

Challenge! Open Governance 2017 Application Form for Citizens & Students

Title of Regional Issue*	No.	Title	Name of Municipality
	- (for the administrative office)	Fulfillment of seniors' second life through employment	Kamakura
Name of the Idea (disclosure)	Creation of jobs for seniors at temple guesthouses: Turning Kamakura into a tourist attraction that meets world standards		

(*Enter the title of regional issue of the applying municipality as described in COG2017 website.

1. Applicant Information

Name of the team (disclosure)	Minamoto	
Team attribution (disclosure)	3. Team consisting of both students and local residents	
Number of members	6 members	
Team leader (only the name will be disclosed)	Name (disclosure)	Yuki Yagata

※Conditions for information disclosure

Information provided in “2. Description of Idea” beginning on the next page will be disclosed under the Creative Commons Attribution 4.0 International license (CC BY 4.0) after confirmation of its contents. At the request of the applicant, however, such information will be disclosed under the CC BY-NC (Attribution – Noncommercial) 4.0 International license. Please let us know your preference at the time of application. In both cases, the name of the applying team will be used. (See the specific licensing conditions at <https://creativecommons.org/licenses/by/4.0/legalcode.ja>, or <https://creativecommons.org/licenses/by-nc/4.0/legalcode.ja>. You can also see licensing information from Creative Commons at <https://creativecommons.jp/licenses/>)

(Notes)
<Name of the file for application and addressee>

1. Send the file with the filename COG2016_applicationform_teamname_municipalityname to the address below. You can also access this address via the application registration column on the COG2016 website of

2. The name of the idea, name of the team, team attribution, name of the team leader, and “description of idea” will be open to the public.
3. The contents above will be reviewed before disclosure (anything which is harmful to public order, unethical, or making use of a plagiarized idea will not be disclosed).
4. The “self-evaluation” column of the application form will not be disclosed. However, if the content is excellent and deemed useful for other applicants, it may be disclosed after consultation during the advice stage after the open review.
5. If any element associated with an intellectual property right whose holder is not a member of the applying team, such as texts, photographs, and graphics, is included in the “description of idea,” it should be demarcated stating that it is quoted according to the relevant laws and regulations or that its use has been approved by the right holder. Please do the same for the “self-evaluation” column.

<List of the team members>

2. Description of the Idea

Fill in three items: (1) content of idea, (2) rationale for idea, and (3) how to realize it.

(1) content of the idea

Please show the contents of the idea by putting these elements in the idea as to who, what, where, when, and how it is a public service (activity) to do.

Creation of jobs for seniors at temple guesthouses: Turning Kamakura into a tourist attraction that meets world standards

Do you know the world standard for the number of inbound tourists?

United Nations World Tourism Organization (UNWTO) defines tourism as staying at a tourist destination for at least 24 hours. A total of 22.93 million tourists visited Kamakura in the last fiscal year. Most of the tourists were day-trippers, and those who stayed for over 24 hours amounted to 344,000 people (1.54%), which is an extremely small percentage. We think that there is a major difference in the total amount of tourist spending depending on whether the tourists stay for over 24 hours or not. Average per capita tourist spending amounts to ¥6,702 (day-trippers) and ¥20,229 (tourists who stay for longer than a day), which is a

Considering these facts, we believe that turning Kamakura into a tourist attraction that meets world standards by popularizing the idea of staying at temple guesthouses will lead to further development of tourism. Furthermore, opening temple guesthouses increases the number of employment opportunities,

① Reasons for opening temple guesthouses

There are a total of 172 shrines and temples in Kamakura, which includes 121 Buddhist temples, although many of them do not offer lodging. The reason for this is thought to be that the temples also face various problems, for example, shortage of staff, tools, and food supply. However, if these issues are resolved, offering temple lodging is feasible. We would like to contribute to the urban development of Kamakura by opening temple guesthouses to take advantage of this historical resource through cooperation with the city of Kamakura, NPO Minamo, Buddhist temples, senior residents, and restaurants. We will set up a new urban development project for the enrichment of local communities as a step toward becoming an ageless society.

② Why hire seniors?

On average, 70% of the elderly people in Japan wish to work even if they are over 65-years of age. Actively employing seniors, who wish to work, will allow them to have a second life and will lead to an increase in labor force participation in Kamakura. Furthermore, the government proposed a “work-style reform.” Hiring seniors that are capable and willing to work may lead to the realization of the idea of an ageless society where people can continue working regardless of age based on a fair work capability assessment.

