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独立行政法人日本学術振興会理事長 殿

To: President, Japan Society for the Promotion of Science

研究活動報告書

Research Report

1. 受入研究者/ Host researcher

受入研究機関・部局・職

Name of Host Institution, Department and Title

筑波大学・芸術系・助教

受入研究者氏名

Host Researcher's Name

池田 真利子

2. 外国人招へい研究者/ Fellow

所属研究機関・部局・職

Name of Institution, Department and Title

Brandenburg University of Technology Cottbus-Senftenberg・Chair of
Architecture Conservation, Faculty 6・Academic Assistant

外国人招へい研究者氏名

Fellow's Name

Skedzuhn-Safir Alexandra Lilian Martina

3. 採用期間/ Fellowship Period

2024 年 04 月 01 日

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2024 年 07 月 31 日

4. 研究課題/ Research Theme

Research on the significance of odours at heritage sites and their impact on heritage conservation

5. 研究活動報告/ Research Report

(1) 研究活動の概要・成果/ Summary of Research Results

The four-month stay at the host University of Tsukuba was designed to research smells nominated in 2001 by the Japanese Ministry of Environment (MoE).¹ An evaluation of approximately 600 suggestions preceded the nomination in 2001. A panel of experts chose the 100 sites based on a list of criteria they established. The nomination was meant to serve several purposes, including effectively reducing negatively perceived odours, such as exhaust fumes, by drawing attention to the positively rated odours.

The research was divided into two broad case study fields: an in-depth investigation of smells and their significance for shaping bookstore owners' identity and place attachment in Jimbocho book town in Tokyo. The second one was an empirical study of a representative selection of listed sites in terms of smell experience, marketing of the listing and the connection of the smells to a collective Japanese identity. The research methods included (auto-) ethnographic fieldwork, informal and informal interviews, and the latter with current and former members of the MoE to shed light on the nomination process and rationale.

¹ Japanese Ministry of Environment, 'List of the 100 Most Scenic Spots in the Country', n.d., <https://www.env.go.jp/content/000074460.html>.

When determining the values of a historic place, various sources are consulted in heritage conservation: these are classically anchored in the historical disciplines. In recent years, however, ethnographic field research has gained momentum for heritage and heritage conservation.² This approach makes it possible to research stakeholders and their relationship to their cultural heritage. This people-centred approach makes it possible to analyse previously overlooked and ignored values. It enables civil participation as it creates a democratic basis that allows communities to be involved in preserving and interpreting heritage.³ It is understood to be a tool to integrate polyvocality and co-creation in heritage interpretation.⁴

The interface of place attachment and identity has been largely ignored, especially in heritage conservation.⁵ I interviewed 13 stakeholders in their bookstores in Jimbocho between April and June 2024.⁶ The interviews took approximately an hour, were semi-structured, and consisted of open and closed questions. The main aim of the interviews was to investigate to what extent the smell of books is essential to the interview participants.

For most participants, the smells in their bookstores are part of their everyday life. The characteristic of book smells is a topic addressed between traders and customers, and traders among themselves, influencing thus the daily life of the booksellers.

In addition to the qualitative interviews conducted in Jimbocho, an autoethnographic study of book odours was carried out. Autoethnographic research is increasingly employed in cultural studies, allowing for a sensual and phenomenological approach to examination.⁷ The analysis of smells involved systematically recording and documentation of odours in the individual bookshops. The smells were then visualised in a so-called smell map.⁸ The aim of mapping smells was twofold: firstly, to create a basis that would enable the mapped odours to be understandable for all those people who are unable to experience them themselves on site, and if possible, legible regardless of the respective cultural background. Secondly, it should be shown that each shop has a different odour depending on its book offer and the activities that take place there. This phenomenon has been termed by the geographer Douglas Porteous a “smell event”.⁹ The smell events leave olfactory traces on surfaces, including on books. The books and bookstores, thus, become repositories of past events, an olfactory record of accumulated activities.

The second part of the research on the listed smells by the MoE examined 15 of the 100 listed places. The odours listed can be divided into different categories: for example, there are odours associated with food preparation, arts and crafts,

² Setha M. Low, ‘Anthropological-Ethnographic Methods for the Assessment of Cultural Values in Heritage Conservation’, in *Assessing the Values of Cultural Heritage. Research Report*, ed. The Getty Conservation Institute (Los Angeles: The J. Paul Getty Trust, 2002), 31–50. Kelvin E.Y. Low, ‘Concrete Memories and Sensory Pasts: Everyday Heritage and the Politics of Nationhood’, *Public Affairs* 90, no. 2 (June 2017): 275–95.

³ Jeremy C. Wells and Barry Stiefel, eds., *Human-Centered Built Environment Heritage Preservation: Theory and Evidence-Based Practice* (New York, NY: Routledge, Taylor & Francis Group, 2019).

⁴ Margaret Diane LeCompte and Jean J. Schensul, *Designing & Conducting Ethnographic Research: An Introduction*, 2nd ed, The Ethnographer’s Toolkit 1 (Lanham, Md: AltaMira Press, 2010), 16.

⁵ Steven Cooke and Kristal Buckley, ‘Visual Research Methodologies and the Heritage of “Everyday” Places’, in *People-Centred Methodologies for Heritage Conservation: Exploring Emotional Attachments to Historic Urban Places*, ed. Rebecca Madgin and James Lesh (Abingdon, Oxon: Routledge, 2021), 143–55.

⁶ As most of the interview participants do not speak English I was supported by a bilingual academic.

