

# Visitor Management Strategy

## 1 Purpose

From the perspectives of maintaining and enhancing the dual characteristics of Fujisan as a “sacred place (spiritual quality)” and a “source of artistic inspiration (aesthetic quality)” while conserving the natural environment as its foundation, the existing state of and problems facing Fujisan are to be examined and the ideal vision of visitor management is to be developed, with a focus on the upper access routes. To realize the ideal vision, research and study that mainly examine carrying capacities<sup>1</sup> for the upper access routes (fifth station and higher) are to be carried out. Based on these results, multidimensional indicators are to be identified; the standards for these indicators will be established, and the implementation of the measures taken will be monitored.

It should be noted that the property area of Fujisan includes not only the Fujisan Mountain Area, which is characterized by upper access routes but also spiritual places at the foot of the mountain, such as Shinto shrines, lakes, ponds, and waterfalls. Consequently, this strategy includes the component parts at the foot of the mountain within its scope.

## 2 Existing State

In the summer of 2012, the year before the inscription on the World Heritage List, approximately 320,000 people climbed Fujisan. In 2014, however, the number decreased to approximately 240,000, equal to the number in 2007, as there were few days of good weather on weekends and in the mid-August festival (the Bon Festival) season, when many people usually visit Fujisan, and because the restrictions on private vehicles and the shuttle bus service to the fifth station were enforced for a longer period of time than in previous years. The number of climbers decreased even further, to approximately 200,000 in 2015, whereas roughly 10 million people visit the component parts at the foot of the mountain annually.

Environmentally sensitive toilets funded by national government subsidies have been installed along the upper access routes and are maintained appropriately by managers of individual toilets. Currently, 10 years after they were installed, the Ministry of the Environment, Yamanashi Prefecture, Shizuoka Prefecture, etc. are currently examining treatment and maintenance methods etc., to ensure their ongoing appropriate maintenance.

Management measures adopted on Fujisan include improving mountain huts, ascending routes, and relevant visitor facilities and conducting research to examine their current state. However, the relevant stakeholders do not share a common understanding of the basic principles and policies underlying future visitor management.

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<sup>1</sup> Carrying capacities = the number of climbers = one of the many multidimensional indicators developed

### 3 Issues

Regarding the upper access routes, the distribution of people who make ascents from the Fifth Station to the summit is concentrated on specific dates and times. There is also significant variation in the manner that ascents are made. It is important that climbers recognize the Outstanding Universal Value of Fujisan as a “sacred place” and “source of artistic inspiration” and pass on the cultural traditions of Fujisan ascents to future generations.

Although there has been no significant congestion at the other component parts at the foot of the mountain, it is necessary from the perspectives of considering the component parts as “an entity” to facilitate visitors’ recognition and understanding of mutual relationships among individual component parts, with a focus on the unity between the Fujisan Mountain Area and the other component parts at the foot of the mountain.

In order to address these issues, management measures need to be implemented in a stepwise, planned manner based on the visitor management strategy.

### 4 Policies

The visitor management strategy for the World Cultural Heritage Fujisan Vision will be developed based on World Heritage Manual No. 1, “Managing Tourism at World Heritage Sites: a Practical Manual for World Heritage Site Managers” (UNESCO World Heritage Centre, 2002) and on case studies of National Parks in other countries with a view to ensuring the appropriate implementation of a framework in which targets and objectives are defined and the effectiveness of visitor management measures are monitored based on indicators (refer to Figure 1. page 38).

On Fujisan, the distribution of climbers who ascend to the summit from the fifth station is concentrated on specific dates and times. Therefore, a “desired style of Fujisan ascents” is to be decided on as a target for visitor management; this style will be based on consideration of the “carrying capacities for the upper access routes”.

The “desired style of Fujisan ascents” will be defined based on the following three perspectives, recognizing that it is important that climbers who make ascents using various climbing styles can feel the characteristics of Fujisan in terms of both spiritual and aesthetic qualities.

- (i) **Transmission of the cultural traditions of ascents originating from worship ascents in the 17th century**
  - Ascents to the summit for the purposes of viewing sunrise (“*Goraiko*”) should be accompanied by an overnight stay or a short stay at a mountain hut on the way.
  - Ascents should be made via the identified pilgrimage or ascending routes.
  - The relationships between Shinto shrines and spiritual spots at the foot of the mountain and ascending routes should be recognized and understood.

## (ii) Maintenance of scenic landscapes along the ascending routes and around the mountaintop

- Facilities for climbers, such as mountain huts and disaster prevention facilities, should be designed to be in harmony with the natural environment.
- Factors that affect the scenic landscapes such as erosion and vegetation changes, should be controlled.

## (iii) Safety and comfort of visitors who make ascents

- Necessary climbing equipment should be available, and appropriate manners should govern behavior.
- Ascents can be enjoyed without congestion, danger, or dissatisfaction due to excessive numbers of climbers.

The following three policies will facilitate the achievement of a “desired style of Fujisan ascents”.

### (1) Research on carrying capacities and determination of indicators

“To balance the conservation and the utilization of Fujisan, research to examine the “carrying capacities for the upper access routes” will be conducted based on advice from experts. And multidimensional indicators, including the number of climbers, and standards of the identified indicators will be decided upon in consultation with local stakeholders etc. from the perspectives of the (i) transmission of the cultural traditions of ascents originating from worship ascents in the 17th century to future generations, (ii) maintenance of scenic landscapes along the ascending routes and around the mountaintop, and (iii) safety and comfort of visitors who make ascents (reference information 1, page 40).

