

“Tourism between Tradition and Modernity”

Abstracts

Thursday, August 1st: (Ritsumeikan Asia Pacific University APU)

Session 1: 14.00-15.50 Tourism in Asia 1

Analysis on Kyoto’s calligraphic landscape as tourist attractions: tradition, adoption, and modernity—with comparison to calligraphic landscape in Tokyo and Beijing

Jie ZHANG, Shao-Jing LU, & Hong-Lei ZHANG (Nanjing University), DU Guoqing (Rikkyo University)

Calligraphic landscapes in the cities of China and Japan have been noticed in tourism research with special respect to authenticity, leisure constrains, perceiving dimensions and spatial differentiations as well as related tourist products. Kyoto as an ancient capital of Japan, is full of traditional cultural landscape like gardens, palace, ancient castle, temples as well as those intangible heritages. Calligraphy as cultural symbols seems distributed everywhere in the city in the form of both tangible and intangible heritages. In this paper, we described the distribution of the calligraphic landscape – that the landscape with Japanese calligraphy as cultural symbol in Kyoto’s different places, and also analyzed the related genetic mechanism. In Kyoto, there are different types of calligraphic landscapes emerged in classic gardens, traditional street, modified (renewed) street, or even terrain landscape. We developed and used the calligraphic index to describe special differentiation of the authenticity of calligraphic landscape inner Kyoto city and compared it to calligraphic landscape in Tokyo and Beijing. It is revealed that calligraphic landscape in Kyoto has got higher value of calligraphic index as a whole than that in Tokyo, which implies Kyoto is more authentic in traditional culture. Meanwhile, there is also certain geographic zonation in the city, i.e., the calligraphic indices are from higher to relatively lower on shop signboards from the traditional street like Kiyomizudera Sando, to Hanami Koji Dori, which is partially disturbed by modern commercialization) and to main renewed street Shijo Dori.

Comparing those calligraphic landscapes in Beijing, there are certain different aesthetic tastes of Japanese calligraphy from that of Chinese calligraphy, and the adoption of Chinese calligraphic element seems existed in Japanese either originally or modified. It is very often for Japanese calligraphic landscape with calligraphic scripts of true Japanese characters or radicals. The public adoption of the calligraphers in Japan is different from that of China, i.e., there are more writings of folklore calligraphers, informal calligraphers or even anonymous calligraphers appearing on signboards with few individual identified seals and names in Japan, while formal classic signboard with genuine calligraphy with calligrapher’s seal and signature become the dominant in Chinese vernacular tourist places.

Calligraphic landscape and artworks in Kyoto have become substantial tourist attractions, no matter where there appear in ancient garden as interior design ornament or in vernacular souvenir street as billboard. On the other hand, calligraphic landscape were well designed with their scripts, ornaments, and related vernacular religious facilities, there is even a well designed topographic calligraphic landscape occupied a large slope, called Daimonji Yama literary means Grand

Character Hill. It is also a kind of index of atmosphere of cultural authenticity. It possesses either visual or contextual effects with its diversity of strokes and dots, arrangement, ornament, and the meanings of the writing text.

With statistically description, we revealed the disturbance and reform as well as adoption of the modernity on traditional calligraphic landscape in Kyoto, and we qualitatively analyzed some examples of such type of calligraphic landscape in detail. As for the mechanism of such geographical differentiation in calligraphic landscape, it is proposed that the composition pattern of the shop spectrum be a main genetic factor, i.e., each place with its related shop spectrum will result in its calligraphic landscape substantially.

Green Tourism and Rural Revitalization in Japan

Munehiko ASAMIZU (Yamaguchi University), Fred SCHUMANN (University of Guam)
Abhik CHAKRABORTY (Shimane Prefecture Mountainous Region Research Center)

This paper examines the tourist connections between urban and rural areas in Japan. Depopulation, aging and the lack of a newer working force have been serious problems in rural Japan. To mitigate rural depopulation, the Japanese government established the Comprehensive National Development Plans (Zenkoku Sougou Kaihatsu Keikaku) in 1962. However, these national plans have generally failed to increase the number of rural residents. To escape from an increasingly competitive urban lifestyle, however, relocation to rural areas is becoming an increasingly popular option nowadays.

Following the 5th Comprehensive National Development Plan of 1998, green tourism in Japan entered a new phase. Two main targets are: retired people, and school children from urban areas. Wealthy retired people, many of whom were once green tourists, relocate from urban to rural communities, and contribute economically to the latter. In addition, retired urban people often bring the knowledge needed to create successful small businesses, including tourism and hospitality businesses, in rural areas.

Some local authorities are also actively engaged in attracting school excursions from urban areas, with the aim that urban students who visit will become repeat visitors in the future, thereby sustaining this process. The paper analyzes these issues through comparative field studies, and discusses the importance of this two pronged strategy of tourism based rural revitalization in a country that is witnessing rapid aging and depopulation in rural areas.

