

Museums as tourism resources



February 8, 2009

**Museology training for the
Middle East Region**

Professor Hirokazu Shimizu, Jiyujinsha

Significance of tourism

- ◆ **Origin of the word “tourism (kanko)”** (where “*kan*” means “to see” in general, and “*ko*” means “light.”)
“It is the best way for entertaining kings from other countries to show our local scenic places”
Book of Changes (one of nine Chinese classics)
- ◆ **Kanrinmaru and Kankomaru**
Western style warships given by the king of the Netherlands
- ◆ **Nine Chinese classics**
Analects of Confucius, Great Learning, Doctrine of the Mean, Mencius, Book of Changes, Book of History, Book of Odes, Book of Rites, Spring and Autumn Annals
- ◆ **Seeing/showing scenic locations of the country**
Appreciate their essentials, benefits and sceneries well.

National Policy for a tourism nation

◆ Declaration of a tourism nation

Administrative policy speech by the prime minister at the Diet (0202)
Council of ministers for a tourism nation

◆ The Japan Tourism Advisory Council

The Japan Tourism Advisory Council Report
-- Building a nation good to live and good to visit --

◆ Tourism promotion strategy meeting

The report from the tourism promotion strategy meeting
-- Promoting creation of an internationally competitive country built on tourism --

-

Tourism Nation Promotion Basic Law

◆ **Tourism Basic Law** (Enacted as of June 1963)

Advertising, development, accessibility, promoting public awareness, alleviating congestion and resource development

◆ **Tourism Nation Promotion Basic Law**

(Enacted as of January 2007)

Full scale revision of the Tourism Basic Law

Tourism Nation Promotion Basic Plan

(Approved as of June 2007) (In five years from 2007)

Increase the number of international visitors to 10 million

Increase the number of international conferences held in Japan by 50%

Increase the duration of Japanese domestic travel per person to four nights annually

Increase the number of Japanese overseas travelers to 20 million

Increase domestic travel spending to ¥30 trillion

About the Tourism Nation Promotion Basic Law

◆ **Creating an internationally competitive tourism destination**

Utilizing tourism resources and developing transport facilities

◆ **Enhancing international competitiveness and nurturing the personnel engaged in tourism**

Giving tourism education and nurturing internationally competitive personnel

◆ **Promoting international tourism**

Inviting more foreign tourists and encouraging international mutual exchange

◆ **Improving the travel and tourism environment**

Simplification and streamlining, better hospitality and accessibility, securing safety, tourism development, environment and scenery conservation, statistics data collection and analysis

Changes in the national strategies

◆ **Content and intellectual property**

Digital broadcasting, animated footages and other entertainment

◆ **New brands**

The Cool Japan project (fans, quality brand products and global brands)

◆ **Traditional knowledge**

Fusion of traditional knowledge and technology

◆ **Tourism nation strategies**

Travel portal site, overseas advertising, industrial tourism

Reasons for importance of tourism

◆ Economic ripple effect

Improving the Japan brand and direct inward investment

◆ Creating and originating culture

Effects of magnetic attraction of culture and tourism reform

◆ Comprehensive development of the national power

Restructuring the national design, cooperation among the national government, private organizations and municipalities

◆ International exchange and world peace

Cultural security and soft power

Social changes

◆ Change in social structure

Industrialization industrial intensification
trend towards service economy advanced information society

◆ Revolution on production

Agricultural revolution Industrial Revolution information
revolution intellectual sensitivity revolution

◆ Change in the sense of value

Land plant technology distribution channel information
self realization

◆ Structural change in consumption

Necessary consumption mass consumption
reduced resource consumption eco-friendly consumption

Industrial structure changes

◆ **Protection of local industries, small and medium enterprises**

Urban problems, environmental issues and proximity of residence to workplaces

◆ **Expansion of industrial opportunities**

Local production for local consumption, food self sufficiency, safety and comfort