### (2) Implementation of visitor management measures

To realize the “desired style of Fujisan ascents” in coordination with businesses, groups, local stakeholders, and so on who work to conserve Fujisan, visitor management measures will be implemented for the purpose of achieving the desired level of each indicator, focusing on the upper access routes but not excluding the area at the foot of the mountain.

### (3) Monitoring of measures and indicators

The completed measures, identified indicators, and standards for individual indicators will be evaluated and reviewed periodically.

## 5 Measures

### (1) Research on carrying capacities and determination of indicators (reference information 1, page 40)

- To survey the movements, behavior, and perceptions of climbers at the fifth station and higher in the summer on a continual basis over a 3-year period from 2015 to 2017.
- To analyze the results of this survey and determine indicators and desired levels<sup>2</sup>, including but not limited to the target daily number of climbers on each ascending route, by July 2018, from the three perspectives of (i) transmission of the cultural traditions of ascents originating from worship ascents in the 17th century to future generations, (ii) maintenance of scenic landscapes along the ascending routes and around the mountaintop, and (iii) safety and comfort of visitors who make ascents.

### (2) Implementation of visitor management measures

Currently, the following measures are being implemented with a view to conforming to the “desired style of Fujisan ascents”.

#### *Upper Access Routes*

#### (i) Mitigation of the concentrations of climbers near the summit on specific peak dates and times

- To review the last daily departure time of the shuttle bus between the parking at the foot of the mountain and the fifth station.
- To encourage ascents from the foot of the mountain (reference information 2, page 43).
- To encourage visits to the component parts at the foot of the mountain through discussion and the selection of model visitation routes, including those based on the results of research on pilgrimage routes on the lower slopes of the mountain. (Reference information 3, page 44.)

#### (ii) Increasing awareness

- To provide information on the degree of congestion of each ascending route and the status of mountain hut reservations, to discourage climbers from attempting “bullet climbing” (night-time ascents without sufficient rest before climbing); to provide information on safe climbing, including clothing and equipment; and to raise public awareness about good climbing manners, such as carrying out trash (reference information 4 to 7, pages 45 to 49).
- To construct an “Integrated Tourism and Safety Information System for Fujisan Ascents”

<sup>2</sup> For indicators and standards for individual indicators, refer to reference information 1, “Examples of Indicators and Standard Levels” (pages 41 and 42).

which has a range of functions from tourist information about the surrounding area of Fujisan, electronic submission of registration papers, safety information, to tracking of climbers' locations.

#### (iii) Alternative transportation system

- To implement an alternative transportation system that contributes to achieving the “carrying capacities for the upper access routes” (reference information 8, page 50).

#### (iv) User payment system

- To ensure the implementation of a system called “Fujisan Conservation Donation” as a request for voluntary cooperation from climbers and to promote projects that conserve the cultural and natural environment of Fujisan and ensure the safety of climbers (reference information 9, page 51).

#### (v) Proper maintenance of toilets

- To promote the maintenance of toilets along the upper access routes, with a view to maintaining the spiritual quality of Fujisan and reducing the environmental load (reference information 10, page 53).

### ***Foot of the Mountain (Lower Slopes of the Mountain)***

#### (i) Encourage visits to component parts at the foot of the mountain

- To guide visitors to the component parts at the foot of the mountain by delineating pilgrimage routes on the lower slopes of the mountain.

#### (ii) Promote circular tours in the area at the foot of the mountain.

- To encourage visitors to make circular tours at the foot of Fujisan by developing model routes and providing guided tours of the component parts at the foot of the mountain and other tourist destinations in the surrounding area so that visitors can experience the charms of not only the higher mountain area but also the area at the foot of the mountain of Fujisan (reference information 11, page 55).
- To disseminate information through media, such as guidebooks and web pages: to provide information at the grass-roots level via local guides etc.; and to facilitate visitors' recognition and understanding of relationships among the component parts and the Outstanding Universal Value of the entire property.(Refer to Interpretation Strategy's reference information 4, page 77).

### **(3) Monitor measures and indicators**

To respond to changes in the existing state and to new issues, the effectiveness and sustainability of individual measures is to be evaluated and reviewed approximately every 5

years, starting from 2015, to achieve steady progress and improvement.

