

ABSTRACT

This thesis aims at studying the management of cultural tourism, a case study of Ogimachi Community, in Shirakawa-go Village, Japan. The following three topics are investigated; 1) The development of cultural tourism in Ogimachi Community, 2) The resource management for cultural tourism, and 3) The cultural tourism impact. The data of these three topics will be collected in order to illustrate the changes of cultural heritage conservation in Ogimachi Community and to assess the efficiency in safeguarding cultural heritage values due to its cultural tourism management. This research conducted the qualitative method and collected information from literature reviews, field observation, and in-depth interviews during 22-23 March 2013, 14-22 October 2013, 29-30 December 2014, and 25 January 2015. The informants are the local people who are the owners of the cultural heritage sites, the key people who are involved in cultural tourism management and other stakeholders of cultural tourism in the Ogimachi community.

The results of the study can be divided in two parts. First, the changes of cultural heritage tourism; the study found that the cultural tourism management in Ogimachi Community is in a dynamic process. The local people have learned and improved management skills. From the tourism impact resulting in three key of areas of change toward cultural heritage conservation in Ogimachi Community; 1) Having a wider scope of cultural heritage recognition, 2) Setting the community-based system for cultural heritage conservation, and 3) The transition from mass tourism to cultural tourism.

The second part is the assessment of the efficiency of cultural tourism management toward safeguarding the cultural heritage values. This part found that they extend the scope of safeguarding cultural heritage values both in the dimension of their authenticity and their integrity. Moreover, Ogimachi Community studies and reviews its cultural tourism management annually in order to prevent a negative impact and increase the efficiency of cultural heritage conservation and its sustainable development.

Keywords: Cultural Tourism, Cultural Heritage, Ogimachi Community, Shirakawa-go Village