



Book of Abstracts

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Unveil the Japanese style of hospitality, Omotenashi in inbound perspectives

IBRAGIMOVA, Shokhsanam Zokirjon kizi

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Abstract

In recent years, the word “omotenashi” has become increasingly frequent in Japan and other countries. This word implies Japanese hospitability, but in fact, it has several different meanings. Omotenashi means not only a warm reception or delivery of a service, but also a responsive behavior with respect to the client, customer, and guest with the view of forming the sensation of care and respect in any situation.

Japan has always been outstanding at serving customers or clients for many decades. This qualification plays an important role in tourism too as this could be a factor in attracting both domestic and overseas tourists. Many other nations worldwide are also considered to be very friendly and hospitable, but when it comes to serving customers not all of them are capable of overtaking Japan. However, if the talk is about international tourism and the service industry, people perceive provided service from different backgrounds. In my research, I am about to study omotenashi in terms of inbound tourists, and how their approach toward Japanese hospitality would be. And of the main purpose of my research is to identify Omotenashi’s role in international tourists’ decision to revisit Japan. The research is supposed to be carried out in Japan as the topic aims to unleash Japanese hospitality mysteries. Moreover, no country in the world pays so much attention to the customer/client and requires special attentiveness from the server when receiving customers/clients as Japan does. The research will be outlined according to the experiences of the researcher that were gained at the Kansai International Airport, her internship at Ozu Management Company in Ozu City, and her former experiences as a service provider for Hilton Tashkent City Hotel. Simultaneously, I will observe Japanese omotenashi and try to understand its morals. How the Western tourists react to Japanese hospitality, and whether omotenashi meets the Western standards, during my work there I try to make these points clear to myself.

Keywords:

Hospitality, Omotenashi, Culture gap, Globalization.

Solid waste management practices in beach destinations: A focus on local visitors in the Solomon Islands

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Abstract

Beach destinations face a lot of issues with managing solid waste sourced from tourism activities. This research explores the solid waste management (SWM) practices of five selected beach destinations near Honiara City, Solomon Islands. It aims to identify measures that would help improve SWM practices in these coastal areas by investigating the current SWM systems, and the key challenges these destinations face, gain insights from stakeholders' views and attitudes towards SWM and finally provide practical suggestions to help improve SWM practices.

Through a mixed-method approach, data was collected through site observations, questionnaires and interviews. Survey participants were selected through a convenient sampling method. The questionnaires were distributed on Google Forms to local beach visitors, observations were done by personally visiting these sites and interviews were done face-to-face with a few stakeholders with the use of both a descriptive and thematic approach to analysing data. The results of this study show that while it was observed that some form of waste management initiatives were carried out in these areas, there is still a persistence of open dumping activities. The surveys and interview responses also highlighted gaps in the level of education and the actual practices visitors apply during their visits and highlighted issues like lack of waste segregation, limited recycling, limited enforcement of waste regulations and weak collaboration between stakeholders.

The study concluded with recommendations that involve strategies that can be adapted to the local context to ensure lasting impacts. Moreover, it provides real-time results that would help responsible authorities with improving the current SWM systems on coastal destinations, offering lessons for the whole of the Solomon Islands and similar island nations that aim to balance environmental sustainability with tourism growth.

Keywords:

Sustainability, Solid Waste Management (SWM) Practices, Beach destinations in the Solomon Islands, Local visitors' attitude

Exploring the process of value co-creation by smart tourists in the context of smart tourism: Insights from construal level theory

