

# Interpretation Strategy

## 1 Purpose

In order to ensure that visitors can easily perceive and understand each of the component parts as part of the whole property or part of the pilgrimage routes in the upper and lower mountain slopes, the Outstanding Universal Value (OUV) of Fujisan should be passed on to future generations; for this purpose, interpretation will be made of the relationships between individual component parts based on the outcomes of research and study on the delineation of the pilgrimage routes and pertinent information will be provided regarding conservation.

## 2 Existing State

Because currently there are few interpretation tools to present a clear relationships between the different component parts, visitors must gather information pertaining to the inter-relationships between the component parts themselves. A significant amount of time and effort to build up an understanding of the entire property.

“Fujisan World Heritage Centers” are currently being built in Yamanashi Prefecture and Shizuoka Prefecture. Organizations are also being established in these prefectures to operate them as central facilities that promote interpretation of the Outstanding Universal Value of Fujisan, provide information about conservation measures, and conduct research and study.

## 3 Issues

It is necessary to use effective methods of interpretation, such as publishing and distributing informative materials, to help visitors easily recognize and understand the relationships between the component parts. Other methods include the installation of signboards and road signs to guide visitors to pilgrimage routes in the lower mountain slopes.

It is also important to establish a system for research, study, and capacity building, in which the “Fujisan World Heritage Centers” play a central role in these aims in coordination with museums and relevant municipal governments and also to put in place a system to facilitate the recognition and understanding of visitors, by incorporating the outcomes of research and study, in coordination with relevant facilities such as the Mount Fuji Research Institute (Yamanashi Prefectural Government) and various museums.

## 4 Policies

The following two policies are set out: “promotion of research and study and feedback of their outcomes” and “transmission of OUV and appropriate interpretation”.

### (1) Promotion of research and study and feedback of their outcomes

#### (i) *Implementation of research and study*

Research and study on Fujisan will be promoted, centering on “Fujisan World Heritage Centers”, in coordination with museums and relevant municipal governments.

#### (ii) *Feedback of the outcomes of research and study*

Yamanashi Prefecture and Shizuoka Prefecture accumulate the outcomes of research and study systematically and make use of them for presentation and interpretation.

### (2) Transmission of OUV and appropriate interpretation

#### (i) *Contents*

Yamanashi Prefecture and Shizuoka Prefecture play a central role in conveying the Outstanding Universal Value of Fujisan and providing pertinent information concerning conservation measures.

#### (ii) *Establishment of a system for interpretation and human resources development*

Yamanashi Prefecture and Shizuoka Prefecture proceed with the construction of “Fujisan World Heritage Centers” and the establishment of organizations to operate them as central facilities for interpretation. They will also develop locally-rooted human resources, such as “World Heritage guides”, in coordination with relevant municipal governments.

#### (iii) *Methods*

Yamanashi Prefecture and Shizuoka Prefecture play the central role in developing effective interpretation methods, with respect to both hardware and software, that are consistent with the aforementioned policies.

## 5 Measures

### (1) Promotion of research and study and feedback of their outcomes

#### (i) *Implementation of research and study*

- Yamanashi Prefecture and Shizuoka Prefecture in coordination with museums and art museums in both prefectures and relevant municipal governments will establish the system for research and study, centering on “Fujisan World Heritage Centers”, so that

comprehensive research and study can be made, including the delineation of pilgrimage routes, and promote the development of research and study plans and interdisciplinary research and study within the context of a long-term vision (reference information 1, page 72).

- Yamanashi Prefecture, Shizuoka Prefecture, and relevant municipal governments will conduct surveys to evaluate visitor awareness and to understand the extent of visitor recognition and understanding of the Outstanding Universal Value of Fujisan.

(ii) *Feedback of the outcomes of research and study*

- Yamanashi Prefecture and Shizuoka Prefecture promote the accumulation and use of the collected documents and the outcomes of research and study through the exploration of the possibility of building a database of the outcomes of research and study.

