

Ecotourism development in Japan— sustainable use of natural and cultural treasures in a community

Fumiko Nakao

Director

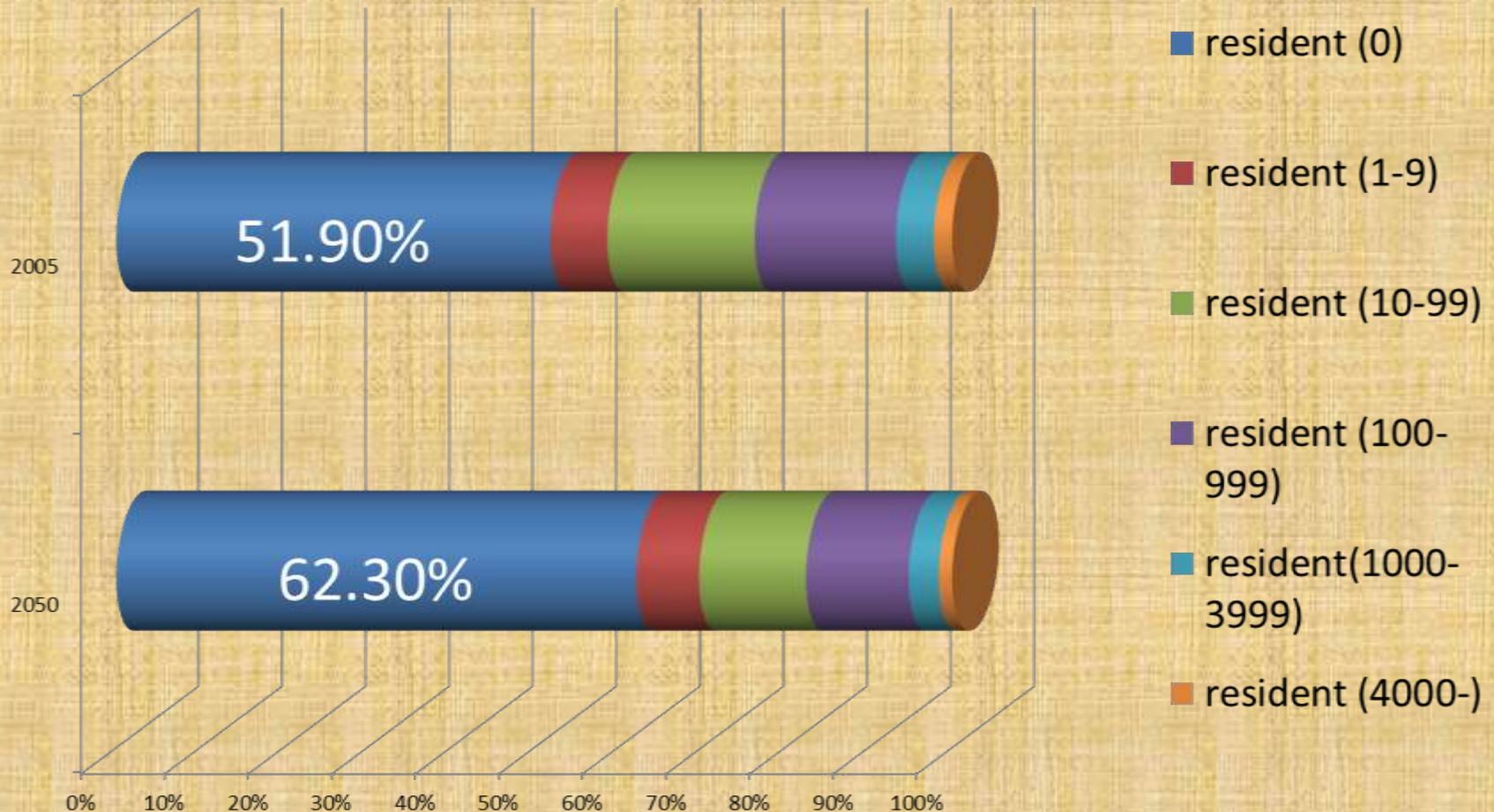
Office of Communication with Nature
Policy and Coordination Division
Nature Conservation Bureau
Ministry of the Environment







20% of inhabited areas may be abandoned in Japan



Ecotourism Development

Conducting?

Yes : 27.4 %

Want to initiate:

17.9 %

Total: 45.3%

Why?

For revitalization of
local community :