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Abstract

With the widespread application of information and communication technology in the tourism industry, smart tourism has become a key topic in tourism research and development over the past decade. While smart tourism development emphasizes value co-creation between tourists and other stakeholders, government-led initiatives seem to have deviated from this original intent, often overlooking the essential role of tourists in value co-creation activities. Based on this context, this research, grounded in construal level theory, conducts two empirical studies to explore the process by which tourists achieve value co-creation within the smart tourism framework. Study 1 focuses on the prerequisites for value co-creation, employing a 2x2x2 between-subjects experimental design to examine changes in tourists' intentions to use smart technology and share personal information under various psychological distance conditions. Results indicate that different types of psychological distance significantly impact tourists' willingness to use smart technology and share personal information, thereby enhancing their intention to engage in value co-creation. Study 2 centers on the value co-creation process by segmenting tourists at a smart destination, identifying their value creation pathways and types. Using laddering interviews and means-end chain theory, tourists are categorized into Omnipotent, Social, Technical, and Family-oriented Smart Tourists, examining the similarities and differences in how each type engages in value co-creation activities. This research calls for service providers to recognize tourists' central role in smart tourism value co-creation and underscores the importance of approaching this co-creation from the tourists' perspective.

Keywords:

Smart tourism, Smart tourists, Value co-creation, Construal level theory

Philosophical consideration on itinerary management

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Abstract

This presentation reconsiders the concept of itinerary management from a philosophical perspective to show the value unintended events can have in the personal sphere. In traveling, itinerary management is important to keep the travel already-planned and expected, and is often seen as a core responsibility of the tour guides, tour leaders, and/or travel agencies. However, this rationally structured approach to travel exists in contradiction with the freedom of movement that forms the essence of many travel experiences, raising a question about the value of expected and unexpected outcomes, which is the focus in this presentation. Methodologically, this is not an empirical study conducted within the field/context of tourism, but rather a philosophizing in/with tourism whose “field” is philosophical texts. In this approach, “tourism” and “itinerary” are metaphors employed to philosophize on the meaning of unintended events. Drawing on Hayek’s view of unintended consequences and its significant role in his theory of social order in Hayek (1948) and Hayek (1952), I examine how these ideas might apply to the personal sphere. Hayek’s philosophy attempts to reconcile his critical view to mainstream economics’ homo economicus, which assumes people are perfectly rational and completely informed, with his advocacy for a market system constituted by humans with imperfections and limited knowledge. I reframe Hayek’s scale of analysis from the government/societal level to the individual level and bring it into conversation with tourism studies by incorporating the idea of unintended consequences with Azuma’s (2017) concept of the “tourist”, which is a metaphor representing a figure who embraces things/events that occur in excess of one’s original intentions. Doing so, I argue that unplanned and/or unintended events can offer significant opportunities for self-transformation to imperfect human beings and contribute a philosophical perspective to ongoing discussions on the meaning/value of itinerary management in travel and tourism.

Keywords:

Philosophizing tourism, Itinerary management, Friedrich Hayek, Unintended consequences

Responsible tourism management for sustainable development of local community – Across countries' insight from Malaysia and Japan

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Abstract

Sustainability has become a major goal in countries' development since the 17 sustainable development goals (SDGs) were adopted by all United Nations members in 2015. Similarly, as one of largest and fastest-growing industries in the world, the tourism industry also aims to achieve sustainable development (Sharples, 2020), which is defined as "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities" (United Nations, n.d.). According to Rasoolimanesh et al. (2023), sustainable tourism can be developed by applying four dimensions: 1) relevance to the SDGs; 2) governance; 3) stakeholder involvement; and 4) the distinction between subjective and objective indicators. However, in both practice and academia, sustainable development of tourism in local communities is often approached from a single dimension, and seldom considers the community as an ecosystem, which results in unbalanced development (Ting et al., 2022).

Against this background, this research project seeks to explore more indicators of responsible tourism management and examine the inter-relationship among those indicators that influence the sustainable development of local communities from both a macroscopic view (e.g., social, cultural, and economic) and a microscopic view (e.g., from residents, tourists, and tourism-related businesses). Moreover, this project approaches responsible tourism management in a pioneering way that uses cross-country insights by comparing sustainable development in Malaysia and Japan, hence the perspectives of both developing and developed countries. This project's significance also lies in its extension of knowledge about how to develop sustainable tourism and its enrichment of the indicators of sustainable tourism from a comprehensive perspective.

