

# Topic-Setting Program to Advance Cutting-Edge Humanities and Social Sciences Research

(Responding to Real Society)

## Progress Report (Summary of Final Report)

[A Demonstrative Research of the Establishment of Academic Tourism by Utilizing and Circulating  
Private Cultural Assets]

**Core-Researcher:** Mina ANDO  
**Institution:** Tokyo University of the Arts  
**Academic Unit:** Management Strategy and IR Promotion Team  
**Position:** Project Assistant Professor  
Research Period: FY2013 – FY2015

### 1. Basic information of research project

Research Area	Creation of the Regional Potential by the Enhancement of Humanities and Social Science for Tourism	
Project Title	A Demonstrative Research of the Establishment of Academic Tourism by Utilizing and Circulating Private Cultural Assets	
Institution	Tokyo University of the Arts	
Core-Researcher (Name, Academic Unit & Position)	Mina ANDO Management Strategy and IR Promotion Team Project Assistant Professor	
Project Period	FY2013 - FY2015	
Appropriations Plan (¥)	FY2013	717,200JPY
	FY2014	4,946,600JPY
	FY2015	2,708,200JPY

### 2. Purpose of research

The purpose of this research is to utilize historical or cultural materials and artworks (hereafter referred to as cultural assets) that have been owned and handed down among private hands without being publicly owned as resources, circulate them, and encourage visitors to the area to enjoy sightseeing anew. In this research, from the point of view of art management, by indicating the process through which the cultural assets are utilized as resources and how they are circulated, we hope to further enrich tourism from an academic standpoint unhampered by ideas and frameworks set by the tourist industry focused on expanding their business.

### 3. Outline of research (Including study member)

The research team consists of researchers on art management and cultural policies and working-level officials of museums and travel agencies. In addition, the research was carried out with the cooperation of not only researchers of other fields but many working-level officials including the operators of the facilities we studied, the local government, local companies and NPOs, and the media.

Our subjects of research were lodging facilities, so-called long-established *ryokan* (Japanese-style inns), which have contributed to the local community not only from an economic point of view but in many ways over the years. We examined how the cultural assets handed down in these long-established *ryokan* without being publicly owned could be utilized as resources and tried to circulate them. Old *ryokan* established in the Edo or Meiji period and still in business to this day are indispensable for tourism and are a device that exemplifies Japanese culture. Through mingling with the writers and artists who stayed there, these long-established *ryokan* have a considerable collection of tangible and intangible cultural assets and have handed them down. However, due to recent changes in the management environment, many such facilities are finding it hard to continue

business and the uncatalogued cultural assets they own are on the verge of getting dispersed and lost. In order to avoid such a risk, in this research, in addition to academic examination of the cultural assets owned by these facilities, we proposed the creation of a new style of tourism in which the cultural assets could be returned to the local community as artistic and cultural resources and utilized as sightseeing resources representing the individuality of the local community.

There were two programs that we actually carried out, one a theoretical approach in which information on examples were gathered and studied and the other a practical approach in which the process of utilizing cultural assets as resources and managing the circulation was put into practice.

#### 4. Research results and outcomes produced

As a result of our research by means of theoretical and practical approaches, we chose Gakueirou Matsuzakaya Ryokan (Hotel Matsuzakaya, Hakone-machi, Kanagawa) as an example of utilizing its cultural assets as resources and produced a guide map entitled *Art Promenade in Motohakone*, which explores the sights in the Motohakone district where the hotel is located, in Japanese, English, and Chinese. This guide map is intended for tourists to perceive the views of Hakone discovered by visitors to Gakueirou and the ideas expressed in their works by tracing the actual places with the map in hand. We hope that these tourists will express what they have experienced in any form they wish and share it with others.

In August 2015, the research team gave a briefing of the results of our research at Gakueirou. That day, we also held a workshop together with a group active in and around Hakone and used the guide map to stroll around town. At this workshop, experts including a tour guide and a curator provided explanations, confirming the effect of talks given by people in addition to the use of a guide map in order to improve the understanding and satisfaction of the participants. Furthermore, we were also able to identify the significance of encouraging sightseeing from an academic point of view.

Privately owned cultural assets tend to have more difficulties with preservation and succession than publicly owned cases. Although it is difficult to solve such problems, as indicated in this research, by utilizing such cultural assets as resources and recording the information or circulating it in various forms and media, it remains in the people's memory and the history can be handed down. The act of academic tourism proposed in this research is a program to form a better understanding of the local community and further of the act of sightseeing. We hope that this new program will contribute to cultural sightseeing and art tourism such as art events linked to a variety of local resources and that it will help to promote related industries and projects.