◆ **Creation of employment opportunities**

Depopulation, rural youth drain and employment of the elderly

◆ **Emergence of the era of great exchange**

Developing countries, North South issues. environmental issues and security

Natural resources for tourism

- ◆ **Sea, islands, shores, sand beaches, underwater and drift ice**

Beauty of coastlines extending 36 thousand kilometers

- ◆ **Mountains, alps, forests, caves, icicles and snow covered mountains**

Beauty of mountainous areas occupying 70% of the country

- ◆ **Lakes, rivers, forests, wildness and hot springs**

Beauty of four seasons extending latitude 45 to 24 north

- ◆ **Animals, plants, insects and mineral**

Biodiversity, distinction of the island country and flowers

Natural environment

- ◆ **Recreational activities in snow or cold weather**

Skiing, skating, frost covered trees, snow festivals and drift ice

- ◆ **Relaxing recreational activities**

Summer retreat, vacation houses, winter retreat, rehabilitation, hot spa and forest bathing

- ◆ **Recreational activities in warm weather**

Swimming, diving, surfing and canoeing

- ◆ **Recreational activities experiencing natural phenomena**

Auroras, mirages, shooting stars and squeaking sand

History, culture and tradition

◆ **Historic structures**

Remains, historic sites, temples, gardens and historic streets

◆ **Historic relics**

Buddha image statues, pictures, literature, religious tools and jewelry

◆ **Festivals and folklore events**

Festivals, folklore events, seasonal events, seasonal fishing and fireworks

◆ **Traditional industries and industrial heritages**

Traditional crafts, local specialties, dead pits, rice terraces and tea fields

Intangible cultural assets and eating habits

◆ **Traditional performing arts**

Dancing, music, folk songs, folk dance and geisha performance

◆ **Traditional culture**

Tea ceremony, Japanese flower arrangements, traditional incense ceremony, Japanese archery, tanka poetry gatherings, making a handwritten copy of sutra texts

◆ **Local specialties**

Local delicacies, confectionary, liquor, specialties and toys

◆ **Health management**

Sports, stroll, beauty activities, health care and relaxation

Large industrial facilities

- ◆ **Huge structures**

Nuclear power plants, dams, towers and industrial bases

- ◆ **Corporate entities**

Industrial complexes, industrial communities, harbor facilities and high rises

- ◆ **Transport facilities**

Stations, railroads, roadside stations (michinoeki), airports, harbors and new transport facilities

- ◆ **Transportation**

Shinkansen, aircraft, vessels and linear motor trains

Industrial facilities

◆ Producers

Farms, orchards, fisheries, forestry and traditional industries

◆ Districts engaged in traditional industries

Local industrial complexes, community gathering places at mountain villages and local specialty museums

◆ Shoot locations

Studios, filming studio parks, filming locations and outdoor shooting sets

◆ Hotels and other accommodation

Urban hotels, resort hotels and inn quarters

Commercial facilities

◆ Huge commercial facilities

Suburban department stores, shopping malls in station buildings and underground shopping malls

◆ Brand shops

Quality brand streets and duty free shops at airports

◆ Outlet malls

Factory outlet shops and shopping malls

◆ Sales

Famous urban shopping malls, department stores and shopping centers

Festivals and traditional events

◆ Festivals (at shrines and temples)

Prayers for healing, rain, harvest and fertility

◆ Folk dance

Bon dance festivals (Nishimonai, Gujo and Awa) and Nenbutsu dance

◆ Traditional events

Daimonji bonfire, Nebuta festival, ningyo jyoruri (Japanese puppet) and Matsuage fire festival

◆ Seasonal events

Snow festivals, Tanabata star festivals, new year events, fireworks events and maple leaf festivals

Events and citizen festivals

◆ **Citizen festivals**

Parades, May Day events, carnivals and rich haul festivals

◆ **Festive events**

Anniversaries, university festivals, music festivals and art festivals

◆ **Illumination**

Streets (Hana-toro, Luminarie and Midosuji) and buildings

◆ **Local specialty exhibitions**

Local specialty shows, traditional industry shows and arcade mall festivals

International events

◆ Sports events

Olympic games, Universiade games and world championships

◆ Summit meetings, etc.