## (2) Transmission of OUV and appropriate interpretation

(i) *Contents*

a. *Transmission of OUV*

Visitors will be guided not only to the upper mountain area but also to the component parts at the foot of the mountain by promoting visitors' recognition and understanding about the relationships between the component parts, which will be further clarified as a result of the ongoing work to identify the pilgrimage routes and by explaining that it was interactions between the nature (i.e. Fujisan) and people that gave rise to a unique form of worship and inspired excellent and diverse works of art, paying attention to the style of, and historical changes in Fujisan worship.

b. *Conservation measures*

Information will be provided about the degree of congestion at each ascending route and the state of mountain hut reservations. People will be discouraged from attempting “bullet climbing” (night-time ascents without sufficient rest before climbing). Information for safe climbing will be provided regarding the appropriate climbing gear and other matters that climbers should keep in mind. Measures would be taken to raise public awareness about good climbing manners, such as carrying out garbage (reference information 2, page 75).

To facilitate people's understanding for the conservation of Fujisan, information will be disseminated regarding the efforts made by mountain huts, such as the use of toilets with a low environmental impact; activities by local governments and NPOs, such as cleaning; and laws and rules for the conservation of Fujisan.

(ii) *Establishment of a system for interpretation and human resources development*

Yamanashi Prefecture and Shizuoka Prefecture construct “Fujisan World Heritage Centers”

as core facilities for interpretation, where staff are stationed in charge of operating projects and activities of “Fujisan World Heritage Centers”. Also, Yamanashi Prefecture and Shizuoka Prefecture provide the interpretation of the Outstanding Universal Value and pertinent information regarding conservation measures in coordination with relevant facilities such as museums in Yamanashi and Shizuoka Prefectures. They will develop locally-rooted human resources, such as “World Heritage guides”, in coordination with relevant municipal governments (reference information 3, page 76).

### *(iii) Methods*

Yamanashi Prefecture and Shizuoka Prefecture play a central role in making brochures and other informative materials available that illustrate the relationships among the component parts (reference information 4, page 77) and in organizing lectures and seminars in coordination with school education, such as Fujisan learning and “kids’ study programmes” (reference information 5 and 6, pages 78 and 79). Also, Yamanashi Prefecture and Shizuoka Prefecture organize special exhibitions and academic seminars at “Fujisan World Heritage Centers”, museums, art museums, etc., and plan and provide model routes to guide visitors to the component parts at the foot of the mountain (reference information 3 of the visitor management strategy, page 44).

## Reference Information

## Reference Information 1: Construction of “Fujisan World Heritage Center”

### • Summary

The Fujisan World Heritage Centers are being constructed to be used as a base of the comprehensive conservation and management of Fujisan and to respond to the needs of many visitors by providing information about the nature, history, and culture of Fujisan as well as tourist attractions in nearby areas.

Also, Yamanashi Prefecture, Shizuoka Prefecture, and relevant municipalities jointly construct a system to welcome visitors around Fujisan.

### • Actions already implemented

Progress of the Construction of “Fujisan World Heritage Centers “

FY	Yamanashi Prefecture	Shizuoka Prefecture
2011	-	<ul style="list-style-type: none"> <li>Establishment of the basic concept preparation committee</li> <li>Development of the basic concept</li> </ul>
2012	<ul style="list-style-type: none"> <li>Establishment of the construction discussion committee</li> <li>Selection of the construction site (within the precinct of the existing Yamanashi Prefecture Fuji Visitor Center at Funatsu, Fujikawaguchiko Town)</li> <li>Development of the basic construction plan</li> </ul>	<ul style="list-style-type: none"> <li>Development of the basic plan</li> </ul>
2013	<ul style="list-style-type: none"> <li>Exhibit design and construction design</li> </ul>	<ul style="list-style-type: none"> <li>Selection of the construction site (Miya Town, Fujinomiya City)</li> <li>Development of the detailed exhibit plan</li> </ul>
2014	<ul style="list-style-type: none"> <li>Construction and exhibit design, construction work, manufacturing of exhibits</li> </ul>	<ul style="list-style-type: none"> <li>Basic design and detailed design</li> </ul>
2015	<ul style="list-style-type: none"> <li>Construction work, manufacturing and installation of exhibits</li> </ul>	<ul style="list-style-type: none"> <li>Installation of exhibits</li> </ul>