③ Future prospects

We believe that the development of tourism through the popularization of temple guesthouses and an increase in the employment

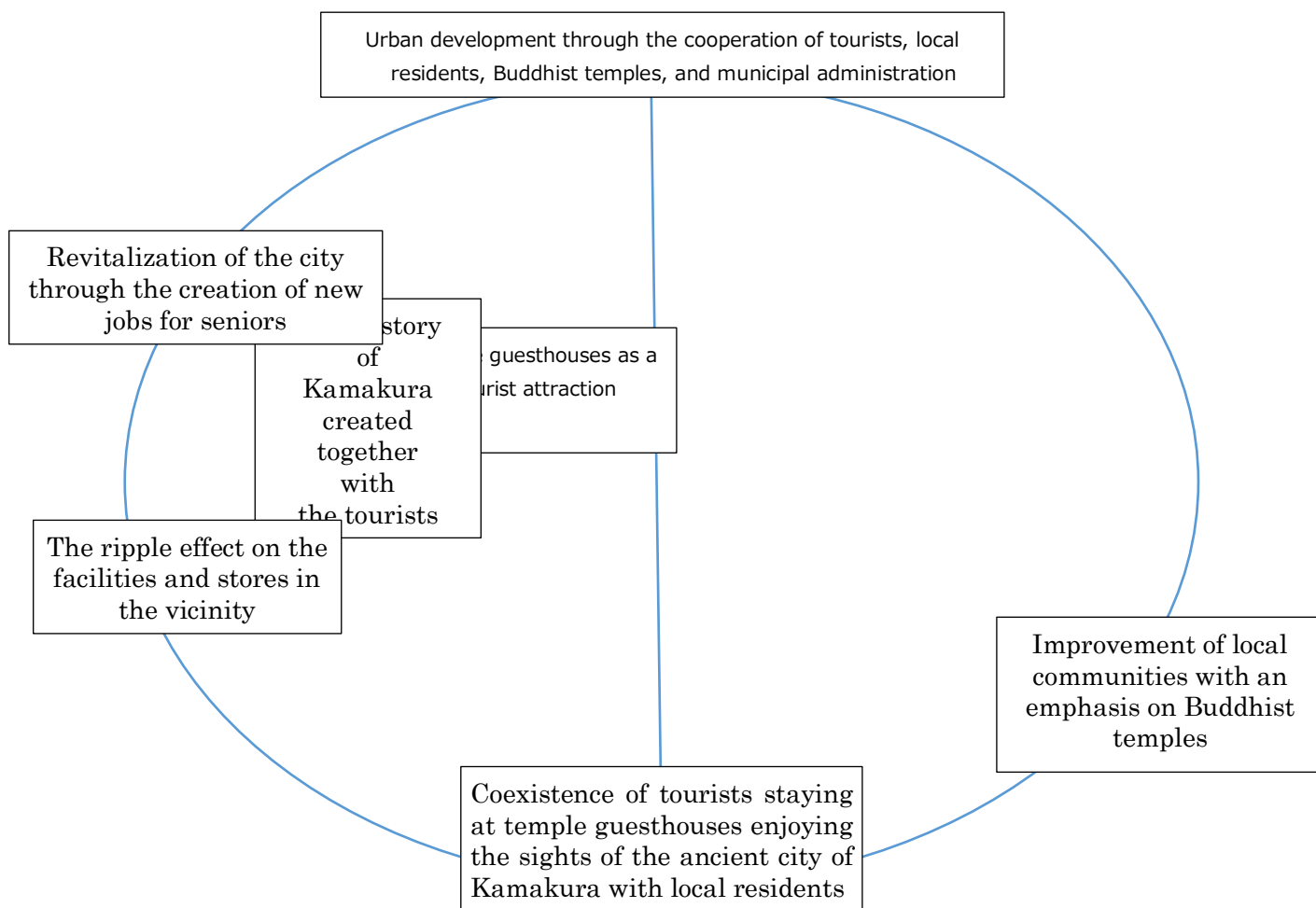
A31_03_25_鎌倉_minamoto_Kamakura
**of seniors will make Japan a model case and
 Kamakura will develop to meet the world
 standards of tourism.**

This page is public.

