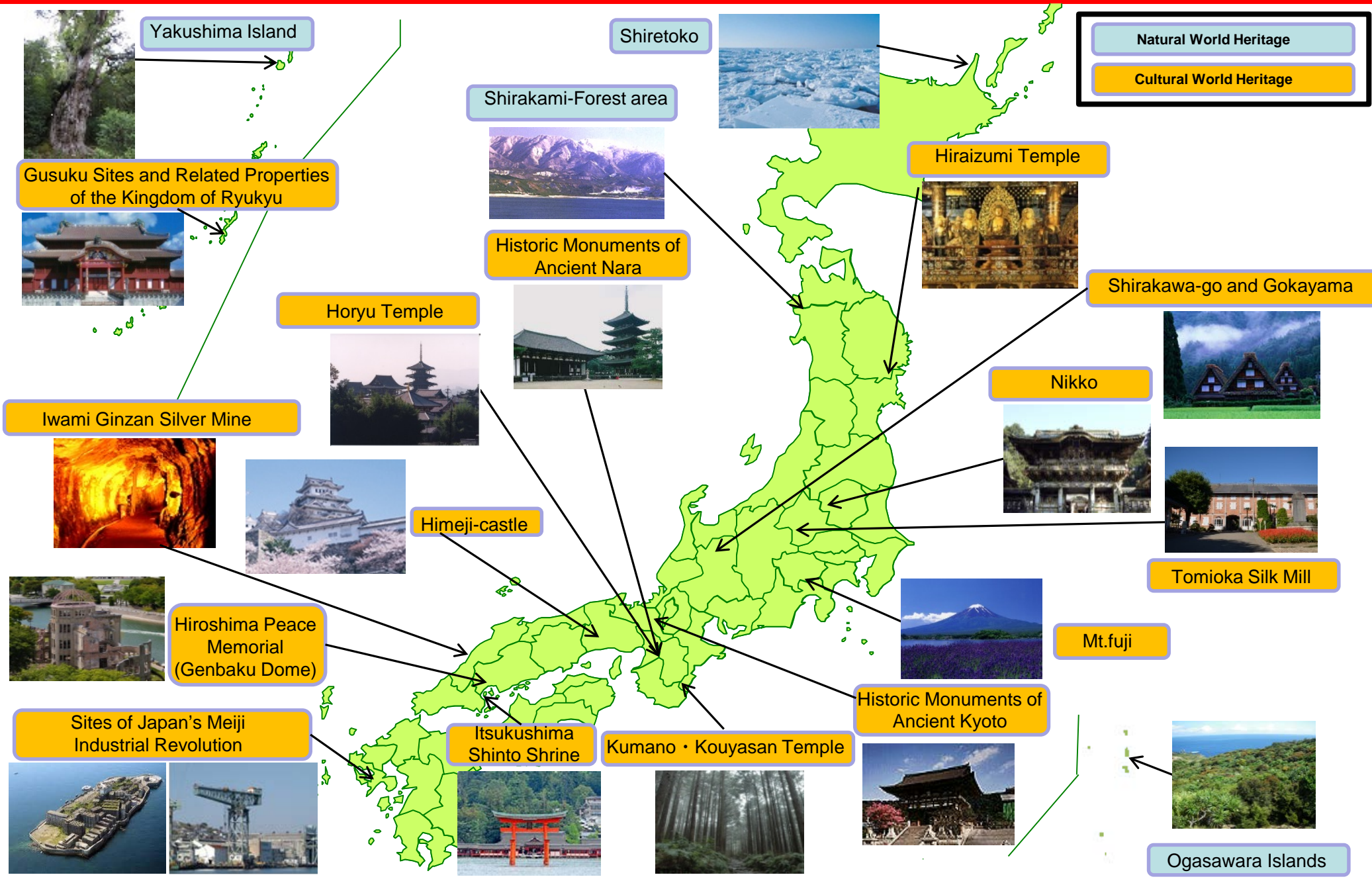
Initiatives for the Sustainable Use of World Heritage Sites in Japan

