

# Implications for Participatory Park Management: Designing Local Ecotourism through the Ecotourism Strategy in Shiretoko

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知床世界自然遺産地域における  
参加型マネジメントからの示唆  
エコツーリズム戦略の事例から

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# The purposes of this presentation

- To discuss the redistribution of management power to **local community** in park management
- To suggest the systematic and practical process to achieve **participatory approach** in national parks
- Explained by the case of **Ecotourism Strategy** in Shiretoko world natural heritage site

# Background of this presentation

- **Local initiatives** are crucial for better natural area management. **Yes!**
  - However, the designation of NP and WNHS often introduces the strong government control and commitment to the area
  - How do we redistribute the power from park managers (central government) to local people
- **Participation** is the best way to do collaborative use of management knowledge and specialties of stakeholders **Yes!**
  - However, how do we keep the balance between stability and innovation(creativity) of the park management
  - How do we design the process of participation without decreasing the management level

# Outline of the Shiretoko World Natural Heritage Site

## 知床世界遺産の概要

- Location:  
Shari Town, Rausu Town  
in Hokkaido
- Area: 71,100 ha  
Land area: 48,700 ha  
Coastal area: 22,400 ha
- Inscribed: July 17, 2005
- Designation of Shiretoko National park in 1964

Location of the Shiretoko World Natural Heritage Site

世界自然遺産地域



# History of Shiretoko World Natural Heritage Site

## 自然遺産登録の経過

- Before 2000 地元から登録の要請
  - Shari and Rausu Town mayors started to apply to World Heritage
- 2005 世界遺産に登録
  - **Inscribed on World Natural Heritage (Durban, South Africa)**
- 2008 ユネスコ世界遺産センター及びIUCN現地視察
  - On-site inspection by the UNESCO World Heritage Center and IUCN
- 2009 「知床世界自然遺産地域 管理計画」の策定
  - **Management Plan for the Shiretoko World Natural Heritage Site**



# OUV as the Attraction of Shiretoko WNHS

## 知床世界自然遺産の普遍的価値



# Criteria : Ecosystem and Biodiversity

## 世界自然遺産の登録基準



**Example of complex ecosystem featuring land-marine continuity**, whereby drift ice appearing at the lowest latitude in the northern hemisphere can be seen.

**Ⅸ生態系**：北半球で最も低緯度に位置する季節海水域である。この影響を受け、特異な生態系を形成。海洋生態系と陸上生態系の相互関係の見本。

Characterized by diverse natural environment and wildlife of both southern and northern origins. **Important for the conservation of international rare species**

**X生物多様性**：海洋性及び陸上性の多くの種にとって重要な地域。シマフクロウ、シレットコスミレなどの希少種、海鳥、渡り鳥、サケ科魚類、鯨類を含む海棲哺乳類にとって世界的に重要な地域である。

# Tourism in Shiretoko WNH Site

## 知床半島の観光とエコツーリズム

- About 1.8million tourists visit Shiretoko WNH Site  
年間180万人の観光客が知床の原生自然を体験する
- Untouched nature setting is attracting tourists  
原生自然の魅力が観光客にとって魅力
- Tourism Industry is important sector for local economy  
generating \$120million tourism consumption  
観光は地域の重要産業 斜里町の観光消費額は120億円
- However about 50% of tourists are first time visitors  
しかし約50%が初回の訪問(リピーターは少ない)
- Threats to the nature conservation by overuse  
観光客の集中で自然環境保全に危機感