Keywords: depopulation, aging, rural revitalization, green tourism

Sustaining Satoyama and Satoumi Communities and Livelihoods Through Tourism

Kazem Vafadari, Malcolm Cooper (Ritsumeikan Asia Pacific University)

The socio-ecological landscapes of Satoyama and Satoumi that comprise about 70% of the total area of Japan are broadly defined as incorporating and protecting the function and use of traditional agriculture and rural landscapes in sustainable manner. However, a Satoyama-based livelihood is no longer sustainable throughout Japan if it is only based on traditional agriculture for several reasons including depopulation, aging society and globalization. The application of environmental knowledge has played a central role in harmonious collaboration in the human-natural system in the past and a flexible approach so that its typical structures have changed over time in order to sustain natural resources and associated indigenous knowledge of conservation, is however still relevant. This paper reviews the Satoyama and Satoumi concept with special reference to the evolving environmental and social significance of rural tourism in Japan, as well as the implications of this new wave of support for the sustainability of human-natural systems. The Satoyama concept is characterized by multi-functionality, in which social and economic dimensions rather than purely ecological dimensions dominate. Considering that the usage and management priorities of Satoyama are shaped by the evolving needs of the society, the ongoing requirement of Japanese society for effective rural reconstruction has found a new ally in farm-based tourism. Diverse site-specific strategies are necessary for sustaining Satoyama, while fostering new options and innovations, and we illustrate how this works in practice by comparing the established site of the Noto Peninsula with that of new proposed sites in Kyushu.

Keywords: socio-ecological landscapes, indigenous knowledge, effective rural reconstruction

Changes in ski resorts through the development of inbound tourism in Japan: A case study of Niseko-Hirafu district, Hokkaido.

Masaaki Kureha (University of Tsukuba)

This study examines recent changes in ski resorts through the development of inbound tourism in Japan, analyzing landscape changes in Niseko-Hirafu district, Hokkaido. Many ski resorts in Japan face various difficulties in the last 20 years, in which the number of skiers continues to decrease after the beginning of the 1990s. Since the middle of 2000s, however, several ski resorts have gathered foreign skiers from specific market. In Niseko region in Hokkaido, there are many skiers from Australia in winter, followed by tourists from Asian countries such as Hong Kong, Singapore, etc. Therefore, this district experiences a new development stage through inbound tourism, while some accommodations continued to be closed down around 2000. Some hundreds of apartment buildings have been newly constructed near the base of the ski fields since around 2005. In the most cases, Australians own such apartment whose architectural form is mostly cottage in refined design of western style, rather than condominium. The apartments are only for a long stay with relative high price, and are used by owners and foreign tourists through the intermediation of specific firms managed by Australians. Landscape in Niseko-Hirafu district is characterized as a resort enclave, in which landscape based on foreign atmosphere is dominant and Japanese skiers tend to have difficulty to stay here because of different culture in ski tourism between Japan and Australia.

Key words: ski resort, winter sports, inbound tourism, landscape, Japan

The Difference in Support Provided to Foreign Tourists among Four Districts in Hakone, Japan: Yumoto, Hakone-machi, Gaura and Miyanoshita

Takayuki Arima and Toshio Kikuchi (Tokyo Metropolitan University)

Because of increasing foreign tourists, tourist destinations in Japan need to be well prepared for foreigners, although the state of support and related skills is different among destinations. These differences may be seen even within a single area, if it is very large. This study will investigate the difference in the state of support provided to foreign tourists in the Hakone region, which is one of the most famous tourist destinations of Japan. There are twelve hot spring districts located in Hakone, and each one has a different history, depending on the location. This study will focus on and survey four districts—Yumoto, Hakone-machi, Gaura and Miyanoshita—each of which has a different historical background. The study will further investigate the situation of the support and related skills that is provided to foreign tourists. The survey was divided into three parts. First, the number of tourists and the rate of foreigners visiting the area were introduced, along with statistical data, and were discussed with relation to their histories. Second, the results of a survey on the distribution of English–language guide boards and free brochures and map stands were discussed. From this survey, it was revealed that the government plays a more important role in districts with less history than in districts with more history in managing the availability of guide boards, brochures, and maps. Finally, the results of a survey of the staff members of services for foreign tourists at certain facilities were discussed. From this survey, it was revealed that the skill-set of service providers increased without outside help in districts with less history. Overall, from these discussions, it was concluded that the history of each district much influences the kind and quality of support provided to foreign tourists at even a single tourist destination.

Keywords: Support provided to Foreign Tourists, Services, History, Hakone and Japan

Session 2: 16.20-18.00 Branding and Commodification

When the Brand is in Jeopardy: Authenticity and the Branding of Cultural Heritage Destinations

Dallen J. Timothy (Arizona State University)

This paper examines the notion of heritage branding through official designation at global and national scales. UNESCO is frequently used by nominating states as a marketable place brand at the international scale, with many countries presuming that such a brand will automatically increase tourist arrivals. There are arguments for and against this assertion. The National Register of Historic Places and the Historical Landmarks Program in the United States (listed and managed by the National Park Service) are representative of heritage branding from a national-level perspective, and these too are considered important brands for the domestic tourism market. The Historical Landmarks Program is based on the premise of authenticity and historical accuracy, and it lends a huge sense of pride for the communities that host Historic Landmarks and sites on the Register of Historic Places.

This paper will focus primarily on the domestic perspective in the US, which can be extended to other countries that have similar 'branding' designations. In common with UNESCO World Heritage Sites, the historic locations and buildings associated with the two National Park Service lists can potentially be de-listed or placed in the 'in-danger' category if their level of authenticity or maintenance is jeopardized for one reason or another. The empirical portion of this presentation will focus on the Wild West town of Tombstone, Arizona, USA, as a case to illustrate how heritage locations are 'branded' with important trademarks, such as Historic Landmark, and how a lack of authentic heritage representation jeopardizes these brands. The community's response and how important they feel the branding is to their tourism image are examined in detail.

