

Abstracts

Preface

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Although tourism studies in Asia have been strongly influenced by Western-produced standard or criterion like viewpoints, frameworks, methods, concepts, as well as thoughts and ethics on tourism, in recent years Asian researchers have been creating a vernacular research built on experiences, positions, viewpoints, and approach methods different from them in the West.

However, while it is easy to put everything together under the single word “Asia,” one can conjecture that the each nation has its own character of geo-history, politics, economics, society and culture, and historical background of higher education and study, as well as placement and function of them in the context of the political or social setting. Furthermore when and how the phenomenon of tourism itself was the object of industry, politics, administration, study, and education would be diversified between countries. And, as a result of these situational differences, what sort of differences in the tendencies and characteristics of tourism studies is something that must be investigated. In other words, while common features do exist in Asian tourism studies, the supposition that there subtle differences will also be found is something that bears looking into. As it turns out, this issue is also the theme of today’s seminar.

The State of the Art of Tourism Research in Malaysia

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Tourism is becoming one of the most important sectors for the Malaysian economy. Malaysia has been a very successful country in term of attracting a good number of international tourists due to her aggressive promotional efforts worldwide. The boom of Malaysian tourist years started in early 1990s after the success of two Visit Malaysia Year campaigns of 1990 and 1994. Despite the economic downturns and the scare of H1N1, Malaysia continued to attract 23.65 millions of international tourists in 2009. While a great attention had been given towards building up tourist infrastructure, developing new products and

promotion; there seems a lack of attention given to the research in tourism. This may be due to the fact that tourism has been mainly government led sector in this country, thus there are still top down decisions made which some are politically influenced and not necessarily economically sound. This paper analyses the past and present trends of tourism research activities in Malaysia. It looks into the state of the arts of tourism research, especially among the institutions of higher learning. It also suggests future direction of the research as well as identifying gaps of research that be explored by future researchers.

Theories and Models on Thai Tourism

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Theoretical perspectives on Thai Tourism have started mainly in 2 major perspectives. The first strand is the strand mainly pursued by Thai academics and bureaucrats which is to examine condition and strategy to develop tourism industry in Thailand. The second strand is ones mainly discussed by foreign academics, which is to designate mechanisms to consume gender image and human trafficking in the context of Thai tourism.

From the first strand, following contentions are evolved: (1) community development theories, (2) residents' participation to the tourism industry, (3) tourism and environment/cultural conservation.

From the second strand, studies on (4) marginalized population and tourism industry, (5) authenticity of touristic destinations, (6) reconsideration on function of the border, (7) urbanization and touristic space.

From both strands, traditionally, topics tend to be discussed as tourism in the developing countries. However, it tends to bring the discussions and results in staple patterns. Reality of Thai economy is not developing country any more. Future studies should note this point and must consider tourism development and its effects in the long run.

Progress and Challenges in Korean Tourism Studies

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Tourism is closely related to modernization. Although history shows that people travel in ancient times, it was more like migration for food and shelters, not for leisure purposes today. Therefore, it can be said that tourism studies in Korea did not begin until 1970s when Korea entered into an era of full-scale modernization. Since 1970s, Korean tourism studies have progressed rapidly as Korea has experienced explosive growth in tourism.

This paper aims to explain how tourism studies in Korea have changed according to periods by reviewing major Korean research works related to tourism. Through content analysis of selected research articles and papers, major research topics and trends in Korean tourism studies over last 30 years are presented. Along with the analysis of general research trends in Korean tourism studies, the paper also deals with some aspects of tourism geographies, such as distinctive research character, specifically.

Finally, the paper concludes by discussing prospects and challenges ahead for the successive development of Korean tourism studies.

