

**International Conference on Religious Tourism:
*Fostering sustainable socio-economic development in host communities***

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**Session 4: Inclusive socio-economic development of local communities –
promoting partnerships that work**

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Bio:

Keiichiro Takadera has worked for 36 years (1967-2003) in the Japan National Tourist Organization (JNTO).

As a director of the JNTO office, he was stationed in Germany (10 years) and Thailand (6 years).

He worked for EBRD (2005-2008) as a TAM Industrial Advisor and for JICA as a chief advisor of a tourism development project in Jericho, Palestine (2009-2012).

He is now a committee member of JICA's supporting committee for tourism project and an advisor of the Regional Tourism Organization of Southern Africa (RETOSA) and of the Foundation for International Development, Relief (FIDR).

He has lectured at Rikkyo University, Teikyo University, and at the Sho-in University in Japan.

His books are: "Tourism for Poverty Elimination" (2004, Kokon) and "International Tourism" (2006, Kokon).

Abstract:

Travelling for Pilgrimage is strongly facilitated through the form of modern Package tours and the number of participants has increased strongly. Many scholars of tourism believe that it should bring various benefits to the community where the visitors are received.

The increase of the travelers does not mean automatically the increase in benefit to the community receiving travelers. There are two main challenges. One is the concentration of the benefit to certain groups. The second is the leakage of received benefit to outside the community.

If so, it is not so difficult to identify the measures needed for a solution. For the first challenge, we can identify two kinds of measures. One is to promote the participation of residents in related businesses. It should be proceeded through the supporting start-up business, small and medium-sized business support, and the promotion of employment in related business.

The second is to diversify the activities of tourists to promote the use of the businesses in which residents are participating. These measures include improving the information system.