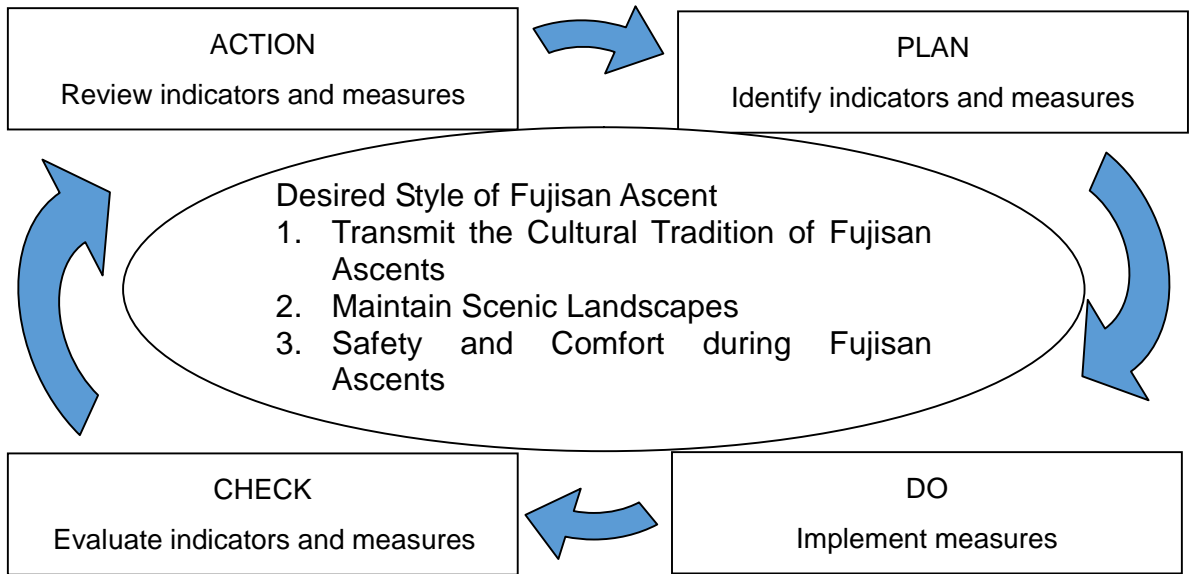


Figure 1 Framework for Visitor Management at Fujisan

## Reference Information

## Reference Information 1: Study of Carrying Capacities and Determination of Indicators

### • Summary

Yamanashi Prefecture and Shizuoka Prefecture play a central role, sharing information with the Agency for Cultural Affairs and the Ministry of the Environment, in carrying out the survey of the dynamics of climbers and the perceptions of climbers for three years from 2015 to 2017 as part of the study centering on the carrying capacities of the upper access routes, in order to realize the “desired style of Fujisan ascents”.

By July 2018, under consultation with local stakeholders, several indicators and the desired standard levels for each indicator will be determined, including but not limited to the number of climbers, from the perspectives of (i) transmission of the cultural traditions of ascents originating from worship ascents in the 17th century to future generations, (ii) maintenance of scenic landscapes along the ascending routes and around the mountaintop, and (iii) safety and comfort of visitors who make ascents.

### • Actions already implemented

From 2015, with advice from experts on National Parks management etc., the following studies centering on “carrying capacities of the upper access routes” have been conducted.

#### (1) Study on the dynamics of climbers

At each starting point of the Fujinomiya, Gotemba, Subashiri, and Yoshida Ascending Routes, GPS data loggers were handed out to climbers and data of arrival time to the mountaintop and density of climbers, etc. Also, fixed-point cameras were installed at congestion points along the ascending routes and the status of congestion was recorded for different time slots.

#### (2) Study on the perceptions of climbers

Questionnaire survey was conducted on climbers and other visitors, asking about satisfaction, tolerance about congestion, recognition and understanding of the 25 component parts as one whole, status of visitation to component parts, etc.

In addition, Web questionnaire survey was conducted for people other than climbers about congestion tolerance etc.

#### (3) Study on the status of congestion at toilets

At the toilet on the 7<sup>th</sup> Station of the Yoshida Descending Route, where an issue of congestion is identified, the waiting time and the number of people in queue were recorded.



Scenes from GPS logger survey and dynamics of climber recorded by GPS logger

### • Future actions

In the three years up to 2017, studies are to be continued and, through consultation with stakeholders, several indicators and the desired standard levels for each indicator will be selected, including but not limited to the number of climbers per day, from the perspectives of (i) transmission of the cultural traditions of ascents originating from



worship ascents in the 17th century to future generations, (ii) maintenance of scenic landscapes along the ascending routs and around the mountaintop, and (iii) safety and comfort of visitors who make ascents by July 2018.

<Indicative examples of indicators and standard levels>

The indicators and standard levels for each indicators to realize the “desired style of Fujisan ascents” will be selected by July 2018, after study is conducted for three years up to 2017. The indicative examples of the indicators and desired standard levels that are currently under discussion are shown below.

Indicative examples of indicators

The indicative examples of the indicators to be selected to realize the “desired style of Fujisan ascent” from the perspectives of (i) transmission of cultural traditions of Fujisan ascents to future generations, (ii) maintenance of scenic landscapes, and (iii) safety and comfort of ascents are shown below.

