

World Cultural Heritage Fujisan Vision

- To Pass on its Spiritual and Aesthetic Qualities to Future Generations -

(Response to Comments and Recommendations of the UNESCO World Heritage Committee)

24 December 2014

Fujisan World Cultural Heritage Council

(Amended on 23 October 2015)

1 Preamble

Fujisan, Japan's highest peak, is a beautiful conical stratovolcano that is representative and symbolic of Japan. Its majestic, sublime shape has nurtured the spiritual attitudes of Japanese people toward the nature as well as the art and culture that are unique to Japan. It has been a spiritual center for Japanese people throughout the long history of Japan. Not only did the fire-erupting sacred mountain inspire a feeling of awe and respect in the people but its sacred, beautiful shape also aroused deep admiration. Eventually, Fujisan came to be known by many people around the world through the Ukiyo-e wood block prints by Katsushika Hokusai and Utagawa Hiroshige.

Due to such values of Fujisan, the World Heritage Committee at its 37th session in 2013 (hereinafter referred to as "the World Heritage Committee") inscribed "Fujisan – Sacred Place and Source of Artistic Inspiration" (hereinafter referred to as "Fujisan") on the UNESCO World Heritage List as a cultural heritage property. In adopting the decision for inscription, the World Heritage Committee made comments and recommendations to Japan for the future improvement of its state of conservation, requesting the submission of a state of conservation report by 1 February 2016.

We, the people of Japan, accept these comments, recommendations, and requests sincerely and spare no effort in addressing issues for improvement and responding to the requests. We have an international responsibility to pass on to future generations the Outstanding Universal Value of Fujisan as a "treasure of the world".

The landscape of Fujisan is a record of a long history of the people who lived there and created livelihoods from the natural landforms, spring waters, and plants of the area. This history also includes the wisdom of the people who have been confronting Fujisan as a volcano and managed to coexist with it. In response to the comments, recommendations, and requests made by the World Heritage Committee, it is necessary to present concepts concerning, and methods for, the preservation and utilization of Fujisan with all such characteristics of the landscape considered and with its role as "object of worship" and "source of artistic inspiration" at the core.

In setting out a roadmap for solving problems and taking action, it is essential that government and other relevant organizations take the lead in making the utmost effort to enable the people of Japan, including local residents, to participate in, and contribute to, measures for the preservation and utilization of Fujisan. Information must be shared closely and mutually and between all parties, and roles allocated appropriately. It is our conviction that through such a process we can convey to the world the strong message regarding the measures taken for the preservation and utilization of this World Cultural Heritage, Fujisan.

In light of the above, the Fujisan World Cultural Heritage Council hereby adopts the “World Cultural Heritage Fujisan Vision”¹, as the embodiment of the resolution of the people of Japan, including but not limited to those who live on and around Fujisan, to ensure the protection of the spiritual and aesthetic qualities of this World Cultural Heritage, Fujisan, and improve its condition and that of the surrounding area.

2 Background to the Inscription Decision (with Comments, Recommendations, and Requests)

The World Heritage Committee adopted the Statement of Outstanding Universal Value when it decided to inscribe Fujisan on the World Heritage List, clearly stating that its value as a World Cultural Heritage property is based on two characteristics.

Fujisan has the characteristics of being a “sacred place”, and many people have been trying to climb to its peak as an act of worship. It also has the characteristic of being a “source of artistic inspiration”, which has inspired various works of literature and art, even influencing European art, particularly through the Ukiyo-e wood block prints of Katsushika Hokusai and Utagawa Hiroshige in early 19th century. The Outstanding Universal Value of Fujisan unifies both of these features.

The area of Fujisan inscribed as a World Cultural Heritage property consists of 25 component parts, including: (i) Fujisan Mountain Area; (ii) several ascending routes and a group of Sengen-jinja Shinto shrines at the foot of the mountain that serve as the starting points for those routes; (iii) lava tree molds, lakes and ponds, waterfalls, and pine tree grove on and around the mountain, which are revered as spiritual spots; and (iv) viewpoints of the Fujisan Mountain Area. They are widely distributed, centering on (i) the Fujisan Mountain Area, from the peak to its base. To pass on its Outstanding Universal Value as a whole to future generations, it is extremely important to make the inter-relationships between these component parts clearly recognizable

¹ This vision, together with strategies and approaches that have been developed from it, constitutes one of the attached documents of the “Comprehensive Preservation and Management Plan for World Heritage, Fujisan”, revised by the relevant ministries and agencies (Agency for Cultural Affairs, Ministry of the Environment, and Forestry Agency), Yamanashi Prefecture, Shizuoka Prefecture, and relevant municipalities on January 2016.

from the perspective of the mountain being both a “sacred place” and a “source of artistic inspiration”.