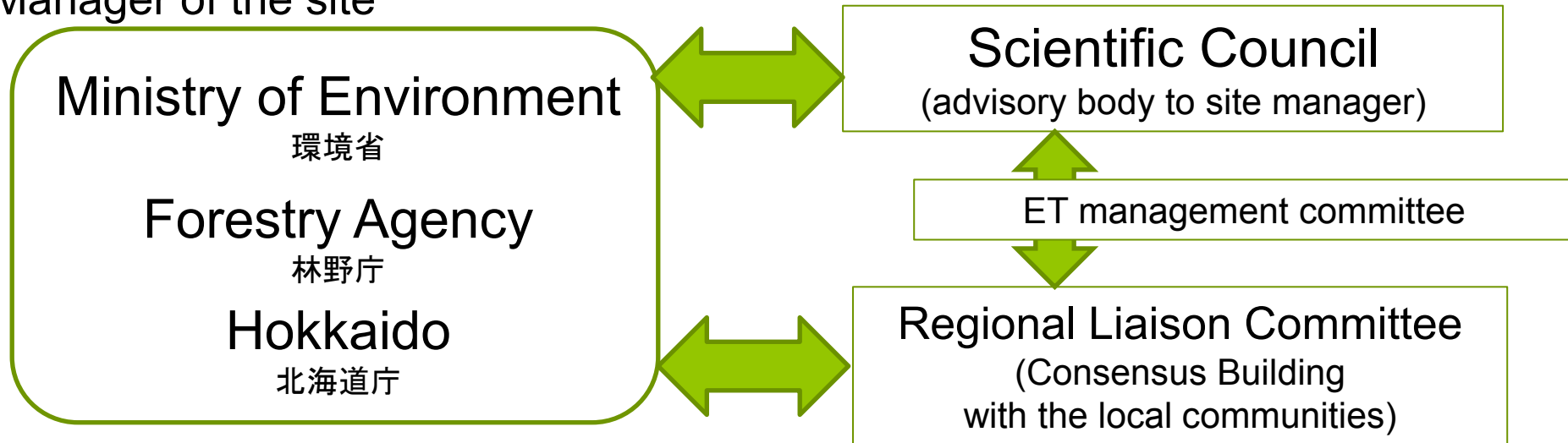






# Expansion of Government Control in Shiretoko after Inscription on the list

Manager of the site



Features of current management (after 2005)

知床世界自然遺産の管理の特徴

- Level of management has drastically increased by the positive commitment of the government (国の関与による科学的な自然環境管理レベルの向上)
- However management system is controlled by bureaucratic coordination (高度な科学的、しかしある意味で統制的、官僚的な管理の実施)
- Management cost has also increased to approx. \$4 million (大きな管理コスト)

# Development of Ecotourism Strategies エコツーリズム戦略の策定の勧告

Requested by on-site inspection of the UNESCO World Heritage Center and IUCN in 2008 (IUCNのエコツー戦略策定勧告)

Comprehensive ecotourism strategies shall be developed promptly. As basic concepts, strategies shall promote the conservation of the region, high-quality natural experience for tourists, and the development of the local economy.

- To respond the request, stakeholder meetings started from 2010 (2010年に協議開始)
- Participations in the development process was successful (参加型協議)
- Finally agreed by local stakeholders in 2012 (2012年に戦略に合意)



# The due process of ET strategy

Chance to Propose management solution

Tentative solutions are proposed by stakeholders  
at ET management committee



Formation of small size special committee  
with park managers, experts and local people



Evaluation of proposal by special committee  
Submission of recommendation to the ETM committee



Final vote at ET management committee  
with all stakeholders



Formation of new management rules and actions

# Expected effects of ET strategy

- Facilitate collaborative knowledge creation by the participation of diverse stakeholders
- Encouraging the Sense of Ownership for park management
- Knowledge transfer to the community from park managers and scientists

# Transitions of Tourism and Environmental Governance

Coexistence of Local  
Initiatives by local stake  
holders and National park  
management (1980-2005)

地域による管理  
と国立公園管理  
の共存

Increase presence of  
National Agencies for the  
management of Shiretoko  
after 2005

世界遺産化による  
国の権限拡大

Collaborative management  
with local Initiatives  
under Ecotourism Strategy  
after 2012

エコツー戦略の  
下での地域の  
主体性回復と  
協働

# The Knowledge Creating National Park

- Not only Knowledge transfer but also collaborative knowledge creation
- Achieved by the participation of diverse stakeholders through well designed process
- The democratic innovation of park management through adaptive process
- Depends on the degree of learning
- Time consuming (for support staff)

# Implications from Shiretoko ETS

- Importance of balancing scientific approach and social dimension 科学的手法と地域社会のバランス
- Well designed participatory process such as Ecotourism strategies can be as a tool for innovative park management  
エコツーリズム戦略でイノベーションを生む
- Capacity building of stakeholders by participatory learning contributes resilience  
地域住民の参加・学習がレジリアンスに貢献
- Example of domestication of world heritage system for community stakeholders  
世界遺産システムを地域が理解して活用

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END

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# Ecotourism Strategies as a Participatory Approach 参加型アプローチのための戦略

- Participatory approach is employed for creative solutions (創造的解決のための参加)
- Actions for problem-solving can be proposed by stakeholders involved (ボトムアップ方式)
- Contribute capacity building by stakeholders' participation (参加による能力開発)
- Agencies concerned need tolerance (許容)
- Innovations for tourism management (革新)

# Importance of Community Participation

- Encourage a sense of ownership
- Increase adaptability of park management system
- Innovation through the collaborative management process
- Knowledge transfer to the community from existing manager