Keywords: heritage branding, de-branding, UNESCO, Historic Landmark, authenticity, danger list

Tourism, commodification and authentication of Venice.

Paola Minoia (University of Helsinki)

This presentation aims to explore the role of tourism in reshaping historical cities, particularly into forms of cosmopolitan consumption. New mobility paradigms seem to merge, rather than juxtapose or even oppose, production and consumption patterns of tourists and residents, all influenced by similar gazing and performing places. The iconic case of Venice shows patterns of staged authenticity, reconstructed ethnicity, and servient economy of subordination. Drivers to visit Venice include experiences in a setting that is densely characterized by cultural heritage; however, the tourist monoculture and cosmopolitan consumption are depleting the original elements of this attraction: traditional places, residents, livelihoods, material and immaterial cultures. Culture markets and international events, architectural and environmental restoration, together with forms of mobility and transports in fragile ecosystems, are transforming the historical city into a place for cosmopolitan production and consumption, involving tourists together with new residents. For instance, international charity bodies acting to “save Venice” by restoring historical buildings in partnership with private companies, have caused dispossession and privatization of public places, and have also guided the authentication of places and new forms of living. The research has been conducted through participant observation, analysis of regional laws and media.

Melting Pot or Spice Basket? Packaging a Unique Blend of Cultural Heritage for Tourism on Grenada

Velvet Nelson (Sam Houston State University)

As a French and later British colony, the Caribbean island of Grenada was developed for agriculture. By the turn of the twentieth century, Grenada was being called the Spice Island of the Caribbean. By the beginning of the twenty-first century, the tourism industry had surpassed the agricultural industry as the island's greatest economic contributor, yet tourism stakeholders maintained the Spice Island theme. They continued to encourage tourists to visit a spice estate and used the tagline "Spice Up Your Life" to promote the idea of an exotic and romantic vacation destination. This was accompanied by imagery of pristine landscapes and attractive women wearing colorful – and revealing – festival costumes. Over the past few years, however, the island nation has made a shift in its tourism representations to place a greater emphasis on the history, heritage, and culture of the people of Grenada. This has been anchored by the "Spice Basket" concept. Literally, this refers to one of the principal tourist souvenirs for Grenada – a small basket hand-woven from local materials and filled with a sampling of the spices still produced on the island. Metaphorically, it implies the blending of peoples and cultures over time on the island – including the original Amerindian inhabitants, French and English settlers, enslaved peoples from Africa, and East Indian indentured servants – in the creation of a distinct and vibrant cultural identity. This is used as a unique selling proposition in tourism promotions to create a sense of distinction from other Caribbean destinations. Potential tourists are encouraged to experience "Spice Culture" through visits to cultural heritage sites, from Amerindian petroglyphs to colonial plantations, and participation in local cultural activities, from African drum dances to the Saturday market. This paper critically analyzes the commodification of Grenada's cultural identity in tourism through promotional literature.

Keywords: Grenada, cultural identity, cultural heritage tourism, tourism promotions

Street Naming, Tourism Development, and Cultural Conflict: The Case of the Old City of Acre/Akko/Akka

Noam Shoval (The Hebrew University of Jerusalem)

Extensive research has been conducted on place names, as they are one of the most significant markers of the intimate relationship between people and territory. Several studies on street names have already noted the use of place names as a form of symbolic capital in order to create and sell place distinctions for the purposes of prestige and profit. The literature, however, has not yet adequately addressed a different motivation in place-naming: the promotion of places for the purpose of tourism development. Furthermore, research in this field has yet to examine the ways in which local residents interpret and contest official street names with their own oral system of naming, focusing instead on the process of selecting and affixing place names and the cultural conflicts that arise from these political decisions. This paper explores place-naming in Old City of Acre (Israel) in light of tourism development processes, focusing not only on the motivations for the naming but also on the responses of local residents to the naming and to the struggle on the symbolic identity of the city that develop as a result. The first section of the article examines the historical process of bestowing official street names in the Old City of Acre as well as the existing system of place names used by the local Arab inhabitants of the Old City. The paper's second section studies the reactions and attitudes of the local population in the Old City to the relatively recent initiative of the Acre Tourism Development Company (ATDC) to assign official street names, chosen in the past, to the streets and alleys of the Old City.

Key words: Tourism development, Street naming, Place naming, Acre, Akko, Akka

Tourism, Entrepreneurs, and the Public Recognition of Industrial Heritage: The Case of the Kingdom of Gold, Sweden

Dieter K. Müller (Umeå University)

Heritage and culture are usually seen as resource for tourism development; as attractions in a tourism system they are longed for, visited and consumed in various ways. Moreover, tourism developers and managers usually expect positive impacts on local and regional economy. These aspects and relationships have been highlighted and influenced the agenda within research on heritage tourism. In this context the existence of heritage is usually treated as an important precondition for the establishment of a related tourism product. Little seems however to be written on the role of tourism for the development of heritage. Against this background this paper aims at assessing the role of tourism for the social construction of heritage and its public recognition. This is illustrated for the case of a rural destination promoted as the Kingdom of Gold, a mining region in Northern Sweden featuring various heritage attractions related to the industrial history of the district. The study based on a combination of interview survey among involved entrepreneurs and public officers and documentary analysis revealed that the responsible authorities did not consider the available industrial heritage as worthwhile preserving. However European Union funding enabled local entrepreneurs and communities to develop the various objects into significant tourist attractions. This however made also the responsible authorities to re-think and to award heritage status and public recognition according to national law. Hence, the paper shows that tourism can have a significant role for the public recognition of heritage. Moreover, it demonstrates how tourism and internationalization, here EU-membership, affect the national process of public recognition of heritage into a more democratic direction.

