

SUSTAINABILITY WEEKS 2014

Workshop Description

Theme 4 - *Community Design through Tourism – Challenges of Community based Heritage and Tourism Management*

Theme Conveners: Professor Noriaki Nishiyama, Hokkaido University, Associate Professor Kiho Yaoita, Hokkaido University

Service Design Facilitators: PhD Student Rainer Kettunen, University of Lapland, PhD Student Reetta Maila, University of Lapland/Aalto University

Keywords: Ecomuseum, DMO (destination management organization), PPP (public private partnership) and CBT (community based tourism)

Category: Service Design Workshop

Summary

Rural towns and villages of Japan who had left from Japanese rapid economic growth from 1950's ~ 1970's decided to utilize their rich natural and cultural resources as tourism resources, as their survival strategy of the community. Since then, many attempts were made by national and local governments and local communities to lead their heritage and tourism management to success. Its main characteristics can be described as "Community Based Heritage and Tourism Management". In this workshop, we would like to introduce Japanese example of community design through tourism with the following themes and discuss their challenges and solutions.

Community Design through Ecomuseum concept:

- Regarding an area as an open-air museum and rediscover its natural, cultural and folklore resources to utilize them for community design.
- Community Design through DMO (destination management organization):
 - Establishment of DMO as spontaneous and autonomous tourism development organization for community design.
- Community Design through PPP (public private partnership):
 - Community based heritage and tourism management through public private partnership.