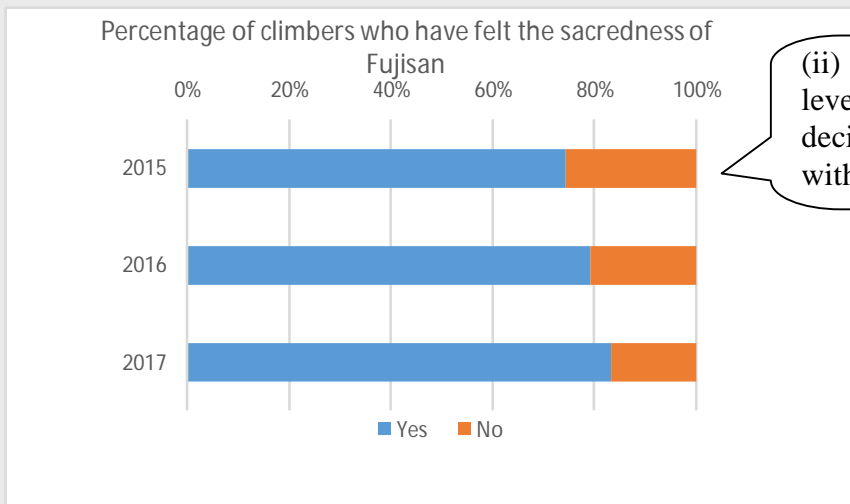
Desired style of Fujisan ascent		Indicators (measurement method)	Standards	
Transmission of cultural traditions	Visitors can feel the sacredness and beauty of Fujisan.	Percentage of climbers who have felt the sacredness of Fujisan. (questionnaire survey) etc.	Fujinomiya	Indicative examples of standards are shown on next
			Gotemba	
			Subashiri	
			Yoshida	
Maintenance of scenic landscapes	Facilities for climbers such as mountain huts and disaster prevention facilities are in harmony with the natural environment.	Percentage of climbers who think the landscapes along the ascending routes are in harmony with the natural environment (questionnaire survey) etc.	Fujinomiya	Indicative examples of standards are shown on next
			Gotemba	
			Subashiri	
			Yoshida	
Safety and comfort of Fujisan ascent	Climbers can make safe and comfortable ascents.	Number of climbers per day (recording of the number of climbers with the counting device installed at the 8th Station) etc.	Fujinomiya	Indicative examples of standards are shown on next
			Gotemba	
			Subashiri	
			Yoshida	

Indicative examples of desired standard levels

The indicative examples of the desired standard levels for each indicator are shown below. The figures shown here are provided only for indication purposes and are not actual data.

(Example 1) Indicative example of the desired standard level concerning the “percentage of climbers who have felt the sacredness of Fujisan”

(i) Analysis of survey

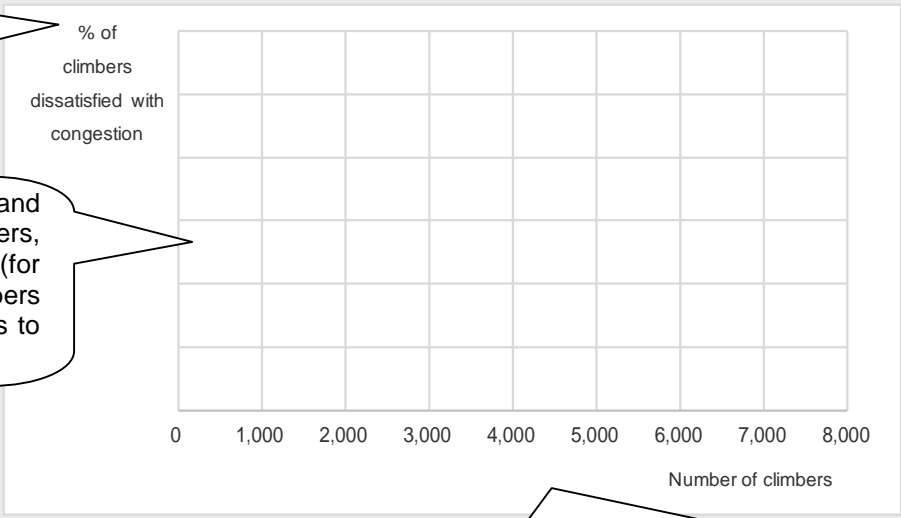


(ii) Desirable standard level (X %) is to be decided on, in consultation with stakeholders.

(Example 2) Indicative example of the desired standard level concerning the “number of climbers per day”

- (i) Items for the vertical axis (axis Y) have several options such as the percentage of climbers who are dissatisfied with congestion, the density, or the waiting time. Therefore, in deciding on the selection of the item for the vertical axis (axis Y), the correlation between the vertical axis (axis Y) and the number of climbers (axis X) are to be analyzed first based on the survey results.
- (ii) In consultation with stakeholders, the vertical axis (axis Y) is to be decided upon, in consideration of its correlation with the number of climbers (axis X).

For axis X, the density, the waiting time, etc. can be used.



(iii) Based on the survey results and in consultation with stakeholders, the desirable level for axis Y (for example, X percent of climbers dissatisfied with congestion) is to be decided on.

(iv) The value of axis X (number of climbers) is to be decided on.

## Reference Information 2: Encouragement of Ascents from the Foot of Fujisan

- Summary

Visitors are encouraged to make ascents from the foot of Fujisan, starting from the route connecting Oshi villages including the Former House of the Togawa Family, Kitaguchi Hongu Fuji Sengen-jinja Shrine, and the starting point of the Yoshida Ascending Route, in order to improve the understanding and interest in the history of Fujisan ascents at Yoshida Entrance and heighten the motivation to pass on the World Heritage Fujisan to future generations.

- Actions already implemented

Fujiyoshida City renovated the Nakano Chaya teahouse on the Yoshida Ascending Route that had been closed for a while, turning it into a guidance station and a resting hut. Civic volunteers operated a Fujisan resting spot at Umagaeshi during the summer climbing season, served water to visitors, and guided visitors around nearby areas. These activities led to the maintenance of the environment for people to make ascents from the foot of Fujisan. Information for "ascents from the foot of Fujisan" was provided through pamphlets and web sites.

