

Practice of co-learning for Community Based Tourism in Sambor Prei Kuk (Cambodia) and in Nanjo, Okinawa (Japan), through an online experience sharing and a social platform

Project funded by the TOYOTA FOUNDATION

Term : single year program from November 2016 to October 2017

Total amount of grant: US\$40,000

OUTLINE and BACKGROUND

We intend to establish community based tourism programs in two locations that lie inside the boundaries of cultural heritage sites. In the Kingdom of Cambodia we selected the Sambor Prei Kuk Temple Complex, located in Sambor Commune, added to the World Heritage register in 2017. We wish to establish a second program in Se-fa Utaki in Nanjo City, Okinawa Prefecture, Japan. Se-fa Utaki was registered as a World Heritage site in 2000.

Though World Heritage Sites attract foreign tourists, the vast majority of visitors tend to pass them by and miss the opportunity to experience the rich local culture surrounding them. The impact of these magnificent sites thus diminishes, both in terms of visitor experiences and local outcomes. Community based tourism seeks to augment the impact of these sites by creating deep, intimate experiences for tourists while improving economic and social benefits for the local community.

To do so successfully, we plan to approach the problem through local interaction and dialogue and utilizing online learning tools to establish means of communication between community members. To initiate, plan, and coordinate our goals effectively, we wish to take lessons already learned in similar projects from Japan and Europe and then apply those in field workshops at the aforementioned communities. Once we have established these programs we can then begin to meet future challenges through the Online Remote Learning Program, which would function in this case as an online meeting system. By using this remote meeting system, community members from both projects may communicate, solve problems, and coordinate efforts with one another to produce the desired outcomes of enriched tour experiences and elevating positive, local outcomes.

OBJECTIVES

This program aims at:

- a) Learning from the experience of Japan and European countries in the field of social and community based tourism and the example of solving issues by community
- b) Seeking an “Asian style” of community based tourism and community building through the learning with Asian and Non Asian communities examples.
- c) Creating the opportunity to discuss in the field how could we introduce the value of invisible object in each communities like holy praying space for local people, an ancient pilgrimage route, an ancient city and the values in local culture and daily life as well.

This program wishes to achieve the following results:

- a. gain learning partners who create unique community based activities, mainly tourism but also include other industrial or cultural activities, in different communities or social context ;
- b. build long-lasting relationships for learning and exchanging ideas by remote online meeting
- c. create role models in Asian community based tourism in cultural heritage sites
- d. create new and sustainable contents to serve visitors in each community through what we learn in this program

PROGRAM COORDINATION

- 1- Mai Yoshikawa (Napura-works.Co.,Ltd Sambor, Cambodia)
- 2-Yasuharu Akimoto (Nanjo Community Design Center, Okinawa, Japan)
- 3- Tomohiro Yuichi (Tsumugiya Inc. Coordinator for Field Study in Japan)
- 4- Renata Piazza (HASEKURA PROGRAM Coordinator for Field Study in Italy)

COLLABORATION

- Nanjo City Tourism Association, Okinawa Japan
- Nanjo Community Design Center, Okinawa Japan
- Department of Tourism in Kompong Thom Province, Cambodia
- Isanborei Tourism Community
- NPO HASEKURA PROGRAM
- AITR (Italian Association for Responsible Tourism)

FIELD WORKS SCHEDULE

1. Field study in Nanjo, Okinawa, Japan 15th- 18th May 2017 (4days)
2. Field study in Nara, Japan 19th-21st May 2017 (3days)
3. Field study in Sambor, Kompong Thom and Sambor Prei Kuk Cambodia 20th-27th June 2017 (1 week)
4. Field study in Sicilia, Italy 25th September-03 October 2017 (1 week)