Friday, August 2nd: (Hiroshima University of Economics Seminar House Miyajima)

Session 3: 14.00-15.20 Tourism and Nature

Traditional Ecological Knowledge in Relation to the Conservation and Ecotourism Development of Miyajima, Japan

Ifeoluwa Bolanle Kayode (Hiroshima City University)

Miyajima in the Seto inland sea has been a holy place of Shintoism for about 1200 years, and is an important site for environmental conservation, where traditional respects for the environment and access restrictions have led to a well-conserved area with high biological diversity. The future of its traditional ecological knowledge (TEK) depends on the ability of its holders to continue the traditional practices upon which TEK is based, and to provide opportunities for younger generations to learn these practices. The values associated with both TEK and relationships with relatively pristine ecosystems will also evolve as cultures continue to evolve in customs, attitudes, knowledge, and technological uses. Understanding these relationships and how to consider them in the conservation and ecotourism development of Miyajima is the main focus of this study. The field survey investigated wildlife abundance and composition of Miyajima, while interviews were aimed at gathering information on the TEK of Miyajima and its relationship to ecotourism. The result of the study reveals that despite the technological advancement of Japan, the people of Miyajima are still strongly attached to their culture and value their TEK. The TEKs of Miyajima are passed to the younger generation through sharing traditions, telling stories and teaching such in schools. Despite these efforts, the migration of the younger ones to the city leaves the fate of TEK of Miyajima in the hands of the elderly ones. It was discovered that forests in Miyajima are sacred and are therefore not utilized at all presently—although it was utilized in the past for agriculture after World War II—leading to well-conserved forests with high diversity of plants. The traditional resource management of Miyajima continues to provide an ecosystem that attracts tourists from all over the world.

Key words: Traditional Ecological Knowledge, Ecotourism, Conservation, Miyajima,

Protected nature – just to be visited by the most able visitors or by every one?

Thor Flognfeldt (Lillehammer University College)

Some parts of nature – especially the National parks – have been managed in ways that are excluding many groups from visiting. While making parts of the protected nature accessible by “easier footpaths”, bridges and boardwalks are strategies in visitor management plans in most national parks, the park management plans in Norway have excluded many groups, like the physically disabled ones.

This paper will discuss the traditional purist arguments and their consequences both as attractions and in the context that “National” also could be interpreted as “for everyone”. The aim is, of course, not to tell that the whole area of a National Park or protected area should be filled up with roads and paved paths, but to show that acceptance that “less physically perfect people” also have rights of access to the best nature.

Protection is about saving parts for educational purposes and by such visits the visitors could improve knowledge about those nature elements that the parks have, and was protected for. By denying access everywhere within the park boundaries the management – in this case the Ministry of Environment and the Nature Directorate- are creating an Elite group and a “non-wanted group”. The presentation is aiming both to focus on previous and present policies in Norway and comparing this with strategies in other countries and also focus on what excluding groups might for local tourism development.

Keywords: National parks, protected areas, access, disabled persons

Is there a future wildlife parks? Public attitudes, visitor perceptions and management implications in a changing world

Dirk Reiser (Cologne Business School)

For more than 150 years observing wild and domestic animals in captivity has been a prominent leisure activity. Egyptian pharaohs and Chinese and Roman emperors kept captive animals for their royal enjoyment and as status symbols. However, gradually zoos changed their roles from providing privileged access to allowing the general public to gaze upon those animals. In conjunction, the expectation of the visitors and the offers of zoos changed as well. Today, the role of zoos and wildlife parks is based on a complicated concept that is riddled with contradictions closely linked with fast changing public attitudes and visitor perceptions that move between traditional, modern and post-modern values. These have a variety of impacts on the management of wildlife parks and zoos.

The article explores public attitudes towards a wildlife park in Tasmania, Australia. It replicates work done by Ryan and Seward (2004) at Hamilton Zoo, New Zealand and Reiser, Huyton and Faulks (2006) at the National Zoo and Aquarium in Canberra, Australia. It expands the previous research to a wildlife park to discover similarities and differences within two varying concepts of displaying animals to visitors and the consequences for management.

Key words: wildlife park, visitor attitudes, tourism management

Kogi Indians interactions with eco-tourists in Sierra Nevada de Santa Marta, Colombia.