Overview of “Fujisan World Heritage Centers”

	Yamanashi Prefecture	Shizuoka Prefecture
Location	Funatsu, Fujikawaguchiko Town To be constructed as an extension to the existing Fuji Visitor Center in its southern precinct	Miya Town, Fujinomiya City To be newly constructed in and around the existing open space
Size	Area: approx. 27,600 m <sup>2</sup> Construction area: approx. 4,330 m <sup>2</sup> Total floor area: approx. 500 m <sup>2</sup> Fuji Visitor Center (existing) Total floor area: approx. 1,671 m <sup>2</sup>	Area: approx. 7,000 m <sup>2</sup> Construction area: approx. 6,200 m <sup>2</sup> Total floor area: approx. 3,600 m <sup>2</sup>
Project cost	Approx. 1.5 billion JPY (including a construction cost of 930 million JPY and an exhibit installation cost of 460 million JPY)	Approx. 4.3 billion JPY (including a construction cost of 3.1 billion JPY and an exhibition installation cost of 1 billion JPY)
Facilities	As planned in the detailed design Exhibition room: 824.49 m <sup>2</sup> Library: 72.36 m <sup>2</sup> Multi-purpose hall: 47.24 m <sup>2</sup> Meeting rooms: 52.61 m <sup>2</sup> etc. Fuji Visitor Center (existing) Exhibition room: 470 m <sup>2</sup>	As planned in the detailed design Permanent exhibition room: 957 m <sup>2</sup> Special exhibition room: 128 m <sup>2</sup> Library: 59 m <sup>2</sup> Seminar room: 76 m <sup>2</sup> Video theater: 93 m <sup>2</sup> Storage rooms: 76 m <sup>2</sup> etc.

• Future actions

Aiming to open the center in Yamanashi Prefecture in July 2016 and to complete the construction of the center in Shizuoka Prefecture by the end of October 2017, the construction of the building and the manufacturing of exhibits are in progress and the management system and specific operations are to be determined in time. In addition, the recruitment of staff who will run the projects and programmes of the centers and the establishment of mechanism for research and study centering on Fujisan World Heritage Centers are done in coordination with relevant municipalities.

Schedule

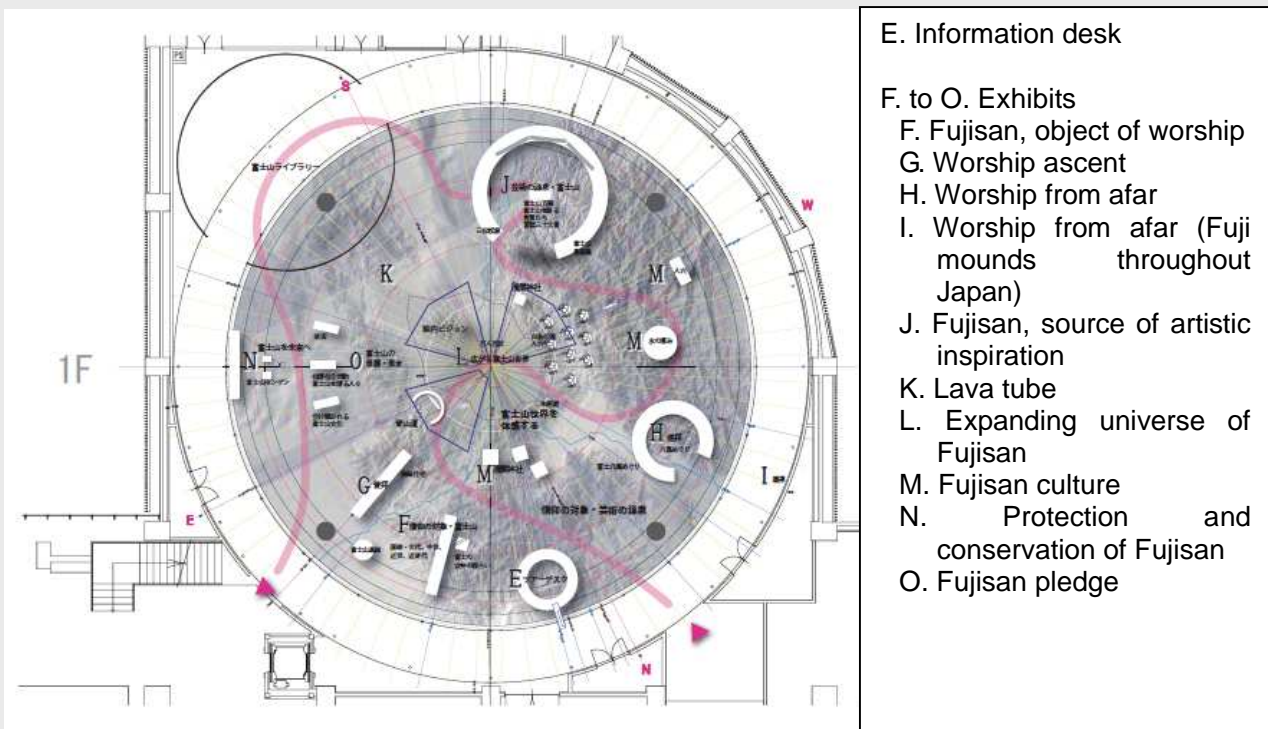
FY	Yamanashi Prefecture	Shizuoka Prefecture
2016	Opening	Construction, exterior works, manufacturing and installation of exhibits
2017	--	Completion