Summit meetings, international conferences and treaty meetings

◆ Conventions

World Expositions, international trade fairs and academic society meetings

◆ Competitions

Film festivals, art festivals and beauty pageants

Entertainment

◆ **Watching sports games**

Ballparks, stadiums, circuit racecourses and Kokugikan
(sumo stadium)

◆ **Joining sports games**

Skiing grounds, golf courses, rafting, pools

◆ **Going theaters and other entertainment**

Theaters, movie theaters, cinema complexes and game
arcades

◆ **Gambling**

Casinos, racetracks, boat racetracks and bicycle racetracks

Cultural facilities

◆ Libraries

Libraries, picture book libraries, video theaters and cartoon museums

◆ Museums

Museums, art museums, zoos, botanical gardens and aquariums

◆ Memorials and archives

Archives and memorials

◆ Public structures

The Imperial Palace, National Diet Building, Prime Ministers Official Residence and prefectural government buildings

Industrial development

◆ **Primary sector** **Secondary sector** **Tertiary sector**

Agriculture, forestry and fisheries and mining -> Manufacturing -> Provision of services

◆ **Industrial evolution**

Primary sector Secondary sector A processing business became independent.

Secondary sector Growth resulting from technology development

Tertiary sector Companies getting larger and more complicated

Merging indirect businesses Transportation and warehousing

Mediation (specialized) Commerce

Incidental businesses (coordination) Service providers and public services

Tourism in industrial sectors

◆ **Primary sector**

Agriculture, forestry, fisheries and mining (experiential learning and private residences providing accommodation)

◆ **Secondary sector**

Traditional industries, manufacturers and public works (factory visits)

◆ **Tertiary sector**

Transportation, accommodation, tourism destination, guidance and public service (tourism)

◆ **Sixth sector**

Manufacturing, processing and wholesale of agricultural and marine products, housing (systems)

Tourism industry

◆ **Transportation**

Railways, aircraft, vessels, buses, taxis, etc.

◆ **Accommodation**

Hotels, inns, private residences accepting visitors, spa resorts, etc.

◆ **Destinations**

Restaurants, souvenir shops, parking lots, photo services,
amusement facilities, etc.

◆ **Information**

Travel agencies, tour guides, publishers, mass media and public
services, etc.

Local industries and tourism

◆ **Traditional industries**

Visits to growers, forestry workers, fisherpersons, processors, workshops and museums

◆ **Experiencing local life, meals, liquor and entertainment**

Local products, delicacies, entertainment, liquor and folk performing art

◆ **Local specialties and souvenirs**

Seasonal products, marine products, confectionary, Japanese pickles and local specialties

◆ **Industrial heritages**

Ancient kitchen remains, kiln remains, castle ruins and open sets

Buying local specialties and souvenirs

◆ **Locally exclusive**

Long established stores, rare items and seasonal products, which are fresh (from oven)

◆ **Many choices**

Able to choose the design and price they like, convincingness and influence

◆ **Trip memories**

Anniversary trips, companions, memories and decisions

◆ **Souvenirs for families and friends**

Thanks, reports, affection, sense of participation and superiority

Advantages of local specialties and souvenirs

- ◆ **Scenic points and culture of the destination**

Getting to know the scenic points and culture they visit

- ◆ **Getting to know how local people live**

Daily lives of local people who nurture traditional industries

- ◆ **Quality products nurtured by tradition**

Selection of quality products

- ◆ **Handmade advantage**

Nice handmade feel

Traditional industries for industrial tourism

◆ **Landscapes and structures**

Multi-sectioned kilns, factory and workshop groups, tradesman houses and watching how craftspeople work

