



June 11 ► June 15, 2018

Tokyo and Kyoto, Japan

Program

Technical Deep Dive : Cultural Heritage and Sustainable Tourism



Technical Deep Dive: Cultural Heritage and Sustainable Tourism

June 11-15, 2018 Tokyo and Kyoto

World Bank Tokyo Development Learning Center (TDLC)

Overview

The Technical Deep Dive (TDD) on Cultural Heritage, Sustainable Tourism and Urban Regeneration, is organized by the Tokyo Development Learning Center (TDLC) in collaboration with UNESCO, UNWTO, the Japanese Agency for Cultural Affairs (ACA) and Japan Tourism Agency (JTA).

This TDD provides a platform for knowledge exchange and structured learning among development practitioners and city managers/governments on how the key topics of cultural heritage and sustainable tourism (CHST) can be brought together in a cohesive and integrated manner to achieve the two goals of poverty reduction and shared prosperity. Good practice knowledge and experience from Japan and other countries will be presented and discussed.

Background and Rationale

The tourism sector is growing continuously. After passing 1 billion international visitors in 2012, the global industry is expecting 1.8 billion travelers by 2030. Tourism is growing fastest in the developing world – especially in Africa, the Middle East and East and South Asia – where natural and cultural resources are strong drivers of demand and where growing economies spur business travel. This year for the first time, more people (est. 550 million) will travel to the developing world than the developed world. There is major growth in the outbound markets of China and India as well as in domestic travel. Sustainable tourism has the potential to significantly reduce poverty within countries. In 2013, tourists spent \$413 billion in developing countries – nearly three times the level of development assistance that year. This places tourism in the top five export income-earning categories for 83% of developing countries.

The World Bank Group (WBG) has long recognized that the restoration and preservation of cultural heritage and sustainable tourism can play a vital role in developing countries' efforts to boost competitiveness, economic growth, local economic development, job creation, accelerate social integration, and alleviate poverty. Furthermore, cultural heritage, sustainable tourism and urban regeneration of historic city cores can assist countries and localities to strengthen their cultural identities by rediscovering and rejuvenating rich historical traditions and practices that bring communities together and entice visitors to explore hidden treasures from the past. Over the years, the WBG has adopted an integrated approach to addressing cultural heritage and tourism, which includes looking at the industry functions of tourism in support of private sector growth, urban regeneration, cultural asset management and institutional coordination.

Japan has also grown more adept at marketing its unique cultural, environmental and historical attractions. Cultural heritage and sustainable tourism generates significant demand for local goods and services, and this sector is growing faster than the global economy. If managed well with a focus on poverty alleviation, tourism income can directly benefit the poorest community groups. With half of the world population now living in cities and more than 90 percent of urban growth occurring in the

developing world, cities try hard to modernize without losing their unique character, embodied in their historic cores and heritage assets. This is very much aligned with the WBG's twin goals of ending extreme poverty and promoting shared prosperity.

Kyoto City, which is formerly the Imperial capital of Japan for more than one thousand years, forms a good example for other destinations. Kyoto City is home to 17 well-conserved UNESCO World Heritage Sites and many old historic quarters. The way all these sites have been conserved or redeveloped are fine examples of authentic ancient architecture. For the past decades, Kyoto has seen a rapid increase in the number international visitors and tourism has become an important growth pillar for the local economy. Assessing the city of Kyoto's experience through this transformation will shed additional light on how the national and city level policies have enabled the process. This will add significant value to WBG clients in developing countries who are embarking on a similar path in cultural heritage and sustainable tourism. The Kyoto case presented in this TDD builds upon the *"Cultural Heritage, Urban Regeneration and Sustainable Tourism: Capturing Lessons and Experience from Japan with a focus on Kyoto"* case study report developed through TDLC.

The TDD targets senior government officials from WBG client countries who shape and implement tourism development strategies, including CHST policies at the national, provincial or local levels. The TDD will present best practice public policies and integrated investment programs to support sustainable tourism development, including CHST. Participants will understand how to prepare site management plans for major cultural heritage sites in their country following UNESCO guidelines (where applicable), how to redevelop historic core areas within a sustainable and inclusive urban regeneration policy, and how to prepare a sustainable tourism development vision and action plan, linking national policy and local vision. Present day challenges associated with 'over-tourism' will be addressed to ensure a sustained, valuable tourism system.