SICILIA FIELD STUDY PROGRAM

9/25-10/3 (7nights 8days in site+2 days return flight)

date	day	Program details	Accommodation
9/25 mon	0	Departure from Cambodia and Japan. Kick-off meeting at Abu Dhabi airport. Connecting with flight to FCO	on board
9/26 tue	day 1	18.35 Arrival in Palermo from FCO. Check-in, dinner and overnight stay	Name :Casa Lavanda&Casa Ciclamino Address:APPARTAMENTI CAPPUCCINI FLATS, Via Cappuccini, 85, 90129 Palermo, Italy TEL: +39 3285441755
9/27 wed	day 2	Meeting with Francesca and Edoardo, organisers of Addio Pizzo, example of city tour, visit of antimafia entrepreneurs in the network Addio Pizzo http://www.addiopizzo.org http://www.newsweek.com/2014/09/26/addiopizzo-grassroots-campaign-making-life-hell-sicilian-mafia-271064.html	Name :Casa Lavanda&Casa Ciclamino Address:APPARTAMENTI CAPPUCCINI FLATS, Via Cappuccini, 85, 90129 Palermo, Italy TEL: +39 3285441755
9/28 thur	day 3	Transfer by minibus to Favara. On the way visit to Agrigento's Temples (UNESCO World Heritage). Arrival at Farm Cultural Park artist in residence and community revolution project. Meeting with Andrea Bartoli, founder of Farm Cultural Park, hearing with residents, etc... Farm Cultural Park http://www.farmculturalpark.com/EN/	B&B Casa Natia "O' Carminu" Address: Piazza Giuseppe Garibaldi 12, 92026 Favara, Sicily, Italy Tel: +39 320 781 9854
9/29 fri	day 4	Transfer to Siracusa Afternoon: Meeting with Prof Alessandro Montel organiser of MADE LABS and Authenticity (art school students meet international designers to think about the future of UNESCO sites http://madeprogram.it/en/)	B&B in Ortigia, to be advised (awaiting reply from City Council)
9/30 sat	day 5	Visit of the city and its historical heritage. Meeting with the vice Mayor and the Councillor for Economic Affairs Evening: free time	B&B in Ortigia, to be advised (awaiting reply from City Council)
10/1 sun	day 6	Departure to Scicli, arrival , check in. Afternoon Meeting with Ezio Occhipinti, founder of Scicli Albergo diffuso http://www.alberghidiffusi.it/creator-of-the-concept/?lang=en	Name:Giardino dei Limoni Dolci e Casa Pascucci Address: Via Francesco Mormino Penna 15, 97018, Scicli, Sicily, Italy Tel: +39 0935 172 0044

date	day	Program details	Accommodation
10/2 mon	day 7	Visit of the area around Scicli (Modica) Slow and Organic Chocolate Factory Cioccolato Sabadi, Lunch at Orti di San Giorgio, meeting with the company founder Evening: "Aromas tour" and Dinner at Giardino dei limoni dolci	Name:Giardino dei Limoni Dolci e Casa Pascucci Address: Via Francesco Mormino Penna 15, 97018, Scicli, Sicily, Italy Tel: +39 0935 172 0044
10/3 tue	day 8	Minibus transfer to Catania airport and departure back to respective countries. Arrival on October 4th	on board

Members

	Name	Nationality	Job Position	Departure	Age
Participants					
1	Mr Yasuharu Akimoto	Japan	Japanese Program Coordinator Director of Nanjo Design Center	Narita	33
2	Mr Hin Sophorn	Cambodia	Vice Director of Ministry of Fine Art and culture, Kompong Thom Province	Phnom Penh	51
3	Mr Mang Valy	Cambodia	Officer of Ministry of Fine Art and Culture in Kompong Thom Province	Phnom Penh	51
4	Mr Cheng Cheanda	Cambodia	Local guide in Sambor Prei Kuk Temple site. Private English Teacher for local students	Phnom Penh	45
5	Ms Akiko Asanuma	Japan	NPO Yamasato Net, Rural Tourism Project manager, Tono Iwate	Narita	43
6	Ms Mai Yoshikawa	Japan	President Napura Works, Program Coordinator	Narita	32
7	Mr Gaku Tomikawa	Japan	Community Designer& Project Manager	Narita	30
Sicilian Field Work Coordinator					
8	Ms Renata Piazza	Italy	President Hasekura 2.0 Program, Director Next Commons Tono, Iwate. Field work Coordinator	Narita	48
Observer (Siracusa, Scicli only)					
9	Mr Hideo Tone	Japan	Toyota Foundation, Program Officer	Narita	36