The area inscribed as the World Cultural Heritage is designated as a Special Place of Scenic Beauty, Special Natural Monuments, Historic Sites, Place of Scenic Beauties, Natural Monuments, or Important Cultural Properties under the Law for the Protection of Cultural Properties and as a Special Protection Zone or Special Zone under the Natural Parks Law. It is also managed as a National Forest under the Law on the Administration and Management of National Forests. Protection measures under the applicable laws of Japan for the protection of both culture and nature have been taken.

Through the process of nominating Fujisan for inscription as a cultural heritage property on the World Heritage List, the understanding of the cultural value of Fujisan has spread, and measures taken for its conservation have resulted in great progress. Candidate component parts that had not been protected by the Law for the Protection of Cultural Properties became designated by the Government of Japan as National Cultural Properties before nomination, as was the case with Historic Site, Fujisan, and Place of Scenic Beauty, Fuji Five Lakes. With regard to the Place of Scenic Beauty and Natural Monument, Shiraito no Taki waterfalls, and the Natural Monument, Oshino Hakkai springs, the state of their surrounding environments has been improved. Efforts such as periodic cleaning and public announcements to climbers and other visitors for better behavior have resulted in an increased number of people carrying out trash. The planned installation of environmentally-sensitive toilets has made steady progress. As a result, the situation regarding garbage and human waste on the mountain has improved.

There has been improvement in the management of ascending routes etc. and the shape and color of the mountain huts along those routes. Awareness for environmental conservation has also become more profound, as is shown, for example, in the establishment of opportunities for communication and consensus building at the community level such as the “Meeting for the Creation of Fuji Five Lakes for Tomorrow” which is discussing the uses of the lakes and landscaping.

In light of the aforementioned background, the World Heritage Committee has recognized past efforts of local communities in attempting to address issues by referring them in its Decision (Statement of Outstanding Universal Value) and, at the same time, the Committee has pointed out issues that remain outstanding. In relation to these issues, suggestions for solution or mitigation were made as summarized below. Also included are the six recommendations for operationalizing a management system to manage the whole property, consisting of 25 component parts, “as an entity” and “as a cultural landscape”, including the buffer zone.

The comments given in the Statement of Outstanding Universal Value are related to the need for

tighter control of the scale, location, and siting of the buildings on the lower flanks of the mountain (hereinafter referred to as “development controls”).

The six recommendations were to: a) put in place an overall vision; b) delineate the pilgrim routes on the lower slopes of the mountain²; c) develop a visitor management strategy based on researched carrying capacities for the upper access routes; d) develop an overall conservation approach for the upper access routes; e) develop an interpretation strategy; and f) strengthen the monitoring indicators.

Furthermore, the World Heritage Committee requested that Japan submit a State of Conservation Report by the 1st February 2016 for examination at its 40th session in 2016, to provide a progress update on: the aforementioned recommendations; the development of a risk management strategy; and the overall revision of the management plan to reflect a cultural landscape approach.

3 Purposes of the Vision

In light of the aforementioned background, the Fujisan Cultural Heritage Council hereby sets forth the “World Cultural Heritage Fujisan Vision” with the following four purposes.

To respect fully the comments and recommendations in the decision of the 37th session of the World Heritage Committee (37COM 8B.29) and to ensure that the Outstanding Universal Value of Fujisan is passed on to future generations, attitudes and activities that have proven successful regarding the preservation and utilization of cultural heritage properties and the surrounding environments during the process of nomination and inscription are to be continued and passed on to future generations with deeper penetration and further development.

The two aspects of Outstanding Universal Value, “sacred place” and “source of artistic inspiration”, are deeply related to the spiritual and aesthetic qualities of Fujisan, respectively. To maintain and enhance these two attributes and ensure comprehensive management of the property consisting of 25 component parts “as an entity”, necessary strategies and approaches are set forth.

The area at the foot of the mountain, including the “skirts” of Fujisan, has been an arena for people’s lives and livelihoods over a long period of time. It also has a long history as a representative destination for tourism and recreation in Japan. In addition, it has shaped the wisdom of people who have coexisted with the volcano. In light of such history, desirable styles of land use are to be projected, setting out strategies and approaches to build a sustainable, positive relationship between the people and the mountain based on management of it as a

² “Pilgrim routes on the lower slopes” are the pilgrimage routes located on the mountain slopes lower than “Umageshi”, one of the boundaries associated with the sacredness of Fujisan, which connect the upper access routes with spiritual places on the mountain and at the mountain foot.