◆ **History**

Origins, local specialties, people's lives and relevant improvements

◆ **Learning and experiences**

Learning and appreciation of manufacturing processes and workmanship experiences

◆ **Souvenirs**

Buying souvenirs for themselves, their families and friends, and as memorabilia

Economic effects of tourism

◆ **Industrial expansion**

Involved with all industrial sectors throughout the country

◆ **Less investment with better efficiency**

Small investments and faster fund collection

◆ **Relation to local industries**

Being grounded on traditional industrial structure and proximity
of residence to workplaces

◆ **Local production for local consumption**

No transport and warehouse costs required, regional
development

Economic effects of the tourism industry

◆ Survey on travel and tourism related spending

Statistical data approved pursuant to the Statistical Reports Coordination Law

◆ Measuring the economic effects of the travel and tourism industry

Research and study on economic effects of the travel and tourism industry

◆ Economic ripple effect (FY2006)

Travel spending (¥23.5 trillion)

Related manufacturing (¥52.9 trillion)

◆ Job creation effect (FY2006)

2.15 million jobs; 4.42 million jobs in total (including those in related sectors)

Descriptions of tourism related spending

- ◆ **National travel spending**
(FY2006) ¥23.54 trillion
- ◆ **National domestic travel spending**
(FY2006) ¥15.68 trillion
- ◆ **National domestic one-day travel spending**
(FY2006) ¥4.74 trillion
- ◆ **Travel spending of foreigners visiting Japan**
(FY2006) ¥1.36 trillion

Economic ripple effects

- ◆ **Tourist survey**

Attributes, descriptions, travel market, spending rate, spending unit price

- ◆ **Travel spending estimates**

By category such as stay/day trip, attributes, descriptions and sectors

- ◆ **Economic ripple effect estimates**

Direct effects, manufacturing ripple effects and income allocated for spending

- ◆ **Interindustry relations coefficients**

Employment effects, tax income effects and added value effects

Why people travel

- ◆ **To be impressed by beautiful scenery**

Natural landscapes, coexistence of people and nature, pursuit of beauty

- ◆ **To be impressed by wonder**

Coexistence of tradition and modernity, a fusion of East and West,
industrial dynamics

- ◆ **For extraordinary experiences**

Joy of discovery, experiencing different cultures and feeling refreshing

- ◆ **Excitement of victory**

Stress relief, integrated participation and sense of unity

Types of and motives for tourism

◆ **Sightseeing**

Holidays, vacations, summer holidays, family trips and trips with someone you care about

◆ **Commemorative trips**

Commemorating their marriages (especially silver wedding), retirement and graduation

◆ **Business trips**

Visits, conferences, training sessions, sales and incentive trips

◆ **Long term stays**

Studying abroad, homestays, training and stays without specific purposes

Change in lifestyle

◆ Change in the purpose of life

HAving DOing BEing

◆ Change in a world view and philosophy of life

Slow food, slow life and edge city

◆ The new rich life

Lifestyle of health and sustainability (LOHAS), bourgeois bohemians (BOBOS) mentioned by David Brooks

◆ Life with something you want to stick to

Décor, elegance, wabi sabi (Japanese art of finding beauty in simplicity and quietness) and status

Era of mind

◆ **Transition in history**

Conversion from progress and development to harmony with the environment

◆ **From recreation to mind trip**

Wisdom of life and joy, comfort and sensation

◆ **People prefer walking to driving**

From mere historic sites to the places closely related to people's lives

◆ **Joy and comfort in life**

Good harmony among people, between people and nature, or people and history

Changes in tourists

◆ Change in target groups

One time visitors, regular customers, loyal customers and senior customers

◆ Change in travel form

Longer stays, visits in fixed weeks of the year, experience-oriented travel and staying at same destinations rather than hopping different locations

◆ Change in taste and philosophy

Regular customers, connoisseurs and customers having some philosophy in tourism

Environmental changes in the tourism industry

◆ **Growing interests in tourism**

Recreation, leisure, regional development and international exchange

◆ **Mature demand of tourism**

Getting more diverse, more individual; and change in the sense of value

◆ **Onset of the aging society**

Retirement of baby boomers, health promotion, preventing the elderly from being ill, and assets