(Source: Third Stage of The Basic Plan on Tourism
 in Kamakura
[https://www.city.kamakura.kanagawa.jp/kankou/d
 ocuments/dai3ki_kankoukihonkeikaku.pdf](https://www.city.kamakura.kanagawa.jp/kankou/documents/dai3ki_kankoukihonkeikaku.pdf))

[https://www.city.kamakura.kanagawa.jp/kankou/kankou
 ijijouh28.html](https://www.city.kamakura.kanagawa.jp/kankou/kankouijijouh28.html)

Map of the content of the idea
 The purpose of the public service



(2) Rationale for the idea

Describe the rationale for the idea (why have you chosen this idea?) with numerical data (achievements, statistics, or questionnaire results) and evidence (materials, plans, or existing measures) that support the idea (collectively, the “data”).

The current state of Kamakura

① Population-related problem

While the proportions of the population under 14 years of age and the working-age population (15–64 years of age) are in decline, according to estimates of the National Institute of Population and Social Security Research on the future trends by age group, the proportion of the aging population over 65-years of age is increasing, and the birthrate is expected to decline even further. As the trend in Japan toward an aging society with declining birthrate is expected to manifest itself in Kamakura to a certain extent, the municipal administration should be prepared for a prolonged decline in regional vitality and tax revenues.

(Source: Third Stage of The Basic Plan on Tourism in Kamakura
https://www.city.kamakura.kanagawa.jp/kankou/documents/dai3ki_kankoukihonkeikaku.pdf)

② Current labor force participation rate among seniors

Currently, 37.2% “are not working,” and the overall labor force participation rate among seniors is 55.0%.

③ Desire to find employment

According to the results of a survey questionnaire on employment among seniors conducted in

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Kamakura, 37.7% of the respondents “would like to work,” and 21.7% “would like to work if possible,” thus indicating that overall 59.4% of the respondents want to work. Considering that they wish to keep working, we think that there is a great demand for work. Furthermore, as 62.1% of the respondents who expressed their wish to find employment preferred to work “in Kamakura,” we think that employment at temple guesthouses in Kamakura is a viable option for seniors.

④ Current employment

Although seniors’ demand for employment is strong since they “have extensive experience and knowledge” (37.2%), and because of factors such as the “shortage of human resources” (22.7%), available employment is limited by the potential needs of employers. Furthermore, since many of the enterprises in Kamakura are small and medium-sized, there are few job offers that meet seniors’ needs such as “easily accessible workplace” and “work in Kamakura.” Therefore, it cannot be argued that there are enough job offers for seniors.

(Source: questionnaire-based survey on the employment of seniors in Kamakura <https://www.city.kamakura.kanagawa.jp/seisaku-souzou/documents/houkokusho.pdf>)

⑤ Regarding tourists

The number of tourists visiting Kamakura amounted to 22.93 million in fiscal 2015, but the majority of them were day-trippers, whereas only 1.54% (344, 000) of the tourists stayed in the city for longer than a day. Per capita spending by tourists amounted to ¥6,702 (day-trippers) and ¥20,229 (tourists who stayed for longer than a day).

<<Calculation of per capita tourist spending>> (Source: The State of Tourism in Kamakura: FY2016)

⑥

Guests: Average Lodging Expenses (①÷number of guests) (¥13,527) + Average Expenses on Food and Beverages (¥3,135) + Average Expenses on Souvenirs (¥2,387) + Average Transportation Expenses within the City (¥1,052) + Average Entrance Fee to Tourist Attractions (②÷number of tourists) (¥128)

Day-trippers: Average Expenses on Food and Beverages (¥3,135) + Average Expenses on Souvenirs (¥2,387) + Average Transportation Expenses within the City (¥1,052) + Average Entrance Fee to Tourist Attractions (¥128)

① Lodging Expenses: the sum of average rates at each lodging facility multiplied by the number of guests at each facility

② Entrance Fee to Tourist Attractions: the sum of entrance fees at paid facilities (including temples and shrines)

What the tourism industry needs in the future

According to population projections for Japan, the population is expected to decrease by 8% in 2030 and by 15% in 2042, compared with the population in 2015. Furthermore, domestic tourist spending is expected to decrease at a similar pace. It is expected to decrease by 11% in 2030 and by 19% in 2042. To maintain or increase tourist spending in the future, regardless of the number of tourists, it may be necessary to take wide-ranging measures toward improving the “quality” of tourism.