<Visual Image of Yamanashi Prefecture Fujisan World Heritage Center>



<Visual Image of Exhibits at Yamanashi Prefecture Fujisan World Heritage Center>

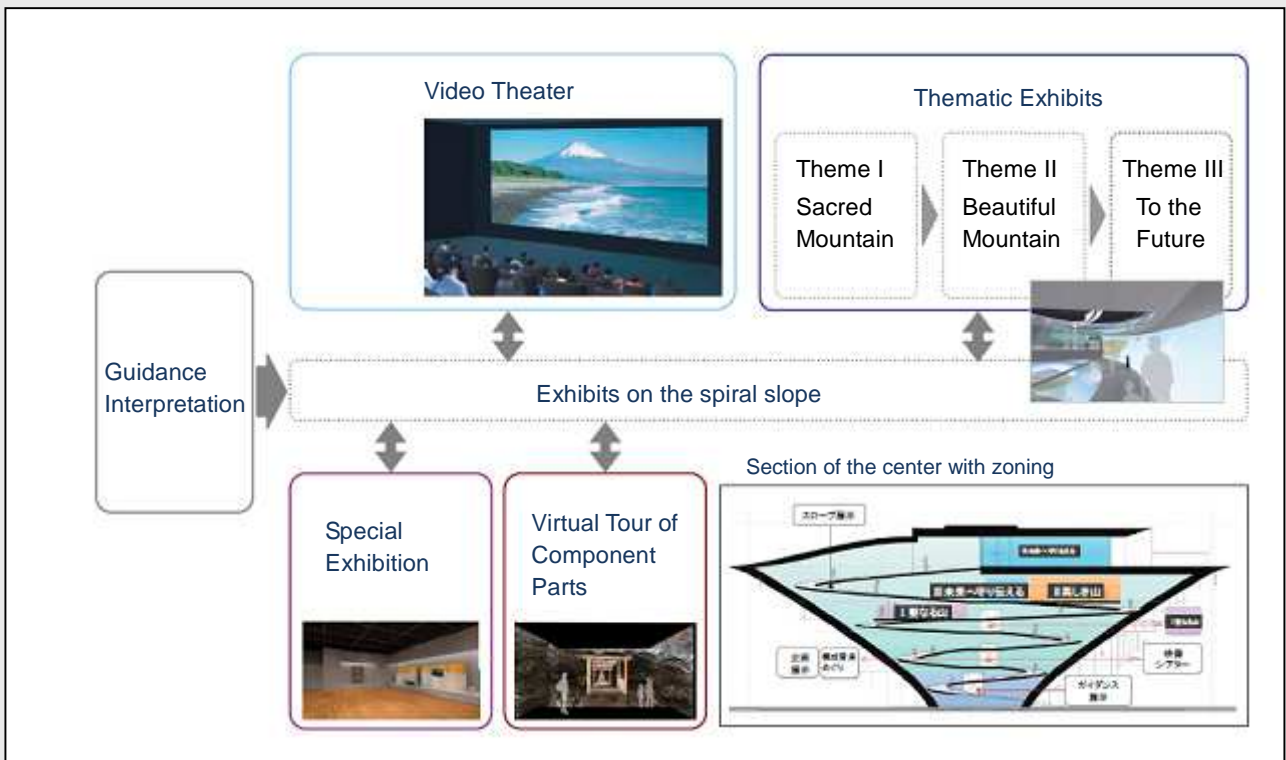
Exhibits are structured with the intention of interpreting the relationships between the component parts.