A dilapidated mountain hut located before the Fifth Station of the Yoshida Ascending Route was removed. An explanatory sign introducing the history of the removed mountain hut was then installed to improve the understanding of the history of Fujisan ascents.



Nakano Chaya teahouse

Before



Fujisan resting spot

After



Dilapidated mountain hut



Hut removed and sign installed

- Future actions

Visitors are continuously encouraged to "make ascents from the foot of Fujisan" by continuing the above-mentioned activities.

**Reference Information 3: Guidance of Climbers to the Component Parts at the Foot of the Mountain, Using Pilgrimage Routes**

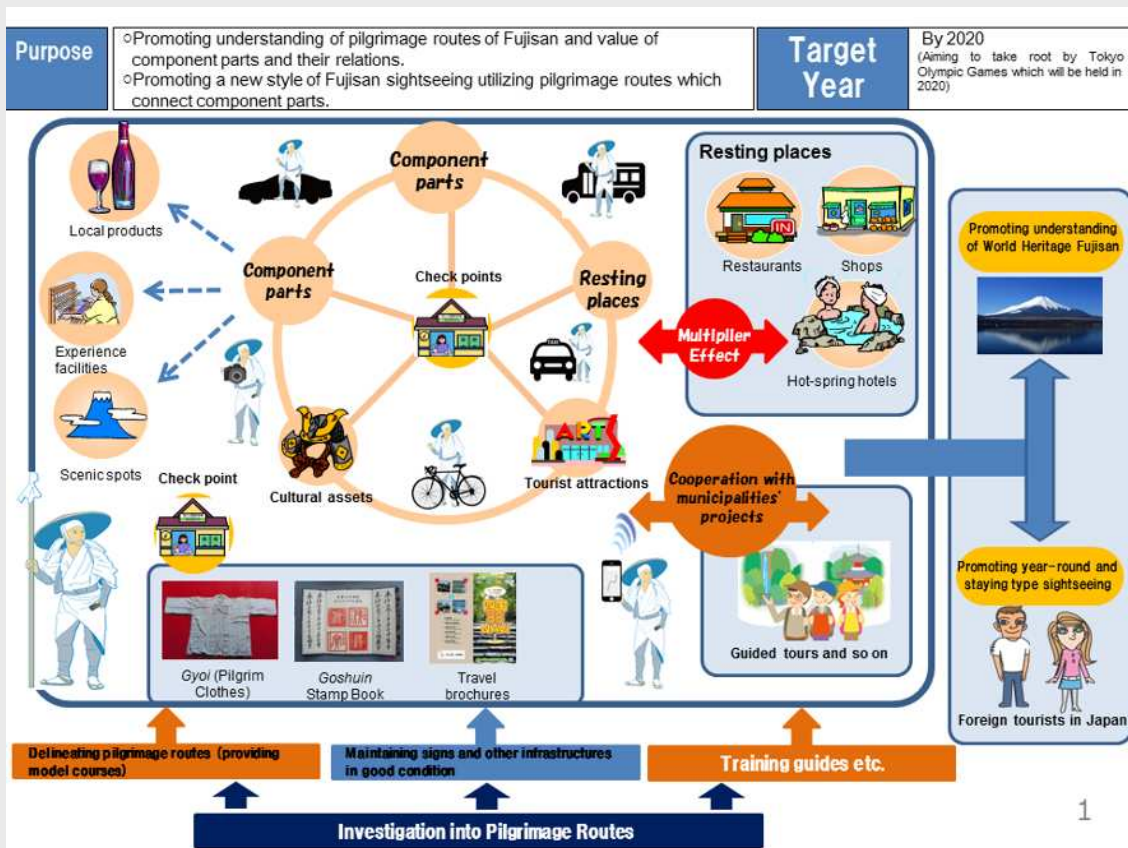
Reference Information 3: Guidance of Climbers to the Component Parts at the Foot of the Mountain, Using Pilgrimage Routes

• Summary

In order for climbers and other visitors to understand the mutual relations among the component parts, various possibilities have been examined, including the designation of model courses etc. to encourage people to visit not only ascending routes but also the Shinto shrines at the mountain foot and spiritual places such as the Fuji Five Lakes, using the pilgrimage routes that have been identified or estimated, based on the results of the researches and studies concerning pilgrimage routes in the lower slopes of the mountain.

• Actions already implemented

In June 2015, an organization for the promotion of projects was set up, consisting of Yamanashi Prefecture, municipal governments, tourist organizations, etc. and the discussion toward the designation of model courses etc. started.



Schematic image of the project

• Future actions

The implementation of the monitor tours and field surveys will be conducted and the model courses will be designated. The training of tour guides etc. will be discussed, with a view to the establishment of circular tours of Fujisan as a standard style of Fujisan tourism, including the component parts at the mountain foot by 2010.

## Reference Information 4: Instruction to Avoid "Bullet Climbing"

### • Summary

An overnight ascent to the summit of Fujisan without having sufficient rest beforehand is called "bullet climbing". Yamanashi Prefecture and Shizuoka Prefecture submitted requests to the Japan Tourism Agency to give strict instructions to relevant organizations and groups about the avoidance of "bullet climbing" and also installed information boards asking visitors to avoid "bullet climbing" at the starting points of ascending routes in order to ensure the safety of climbers.

