



ヨルダン・ハシミテ王国／サルト市における 文化遺産保護と観光振興支援事業

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The Support Project for Heritage Management and Tourism Development in As Salt, Historic City in Jordan by JBIC



0. 背景

- (1) 石油資源に恵まれないヨルダンの観光開発重点施策
- (2) 考古学遺産に偏重した保護政策と観光開発の限界
- (3) 日本としての新たな分野における文化遺産マネジメント技術移転の模索

1. サルト観光開発の現状と問題点・課題

- (1) サルトの有形・無形の遺産の重要性が顕在化しないままの観光開発
- (2) 観光開発の視点からする文化遺産関連既存調査成果の未整理
- (3) 文化遺産マネジメント／観光開発・振興への住民参加システムの欠如
- (4) 文化遺産マネジメント／観光開発・振興を管理する全体システムの未整備
- (5) 円借款事業で整備された民俗博物館の活用システムの未整備

2. サルトの都市遺産の重要性 (significance)

- (1) 遺産価値を語るストーリー
 - ・ヨルダンの母なる都市：ヨルダン最古の都市、ヨルダン人の心のふるさと
 - ・歴史的な商都の栄光：Nablus, Jerusalem, Saida, Damascus との濃密な関係
 - ・宗教が調和する都市：ヨルダン／アラブ諸国の宗教観を象徴・具現する都市
 - ・部族が調和する都市：20の部族に固有な伝統文化・生活様式が息づく町
 - ・歴史的景観の都市：砂漠の渓谷と固有の建築群が生み出す美しい都市景観
- (2) ストーリーを証明する構成遺産
 - ・空間要素：地形、古くからの道すじ、水系（泉）、地割、他
 - ・景観要素：建築物（住宅・店舗・寺院等）、石畳、石垣、樹木、他

- ・有形生活要素：伝統工芸品・工場・民具、他
- ・無形生活要素：祭礼行事、信仰慣習、伝説・逸話・語り口、職人技術、他
- (3) 都市遺産としての価値と可能性
 - ・有形性：地形を生かした歴史的な都市の空間構成と建造物群が良好に遺存
 - ・無形性：都市を創出した人々の子孫が持続的に居住し文化を濃厚に継承
 - ・残された有形遺産を拠り所とし「無意識」に継承されてきた無形遺産を「意識的」に復興・継承することで都市遺産の再生と継承が可能

3. 支援事業の枠組み

- (1) 秋市の「萩まちじゅう博物館」モデル（エコミュージアム）の技術移転
 - (2) 基本構想・基本計画・行動計画の策定支援
 - タスクフォース・チームの立ち上げとシステム設計に関する技術支援
 - (3) 文化遺産を生かしたまちづくりに関する啓発活動支援（世銀事業と協力）
 - 地域景観の将来像策定にかかわる景観シミュレーション技術の移転
 - (4) コア博物館／サテライト／ディスカバリートレイルシステムの開発支援
 - 地域のおたから探しとリスト化、データベース等作成支援

4. 今後の予定

- (1) JBIC 専門家派遣事業を用いたエコミュージアム開発の専門アドバイス
- (2) JICA 青年海外協力隊短期ボランティア派遣事業を用いた九州大学大学院生の派遣による基本計画・行動計画の策定支援、および景観シミュレーション技術の移転