71.4%

~ 91.3%

Assistances Provided by the Ministry of the Environment

**Support for local communities to Identify
and sustainably use of local treasures**



Capacity building of eco-tour guides



Promotion of progressive approaches



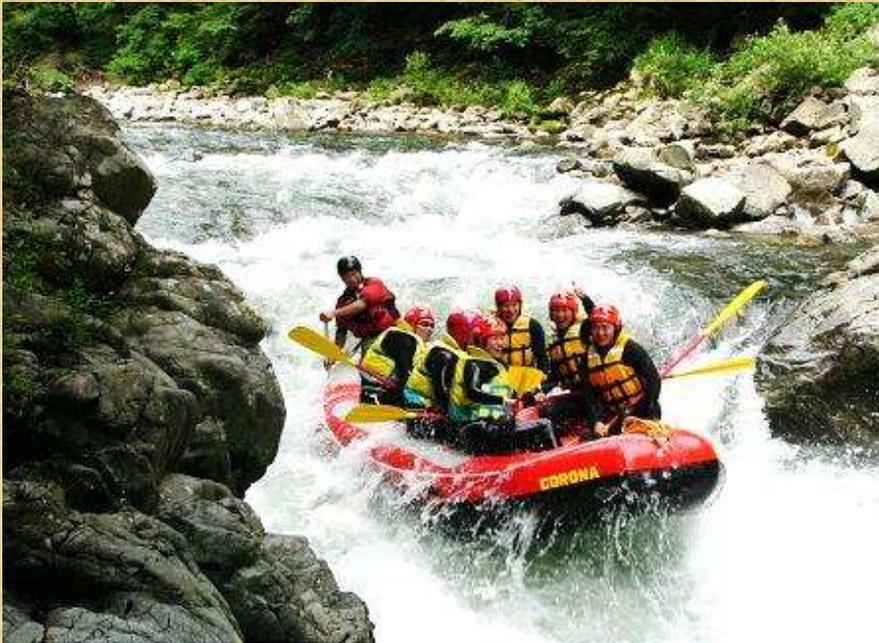
Hanno City Overall Scheme for Ecotourism Promotion (Hanno City in Saitama)



**Kerama area overall scheme for ecotourism promotion
(Tokashiki Village/Zamami Village in Okinawa)**



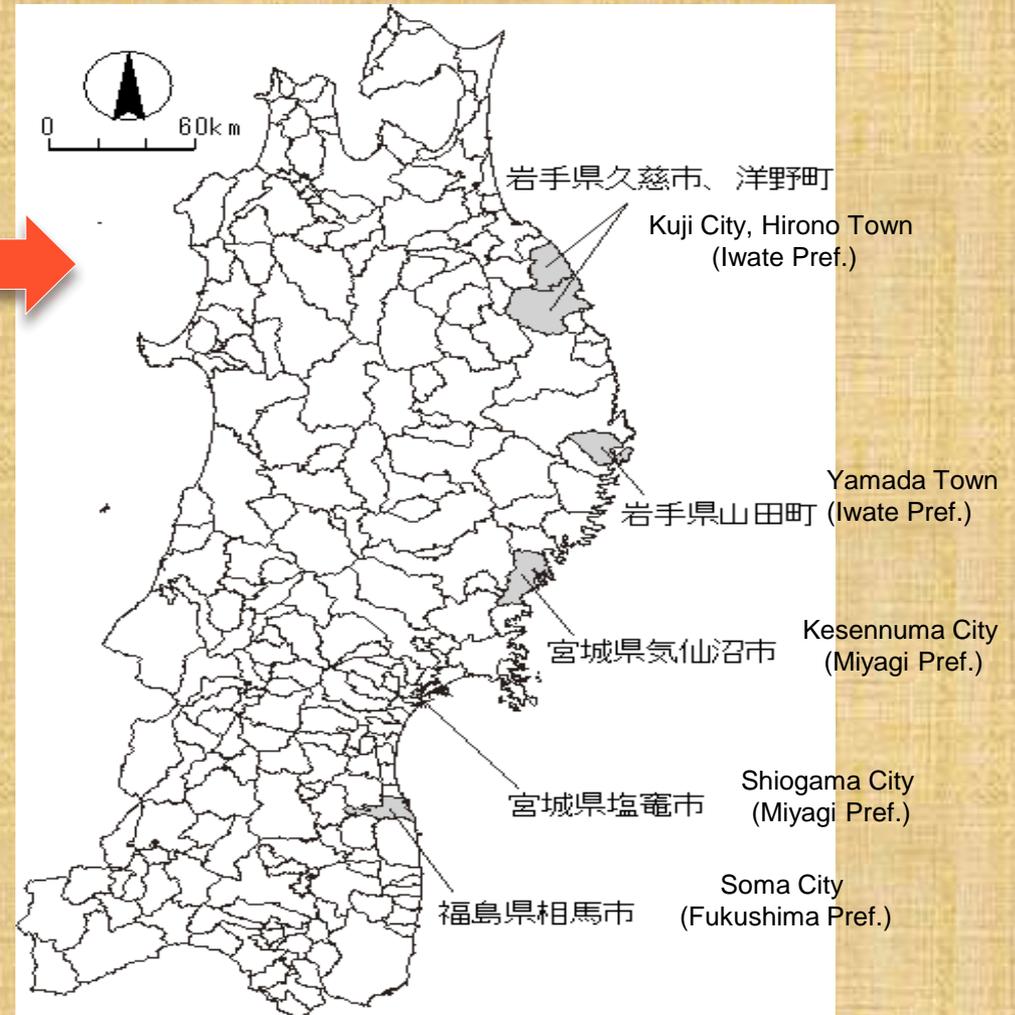
Tanigawadake overall scheme for ecotourism promotion (Minakami Town, Gunma)





June 2011 Kesenuma port

Reconstruction Model Project based on the Promotion of Ecotourism





August 2013 Yamada town



August 2013 Matsukawaura,
Soma City