Keywords:

Responsible tourism, Sustainability, Community, Kuching, Shirahama

Exploring perspectives on desirable climate scenarios in the tourism sector
by utilizing Lego Serious Play

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Abstract

Local stakeholders play a significant role in overcoming the climate crisis that is facing the tourism industry, particularly through the development of sustainable tourism destinations. Despite this, governments and policy makers often neglect key local stakeholders in their policy making. This research focuses on the destination hosts' perspectives, focusing on their view of the future sustainable development of their destinations. A cross-country comparison is explored by researching the perspectives of local hosts from Japan and Finland. The project adopts a preferable futures approach, whereby qualitative co-creation workshops utilizing Lego Serious Play is organised with participants to tease out their visions for climate futures. Specific focus is on the sustainable development of tourism destinations, a key strategic priority for the tourism development in Japan and Finland. This research is timely and provides both theoretical and practical contributions within the domains of sustainable tourism destinations and the climate crisis.

Keywords:

Sustainable tourism development, Preferable futures, Local hosts, Lego Serious Play

Management anthropology of fermented foods and seasonings in relation to regional tourism

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Abstract

The purpose of this study is to focus on fermented seasonings and food culture from the perspective of food tourism, which considers that Japanese food culture, registered as a UNESCO Intangible Cultural Heritage, attracts tourists, and to examine its regional characteristics and potential utilization for tourism from a managerial anthropological perspective.

In this study, we conducted a survey mainly targeting miso and soy sauce breweries. The survey was conducted in Toyama, Niigata, and Akita Prefectures on the Sea of Japan side, and in Wakayama Prefecture on the Pacific side, with interviews and data collection at miso and soy sauce breweries in each prefecture.

The results of the survey confirmed that in Japan, miso and soy sauce, which are rooted in each region, are made in breweries within the region, and that differences in the ingredients and proportions of the ingredients, as well as differences in the regional climates and terroir, can be observed. Furthermore, it was confirmed that the structure of the brewery, orientation of the building, exposure to sunlight, ventilation, method of soaking the ingredients, soaking time, and method of draining water all determine the flavor, and that these differences stem from the individuality of the brewery more than was initially assumed. The study also confirmed that the differences in taste are more attributable to the individuality of the breweries than initially thought. It was also confirmed that Kinzanji-miso, found only in Wakayama Prefecture, is related to the tea porridge culture, and that the year-round demand for shiro-miso in the northern part of Japan is due to the influence of Kyoto's food culture.

The results of this survey revealed that Japanese fermented seasonings have more diverse brewery characteristics than regional characteristics. The variety of local cuisine brought about by these fermented seasonings could be utilized as an incentive for food tourism, such as "I want to eat Japanese food from any region in Japan."

Keywords:

Food tourism, Fermented seasoning, Food culture, Regionality, Community-based-tourism

Walking tourism research in Japan (Walking tourism 1.0): Responsibility, community, environment

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Abstract

In a report on walking tourism, UN Tourism mentions the potential of walking tourism, not only for providing travelers with experiences of nature, culture, and human interaction, but also for its impact on travel destinations, such as increasing the length of stay and influencing travel expenditure. As a sister trail course of Jeju Olle (Korea), Kyushu Olle started in February 2012, and since the first course opened, 18 courses have now been operated and managed throughout Kyushu, Japan; however, it faces challenges with course management, sluggish growth in the number of visitors, and collaboration with local stakeholders, including residents. In this study, we examined the challenges faced by Kyushu Olle as a sustainable destination resource using data from a questionnaire survey conducted at the Olle Festival (2023 year and 2024 year). The survey was conducted with the cooperation of the Kyushu Olle Certification Council and the Kyushu Tourism Organization, and participants were asked to fill out a questionnaire online and by hand. Data was collected from 286 of the 650 participants in 2024 year. In 2024, of the 286 respondents, 40% were male and 60% were female. Approximately 35% of event participants were in their 50s, 23% in their 40s, and 15% in their 60s.