Andres Ricardo Restrepo (Universidad de Antioquia)

Tourism's interest in natural places and ancient cultures has been growing. Tourists visit these spaces which they perceive as home of values opposed to those of modernity, looking for an escape to urban hustle. The Sierra Nevada de Santa Marta, a mountain formation with a huge biodiversity located in Colombia's Caribbean, home of four ethnic groups and near to an active touristic area constitutes a good example for it. The Kogi are the most famous of these four groups and are seen in mass media as very traditional indigenous peoples in harmony with their natural environment. Although they have been quite reluctant to interaction with strangers, some of their lands are now natural, adventure and archaeological tourism destinations. Among the Kogi, the concept of "tradition" also reveals outstanding as a status measure that sets hierarchies into the group as well as a guide on how to deal with tourism that allows getting benefits from it but establishing clear barriers. The study of interaction between tourists and Indians in this place give us an opportunity to inquire about the complex relation of modernity and tradition in a local context. Our research explore from an ethnographic and discursive approach these daily interactions emphasizing the role of silence as an indigenous defensive strategy that evidences power struggles, sometimes mutual indifference and specially a micro scale manifestation of the tension of different world views and global forces in a local context.

Key words: Tourism and indigenous people, archaeological tourism, Kogis, silence, ethnotourism, Sierra Nevada de Santa Marta

Session 4: 15.50-17.30 Tourism in Asia 2

The Impacts Tourism on Diversification of Bai Ethnic Entrepreneurs

Honggang Xu, Zhouyuan Tang (Sun Yat-sen University)

Ethnic entrepreneurs can play a key role in stimulating tourism, bringing the backward and forward linkages to the tourism enterprises, and generate even income distribution. In addition, the ethnic entrepreneurs are also the cultural brokers of the local community, who have been struggling to make balance between the market demand and their ethnic identity through the products. Yet, their characteristics and entrepreneurial processes are under exploration. The impacts of tourism on the ethnic handcraft entrepreneurial processes are seldom examined.

Based on the case of Bai ethnic entrepreneurs who have traditional handicraft in Dali, Yunnan, this study attempts to describe the interactions between the tourism industry and these local entrepreneurs. Semi-structure interviews are used to investigate their entrepreneurial activities and their business development process through data analysis. The very process of each entrepreneur can be seen as an individual case and there are 13 individual cases been examined in total.

Tourist market indeed has a remarkable effect on these local entrepreneurs. According to their attitudes towards the market, these entrepreneurs are classified into 3 types consequently, local resident-oriented, Tibetan-oriented and tourist-oriented. For each kind of the entrepreneurs, they differentiate from each other in niche market, product characteristic, market intimacy, and their interrelationship with tourism. Compared with the other two markets, tourist market is identified as easy access and in expansion. The scale of production can be obtained. Therefore, more and more Bai entrepreneurs enter into this market. While Bai entrepreneurs need to adjust their product according to their niche market, a more homogeneous product is developed in tourist market. The reduction of diversified products is perceived.

Key words: ethnic entrepreneurs, entrepreneurial processes, handicrafts, Bai ethnics, tourist market, China

Can Transport Provision Promote Tourist Mobility Between Provinces in China?

Hong-lei Zhang, Jie Zhang, Shi-en Zhong, Jin-he Zhang, Ze-hua Liu (Nanjing University)

Transport provision is a key element in the development of regional tourism. Many researchers have also recognized the importance of transport as an essential component of successful development in that it induces ever-increasing tourists. However, if transport provision can only induce the internal tourist number increased, it is not good for the tourism industry of a country. Using China Domestic Tourism Survey of Rural Residents (CDTSRR) with the time period 2002-2007. We analyze the role of transport infrastructure construction in the spatial-temporal changes of tourist flows between provinces. Internal Province Preference Index (IPPI) is constructed by using the antilog form of the coefficient of the dummy variable (internal provincial tourist flow). IPPI represents the destination choice preference caused by culture, diet and language difference as well as the administrative boundary after removing the distance decay effect. The correlation-ship between this index and tourism transport infrastructure density suggests that the provision of transport provision can lead to a positive effect on tourist mobility between provinces in China. Furthermore, we find that this positive effect has spatial variability and transport infrastructure type variability. Empirical estimates indicate that transport provision can shorten the cultural distance caused by culture, diet and language difference, as well as the boundary distance caused by the administrative boundary in China.

Keywords: transport, tourist mobility, distance, domestic tourism, China

Variations on a Theme Park in Contemporary China: city as theme park and theme park as city

Shien Zhong, Jie Zhang (Nanjing University)

This paper makes a deep reflection while gazing at the variations on the native theme parks based on a comparative analysis between “theme parks opened before the 21st century” and “theme parks opened after the 21st century”. Empirical thinking, field surveys, personal meeting records and personal interviews are integrated. Before the 21st century, native theme parks had very short life cycles – popular in the first year, prosperous in the second year, decadent in the third year and extinct in the fourth year. But after the 21st century, they usher in a period of comprehensive revival. Theme parks have become beneficial supplements of the whole tourism industry invested with quite large tourism related production factors. Their geographical locations are much more flexible and have usually expanded from being stand-alone attractions to form large scale tourism complexes and industry agglomerations to enhance the competitiveness. Internationalization is also much intensive than before. At present China (mainland), market-oriented tourism development has offered strong challenges to traditional resource-based tourism development and has undergone crazy expansion. Outstanding of which is the integration of tourism and urban development. Theme parks have been placed in much broader and comprehensive urban and regional settings. A new practice idea – a tourist city must be a livable city, has been widely accepted by local governments and developers. Urbanization of theme parks of Chinese native theme parks, i.e. theme park as city, from an opposite perspective, responds Sorkin’s introspection who claimed America’s cities are being rapidly transformed into homogenous theme parks, i.e. city as theme park.