The TDD provides valuable insight into the assessment, planning and development of heritage resources in an urban, as well as specially isolated context, towards creating a sustainable tourism system that can drive inclusive, local economic growth.

Content of TDD

This TDD is organized around the following four sub-themes, each constituting a thematic session:

1. Cultural heritage
2. Sustainable tourism
3. Innovative financing mechanisms for CHST implementation

Format

The program integrates workshops, site visits, peer-peer knowledge sharing and action planning activities. Delegates to the Technical Deep Dives will benefit from:

- Cutting-edge policy thinking and technical knowledge delivered through engaging learning sessions;
- Increased capacity to assess policy and regulatory frameworks across several sectors;
- Peer learning and networking through experience exchange sessions;
- Experimental knowledge exchanges through site visits;
- Opportunity to engage directly with Japanese municipalities, ministries, private sector, and citizens (including the elderly), to learn innovative solutions and to identify areas of further collaboration and knowledge exchange;
- Access to follow-up operational support to assist in the successful application of knowledge gained through the TDD, provided through TDLC's operational support component.

DAY 1	Monday, June 11th in Tokyo
8:15-9:00	Breakfast and Registration at Tokyo Development Learning Center (TDLC), Tokyo, Japan
09:00-09:40	<p>Opening Session</p> <p>Welcome Remarks:</p> <ul style="list-style-type: none"> • <i>Mr. Dan Levine, Senior Officer, TDLC, GSURR, World Bank</i> • <i>Mr. Abhas K. Jha, Practice Manager, GSURR, World Bank</i> <p>Introduction to TDD Instrument</p> <ul style="list-style-type: none"> • <i>Mr. Phil Karp, Lead Knowledge Management Officer, GSURR, World Bank</i> <p>Icebreaker - Cultural Bingo</p>
9:40-10:30	<p>Framing Panel Discussion: Global Perspective on Cultural Heritage and Sustainable Tourism</p> <p>Format: Presentations followed by discussion</p> <p><i>Panelists:</i></p> <ul style="list-style-type: none"> • <i>Ms. Dorine Dubois, UNESCO Head of the Partnerships and Communication</i> • <i>Ms. Ariana Luquin Sanchez, Deputy Manager, Programme and Public Relations, UNWTO Regional Support Office for Asia and the Pacific</i> • <i>Mr. Ahmed Eiweida, Global Coordinator of Cultural Heritage and Sustainable Tourism, GSURR, World Bank</i> • <i>Mr. Wouter Schalken, Senior Tourism Specialist, GFCIS, World Bank</i> <p><i>Moderator: Mr. Phil Karp, World Bank</i></p>
11:00-11:15	Coffee Break
11:15-12:00	<p>Cultural Heritage - Laws, Policies, Strategies and Structures – National Perspective from Japan</p> <p>Format: Presentation followed by discussion</p> <p><i>Presenters: Ms. Kumiko Shimotsuma, Dr. of Engineering, Senior Specialist for Cultural Properties, Chief of Historic Urban Conservation Unit, Architecture Division, Cultural Properties Department, Agency for Cultural Affairs, Government of Japan</i></p> <p><i>Moderator: Ms. Yuko Okazawa, Urban Specialist, TDLC, GSURR, World Bank</i></p>
12:00-12:45	<p>Sustainable Tourism - Laws, Policies, Strategies and Structures – National Perspective from Japan</p> <p>Format: Presentation followed by discussion</p> <p><i>Presenters: Yuya Ota, Deputy Director, Tourism Resources Division, Regional Development Department, Japan Tourism Agency, Ministry of Land, Infrastructure, Transport and Tourism</i></p> <p><i>Moderator: Ms. Yuko Okazawa</i></p>
12:45-13:30	Lunch
13:30-15:00	<p>Essential elements of cultural heritage conservation, site management, visitor management and the need for policies and approaches that help alleviate overcrowding and negative interactions between visitors and residents</p> <p>Format: Presentation followed by discussion</p>

