Examples of Japanese Ecotourism

Submitted by: Bunkyo University
Examples of Japanese Ecotourism
Satoyama Ecotourism

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ECOTOURISM TRIANGLE

Conservation of Resources
Tourism (program)

Economical Benefit to community

Basic Idea: Maita & Kaizu, 1994
Japan Ecotourism Society, 1998
Ecotourism Pentagon
-Collaboration of Stakeholders-

Local People

Researcher Institutes

Government

Tour Agents

Tourists

By Maita and Kaizu, 1997

Iriomote Is.
Iriomote Island
染める布を加工。くり、板締めなどで模様をつくる。
Culture
Nature
Biodiversity
From Treasure Hunting to Ecotourism

<table>
<thead>
<tr>
<th>Process</th>
<th>How</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discover Treasures By residents</td>
<td>Treasure Hunting, Area investigation, etc</td>
</tr>
<tr>
<td>Polish Treasures By residents</td>
<td>Research, Study, Conservation, Restoring etc.</td>
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<tr>
<td>Proud Treasures Within residents</td>
<td>Community Ecotour, Exhibition etc.</td>
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<tr>
<td>Promote Treasures To Outside</td>
<td>Souvenir, Products, Ecotour etc.</td>
</tr>
<tr>
<td>Renovate Region by Treasures</td>
<td>In many ways.. Tourism development, market development, new customer...</td>
</tr>
</tbody>
</table>

5 Categories of Treasures

- **Natural Resources**
  = Land, fauna and flora, foundation of local life
- **Knowledge and culture of daily life**
  = Wisdom of Life
- **History**
  = Footmarks of Predecessors
- **Industry** = Communication with outside
- **Masters** = Brain of the area, carrier of tradition
Hanno City
System of Ecotourism project of Hanno City

Municipality of HANNO

- Ecotourism College (Lectures)
- Active Citizen Network (Katsudo Shimin no Kai)
- Guides, local tour agents

PDCA cycle
- Web-site, Magazine
- Advertisement
- Discussion Group
- Check + Comments
- Evaluation
- Ecotour Program Proposal
- Feedback
- Ecotour Program
- Guiding

Toba City
Ecotourism Sites

National Park
World Heritage

HOKKAIDO
HORNSHU
SHIKOKU
OKINAWA

Shiretoko
Shirakami
Hokkaido
Tajiri
Urabandai
Hanno
Iida
Mt. Fuji
Kosei
Kumanokodo
Rokko
Sasebo
HONSHU

Deep Nature Sites
Mass Tourism Sites
3. Rural Sites
Other sites

Ogasawara
Yakushima
Yambaru
Iriomote

MOE's model Sites

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