⁷ Phillip Vannini, Dennis D. Waskul, and Simon Gotschalk, *The Senses in Self, Society, and Culture: A Sociology of the Senses, Contemporary Sociological Perspectives* (New York: Routledge, 2012), 14. Brigitte Bönisch-Brednich, ‘Autoethnografie. Neue Ansätze Zur Subjektivität in Kulturanthropologischer Forschung’, *Zeitschrift Für Volkskunde* 108, no. 1 (2012): 48.

⁸ For more on smell maps, see J. Douglas Porteous, ‘Smellscape’, *Progress in Physical Geography: Earth and Environment* 9, no. 3 (September 1985): 356–78, <https://doi.org/10.1177/030913338500900303>.

⁹ Porteous, 360.; Victoria Henshaw, *Urban Smellscapes: Understanding and Designing City Smell Environments* (New York: Routledge/Taylor & Francis Group, 2014). Kate McLean, ‘Nose-First. Practises of Smellwalking and Smellscape Mapping’ (London, Royal College of Art, 2019), <https://researchonline.rca.ac.uk/3945/>
https://researchonline.rca.ac.uk/3945/1/McLean_Kate_PhD_Thesis_Nosefirst.pdf.

the smell of nature, relaxation and entertainment. The visited places were selected so that each identified category could be covered. The methods for the site analysis are based on an autoethnographic approach. It concerned my impression of places in connection to the visited sites, framed by my cultural background, which partly conditions my experience of a place. This point is crucial in that cultural practices influence some odours, and for a person unfamiliar with these practices, they neither have a meaning nor can they evoke memories. Also, the source of these still "neutral" odours is not necessarily identifiable. Even if I try to adopt as objective an approach as possible, I am not immune to perceiving certain odours as "strange" and "different".

At the beginning of the research, the rationale for the nomination of certain smells and their relation to the culture/cultures of Japan needed to be clarified. It was only through the on-site inspection that connections were recognised. Over the months, it could be confirmed by informal conversations and in the interviews held in Jimbocho that the nominated smells are linked to a certain "Japaneseness" and smell preferences of people living in Japan and that the smells are thus an indicator of a collective Japanese identity, without excluding the importance of the identity of individuals and their preferences.

The approach to this research was iterative in that the initial intention was to record the smell in question on a simplified map of the area where it was perceived. The visits to the sites in Kyoto, Nara, and Toyama demonstrated early on that smell mapping was not possible as the odours could not be detected at all in the cityscape or were only very localised.

To summarise, phenomenological research is suitable for engaging with culture as long as the corresponding smell is perceptible on site. Particular smells at heritage sites are a feasible tool in marketing and attracting tourists. Yet, the empirical research into the fifteen (sixteen including Jimbocho) has shown that only some people are aware of the nomination by the MoE. The potential of employing this nomination harbours the untapped potential for heritage interpretation and (sensory) tourism.¹⁰ One of the initial purposes of the nomination was to draw the attention of the local population to the sensory uniqueness and the experience of their immediate surroundings, which lie dormant.

(2) 主な研究発表 (雑誌論文、学会、集会、知的財産権等) / Main Research Publications

The research results for the case study of one of the nominated sites –Jimbocho in Tokyo – will be presented in October 2024 at the 5th International Congress on Ambiances „Sensory Exploration, Ambiances in a Changing World“ in Lisbon /Portugal (<https://www.ambiances2024.com/>). The abstract of the proceedings is available online. The presentation, co-authored with host researcher IKEDA Mariko (PhD), addresses the impact of book smells in shaping bookstore owners' identity and place attachment to the book town Jimbocho. The full publication will be available/announced on the website of the conference. The research results relating to this case study and concerning the nomination of Japan's 100 most fragrant sites by the Japanese Ministry of Environment (MoE) will also be published in the habilitation research project. The publication of a full paper (book chapter) of this research is in preparation.

The research results were presented online in a lecture series hosted by Prof. Daniela Hacke (Chair of Early Modern Period) at the FU Berlin (Freie Universität Berlin). The lecture series focuses on "The senses in history. New perspectives from antiquity to modernity". The lecture "Sniffing It Out: Visualising Smells at Heritage Sites" examined methods of recording and documenting smells at heritage sites. The case study Jimbocho provides an example of visualising smells with a so-called smellmap in individual bookstores.

(3) その他/Remarks

The long-term fellowship study visit made it possible to research the cultural context in which smells are produced, perceived, or even celebrated, as in the case of Koh-do. The prerequisite of this study was to travel to several selected locations listed in the MoE nomination.

Thanks to the additional support allowance, a young bilingual academic was hired with whom it became feasible to

¹⁰ Nina Levent, *The Multisensory Museum*. (Lanham, MD: Rowman & Littlefield Publishers, 2018). Erin E. Lynch, *Locative Tourism Applications: A Sensory Ethnography of the Augmented City*, Sensory Studies (London ; New York: Routledge, 2023).

organise, conduct and translate interviews with interview participants in Japanese. These interviews constituted a significant information source.

During the stay at the host university, the research topic and methodology were presented in a workshop with students enrolled in the master programme Heritage Studies. Smelling exercises and odour mapping were tested, and the results were subsequently discussed. The aim was to explore the possibilities of visualising smells at heritage places and evaluate their feasibility and significance for interpreting and presenting historical places. The workshop results will be incorporated into further research. Additional teaching activities concerned contemporary heritage conservation of difficult sites in Germany.