Keywords: Theme parks; Tourism urbanization; Regional impacts; Spatial externality; Spatial multiplier

Charter operations in Japan post-deregulation

Chuntao Wu (Sichuan University)

Aviation is an increasingly important mode of transport for international tourism market, providing the vital link between the tourist generating areas and destinations. Meanwhile, developments in aviation are having very major implications for many leisure markets. In order to promote inbound tourism to regional areas, Japan has deregulated international charter services since 2001. Nevertheless, during the process of deregulation, the regulated Japanese charter market has been replaced by an integrated market operated by full service carriers (FSCs), low-cost carriers (LCCs) and charter airlines. Some important changes are emerging that must be addressed by the tourism and aviation industries.

This study investigates the impacts of charter operations on international tourism to Japanese regional areas. Furthermore, this study analyzes the impacts of scheduled service deregulation on charter operations in Japan post-deregulation. For the purposes of this study, the changes in spatial patterns of charter entry airports and networks have been analyzed; and competitions among FSCs, LCCs and leisure carriers for charter operations have been discussed. The results illustrate that charter deregulation have led to an expansion of tourists to remote destinations. During the same period, charter service has developed its own market characterizes which are different from those of scheduled service in terms of seasonality, networks and carriers. The recent deregulations of scheduled service have stimulated outbound traffic from regional areas; but played hardly role in promoting inbound tourism. This study is important for both airport and destination authorities who aim to use the charter businesses to promote airport operations or international tourism.

Keywords: innovation, international tourism, charters, LCCs, Japan, regional areas

Dynamics of Silk Road Tourism

Stanley Toops (Miami University)

Just as international interest in the history and culture of the ancient Silk Road has grown since the 1980s, the number of tourists visiting ancient sites all along this historic trade artery has also risen. China, Kyrgyzstan and Uzbekistan have encouraged this new interest by allowing increased access to many formerly closed places. The World Tourism Organization also has a Silk Road Project in place.

Asia has become the most dynamic tourism region in the world. In Samarkand in 1994 a Silk Road project was begun under the auspices of the World Tourism Organization. Since then meetings in Xi'an, Nara, Kyoto, Tblisi, Bukhara, Tehran, Istanbul have all reaffirmed the principles of the Silk Road project. These principles entail the establishing of the Silk Road as a tourism product and creating awareness of the Silk Road in the tourism market. The various countries involved, China, Japan, Uzbekistan, Iran, Georgia, Turkey, Russia, and Kazakhstan to name a few, have worked on marketing and promoting the Silk Road product.

As a result, tourists now arrive to view a wide range of historical, cultural, and natural attractions. Tourist hotels and tour guide companies (both official and unofficial) now benefit from group tours seeking to experience some of the wonders of this new tourist destination. I examine the creation of a tourist landscape along the Silk Road and discuss the impacts of tourism development in China, Kyrgyzstan, and Uzbekistan. Particular examples are drawn from the Xinjiang Uyghur Autonomous Region in China.

Keyword: tourism, Silk Road, China, Kyrgyzstan, Uzbekistan, Xinjiang.

Saturday August 3rd: (Okayama Comfort Hotel Conference Room)

Session 5: 15.30-16.50 Wellness, body and spirit

Wellness Elements as Exclusive Image Promoters and Branders of Tourism Sites

Dr. Alon Gelbman (Kinneret College)

Wellness activity is common in many countries around the world. This applies to Israel as well which, in recent years, has undergone extensive and intensive developments in the supply of wellness tourism services and attractions. Wellness tourism services are offered as part of many accommodation packages in Israel, from bed and breakfast units in the rural areas to the most prestigious hotels. These tourism attractions offer an all-encompassing experience with treatment, therapy and instruction in proper lifestyles intended to cure body and soul, while also offering pampering and relaxation. It would be possible to say that wellness tourism has become an important – and highly sought – component of tourism products in Israel, and in many cases it has become a tourism attraction in its own right.

This study, which was conducted among tourism sites in the north of Israel, a region that attracts most of the country's internal tourism and is characterized by rural areas of green vistas and landscapes, examined the following question: How, if at all, do wellness elements become exclusive image promoters and branders of tourism sites? Methodology included: observations, interviews with tourism operators and content analysis of material intended to position and brand tourism site images on internet home pages, advertising and reservations sites. The sample for content analysis included 39 tourist destinations in the north of Israel, which present themselves and their tourism product as places of wellness. From the conclusions of this study it can be learned that elements of wellness help to foster the image of prestige and luxury in various tourism sites.

Dance, tradition and tourism

Anne-Marie d'Hautesserre (University of Waikato)

This presentation uses traditional dancing in Tahiti to participate in the debate about tensions in tourism between tradition and innovation when commodifying cultural attractions, especially 'exotic' ones. Dance is one of the cultural traits promoted to visitors to French Polynesia. Dance in Tahiti is linked to the myth of the beautiful vahine who lives in paradise but who veils a wild uncontrolled desire: dance is a sign not of grace but of a licentious lifestyle. Dance, considered a source of resistance to the new colonial norms had been forbidden for more than its 'indecent' gestures and its ritual values. Polynesians dance and sing at every opportunity and energetically support traditional dancing with innovations to fit the practice in their modern everyday life. This presentation will demonstrate that Polynesian dance has not lost its roots. It does not reveal nostalgia for a remote past. It has heeded Tjibaou's call for a move forward, a syncretic cultural dialectic, as a form of indigenisation of modernity (Sahlins), which does not ignore discontinuities with past ways. Any form of cultural revival in French Polynesia is acutely aware of rupture from its original social and religious context.