	<p><i>Presenter:</i></p> <ul style="list-style-type: none"> • <i>Ms. Dorine Dubois, UNESCO</i> • <i>Mr. Peter Debrine, UNESCO Senior Programme Specialist and focal point for World Heritage and Sustainable Tourism</i> <p><i>Moderator: Mr. Ahmed Eiweida</i></p>
15:00-15:15	Coffee Break
15:15-16:15	<p>Essential elements of Sustainable Tourism</p> <p>Format: Panel followed by Discussion</p> <p><i>Presenters: Mr. Peter Debrine, UNESCO</i></p> <p><i>Commentator: Ms. Janina Korting, GIZ Blue Solutions – Marine and Coastal Biodiversity, Division Environment, Climate Change and Infrastructure</i></p> <p><i>Moderator: Mr. Wouter Schalken, World Bank and</i></p>
16:15-17:30	<p>Shift and Share</p> <p>Format: Shift and Share</p> <p><i>Facilitators: Mr. Phil Karp and Ms. Haruka Imoto, Knowledge Management Analyst, TDLC, GSURR, World Bank</i></p>
17:30-17:50	<p>Introduction to Action Planning</p> <p><i>Mr. Daniel Levine and Ms. Yuko Okazawa, World Bank</i></p>
17:50-18:00	<p>Reflections on Day 1</p> <p><i>Moderator: Mr. Phil Karp, World Bank</i></p>
18:00 –19:30	Dinner at Kodawarimonikka, Ginza

DAY 2	Tuesday, June 12th in Kyoto
06:45-07:10	Breakfast at Hotel and Check-out Luggage Drop by 07:10
07:15-07:45	Bus ride to Tokyo Station
08:00-10:17	Shinkansen Bullet Train to Kyoto (Nozomi 207 / 08:00-10:17)
10:30-11:00	Transfer to Venue (Room “Kyokusui”, 3 rd floor, Kyoto Hotel Okura)
11:00-12:00	Shift and Share Part II Format: Shift and Share <i>Moderator: Mr. Phil Karp/Ms. Haruka Imoto, World Bank</i>
12:00-13:00	Lunch
13:00-13:15	Welcome Remarks <i>Mr. Daisaku Kadokawa, Mayor, City of Kyoto</i>
13:15-15:00	Cultural Heritage and Sustainable Tourism - Laws, Policies, Strategies and Structures – Overview of the Kyoto Story Introductory Remarks for the Session <i>Mr. Satoshi Uemura, Vice Mayor, City of Kyoto</i> Format: Presentation followed by discussion <i>Presenters:</i> <ul style="list-style-type: none"> • <i>Mr. Keita Nakagawa, Director, Cultural Properties Protection Section, City of Culture and Arts Promotion Office, Kyoto City Culture and Citizens Affairs Bureau, City of Kyoto</i> • <i>Ms. Tomoko Uehara, Director of Historical Landscape Preservation, City Landscape Department, City Planning Bureau, City of Kyoto</i> • <i>Mr. Daiki Sakae, Director, City Planning Section, City Planning Department, City Planning Bureau, City of Kyoto</i> • <i>Mr. Minoru Ueda, Project Manager, City Planning Section, City Planning Department, City Planning Bureau, City of Kyoto</i> • <i>Mr. Tetsuji Yabuta, Director in Charge of Omotenashi Tourism, Tourism and MICE Office, City of Kyoto</i> <i>Moderator: Ms. Yuko Okazawa, World Bank</i>
15:00-15:45	Site Visit Briefing: World Heritage Site – Nijo-jo Castle, Former Imperial Villa Format: Presentation <i>Presenters:</i> <ul style="list-style-type: none"> • <i>Mr. Masashi Torii, Director, General Affairs Division, Nijo-jo Castle Office, Culture and Citizen Affairs Bureau, City of Kyoto</i> • <i>Mr. Tamaki Goto, Director in Charge of Cultural Properties Preservation, Nijo-jo Castle Office, Culture and Citizen Affairs Bureau, City of Kyoto</i> <i>Moderators: Ms. Haruka Imoto, World Bank</i>
15:45-17:30	Case 1 (Site Visit) – Site Visit around World Heritage Site – Nijo-jo Castle (Split into 2 groups) <i>Guide: Mr. Tamaki Goto, Nijo-jo Castle Office</i> <i>Moderators: Ms. Yuko Okazawa & Ms. Haruka Imoto, World Bank</i>
17:30-	Go back to the hotel, check-in and luggage pick-up Free time