Table 2 : Ecomuseum System in Hgai Case

Function	Activities	BY	
Cultural Asset DB/Urban Heritage List Management System	Cultural Asset DB Management	development and updating of cultural asset DB	Local Community, NGO, TF, Municipality
	Urban Heritage List / Record Management	development of urban heritage registration system - producing and updating of urban heritage lists/ records - detailed study on cultural assets by experts	
Museum Base System	Identification/ study/ certification/ registration of cultural asset/ urban heritage	identification of cultural assets with participation of local community - holding workshop aiming to share cultural assets owned or found by local community - setting up of evaluation committee	Local Community, NGO, TF, Municipality
	Cultural Asset/Urban Heritage Production System	evaluation and certification of cultural assets/ urban heritage - registration of Cultural Asset/Urban Heritage to DB/ lists - conservation/preservation of spatial assets/ living assets by municipality's own program - guided landscaping	
Hagi Machijuu Museum	Conservation/ preservation/ monitoring of cultural asset/ urban heritage	registration of designated cultural assets - restoration and succession of festivals, traditional events, performing arts and old place names - restoration and succession of traditional industries and agricultural techniques - development of public space based on the characteristics of urban heritage/ cultural assets	Municipality
	Creation of new cultural asset/ urban heritage	development of concept for new urban heritage creation	
Museum Development System	Core Museum Facility/ Exhibition System	- exhibition/ presentation of ecomuseum information as a information center - planning, management and operation of museum - operation and management of museum shops and cafes - development and production of museum goods	Local Community, NGO, TF, Municipality
	Cultural Asset/ Urban Heritage Exhibition/ Guidance System	- development and management of satellite space and facilities - interpretation of satellite - designing trails - development of trails (setting plates, signs, map)	
Cultural Asset/ Urban Heritage Information Management System	Satellite Space and Facility/ Exhibition System	- development and management of satellite space and facilities - interpretation of satellite	Local Community, NGO, TF, Municipality
	Discovery Trail/ cultural exchange guidance system	- designing trails - development of trails (setting plates, signs, map)	
Cultural Asset/ Urban Heritage Utilization Environment	Cultural Interpretation based on cultural asset/ urban heritage information	interpretation of cultural heritage by curators at the core museum - training of guides and local volunteers	Museum, Local Community, NGO, TF, Municipality
	Promotion and disclosure of Cultural Asset/ Urban Heritage information	designing image logo and symbol color publicization, management and dissemination of official brochure/guide books - development, management and operation of official web site / Hgaco - planning and promotion of 'Machijuu Museum Tour'	
Management of Heritage Tourism Information	Management of Heritage Utilization Environment	- management of circular traffic system - management of tourism facilities - gathering, storing and disseminating information for tourists - providing information related to tourism facilities, tourism traffic and accommodation	Municipality, Local Community, NGO, TF, Municipality
	Management of Heritage Tourism Information	- management of traffic access - management of tourism facilities - gathering, storing and disseminating information for tourists - providing information related to tourism facilities, tourism traffic and accommodation - Film Commission	

Note:
1. TF indicates a special self set up within the Hagi Municipality which consists of representatives from related departments of the municipality including Museum, TF, on behalf of Hagi Municipality is responsible for coordination required to promote ecomuseum concept, ecomuseum system and providing support to NGO specified below.
2. NGO indicates a NGO named 'Hagi Machijuu Museum' set up by Hagi Municipality. This NGO is founded to identify, exhibit, interpret urban heritage in Hagi while engaging commercial activities such as selling museum goods in order to generate financial resources necessary for the said activities. Functions of the NGO include: i) identification, management and utilization of urban heritage, ii) registration, management and promotion of urban heritage information, iii) management and operation of ecomuseum sites such as core museum and satellite facilities, and iv) provision of advice to community activities.

Table 3 : Tentative Schedule of Support Project

Actions	2007	2008	2009
Establishment of Promotion Committee	Nov	Jan	Mar
identification of candidates for committee members	Nov	Jan	Mar
formulation of institutional framework for the committee	Nov	Jan	Mar
authorization of members/institutional framework of the committee	Nov	Jan	Mar
holding the first meeting of the committee	Nov	Jan	Mar
Formulation of Basic Vision	Nov	Jan	Mar
drafting Basic Vision	Nov	Jan	Mar
informal authorization/revision of the draft by stakeholders	Nov	Jan	Mar
formal approval of the Basic Plan at the Promotion Committee	Nov	Jan	Mar
drafting Action Plan	Nov	Jan	Mar
informal authorization/revision of the draft by stakeholders	Nov	Jan	Mar
formal approval of the Action Plan at the Promotion Committee	Nov	Jan	Mar
Opening of Ecomuseum	Nov	Jan	Mar
Designing museum functions as ecomuseum in ecomuseum system (indoor office space for ecomuseum DB, guides etc.)	Nov	Jan	Mar
Soft opening with a big public event to introduce ecomuseum concept	Nov	Jan	Mar
Conservation of Heritage buildings	Nov	Jan	Mar
formulating regulations (under WB OHTLD project)	Nov	Jan	Mar
designing Heritage Fund (under WB OHTLD project)	Nov	Jan	Mar
Tourism Promotion	Nov	Jan	Mar
influence to National Tourism Strategy	Nov	Jan	Mar
approach to travel agencies	Nov	Jan	Mar