“cultural landscape”, without compromising the principle of passing on the Outstanding Universal Value of Fujisan to future generations.

To realize the aforementioned items and to operationalize an effective management system, efforts are to be made to build consensus and deepen understanding not only among stakeholders at local levels but also widely, among the people of Japan; measures for preservation and utilization that are expected to show immediate effect are to be implemented with certainty and measures to be realized in the long term are to be implemented in a stepwise, planned manner.

4 Preservation and Utilization Reflecting the Management of the Property “as an Entity” and “as a Cultural Landscape”

Strategies and approaches are to be developed with a view to achieving preservation and management that reflect appropriate approaches and mechanisms for the management of the World Heritage property, Fujisan, consisting of the 25 component parts, not only “as an entity” but also “as a cultural landscape”.

Fujisan is “an entity” constituting an “object of worship” and a “source of artistic inspiration”; individual component parts should not be considered in isolation.

The “preservation and utilization reflecting the management of the property ‘as an entity’” is to be construed as “clarifying the interrelations between the 25 component parts, based on worship ascents and pilgrimage, and maintaining the excellent visual landscapes from the two viewpoints represented in artistic works (Nakanokura Pass on the northwestern shore of Lake Motosuko and the Mihonomatsubara pine tree grove), so that both can be recognized and shared”.

This focus should set out appropriate examples, for future discussion and exploration, of “desired styles of Fujisan ascents”, considering its characteristics as an “object of worship”, and with a view to conserving the excellent visual landscapes of Fujisan, which have been the “source of artistic inspiration”.

Concrete strategies and approaches are required for appropriate harmony, co-existence, and unity with summit ascents, tours on the mountain slopes, and tourism and recreation at the foot of the mountain, taking into account the need for appropriate forms of harmony, co-existence, and unity.

Paragraph 47 of the “Operational Guidelines for the Implementation of the World Heritage Convention” defines “cultural landscapes” as “combined works of nature and of man”.

Based on this definition, “preservation and utilization reflecting the management of the property ‘as a cultural landscape’” is to be construed as “finding out, from the perspective of “harmonious co-existence between people and nature”, what kinds of relationships have evolved and maintained between the 25 component parts over a long history up to the present with the lives and livelihoods of the local society (including tourism), from the perspectives of the mountain as both “sacred place” and “source of artistic inspiration” and, furthermore, how these relations

should evolve and develop in the future. It also means presenting concepts and methods for achieving fusion between social needs for access to, and recreation at, the peak, the mountain area, and the foot of the mountain, and maintenance of spiritual and aesthetic qualities as aspects of the Outstanding Universal Value, while addressing the issues of conflict in a harmonious manner, both in the component parts but also in the surrounding area.

To enable future discussion and exploration of desired styles of land use in the component parts and in the buffer zone, appropriate examples should be given based on the active involvement of local communities aiming to improve potential hazards and successfully prevent negative impacts in the good course of maintaining the scenic landscapes of Fujisan, with their spiritual and aesthetic qualities.