DAY 3	Wednesday, June 13th in Kyoto
07:30-08:45	Breakfast at Hotel
09:00-09:20	Bus ride to Machiya (Split into 2 groups)
09:20-12:30	<p>Case 2 – Site Visit around Downtown Area (Kyo Machiya Restoration) (Split into 2 groups)</p> <p>Site 1: Rakutabi Kyo Machiya</p> <p><i>Guides:</i></p> <ul style="list-style-type: none"> • <i>Mr. Ryo Wakamura, Representative Director, Rakutabi Co., Ltd.</i> • <i>Ms. Akari Nishii, Manager, Kyoto Center for Community Collaboration</i> <p>Site 2: Residence Nagae-ke</p> <p><i>Guides:</i></p> <ul style="list-style-type: none"> • <i>Ms. Yoshie Takagi, in Charge of Nagae-ke Project, CSR Unit, Personnel and Administration Department, Hoosiers Holdings</i> • <i>Mr. Masaki Kajiyama, Deputy Director-General, Kyoto Center for Community Collaboration</i> <p>Group 1: Rakutabi Kyo Machiya → Residence Nagae-ke</p> <p>Group 2: Residence Nagae-ke → Rakutabi Kyo Machiya</p>
12:30-14:30	Lunch and Transfer
14:30-17:30	<p>Case 3 – Site Visit around WHS Kiyomizu Temple and Higashi-yama Format: Presentation followed by site visit</p> <p><i>Presenters:</i></p> <ul style="list-style-type: none"> • <i>Mr. Atsushi Komiya, Deputy Director in Charge of Architecture, Cultural Properties Division, Kyoto Prefectural Board of Education</i> • <i>Mr. Kenji Yukawa, Manager in Charge of Architecture, Town Scape Preservation Unit, Landscape Policies Section, City Landscape Department, City Planning Bureau, City of Kyoto</i> • <i>Mr. Shingo Nakamura, Officer, Town Scape Preservation Unit, Landscape Policies Section, City Landscape Department, City Planning Bureau, City of Kyoto</i> • <i>Mr. Shoin Onishi, Kiyomizu Temple</i> <p><i>Moderators: Mr. Ahmed Eiweida, World Bank</i></p> <p>Site Visit around Kiyomizu Temple and Temple Town (Split into 2 groups)</p> <p><i>Guides for Kiyomizu Temple:</i></p> <ul style="list-style-type: none"> • <i>Mr. Atsushi Komiya, Kyoto Prefectural Board of Education</i> • <i>Mr. Shoin Onishi, Kiyomizu Temple</i> <p><i>Guides for Temple Town:</i></p> <ul style="list-style-type: none"> • <i>Mr. Kenji Yukawa, City of Kyoto</i> • <i>Mr. Shingo Nakamura, City of Kyoto</i>
17:30-19:00	Change to Yukata Outfit (Kitsuke experience)
19:00-20:30	Dinner Reception at The Sodoh Higashiyama Kyoto