Research Trend in Geography of Tourism in Japan

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This study attempts to examine problems and prospects of geographical researches on tourism in Japan, reviewing trend of previous studies on this topic. Geographical researches on tourism have been developed since the 1920s in Japan. In the initial phase, most studies aimed to clarify the relationships between regional characteristics and tourism related phenomena. Since around the 1960s, however, researchers have analyzed tourism with various viewpoints, parallel with the development of mass tourism and the subsequent diversification of tourism in Japan. These researches are classified into the following four major fields. First, most of tourism researches have been conducted in the context of regional geography in Japan or foreign countries. Main purposes of this research field were to investigate tourism as an important element in certain districts for the regional changes, and to discuss the changing process of tourist resorts at a local scale, including image of tourist destinations. The other researches in this field examined the regional characteristics of tourism at a national scale: namely, the location of tourist destinations, tourist relating facilities or tourist industry. Second, researchers have analyzed regional dimension of tourist activities to evaluate spatial extent of leisure behavior, tourist movement, etc. Some of them tried to apply some imported models to Japanese tourist behavior. Third, there are increasing in number of studies on new forms of tourism or on alternative tourism such as rural tourism, ecotourism, urban tourism, and so on. Fourth, researches on international tourism have been growing since around 2000, when inbound tourism began to be fully promoted in Japan. As a result of the reviewing, it could be a remarkable feature that most of geographical researches on tourism have been analyzed in the frame of case studies. The other serious problem became obvious concerned with the definition of tourism relating terms. A clear differentiation is needed between the following terms: tourism, recreation, leisure activity, and sightseeing. This problem may be related to Japanese tourist activity, which used to be characterized as sightseeing, rather than tourism.

Anthropological Approach to Tourism in Japan

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Tourism studies from the discipline of anthropology have started since mid-1980s in Japan. It was 1988 when then-associate professor of Museum of Ethnology, ISHIMORI Shuzo organized a joint study group “Ethnological Study on Travel and Tourism” which was composed of twenty-six researchers including non-anthropologists. At the same time a research project headed by ISHIMORI “Cultural Anthropological Research on Tourism in Island States” was funded by the then-Ministry of Education, and fieldworks were carried out in developing countries for three years since 1988. Seven anthropologists participated in the project and most of them have led the anthropological tourism studies in Japan since then.

Reflecting the research trend in Europe and the United States, there were at least three categories of studies on tourism by the end of 1990s. Firstly, there were those studies on motives why tourists practice tourism; secondly those studies on socio-cultural effects of tourism on the host societies; thirdly studies on “tourism culture” created and refined under the interactions between tourists and host societies. And then, those studies on the community development, poverty alleviation, and the like utilizing tourism have emerged just in the 21 century. Most of those studies have borrowed and applied theories and concepts created in other disciplines such as sociology, geography, and so on to the study of tourism of anthropology. Furthermore, most of the studies dealt with the tourism phenomena among ethnic minorities in the developing countries where the researchers have studied for their own anthropological researches. On the other hand, studies dealing with tourism phenomena in Japan have just emerged recently probably reflecting the social problems there. It is still an accumulating period of case studies on tourism in Japan.

In the presentation, the trend of anthropological approach to tourism in Japan since 1980s will be briefly discussed. And, it will be suggested that anthropologists studying tourism may be able to bridge the rural communities wanting to promote community development and tourists wanting to visit rural societies and experience rural environment and traditional ways of life in Japan.

*participation by paper only

Retrospect and Prospect of China Tourism Research

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Taking the representative journal of "Tourism Tribune" in tourism and "Human Geography" in geography as the study samples, we make detailed analysis into the sources, contents, study methods and the authors' background into related 1,993 literatures by the mathematical and statistical Methods. The study shows that the content of those studies in tourism mainly focus on five aspects, which are tourism management, tourism economy, the exploitation and management of tourist resources (or tourist destination) and travel theory. Among these studies, the hot topics are especially concentrated in tourism industry; tourist products; policies, laws and regulations; and tourist resources. The main study methods include the descriptive approach and statistical method in most of these studies. In addition, it is found that the authors of these literatures mainly come from economically developed regions and colleges or universities of the regions which are rich in tourist resources. On the basis of that, we make recommendations and put forward prospect into feature researches of China tourism in the study.