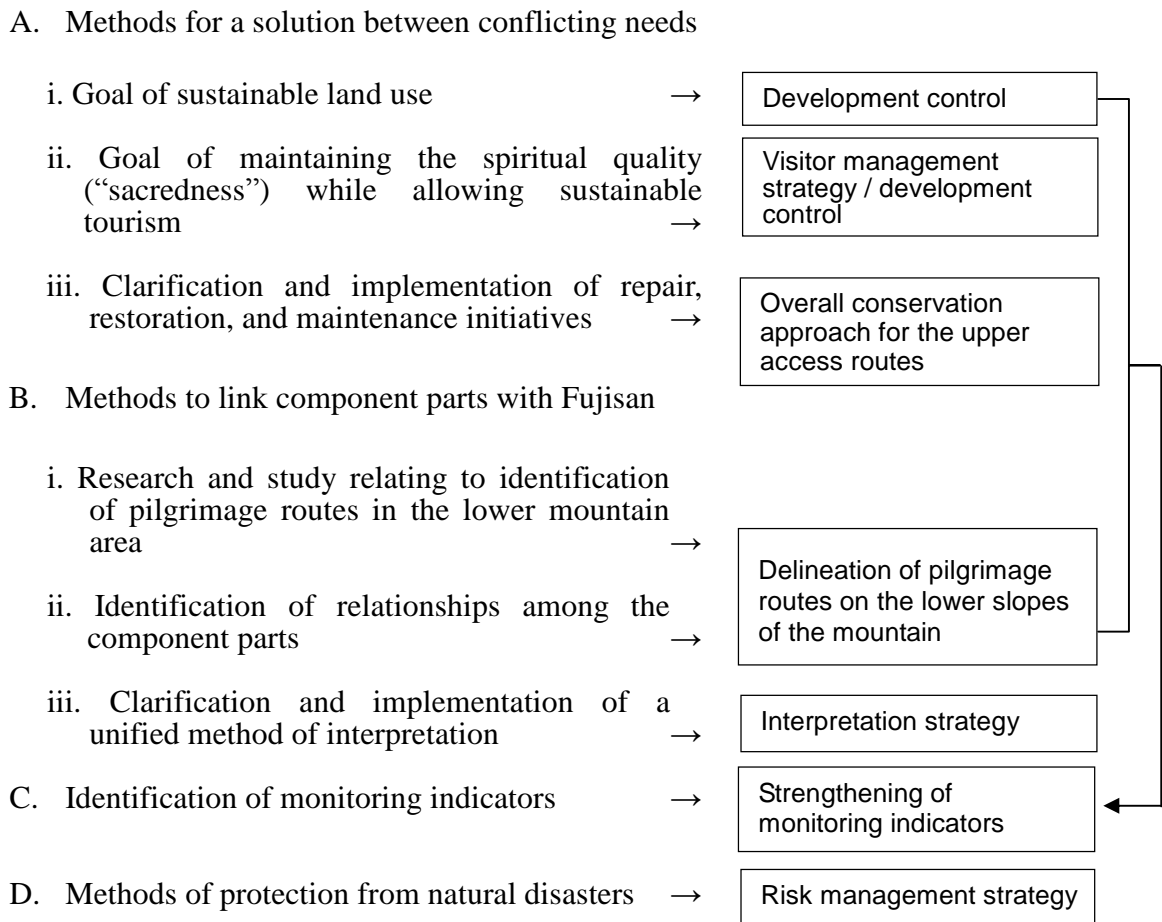
In light of the comments and/or recommendations that the World Heritage Committee made in its decision to inscribe Fujisan on the List, methods to address issues relating to preservation and utilization are to be set out clearly, based on the “management of the property “as an entity” and “as a cultural landscape”.

- A . To set out approaches to address conflicting needs between “access and recreation” on the one hand and “maintaining spiritual and aesthetic qualities” on the other.
- B . To set out approaches to show how the overall series can be managed “as an entity” by drawing together relationships among the component parts and stressing their links with Fujisan.
- C . In light of points A and B above, to set out conservation approaches for “a cultural landscape” that pay attention to the relationships among Component Parts that capture the overall series as one whole.

Concurrently, the approaches and strategies are to be clarified for addressing or improving problematic situations and monitoring indicators are to be strengthened in order to keep track of the state of their implementation accurately.

It must be noted that the following items related to A and B are particularly inter-related and the content of some approaches and strategies are inseparably linked. For example, the outcomes of the delineation of pilgrimage routes on the lower slopes of the mountain are to be reflected appropriately in the strategy for the interpretation of Outstanding Universal Value. Also, the visitor management strategy is inseparably linked to the overall conservation approach for the upper access routes, while the provision of information to climbers and other visitors in case of disaster is deeply connected to the risk management strategy. Therefore, the individual approaches and strategies for solutions and improvement are shown below in appropriate categories, together with descriptions of their inter-relations with individual approaches and strategies.

Their structure is shown below:



The summaries of the approaches and strategies that have been developed to address and/or improve on issues are given below. Their details are provided in separate documents.

A. Development Control (pointed out in the section, “management and protection requirements” of paragraph 3 of World Heritage Committee Decision 37 COM 8B.29, adopting the Statement of Outstanding Universal Value)

Measures are to be taken to detect, quickly and appropriately, development pressures such as the construction of buildings at the foot of the mountain, and to enhance administrative procedures in this regard, including consensus-building among local people; measures are also to be taken to raise awareness of the need for conservation in Japanese society generally. Also, individual issues are to be addressed through the implementation of immediate mitigating measures and the planned implementation of measures for a full solution.

B. Visitor Management Strategy (item c) in paragraph 4 of World Heritage Committee Decision 37 COM 8B.29, making recommendations)

To implement “desired styles of Fujisan ascent”, research and study with a focus on the “carrying capacities for the upper access routes” (the number of visitors who make summit ascents) is to be conducted in consideration of relevant World Heritage

manuals published by UNESCO and cases on the other Natural Parks. Based on the results of this research, several indicators from multiple perspectives, including the number of visitors who make summit ascents are to be established, together with desired levels for those indicators.

Measures to address issues are to be taken, such as mitigation of visitor concentrations, raising awareness of safe ascents etc., and promotion of visitation to areas at the foot of the mountain, and other touring activities. Monitoring is to be carried out to establish desired levels for individual indicators and the state of implementation of individual measures.