◆ **Realizing the advanced information society**

Internet and industrial structure change

Branding

- ◆ **Something rare or famous**

Psychology of syntony and differentiation

- ◆ **Awareness of magnificence**

Awareness, penetration and popularity

- ◆ **Setting conditions**

Festivals and events

Conditions for attracting customers

Advertisement

Integrating charms of Japan

1. Coexistence with nature and the sense of beauty
2. **Coexistence of tradition and modernity**
3. **Coexistence of industrial dynamics and culture**
4. **Culture born from a fusion of East and West**
5. **Natural landscapes and four seasons**
6. **Social security and order**

Coexistence with nature and the sense of beauty

- ◆ **Kachofugetsu (beauty of nature)**

The Japanese gardens, conversation with nature, taking the global environment seriously

- ◆ **Setsugekka (snow, moon and plum blossoms (beauty of four seasons))**

“I think of you most when I see plum blossoms under the moonlight amid falling snow” by Bai Juyi

Japan’s three most scenic places: Amanohashidate, Matsushima and Miyajima

- ◆ **Umi Sachihiko (the load of the mountain) and Yama Sachihiko (the load of the sea) (delicacies of the sea and mountains)**

Scenic beauty and Japanese food (making the most of flavor of ingredients)

- ◆ **Four seasons (spring, summer, autumn and winter)**

24 sekki (24 major seasonal signs) and invigorated economic activities

Coexistence with nature and the sense of beauty

- ◆ **Ritualistic beauty of tea ceremony, Japanese flower arrangements and traditional incense ceremony**
Zen Buddhism, Japanese gardens, kaiseki cuisine and head master of the schools
- ◆ **Abstract beauty of the Japanese traditional art such as Noh, Kyogen, Kabuki and Bunraku**
Stage sets, wardrobe, script, music instruments, props and performers
- ◆ **Beauty of simplicity of tanka poetry, haiku and senryu**
Consisting of five, seven, five, seven and then seven words
- ◆ **Beauty of adequateness of Buddhism (Zen)**
Sense of uncertainty, “all visible things are empty while emptiness definitely exists” and the Japanese ancient alphabet (i ro ha ni ho he to)

Integrating charms of Japan

1. **Coexistence with nature and the sense of beauty**
2. **Coexistence of tradition and modernity**
3. **Coexistence of industrial dynamics and culture**
4. **Culture born from a fusion of East and West**
5. **Natural landscapes and four seasons**
6. **Social security and order**

Coexistence of tradition and modernity

- ◆ **The Tale of Genji and the Pillow Book (Makura no Soshi)**

The world's first book and female authors

- ◆ **Tanka poetry, haiku and senryu**

Wabi sabi (Japanese art of finding beauty in simplicity and quietness) and aji (taste)

- ◆ **Japanese and Western instruments**

A new collaboration

- ◆ **Festivals and new technologies**

Integrating technology and art, solidarity among people engaged traditional events

Integrating charms of Japan

1. **Coexistence with nature and the sense of beauty**
2. **Coexistence of tradition and modernity**
3. **Coexistence of industrial dynamics and culture**
4. **Culture born from a fusion of East and West**
5. **Natural landscapes and four seasons**
6. **Social security and order**

Coexistence of industrial dynamics and culture

◆ **Made in Japan**

The Japanese brand, excellent quality, safety and comfort

◆ **The Japanese design**

Artisan skills, spirit of the Japanese art of manufacturing and the Japanese design

◆ **Branding agricultural products**

White peaches, muscatel grapes, La France pears and brand meat

◆ **High tech products**

Automobiles, Walkman and digital cameras, CDs, DVDs, robots and Akihabara

Coexistence of industrial dynamics and culture

◆ Tradition of the Japanese art of manufacturing

Connoisseurs, artisan skills, under the patronage of the Imperial Household Agency