<Visual Image of Fujisan World Heritage Center (provisional name) (Shizuoka Prefecture)>



<Visual Image of the Exhibits of Fujisan World Heritage Center (provisional name) (Shizuoka Prefecture)>





## Reference Information 2: Information for Safe and Comfortable Climbing

### • Summary

The Council for the Promotion of the Proper Use of Mt. Fuji (secretariat: Ministry of the Environment, Yamanashi Prefecture, and Shizuoka Prefecture) has been promoting the proper uses of Fujisan, which is designated as a National Park since the council was set up in February 2011 (as an expansion of the Fujisan Sign Liaison Council). The Council started a mobile web site, "Official Web Site for Mt. Fuji Climbing", in June 2013, in order to provide information to promote safe climbing of Fujisan.

### • Actions already implemented

Recent problems of climbing on Fujisan are so-called "bullet climbing" by those who start climbing at night without sleeping and make descents after watching the sunrise at the mountain top. Lightly dressed and equipped climbers can become sick or get injured during the ascent. As the inscription of Fujisan on the World Heritage List might result in further increase in the number of climbers and the congestion at the mountaintop in the weekends and holidays, information useful for climbers in the preparation stage, pre-climbing stage, and in the climbing stage is provided at the Official Web Site for Mt. Fuji Climbing (launched in June 2013) in order to facilitate and promote safe ascents of Fujisan based on appropriate climbing plans that allow ample time.

### • Future actions

The above-mentioned official web site is providing information about the conditions of ascending routes, basic equipment for Fujisan ascent, safety information, risks, regulations and rules, and real-time information such as weather conditions. The web site will be improved to contain more information that meets visitors' needs.

Official Web Site for Mt. Fuji Climbing

Reference Information 3: Training and Mobilization of World Heritage Guides

• Summary

"World Heritage Guides", who can guide visitors, interpreting the Outstanding Universal Value of the World Heritage, "Fujisan", and explaining about the proper conservation and management, have been trained through training programs since 2012.

• Actions already implemented

The World Heritage Guide Training Program is offered to volunteer guides who are working in Yamanashi Prefecture and Shizuoka Prefecture (nature, tourism, and foreign language) and those who have the intention of working as World Heritage guides. As of the end of September 2015, 190 people have completed the program. They are working as guides for visitors at different component parts and nearby facilities.

In Yamanashi Prefecture, 47 people have completed the program as of the end of September 2015. They are working as guides for visitors at the Yamanashi Prefecture Fuji Visitor Center.

Number of world heritage guides trained in the past few years

FY	2012	2013	2014	2015	Total
Number of people who completed the guide training course	71	77	74	15 (at the end of September)	237



Seminar



Field visit

• Future actions

"World Heritage Guides" are to be trained to interpret the Outstanding Universal Value of Fujisan to visitors. Activities of "World Heritage Guides" such as guiding visitors at individual component parts are also to be promoted in cooperation with liaison organizations of relevant municipalities.

Also, at "Fujisan World Heritage Centers" in Yamanashi Prefecture and Shizuoka Prefecture, information about the Outstanding Universal Value of Fujisan is to be provided and awareness raising for its conservation is to be implemented.

Reference Information 4: Publication and Utilization of Pamphlets

• Summary

Pamphlets and brochures are prepared to provide information about mutual relationships between the component parts based on the research and study on pilgrimage routes, the Outstanding Universal Value of Fujisan, and conservation efforts, so that visitors can easily recognize and understand the mutual relations between the component parts.