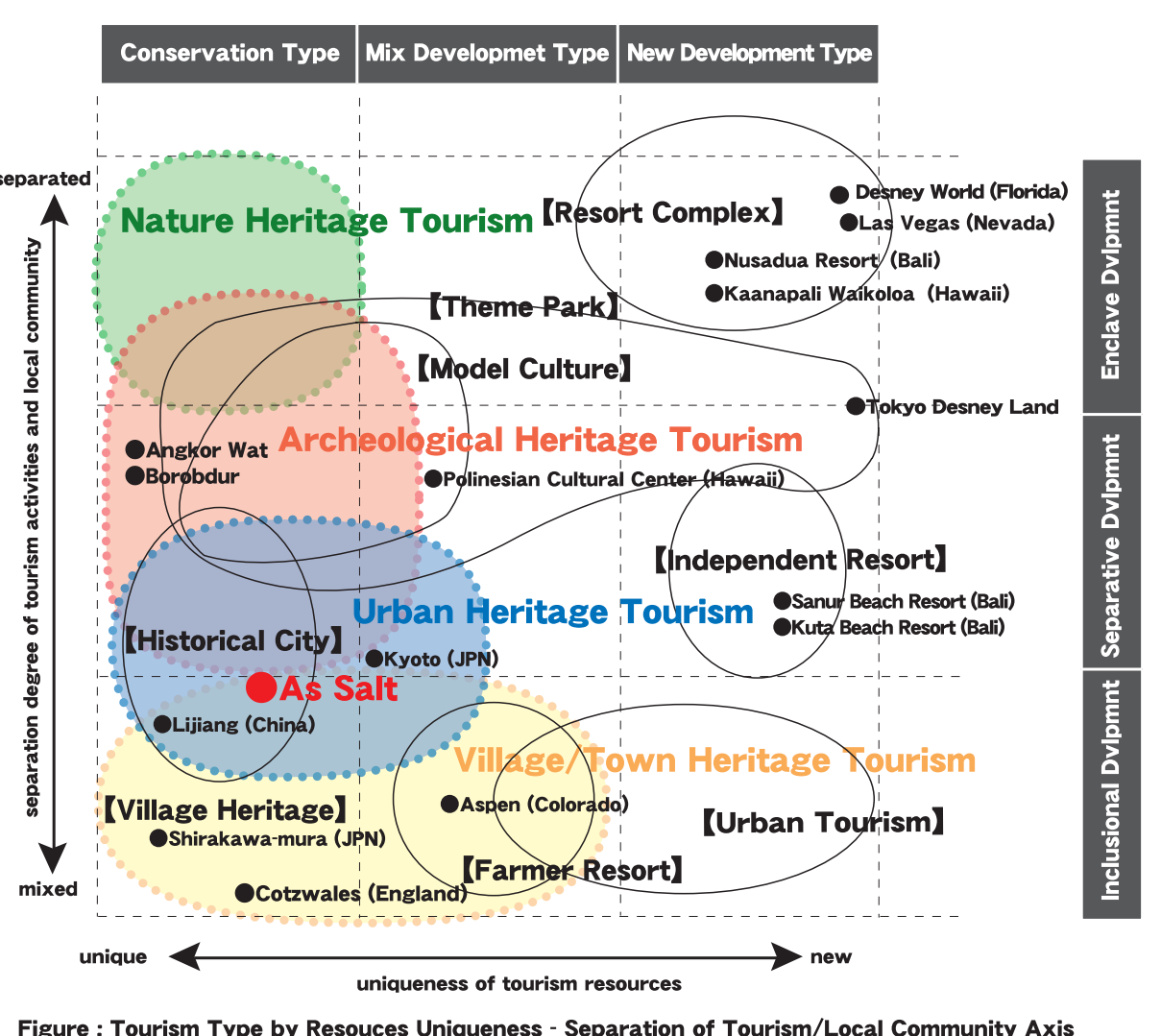
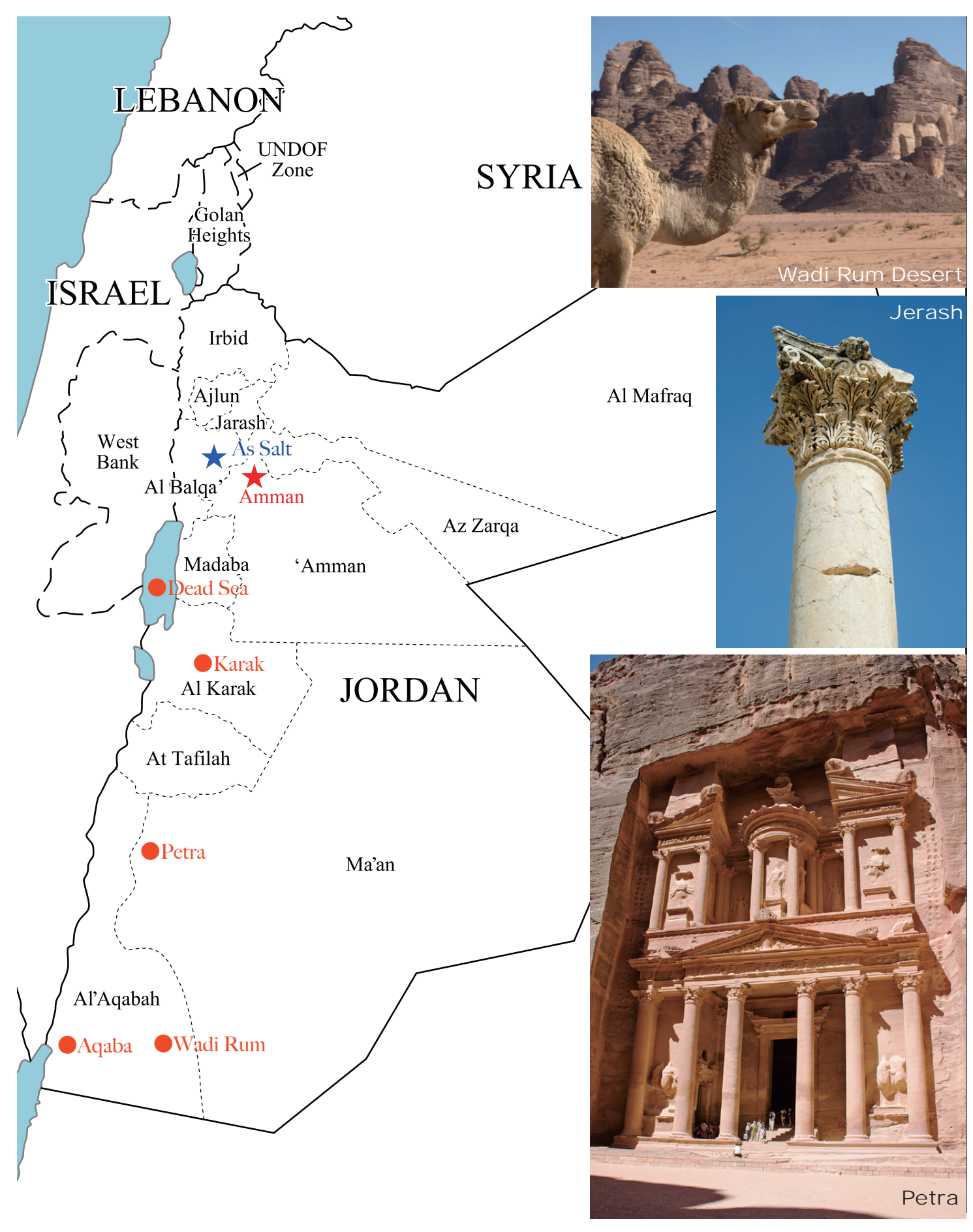


Figure : Tourism Type by Resources Uniqueness - Separation of Tourism/Local Community Axis

Table 1 : Comparison between Archeological H.T. and Urban H.T.

	考古学的遺産 (遺跡) 観光	都市遺産観光
Successor of Heritage	遺産は現代社会・文化と断絶している	遺産を創出した文化の後継者が遺産の中に住んでいる
新たな遺産の創造可能性	専門家の調査研究によって新たな資源が発見される場合もある	住民が新たな観光資源 (文化遺産) を創り出すことができる
観光空間と生活空間	現代の生活環境と分離している	観光客を迎え入れる空間と人が住む空間とが重なっている
interpretation	専門家にしかインタビューができない	住民がインタビューが出来る
significance	価値の理解と維持方法が明快	価値が総合的で、その理解と維持が難しい