DAY 4	Thursday, June 14th in Kyoto
07:30-08:45	Breakfast at Hotel
08:00-08:30	Luggage drop-off and check-out
08:50-09:00	Meet at session venue (Room “Suien”, 3 rd floor, Kyoto Hotel Okura)
09:00-09:45	<p>Site Visit Briefing: Kyoto Station West Area Redevelopment Format: Presentation</p> <p><i>Presenters:</i></p> <ul style="list-style-type: none"> • <i>Mr. Daiki Sakae, City of Kyoto</i> • <i>Mr. Minoru Ueda, City of Kyoto</i> • <i>Mr. Yuhei Kanaizuka, The Second Director in Charge of Project Promotion, Project Promotion Section, General Planning Bureau, City of Kyoto</i> <p><i>Moderators including general introduction: Mr. Ahmed Eiweida and Ms. Yuko Okazawa, World Bank</i></p>
09:45-12:00	<p>Case 4 - Site Visit around Kyoto Station West Area Redevelopment (Split into 2 groups)</p> <p><i>Guides:</i></p> <ul style="list-style-type: none"> • <i>Mr. Wataru Hashimoto, Manager, Green Policy Promotion Department, Construction Bureau, City of Kyoto</i> • <i>Mr. Takeshi Yamaoka, Manager, Road Construction Section, Road Construction Department, Construction Bureau, City of Kyoto</i> • <i>Mr. Minoru Ueda, City of Kyoto</i>
12:00-13:30	Transfer and Lunch
13:30-14:45	<p>WBG and UNESCO Partnership and Way Forward to Support Knowledge and Operations Format: Panel followed by discussion</p> <p><i>Panellists:</i></p> <ul style="list-style-type: none"> • <i>Mr. Ede Jorge Ijjasz-Vasquez, Senior Director, GSURR, World Bank</i> • <i>Mr. Ernesto Ottone R., UNESCO Assistant Director-General for Culture</i> • <i>Mr. Sameh Naguib Wahba, Urban & DRM Director, GSURR, World Bank</i> • <i>Ms. Dorine Dubois, UNESCO</i> <p><i>Moderator: Mr. Phil Karp, World Bank</i></p>
14:45-15:30	<p>CHST Results Framework, Theory of Change and Impact Evaluation Format: Presentation followed by discussion</p> <p><i>Presenters:</i></p> <ul style="list-style-type: none"> • <i>Mr. Christopher Nelson, Senior Evaluation Officer & ICRR Coordinator Sustainable Development, IEGSD, World Bank</i> • <i>Mr. Ahmed Eiweida, World Bank</i> <p><i>Moderator: Mr. Sameh Wahba, World Bank</i></p>
15:30-16:00	Transfer to Railway Station
16:30-19:45	Shinkansen Bullet Train to Tokyo (Nozomi 176 / 16:45-19:03) and Bus Ride to Hotel

DAY 5	Friday, June 15th in Tokyo
6:00-7:45	Breakfast at hotel
8:00-9:30	Action Plan Preparation
9:30-11:30	Action Plan Presentations (1)
11:30-12:15	Lunch
12:15-14:30	Action Plan Presentations (2)
14:30-14:45	Wrap-Up, Closing Remarks, Goodbye Toast <i>Mr. Ede Jorge Ijjasz-Vasquez, World Bank</i>



TECHNICAL DEEP DIVE ON CULTURAL HERITAGE AND SUSTAINABLE TOURISM JUNE 11 TO JUNE15, 2018: TOKYO AND KYOTO

SPEAKERS AND COLLABORATORS



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SPEAKERS AND COLLABORATORS



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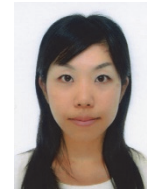


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Kumiko Shimotsuma
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Dr. of Engineering, Senior Specialist for Cultural Properties, Chief of Historic Urban Conservation Unit, Architecture Division, Cultural Properties Department, Agency for Cultural Affairs, Government of Japan



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Satoshi Uemura
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Vice Mayor
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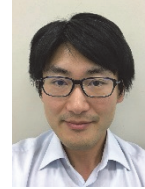
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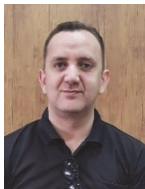
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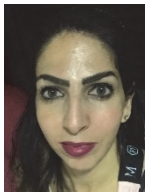
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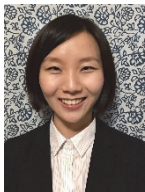
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TECHNICAL DEEP DIVE ON CULTURAL HERITAGE AND SUSTAINABLE TOURISM JUNE 11 TO JUNE15, 2018: TOKYO AND KYOTO

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