The methodology I use is both qualitative and reflexive. It enables me to recognize that I am situated as an outsider to the local Polynesian society but one who seeks the 'becoming-ethical' of the tourism industry. I do not presume to speak for the residents of these territories but I bear witness on issues that concern them. The theoretical framework I use is postcolonial since the main challenge is how to respect the alterity of the other while supporting Indigenous cultural sustainability, reducing poverty and empowering local communities. Postcolonialism supports the indigenisation of the production of destinations. Political economy perspectives have guided this postcolonial research. Ecotourism and/or cultural tourism have been encouraged to resolve poverty in rural areas. These forms of tourism can be just as guilty of social disruption.

Key words: Polynesian dance, Indigenous culture, cultural revival, tradition, innovation, modernity

Immaterial World Heritage Flamenco as a Tool for Seville's Tourism Development

Tatjana Thimm (Constance University of Applied Sciences)

This study builds on the concepts developed by Florida in his work "The Rise of the Creative Class". In doing so it seeks evidence for the claims made that the creative arts address deficiencies identified in the terminology of 'cultural tourism'. The economy on which the creative class bases requires the extension and modification of classical theories in business administration because the creative class implements new values for their action that do not necessarily follow standard paradigms of business sciences and economics.

Little research so far has been done on the interdependency of creative industries and tourism, although the field of "culture based tourism" is broadly covered. The case relates to flamenco as immaterial world heritage in Seville. The art complex of flamenco survived on the one hand as a symbol of Andalusian culture on the other hand it depends strongly on the international tourism market. Additionally flamenco is used as a tool for tourism management to differentiate Seville from other Spanish cities.

During a research sabbatical in the winter semester 2011/2012 the interdependency of creative industries in Seville with focus on flamenco and tourism, especially dance based tourism, was examined. Flamenco serves as a persistent cliché for Spain in general and Seville in particular. Whether it still makes sense to use it for destination image management and whether or how the creative class forming the flamenco community takes part in the tourism value creation are central research questions of this project.

Key words: flamenco, tourism, image, immaterial world heritage

Religious cultural heritage: a stage for the creation of non-religious tourism experiences

Monika Rulle (Leuphana University)

Small rural destinations in the countryside have often very few attractions to be recognized for by tourists. During recent years, in Germany the hype about hiking, especially along the way of St. James, has offered new opportunities for destinations. Historically, this route has an almost uncountable number of different paths, which easily allow tourism managers to signpost “Ways of St. James” in many communities. Hiking has obtained a new and modern image and finds more and younger members than before.

Using this new interest in slow traveling in which the path itself is the motive for the travel, combined spiritual offers like meditation and a more sustainable understanding of all aspects of the journey (including e.g. regionally grown and organic food or cycling for longer distances) destinations gain new guest groups. The concept of “mindfulness” adapts to the general social trend of a new spirituality, which in contrast to past centuries, is only indirectly founded on the beliefs of the traditional Christian churches. Many travellers see religious monuments like churches or monasteries as tourism attractions; however do not believe in the underlying religious rites and beliefs. Sacral buildings function as scenery, dissolving the concept of sense and infrastructure.

In the Lueneburger Heide (Luneburg Heath), a nature park in Germany south of Hamburg, traditional tourism destinations offer new tours on “hiking weeks with meditation”. This one-week-concept accompanied by a meditation teacher and a pastor attracts mainly middle-aged women and started as a great success. It combines traditional hiking with the visits of historical monasteries and modern meditation.

Keywords: Rural tourism, hiking, monasteries, meditation

Session 6: 17.20-18.40 Experience, interpretation and management

Softening The European Tourism Crises: Western Society'S Heritage In Focus By Asian Visitors

Anton GOSAR (University of Primorska)

The main purpose of this paper is to analyze the growing numbers of East-Asian visitors and their activities in Central Europe. Good practices in cross-cultural communication in selected, newly discovered tourist destinations by Asians will be introduced. The visits to natural (European Karst) and cultural attractions will be analyzed. But, special attention will be devoted to the written information available on works of art to be visited / admired by Asian tourists in Christian religious shrines.

Visitors from Japan, China, Korea and India have in the last decade become an important contributor to the tourist economies of several European countries. The visitors are not familiar with the Western Culture but are keen to admire the classic, millennia old expressions of it. Compared to the "classical" tourists, which originate in Europe and the New World, they come from completely different cultural backgrounds. Their knowledge of the Greek and Roman heritage and of the Christian faith is just basic. Christianity is the most widespread religion and is largely embedded into the "Western culture". Austria, Croatia, Hungary and Slovenia have just recently experienced a significant rise of tourists from Asia. Guidebooks on national culture, embedded in Christianity, have been selected for the analyses. The in depth analyses of the description of art works in four Catholic cathedrals in guidebooks demonstrate that religious contents in the travel literature are minimal.