◆ Japanese style management

Lifetime employment and seniority system

◆ Philosophy of diligence and honesty

Baigan Ishida (the Sekimon Shingaku ethics), Zen and sprit of the Orient

◆ Good cause and culture of shame

Representative Men of Japan (Kanzo Uchimura), *Bushido: The Soul of Japan* (Inazo Nitobe), *The Book of Tea* (Tenshin Okakura), and *The Chrysanthemum and the Sword* (Ruth Benedict)

Integrating charms of Japan

1. **Coexistence with nature and the sense of beauty**
2. **Coexistence of tradition and modernity**
3. **Coexistence of industrial dynamics and culture**
4. **Culture born from a fusion of East and West**
5. **Natural landscapes and four seasons**
6. **Social security and order**

Culture born from a fusion of East and West

◆ **Traditional structures and modernism**

Lake Biwa Canal, national museums and National Diet Building

◆ **Kabuki, Bunraku and modern performing arts**

Modern theater arts, modern dance and Shiki Theater Company

◆ **Japanese instruments and music scales and Western culture**

Concerts playing Japanese and Western music, operas and ballet

◆ **Delicacies of Japan and the world**

Delicacies and confectionary of Japan and the world

Culture born from a fusion of East and West

◆ Well designed wardrobe

Imperial army and its crest flag, flip flops and loose summer dresses

◆ Quick, easy and tasty food

Curry, sukiyaki, nikujaga (Japanese popular meat and potato dish) and okonomiyaki (Japanese style pancakes)

◆ Clinging to a traditional lifestyle

Living in tatami rooms with beds, chairs, tables and kitchens

◆ Katakana words

Foreign words, foreigner names, onomatopoeia and ruby texts

Integrating charms of Japan

1. **Coexistence with nature and the sense of beauty**
2. **Coexistence of tradition and modernity**
3. **Coexistence of industrial dynamics and culture**
4. **Culture born from a fusion of East and West**
5. **Natural landscapes and four seasons**
6. **Social security and order**

Natural landscapes

- ◆ **Mountains occupying 70% of the national land**
Snow mountains, forests, hot springs, rivers and lakes
- ◆ **Coastlines extending 36 thousand kilometers**
Marine sports, tourism fishery and scenic points
- ◆ **Four distinct seasons**
Major urban areas extending latitude 45 to 24 north
- ◆ **Pastoral scenes**
Region specific practices and rice terraces

Integrating charms of Japan

1. **Coexistence with nature and the sense of beauty**
2. **Coexistence of tradition and modernity**
3. **Coexistence of industrial dynamics and culture**
4. **Culture born from a fusion of East and West**
5. **Natural landscapes and four seasons**
6. **Social security and order**

Social security and order

◆ **Safety myth**

The city where women can walk alone at night with free water and safety

◆ **Minor violence and arms control**

Rudolf Giuliani, former mayor of New York, Firearms and Swords Control Law

◆ **Police boxes, fire brigades and community groups**

Police boxes, fire brigades, associations of the youth and women

◆ **Cleanliness**

Bathing habit, body odor and germs (atopy)

Integrating charms of Japan

1. **Coexistence with nature and the sense of beauty**
2. **Coexistence of tradition and modernity**
3. **Coexistence of industrial dynamics and culture**
4. **Culture born from a fusion of East and West**
5. **Natural landscapes and four seasons**
6. **Social security and order**
7. **Further development of tourism resources!**

New tourism areas

◆ **Culture**

Museums, world heritages, folk performing arts, etc.

◆ **Industry**

Traditional industries, modern structures, large factories, etc.

◆ **Special tours**

Eco-friendly, green (forest), agricultural, blue (ocean), slow life, etc.,

◆ **Human science**

Ethnic origins, introspection, finding oneself, etc.

Keeping records

◆ Libraries

Storing books

◆ Museums

Storing articles

◆ Archives

Storing official records

Museums

◆ Museums

Facilities to collect, store and exhibit valuable articles

◆ Categories

Natural history, history, ethnic, art, science, technology, transportation, maritime, aviation, military and peace

◆ Similar facilities

Art museums, aquariums, zoos, botanical gardens, insect museums, libraries, history museums and science museums