

**Topic-Setting Program to Advance Cutting-Edge
Humanities and Social Sciences Research**
(Global Initiatives)

Progress Report
(Summary of Final Report)

[Creating New Values with Cultural Heritage through Engaging
Users and Community Development]

Core-Researcher: Nobuko Kawashima

Institution: Doshisha University

Academic Unit: Faculty of Economics

Position: Professor

Research Period: FY2019 – FY2021

1. Basic information of research project

Research Area	Advancing international joint research on the preservation of humanity's cultural inheritances		
Project Title	Creating New Values with Cultural Heritage through Engaging Users and Community Development		
Institution	Doshisha University		
Core-Researcher (Name, Academic Unit & Position)	Nobuko Kawashima, Faculty of Economics, Professor		
Project Period	FY2019 – FY2021		
Appropriations Plan (¥)	FY2019	5,200,000	JPY
	FY2020	10,400,000	JPY
	FY2021	10,400,000	JPY

2. Purpose of research

The purpose of this international collaboration project between Japan and Italy is to address economic and social values of cultural heritage beyond its inherent—historic, archaeological or aesthetic—values. Recent years have seen major shifts of emphasis from preservation for its sake to the utilization of cultural heritage for the purposes of tourism, place branding, local vitalization and community-building in many countries, including Japan and Italy. The project aims to identify emerging trends, issues and problems in such policy shifts. It particularly focuses on cultural heritage and tourism and community building around cultural heritage.

3. Outline of research (Including study member)

This research project is interdisciplinary, reflected in diverse disciplines the members represent: Tadashi Yagi (Doshisha University, Economics), Sakoda Sayaka (Kyoto University, Economics), Masaomi Tsuchiya (Josai University, Museum Studies), Jiyoung Lee (Professional College of Arts and Tourism, Cultural Resources Studies) and Noriko Yagasaki (Tokyo Women's Christian University, Tourism Studies). We worked to identify the profiles and personas of cultural tourists by conducting national web surveys. For analysis, we cross-analyzed by applying the factor 'orientation' identified in general consumption patterns. We also conducted focus groups to obtain qualitative information. We also conducted case studies in Japan. Survey results and other findings were discussed at online seminars as well as workshops we held with Japanese experts within Japan and with our partners in Italy and in the UK.

4. Research results and outcomes produced

The period of this funding coincided with the global spread of COVID-19. Unfortunately, overseas trips for case studies and workshops we planned did not materialize. The web surveys were also adjusted as the demand for domestic/international tourism declined during the period. We instead produced 'virtual tour' videos to show to survey respondents and asked relevant questions. The final case study we conducted in Japan was illuminating as it demonstrated the importance of collaboration between different stakeholders within the community to preserve, conserve and make use of renewed heritage. The final symposium held internationally online was a major success, attracting a total of 173 participants from

government, local authorities, businesses, artists and creators, researchers and students.