Guidebooks attention is not given to tourists from non-Western societies visiting Europe - in particular when describing Christian heritage. Tourist guidebooks have still in focus the classical European-North American visitor and not an intellectual residing in China, Korea, Japan or India. To the Asian visitor the background of outstanding works of art of the Western Civilization is not provided. In order to gain a deeper understanding of the Western society several sentences on Christianity in guidebooks and promotional materials should be incorporated – therewith enriching the cross-cultural touristic experience.

Key words: Asian visitors, Christian heritage, guidebooks, tourism, Central Europe.

Language, Heritage and Tourism

Alan A. Lew (Northern Arizona University)

Heritage resources comprise a wide range of tangible and intangible forms. Tangible heritage includes historic buildings, sites and physical objects, most of which have an associated chronological and verifiable past. Intangible heritage comprises a much wider range of cultural attributes, including but not limited to performing arts, social practices, rituals, festival events, knowledge and practices related to nature and the universe, knowledge and skills to produce traditional crafts and foods, oral traditions, and languages and dialects.

UNESCO recognizes the vital role of language in the expression and transmission of living heritage. "All intangible cultural heritage domains ... depend on language for their day-to-day practice and inter-generational transmission. In the domain of oral traditions and expressions, language is not only a vehicle of intangible heritage, it is their very essence." <UNESCO, Safeguarding Endangered Languages website>

An exploratory survey on the role of language as an intangible heritage tourism resources was undertaken in the Malaysian state of Sabah on the island of Borneo. In-depth interviews were conducted with twenty individuals, all of whom were involved in tourism education (university educators) or the tourism industry (travel agents, and accommodation and attraction owners and managers). Language-related questions were part of a larger set of open ended interview questions centered on tourism development. The interviews were supplemented with site visits that further reflected the use of language in the tourism landscape. The results of this research will be presented in this session.

Keywords: Language, Linguistics, Heritage, Authenticity, Social capital, Communication, Marketing

Preserving through adapting: Managing heritage attractions to enhance economic and social sustainability

John Melvin (University of Nottingham Business School)

Tourism is one of Scotland's main economic sectors and market research shows the importance of the country's heritage resources in attracting domestic and international visitors. Yet the sector faces significant external pressures in the form of cutbacks in government funding and greater competition for visitors. Heritage managers must also contend with considerable internal pressures, particularly in finding the balance between conservation and access and improving the visitor experience to satisfy an increasingly demanding and inter-connected public.

Families are a vital group for the economic and social sustainability of the heritage sector, though attractions have been criticised for not trying to widen their appeal to local communities, including families. Little is known of the family group's pre-visit motivations and expectations and how the group interact whilst on-site. This study investigates the visitor motivations for cultural tourism and the challenges of planning and managing heritage tourism from the novel context of family visits to a heritage visitor attraction, Edinburgh Castle.

Through in-depth interviews with families at their homes pre- and post-visit this study increases understanding of this under-researched visitor group. Families were provided with video cameras, creating highly revealing and rich data. This was supplemented by covert observations of various visitor groups whilst on-site. Visitor analysis was combined with interviews with attraction operational staff and management, developing a more nuanced and rounded picture of the heritage experience.

The extent of the operating challenges facing attractions was revealed, as well as the planning and managing techniques employed to accommodate families. Families preferred a mixture of interpretive mediums, often favouring more traditional methods, including costumed re-enactors. Attractions that facilitate family visits by providing tailored interpretation for young visitors enhance the intra-group interactions and satisfaction. This can generate positive recommendations, repeat visitation and greater sympathy with conservation through the connections visitors form with the site.

Keywords: visitor management, family group, heritage attractions, interpretation

Wooden Architecture Heritage As A Resource For Tourism Development In The Western Carpathians

Marek Wiecowski

The Carpathians are particularly valuable from the point of natural and cultural heritage, this being an important factor for the existence of both tourist attractions and other elements capable of underpinning local and regional development. Wooden architecture heritage is one of the most original and unique elements of the cultural landscape in the Carpathians. The cultural heritage therefore possesses very considerable tourist potential, with the proviso that that potential is not of itself sufficient for tourism to actually develop. It is widely agreed that the organisation of tourist traffic, especially tourism promotion and services, and/or the existence of infrastructure are among important factors determining the tourist attractiveness of a place.

The aim of this study is to present the role of wooden architecture as a resources helping to underpin tourism development in the Carpathian Mountains area in Poland. The analyses presented also seek to identify what is attractive about wooden architecture-based tourist attractions and their impact on tourism development, as well as underlining the changes around heritage monuments (e.g. new elements of infrastructure, additional services). Of special interest are the structures registered on UNESCO's World Heritage List or on the national list of cultural monuments. The Polish part of the Carpathians is rich in wooden architecture heritage, including: Catholic churches (e.g. at Debno, Haczów and Sekowa), Eastern Orthodox churches (e.g. at Kwiaton and Powroznik), wooden villages (Chocholow), open-air museums (at Sanok – the largest such institution in Poland, and at Zubrzyca Gorna and Nowy Sącz) and other smaller-scale items made of wood.

The analysis of tourism-related regional development that has been carried out concentrates especially on the spatial organization, functioning and creation of tourist attractions based around wooden architecture heritage. The concept of path dependency has been used to explain tourism development and the presence of the cultural landscape.

Keywords: wooden architecture, tourist attraction, authenticity, heritage, Poland, Carpathians