### • Actions already implemented

Yamanashi Prefecture and Shizuoka Prefecture are requesting the Japan Tourism Agency, tourism organizations, and mountaineering organizations to give strict instructions that climbers must avoid "bullet climbing" before the summer climbing season every year. They are also spreading the message using pamphlets and other means and installing information boards at ascending routes to raise awareness. The Council for Proper Use of Fujisan (secretariat: the Hakone Natural Environment Office of the Ministry of the Environment, Yamanashi Prefecture, and Shizuoka Prefecture) is also asking Fujisan visitors to allow for sufficient time in their web site, "Official Web Site for Mt. Fuji Climbing".



Awareness-Raising Sign



Lecture to relevant organizations

### • Future actions

Strict instruction will be continuously given to hikers to avoid dangerous "bullet climbing" and its risks are publicized.

## Reference Information 5: Information Provision at Climbing Starting Points for Safe and Comfortable Ascents and Awareness Raising for Good Manners

### • Summary

Information provision about necessary equipment and characteristics of ascending routes and awareness raising about good mountain-climbing manners such as bringing wastes back home are to be conducted in order to ensure safe and comfortable Fujisan ascents.

### • Actions already implemented

At the 5<sup>th</sup> Station of the ascending routes, information provision about the confirmation of necessary equipment and characteristics of ascending routes and awareness raising about good mountain-climbing manners such as bringing wastes back home are to be conducted by rangers of the Ministry of the Environment, Yamanashi Prefecture, and Shizuoka Prefecture and the showing of video programmes.



Instruction by rangers etc.



Showing of videos

### • Future actions

Measures are to be implemented on a continual basis, with a view to promoting safe and comfortable Fujisan ascents and improving good manners.

## Reference Information 6: Standardization of Signs, Including Those along the Ascending Routes of Fujisan

### • Summary

To respond to the rapid increase in the number of visitors to Fujisan, people getting lost, deterioration of signs, and the increased number of non-Japanese visitors, the Fujisan Sign Liaison Council consisting of the Ministry of the Environment, Yamanashi Prefecture, Shizuoka Prefecture, relevant municipalities, tourism organizations, mountain hut unions, and other organizations was set up in 2009. The council developed "The General Guideline for Signs in Fujisan" in March 2010 and has been installing signs in compliance with this guideline.

### • Actions already implemented

Item	Content
Locations of signs	Ascending routes and descending routes (between 5 <sup>th</sup> station and summit)
Responsible agencies	(Yamanashi Prefecture) Ascending route: Development dept. Descending route: Tourist dept. (Shizuoka Prefecture) Ascending route: Civil engineering offices Descending route: Gotemba City and Oyama Town (Summit) <i>Ohachimeguri</i> circuit: Ministry of the Environment
Special features of signs	<p>&lt;Improvement on signs&gt;</p> <ul style="list-style-type: none"> <li>• Consistency in the English translations of place names; change from displaying ascending routes to displaying directions.</li> <li>• Displaying distance and usual time on some signs.</li> <li>• Color-coding of ascending routes.</li> <li>• Introduction of a system that allows the identification of the location in case of rescue operation</li> </ul> <p>&lt;Measures for visitors from other countries&gt;</p> <ul style="list-style-type: none"> <li>• Multi-language (Japanese, English, Chinese, and Korean) and pictograms</li> </ul> <p>&lt;Consideration to good scenic landscapes&gt;</p> <ul style="list-style-type: none"> <li>• Brown sign boards in line with the preservation and management plan of Fujisan.</li> <li>• Consistent design in Yamanashi and Shizuoka Prefectures.</li> <li>• Improvement on landscapes through prevention of excessive installation of signs.</li> </ul>

Color-coding of ascending routes

Blue: Fujinomiya Route  
 Green: Gotemba Route  
 Red: Subashiri Route  
 Yellow: Yoshida Route



Reference Information 6: Standardization of Signs, Including Those along the Ascending Routes of Fujisan

<p>&lt;注意&gt;</p> <p>・足元注意</p> <p><b>足元注意</b>                  Whatch your Step                  小心行進 / 會覺 주의</p>	<p>・スリッ注意</p> <p><b>スリッ注意</b>                  Slippery Surface                  滑力買注意 / 會覺 주의</p>	<p>・路肩注意</p> <p><b>路肩注意</b>                  Soft Shoulders                  露油注意                  바탕의 가장자리 무위</p>
<p>・落石注意</p> <p><b>落石注意</b>                  Falling Rocks                  落石危險 / 낙석 위험</p>	<p>・歩道から外れない</p> <p><b>歩道から外れない</b>                  Stay on Trail                  歩道外行步道範圍                  보도를만 걸어서주세요</p>	
<p>・道迷い防止</p> <p><b>道迷い注意</b>                  Don't lose the Trail                  道標辨注意                  길을 헤매지 않고</p>	<p>・道迷い防止(併用区間)</p> <p><b>道迷い注意</b>                  Don't lose the Trail                  道標辨注意                  길을 헤매지 않고</p>	



• Future actions

The managers of individual roads repair, improve, and install when necessary and as appropriate information signs at roads to provide information, ensure safety, and maintain comfortable hiking environment when necessary based on the established “General Guideline for Signs in Fujisan”, while sharing information and building consensus at the “Council for the Promotion of the Appropriate Use on Fujisan”.



