Cultural Heritage: highlights of the Kyoto Case Study

Conservation Plan	Visitor Management Plan	Institutional Arrangements
• Recent history of conservations e.g., latest 3 rounds of conservations (in addition to routine maintenance) (what was conserved, conservation techniques, consultation with ICOMOS and approval by UNESCO/WHC, challenges met, resilience elements added and lessons learned?). • **How visitors flow was managed during the conservation process?** • **How conservations were paid for?** • What are the next conservations needed?	• **What is the overall plan/vision to manage heavy visitors flow at high season? Key challenges observed?** • Parking system and size related to expected visitors • Ticket office/ online and how to manage long lines during high season? • **Coordination mechanism with tour guides/travel agencies to manage flow of visitors and site rules** • Toilet facilities (concentrated at key point(s) or distributed? • Interpretation system • Availability of mobile applications and virtual tourism reality/augmented reality • Use of social media • Type (traditional design) and location of seats, trash cans, lighting etc. • Emergency and evacuation plan	• **Institutional overview (e.g., under Kyoto City or Temple Association)** • How much are annual income and expenditures including O&M costs? • What types O&M are undertaken? • How is O&M undertaken? Are individual volunteers allowed to clean the site periodically? Is the industry/ benevolent organizations sponsorship program? Organogram of operational team • Who sets the ticketing policy? • How many tickets sold per year? How much money generated? Does it cover O&M or additional subsidy needed? • Who is the Site Manager? What qualifications are needed? • What are the reporting requirements to UNESCO? • Who prepare HIAs? And who monitors the site annually?

Sustainable Tourism: highlights of the Kyoto Case Study

Hard Infrastructure (Physical)	Soft Infrastructure (policy, regulations and HRD)

• Increase high quality accommodation
• Provide incentives to investors in high end accommodation
• PPP models
• New Visitor Info center and services
• Better signage
• MICE (provide full info about the size and tend of this tourism product, e.g. how many convention centers with capacity more than 2000 pax in Kyoto?) How many hotels with conference room that can accommodate more than 500 pax?
• How to improve tourism infrastructure?
• How to diversify tourism products, and move to high-end?
• **Whole of Government Approach to improve traffic, urban transport, pedestrian walkways, city infrastructure, safety, food inspection, standards, etc.**
	• **Kyoto Pride** (seminars etc.)
	• **Human Resource Development**
	• **Community Development**
	• Multinational hospitality (more English and foreign language staff etc),
	• Shift to emotional / experience-based tourism (e.g., festivals based on a well-planned and promoted calendar of events, cuisine, folk performance, hand-crafts, costumes, etc.).
	   ➢ Foreign language speaking tours
	   ➢ Hotel and City partnerships for experiences to be part of Kyoto
	   ➢ Traditional artifact workshops
	   ➢ Private sector promotion (sweet making workshops, Kimono rental etc.)
	• Marketing and promotion strategy and practice
	• Supporting Kyoto unique intangible heritage
	• Support Kyoto creative industry
	• Gender and youth aspects
	• Targets to improve tourist satisfaction and increase per-trip spending
	• DMO Model
	• Tourism Satellite Account and working with UNWTO and central level

Urban Regeneration: highlights of the Kyoto Case Study

Planning	Financing	Implementation
• Planning policies • **Long term planning and incremental implementation** • **City Gov role of enabling regeneration** rather than being very hands on = good practice = self motivating = ownership	• **Kyo-machiya Development Fund** - set up by Kyoto Centre for Community Collaboration (was also referred to as Kyoto Townscape Creation Centre) who mange the fund, provide advice, introduce specialized carpenters, give seminars etc. • Other funds set up by private security company	• Process (e.g. owner applies to Gov, owner pays for replacement or can draw on refurbishment fund) + Housing Loan Exclusive for Kyo-Machiya • Institutional - including Kyo-Machiya Preservation Network • Key role of NPS and community groups GRM mechanism • **Role of the community in planning, financing and implementation** will be emphasized

Urban Gentrification
- Purpose of these policies is to maintain "Kyoto-ness" to pass down and better utilize renovated houses for economic and cultural benefit - this also reduces risk of gentrification
- How was gentrification avoided/ reduced? How was it resolved?