⑦ Creation of jobs for seniors

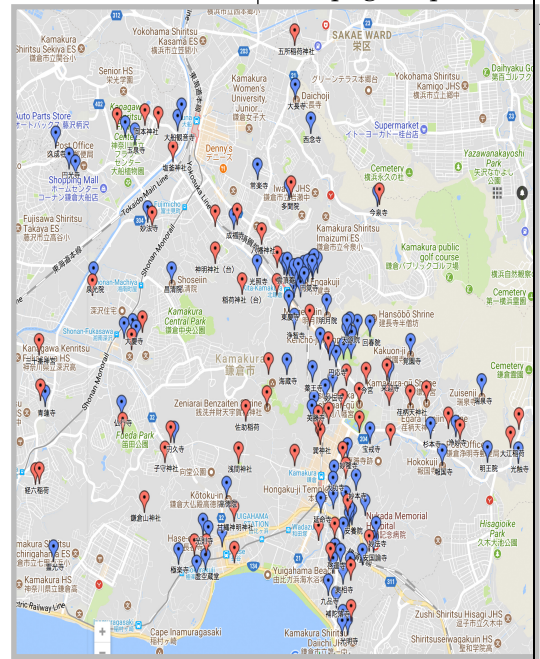
Opening temple guesthouses is thought to create more jobs not only for the guesthouse staff, but also in places such as restaurants and bathing facilities. To secure growth amid a decreasing labor force, it is necessary to provide diverse employment opportunities for seniors who are willing to work, and by popularizing the idea of “staying at a guesthouse,” we can expect the development of a new Kamakura.

(Source: questionnaire-based survey on the employment of seniors in Kamakura)

Senior Employment Promotion Project aimed for the resolution local problems in Kamakura (Project Plan Summary) <https://www.city.kamakura.kanagawa.jp/koureisya/documents/jigyokousouyoyakuban.pdf>)

Part of the map of Buddhist temples and *Shinto* shrines in

Kamakura
(Buddhist temples are marked in blue and *Shinto* shrines are marked in red)



Please fill in 2 pages or fewer including qualitative data and evidence (materials, plan, existing measures, etc.) (hereinafter referred to as “data types”). Please clarify the source of the data.

(3) The process of the implementation (open to public)

Please write about who will implement the idea, necessary resources (human resources, physical objects, money) and realistic ways of obtaining them (including solutions if there are constraints), the overall process leading up to implementation and milestones within 2 pages. (Charts and tables can be included if necessary.)

① Fundraising

- Raising funds via crowdfunding

This idea uses existing temples as lodging facilities, but regarding other capital investment, the initial investment will be covered via crowdfunding. In return, the investors will receive preferential lodging. Furthermore, the following can be expected as the byproducts of crowdfunding.

- **The idea will gain publicity**

As the mechanism of crowdfunding utilizes the Internet, it can be used not only for raising funds but also to make the idea appeal to the general public, thereby making it easier for local residents to become involved. Thus, it is possible to attract customers and fans before implementing the idea.

- Reduction of fiscal burden

In the case of businesses that are highly publicized or that contribute to regional revitalization and to the improvement of the living environment, part of the costs associated with company activity are subsidized, but crowdfunding leads to a reduction of the fiscal burden.

(Source: Introduction to Urban Development Through Crowdfunding
<http://www.tokeikyou.or.jp/research/doc/nyuumon-crowdfunding.pdf>)

② Human resources

- Setting up an inquiry counter utilizing government inquiry counters

Creation of inquiry counters by the government. An inquiry counter was set up at the Silver Human Resource Center where inquiries from seniors and companies are handled. We aim to increase the number of workers by increasing the number of consultees through the expansion of the scope of counseling to planning for the life ahead without limiting it to work-related subjects. At the counter, we will prepare a talent pool of seniors who wish to find employment.

We will create and distribute flyers including information regarding the efforts undertaken by Buddhist temples, and human resources as well as the general information about the lodging, including contact information for inquiries.

- Fostering human resources

This project requires knowledge about Kamakura, which has a culturally- and historically-rich background.

Therefore, we will use a systematic training of human resources such as holding seminars for improvement of their professional skills and giving practical assignments cosponsored by the city administration.

(Source: Senior Employment Promotion Project aimed for the resolution of local problems in Kamakura (Project Plan Summary)

<https://www.city.kamakura.kanagawa.jp/koureisya/documents/jigyokousougainenzu.pdf>)

Summary of Expenses and Schedule

Fiscal Year	Roadmap
2018	<p>Survey questionnaire of seniors / Crowdfunding</p> <p>Opening inquiry counters/ Interview-based survey about opening temple guesthouses</p> <p>Launching a website</p> <p>Seminars on employment</p> <p>Temple visits</p>
2019	<p>Employment orientation</p> <p>Seminars for improving professional skills</p> <p>Hiring new staff</p> <p>Conducted regularly</p>
2020	<p>Accepting reservations for lodging</p>