**Reference Information 7: Collection and Treatment of Wastes on Fujisan**

• **Summary**

Along the roads in the surrounding area of the mountain foot of Fujisan and along the ascending routes, cleaning activities are conducted on a continual basis in an effort to reduce environmental loads and raise awareness for the conservation of Fujisan.

Also, as a measure to address the illegal waste dumping at the mountain foot of Fujisan, Yamanashi Prefecture, Shizuoka Prefecture, and relevant municipalities conduct patrols and other activities together for the prevention and early detection of illegal waste dumping and its expansion.

• **Actions already implemented**

Wastes along the ascending routes are regularly collected by the national government, Yamanashi Prefecture, Shizuoka Prefecture, relevant municipal governments, private organizations, and volunteers. Also, as a successful result of calls to climbers for better manners and to visitors for cooperation in bringing wastes back home, the awareness of climbers and other visitors for the conservation of Fujisan has been enhanced, as is reflected in the decrease in the amount of wastes along the ascending routes.

Also, with regard to the illegal waste dumping that has been identified along the roads in the surrounding mountain-foot area of Fujisan, the national government, Yamanashi Prefecture, Shizuoka Prefecture, relevant municipal governments, etc. have stationed waste inspectors and installed surveillance cameras in an effort for the prevention and early detection of illegal waste dumping and its expansion as well as removing wastes when found.



Cleaning activities by volunteers



Installation of surveillance cameras as a measure to prevent illegal waste dumping

• **Future actions**

Cleaning activities by related government organizations, private organizations, and volunteers are to be continued, awareness for conservation is to be enhanced, and efforts are to be made to promote the rules and manners. Also, measures for the surveillance of illegal waste dumping are to be strengthened.

**Reference Information 8: Implementation of Traffic Control (Alternative Transportation System) and Reevaluation of the Period of Traffic Control**

Reference Information 8: Implementation of Traffic Control (Alternative Transportation System) and Reevaluation of the Period of Traffic Control

• Summary

Yamanashi Prefecture, Shizuoka Prefecture, and relevant municipal governments have been implementing and expanding restrictions on private automobile traffic during the summer climbing season at the Fujisan Skyline (Fujinomiya ascending route), Fuji Azami Line (Subashiri ascending route), and Fuji Subaru Line (Yoshida ascending route) to ensure safe and smooth traffic without traffic congestion for visitors of Fujisan and to protect the environment of Fujisan.

• Actions already implemented

The period of restriction is gradually extended to alleviate traffic congestion.

	2011	2012	2013	2014	2015
Fujisan Skyline* (Fujinomiya)	26 days	34 days	52 days	63 days	63 days
Fuji Azami Line (Subashiri)	26 days	34 days	37 days	40 days	47 days
Fuji Subaru Line (Yoshida)	15 days	15 days	31 days	53 days	53 days

Fujisan Skyline: In 2014 and 2015, traffic restriction was imposed throughout the mountain climbing period.

Before



Road-side parking occurred

After



No road-side parking

• Future actions

Meetings of relevant personnel are held to determine periods of traffic control in the following year and other aspects based on effects of the traffic control in this year.

Reference Information 9: Fujisan Conservation Donation (User Fee System)

• Summary

An experimental user fee system was implemented in the summer of 2013 to protect the environment of Fujisan and ensure the safety of climbers. Since 2014 the full-fledged user fee system based on voluntary payment has been operated as "Fujisan Conservation Donation" to ask for the cooperation of visitors to generate funds for protecting the environment of Fujisan and ensuring the safety of climbers.

• Results of implementation in 2015

Item	Yamanashi Prefecture	Shizuoka Prefecture
Purpose	Conservation of the environment of Fujisan and safety of climbers of Fujisan	
Target	Climbers who make ascents to the summit from the 5 <sup>th</sup> station	
Fee	Basic fee: 1,000 JPY/person	
Period	Official climbing season (i.e. from 1 July to 14 September on the Yamanashi Prefecture side)	Official climbing season (i.e. from 10 July to 10 September on the Shizuoka Prefecture side)
Collection method and time	On-site collection • Fuji Subaru Line (5 <sup>th</sup> Station): 24 hours/day	On-site collection • Fujinomiya, Gotemba, and Subashiri Ascending Routes (5 <sup>th</sup> Station): from
Raised fund	72,191 people; 71,041,820 JPY (including on-site payment of 70,646,820 JPY from 71,796 people)	43,792 people; 43,455,701 JPY (including on-site payment of 42,190,701 JPY from 42,527 people)

Pilot programme in 2013 (10 days on an experimental basis)

Raised fund: 19,157,950 JPY in Yamanashi Pref.; 14,974,472 JPY in Shizuoka Pref.

2014

Raised fund: 114,353,116 JPY from 116,184 people in Yamanashi Pref. (on-site payment of 113,497,116 JPY from 115,328 people)

43,820,274 JPY from 43,312 people in Shizuoka Pref. (on-site payment of 42,928,274 JPY from 42,420 people)



Voluntary payment of Fujisan Conservation Donation at the Fifth Station



Gift badges as the reward of the payment (from left, Fujinomiya, Subashiri, Gotemba, and Yoshida Ascending Routes)

## &lt;Use&gt;

The fund raised through the Fujisan Conservation Donation is used for the replenishment of the financial source for new and existing projects that are implemented for the conservation of the environment of Fujisan, climbers' safety, and the interpretation of the Outstanding Universal Value of Fujisan.