C. Overall Conservation Approach for the Upper Access Routes (item d) in paragraph 4 of World Heritage Committee Decision 37 COM 8B.29, making recommendations)

With a focus on the interrelationships between upper access routes, mountain huts, and tractor routes, implementation of the measures set out in the visitor management strategy is to be ensured, to control the impact of visitors on ascending routes. In the conservation work for the aforementioned three initiatives, materials and construction methods are to be selected that preserve harmony with the natural environment, sacred character, etc..

D. Delineation of the Pilgrim Routes on the Lower Slopes (item b) in paragraph 4 of World Heritage Committee Decision 37 COM 8B.29, making recommendations)

To identify the locations and routes of pilgrimage routes that are no longer in use today, and to show the historical relations among the component parts, a research and study system is to be established, or enhanced, that compiles the results of past research and feeds them back to the interpretation strategy in a planned and stepwise manner, so that visitors can recognize and understand the relationships among the component parts without difficulty.

E. Interpretation Strategy (item e) in paragraph 4 of World Heritage Committee Decision 37 COM 8B.29, making recommendations)

In order to provide the interpretation of the Outstanding Universal Value, based on the results of the research and study for the locations and courses of the pilgrimage routes that have gone out of use today, interpretation centers are to be established and measures for effective interpretation are to be determined, including the training of guides. Information necessary for the conservation and ascent of Fujisan is to be provided at the same time.

F. Strengthening of Monitoring Indicators (item f) in paragraph 4 of World Heritage Committee Decision 37 COM 8B.29, making recommendations)

Monitoring indicators are to be enhanced and/or strengthened, to ensure the implementation of monitoring based on the indicators set forth in the Comprehensive

Preservation and Management Plan for Fujisan and also to monitor, evaluate, and review the various strategies and approaches that are newly presented as policies and methods to resolve or improve on issues.

G. Risk Management Strategy (pointed out in paragraph 5 of World Heritage Committee Decision 37 COM 8B.29, making requests)

To protect the lives and property of visitors and residents from disasters such as volcanic eruptions, storms, and floods and to conserve the Component Parts of the World Cultural Heritage property, measures that have been prepared by the national government and individual local governments in the relevant administrative plans including disaster prevention plans are to be implemented.

5 Role of Community

In the process of implementing the methods to address or improve on issues set out in section 4 above, and in order to operationalize an effective management system, the role played by the whole local community, including a wide range of local residents and relevant government agencies, is extremely important³. The following five points should be considered.

- 1) It is important that the entire local community understands the Outstanding Universal Value of Fujisan “as an entity” and recognizes the significance of, and responsibility that comes with, its inscription as a World Cultural Heritage property. To this end, Yamanashi Prefecture, Shizuoka Prefecture, and relevant municipalities are to work together in mutual coordination to ensure the protection (preservation and utilization) of Cultural Properties, based on academic evidence, and the implementation of development control measures and other measures set out in the six strategies and/or approaches, based on scientific knowledge and without compromising the Natural Park protection, with cooperation and assistance from the national government agencies.
- 2) To continue the aforementioned efforts and measures over a long period of time, particularly from the perspective of “a cultural landscape”, the continued discussion, practice, and checks at a local community level are required. It is necessary, therefore, for Yamanashi Prefecture, Shizuoka Prefecture, and relevant municipalities to ensure the sustainable provision of opportunities for diverse discussions, practices, and regular checks of the realization process, so that each member of the local community can participate actively in the efforts and measures for preservation and utilization of the property.

³ The importance of the role of community in heritage protection was stressed in the Kyoto Vision, adopted on the occasion of the Closing Event of the Celebrations of the 40th Anniversary of the World Heritage Convention held at Kyoto in 2012.

- 3) To promote and enhance development control measures and the six strategies and approaches, it is important that residents who constitute the local community, various groups engaging in various projects for the preservation and utilization of Fujisan, research institutes engaged in research and study of Fujisan, and educational organizations such as schools, all have a clear understanding of their respective roles and make efforts to participate in and contribute effectively to the preservation and utilization of Fujisan.
- 4) Also, the relevant organizations should make concerted efforts to provide information and raise awareness widely, so that visitors and climbers from different locations around Japan and from other countries can understand their own responsibilities and roles fully and participate in, and contribute to, the appropriate preservation and utilization of Fujisan.
- 5) To realize the above goals, the Fujisan World Cultural Heritage Council needs to fulfill its responsibility so that it can play a central role in furthering understanding among stakeholders and the general public, and build up an effective system for information sharing and role allocation.