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

Number of Foreign Visitors to Japan

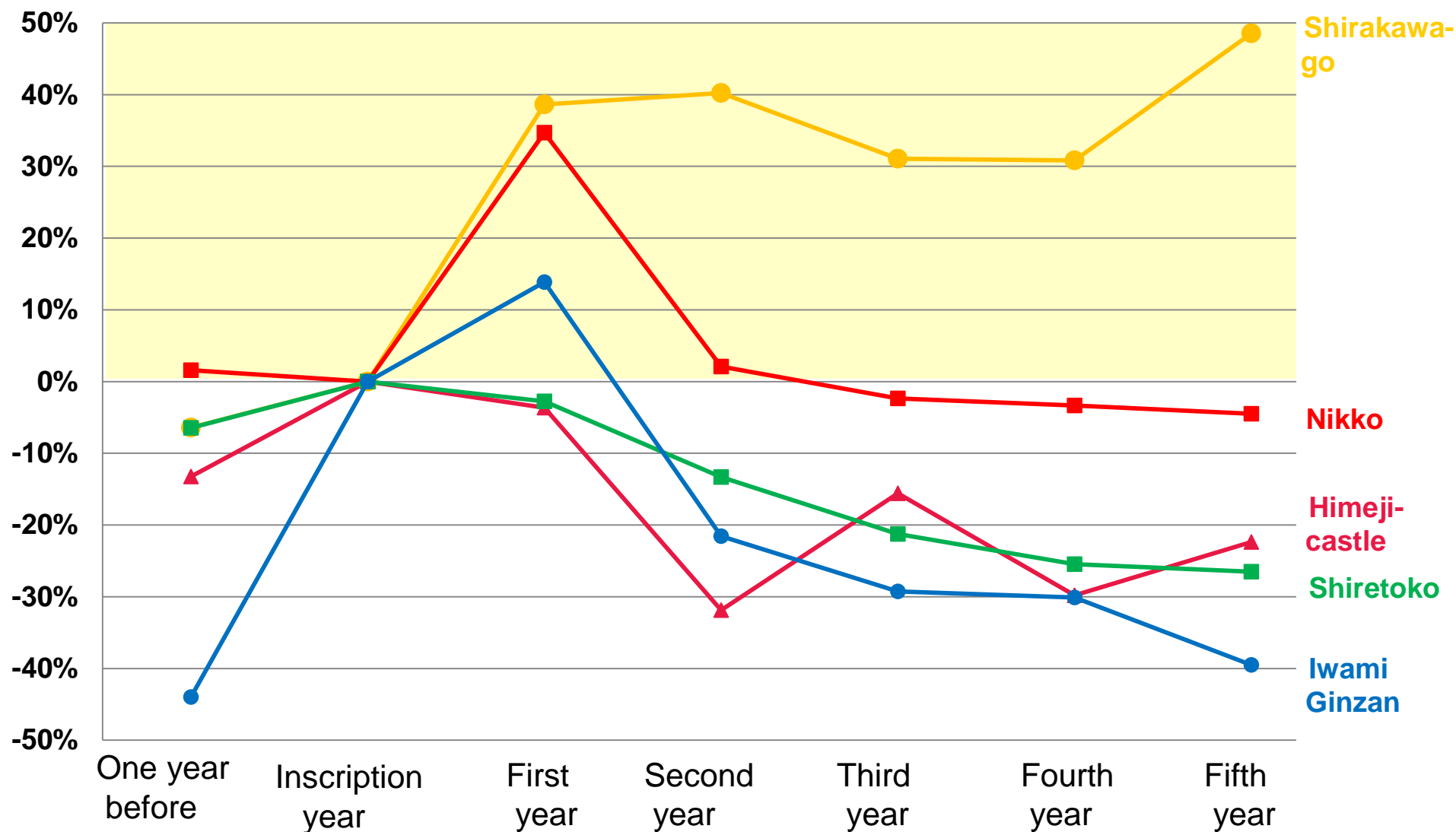


World Heritage Sites in Japan (15 Cultural Heritages, 4 Natural Heritages)



No. of Visitors Before and After the Inscription on the World Heritage List

Change in No. of Visitors (%)



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 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 local residents to maintain and preserve the traditional way of life



Keys to Shirakawa-go's Success (2) Upgrade of local tourism resource

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

Local industries and agricultural products



Vine and straw weaving



Hot pot with soybean-based soup

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