• Actions already implemented

The Fujisan World Cultural Heritage Council prepared multi-language pamphlets and brochures in Japanese, English, and other languages based on the results of research and survey on pilgrimage routes as current at March 2015 and have been distributing them at the 5<sup>th</sup> stations and other places, using them at lectures, seminars, etc. and posting them on the web sites.



• Future actions

The pamphlets and brochures that have been prepared so far continue to be distributed at the 5<sup>th</sup> stations and other places, used at lectures, seminars, etc., and posted on the web site, with a view to deepening the understanding of visitors about the mutual relationships between the component parts, the Outstanding Universal Value of Fujisan, and conservation efforts.

In addition, they will be updated based on the results of future research and study on pilgrimage routes etc.

### Reference Information 5: Visiting Lectures and Seminars

• Summary

Yamanashi Prefecture and Shizuoka Prefecture give visiting lectures in order to explain the nature and culture of Fujisan, basic knowledge of World Heritage, and efforts that have been made for inscription on the World Heritage, to enhance the understanding of and interest in Fujisan, and to build up the mood for passing on the World Heritage, Fujisan, to future generations.

• Actions already implemented

Lecturers have been given by staff of Yamanashi Prefecture and Shizuoka Prefecture at elementary schools, junior highs, and high schools and, upon request, at various organization.

Number of visiting lectures and participants in the past few years

	FY 2011	FY 2012	FY 2013	FY 2014
Kindergarten, elementary school, junior high, and high school	43 times / 4,005 people	36 times / 5,188 people	59 times / 6,693 people	47 times / 5,013 people
Adults	36 times / 2,191 people	60 times / 3,576 people	82 times / 4,229 people	45 times / 2,028 people
Total	79 times / 6,196 people	96 times / 8,764 people	141 times / 10,922 people	92 times / 7,041 people



Scenes of visiting lectures

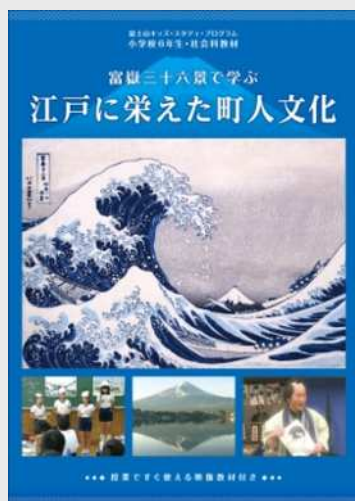
• Future actions

Staff of prefectural governments will continue to visit elementary schools, junior high schools, high schools, local communities, and companies to give lectures for students and citizens in order to improve their understanding of and interest in Fujisan and encourage them to pass on the Outstanding Universal Value of Fujisan to future generations.

## Reference Information 6: “Fuji no Kuni” Kids’ Study Program

### • Summary

The Certified NPO, National Council on Mt. Fuji World Heritage, and Yamanashi and Shizuoka Prefectures are promoting programmes in which the masterpiece of *ukiyo-e* woodblock print, “Thirty-six Views of Mount Fuji”, is used in order for students to understand the cultural value of Fujisan and develop attitudes to “cherish Fujisan, hometown, and Japan”.



Textbook



DVD containing educational materials

### • Actions already implemented

In 2012, model classes were held in elementary schools in Yamanashi Prefecture, Shizuoka Prefecture, and Tokyo. Based on the aforementioned model classes, teaching materials for 6<sup>th</sup> grade social study class were made. In 2013, the teaching materials were distributed to all elementary schools in Yamanashi Prefecture, Shizuoka Prefecture, and the Chuo ward of Tokyo. Teaching materials were also distributed to all elementary schools in Sumida, Taito, and Shibuya wards of Tokyo in 2014. Furthermore efforts to improve the programme quality have been made, such as the revision of the teaching materials for easier use in 2015.



School children learning in a lecture

### • Future actions

The efforts for better quality of the program are to be continued, for example by making revisions to the teaching materials for easier use in classes. In addition, the further use of the programme in Yamanashi Prefecture, Shizuoka Prefecture, and other places in Japan is to be promoted.