To be specific, funds were used for information provision for safe and comfortable Fujisan ascent and awareness raising for the promotion of good climbers' manners (reference information 5, page 46), repair of the guidance signs along the ascending routes (reference information 6, page 47), refurbishment of environmentally sensitive toilets (reference information 10, page 53), and distribution of helmets and dust-proof masks at mountain huts.



Helmets etc. that have been provided to a mountain hut with the financial support of the fund

## • Future actions

The Fujisan Conservation Donation is to be continued to generate funds for starting new projects and expanding other projects for the protection of the environment of Fujisan higher than the Fifth Station, by implementing safety measures for climbers, and publicizing the Outstanding Universal Value of Fujisan. Specific fund allocation to projects is determined through discussions every year by determining up a project selection committee.

**Reference Information 10: Maintenance of Toilets on Fujisan**

• Summary

In order to reduce the environmental loads on Fujisan, the Ministry of the Environment, Yamanashi Prefecture, Shizuoka Prefecture, relevant municipal governments, related organizations, and mountain huts had replaced all the toilets in the area from the 5<sup>th</sup> station to the summit with environmentally sensitive toilets by 2006. Under the difficult environmental conditions, the responsible operators have been taking care of them properly.

• Actions already implemented

In addition to the increasing number of climbers and other visitors, severe climatic and geographical conditions used to result in the insufficient availability or capacities of toilets, as a result of which human wastes discharged from the toilets were pointed out as an issue of adverse environmental impact in the past.

Therefore, Yamanashi Prefecture and Shizuoka Prefecture set up a committee consisting of academic experts, relevant municipal governments, local stakeholders, etc. and carried out verification projects for human waste treatment, and started in 2002 to install public toilets at mountain huts, in consideration of locations and management requirements.

Shizuoka Prefecture had completed the replacement of toilets at all of the 24 mountain huts by 2005 and Yamanashi Prefecture had completed the replacement of toilets at all of the 18 mountain huts by 2006 with environmentally sensitive toilets that do not discharge human wastes.

Also, the Ministry of the Environment installed environmentally sensitive public toilets at three locations, including the summit of Fujisan and relevant municipal government installed public toilets at the 5<sup>th</sup> stations. As a result, the hygienic conditions of Fujisan has improved.



Before (in the 1990s near the 8<sup>th</sup> station)  
Toilet papers discharged from toilets used to be infamously called “white rivers”.



All the toilets have been replaced with environmentally sensitive toilets (human waste issue has been solved.)

<Waste treatment methods of environmentally sensitive toilets>

		
<p><b>Bio-toilet</b> Sawdust is used to stimulate microorganisms, which decompose human waste.</p>	<p><b>Recycled Water Toilet</b> Water and oyster shells are put into the treatment cistern, and microorganisms from the shells decompose human waste. Treated water can be reused for flushing.</p>	<p><b>Incinerator Toilet</b> Oil burners are used to incinerate human waste. No sludge is produced. Only a minimal level of ash is left.</p>

• Future actions

In order to meet the requirements of many climbers under the severe environmental conditions, the responsible operators of toilets continue to take care of the maintenance of toilets properly. In addition, now that ten years have passed since the installation of environmentally sensitive toilets, the Ministry of the Environment, Yamanashi Prefecture, Shizuoka Prefecture, etc. are working to discuss methods of human waste treatment and maintenance requirements in order to ensure the appropriate management of the toilets.

<Process>

Category FY	Short term (completed)			Medium term		Long term
	2013	2014	2015	2016	2017	2018 or later
Installation of environmentally sensitive toilets	Completed by 2006					
Proper maintenance of environmentally sensitive toilets	→					
Examination of treatment methods and maintenance requirements	→					

Reference Information 11: Fujisan Perimeter Walking Circuit

• Summary

Concurring with the inscription of Fujisan on the World Heritage List, a map showing recommended routes such as a perimeter walking circuit around Fujisan is prepared so that visitors can enjoy walking around Fujisan while visiting component parts.

• Actions already implemented

Yamanashi Prefecture, Shizuoka Prefecture, and relevant municipalities prepared maps showing routes such as a perimeter walking circuit around Fujisan so that visitors can enjoy walking around Fujisan. The route was named "Fujisan Perimeter Long Trail," and the provisional edition of the map was posted on the web site in June 2013.

Safety of the routes was later examined, and viewpoints of Fujisan were added to the map. The map was renamed as "Fujisan Perimeter Walking Circuit" as the final edition depicting the main perimeter route around Fujisan as well as other routes. The information was updated in February 2014.

Also in 2014, a social experiment was carried out with the aim of establishing a system for the sustainable management of “road-side landscapes” of Fujisan based on collaboration between local communities and road managing authorities. This experiment is to be continued from 2015 on.



• Future actions

The map has been used for various purposes after the information was posted, such as the development of products by travel agencies and information printed in outdoor activity magazines. In coordination with the national government, NPOs, and other organizations, further use is to be facilitated by providing information actively to commercial magazines and by installing guide posts not only for Japanese tourists but also for international visitors and providing bicycle routes using trail routes.