Keywords:

Kyushu Olle, Walking tourism, Tourist satisfaction, Sustainable tourism, Data analysis

**Developing a field trip program integrating values-based tourism education:
Green and rural tourism in the villages of the Pyrenees, Spain**

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Abstract

In the context of promoting sustainable tourism, there is a growing need for values-based tourism teaching and learning to address a range of interrelated issues, including economic, social, cultural, and environmental concerns. Moreover, the importance of experiential and transformative learning in tourism education is gaining increasing recognition. However, there is limited research examining value-based learning in tourism educational field trips. The objective of this research project is to develop a tourism educational field trip program in collaboration with a travel agency in Spain, incorporating the values-based tourism education methods proposed in the book *Teaching tourism: Innovative values-based learning experiences for transformative practice* by Edelheim et al. (2022). The objective of the tourism educational field trip program is to foster more profound learning and transformation within participating students. This transformation can occur through the process of understanding specific values and integrating them into their own actions and decision-making. Therefore, to achieve the research aim, a qualitative approach through observations and stakeholder interviews will be conducted. Through these two data collection methods, a greater understanding of the host communities and destination values will be identified and ultimately, assist in developing a more meaningful learning experience for students participating in tourism educational field trips.

Keywords:

Tourism education, Values-based learning, Field trip, Green tourism, Rural tourism

**Shifting themes in tourism films: An analysis of tourism industry trends
before, during, and after the COVID-19 pandemic**

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Abstract

The global stagnation caused by the COVID-19 pandemic from 2020 to 2023 has come to an end with the resolution of the pandemic, and it can be said that the tourism industry is now expanding beyond its previous scope. However, can this truly be called a recovery? This study analyzes trends in tourism films submitted to and evaluated at international tourism film festivals, examining the nature of these changes.

CIFFT is a network of tourism film festivals established in 1989 in Vienna, Austria. One of its members is the Japan World's Tourism Film Festival (JWTFF), which is organized by the author. CIFFT, including the results from JWTFF, conducts a project in which points are awarded to winning films at each festival. These points are then aggregated to determine the world's best tourism films of the year. As such, the films selected as the best each year reflect the prevailing themes and concerns of the industry at that time. This study examined films from 2018 to 2023 to explore the shifts in themes before, during, and after the pandemic.

Before the pandemic, the primary theme was over-tourism. The 2018 Best Film, *The Route of Fate*, a Spanish tourism film, aimed to encourage tourists to visit suburban areas around Barcelona to ease congestion in the city. During the pandemic, the winning films in the tourism destination categories focused on promoting rural areas. Post-pandemic films, in contrast, tend to highlight regional cities and the richness found within these areas.

Keywords:

Tourism films, Pandemic, CIFFT, JWTF

**Old and new tourist pamphlet - An invitation to tourism education and sightseeing
with bird's eye view drawn by Hatsusaburo Yoshida**

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Abstract

During the tourism boom in Japan (1912-1989), bird's eye view maps were widely used as guide maps for visitors to Japan's tourist destinations. Hatsusaburo YOSHIDA (1884 – 1955) bird's eye view maps are valuable historical sources to compare the tourist destinations during the Taisho and Showa eras with those of the present and identify the extent of changes in these destinations over time. YOSHIDA's drawings have a unique panoramic style, where the most important aesthetics and urban features are centralized, with the left and right edges bent into a U-shape like women's kimono and obi (belt). In this research project, we used Yoshida's bird's eye view map of Shirahama town, Wakayama; and we conducted a field survey to identify the recent characteristics of the town's surviving landmarks. The main findings are summed up and elaborated in Japanese and English as two-sided folded pamphlets highlighting the historical and current features of Shirahama's landmarks. Aligning with today's young generation's tastes, combining old and new maps or pics of tourist destinations in a tourist pamphlet would provide an exciting experience for visitors to compare the places they are visiting between past and present. Using these pamphlets, Japanese and foreign tourists can have slower-paced tours around current tourist attractions while comparing them with places of interest in the past. Also, they can be used for regional, historical, environmental, and educational purposes, allowing policymakers, students, and scholars to trace back the changes in such destinations over time. Furthermore, a questionnaire survey on the produced pamphlets will be conducted with university students to identify their feedback.

Keywords:

Tourism education, Field survey, Drawings, Landscape, Shirahama



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