

The background features a repeating geometric pattern of white stars on a light gray background. In the upper right corner, there is a large, colorful illustration of various Japanese flowers and leaves, including white and blue hydrangeas, red and yellow chrysanthemums, and pink and purple blossoms, arranged in a curved, flowing shape.

# Book of Abstracts

**CTR Research Forum 2023**

**November 17, 2023**

Published by:

Center for Tourism Research, Wakayama University, Japan

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**About the role of department stores in regional centers during the Corona crisis  
- Measures to revitalize department stores by using the metaverse -**

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**Abstract**

Currently, the decline of domestic shopping streets is severe. In particular, the phenomenon of economic and social impoverishment called "Shutter Street" has been confirmed in shopping districts in central urban areas. In the past, shopping streets were the main places where people could gather and enjoy themselves. However, in recent years, due to external and internal factors surrounding the shopping district, there are places where the bustle of the past has declined. Shopping streets are important not only from the economic aspect of the city, but also from the social aspect, and we believe that they will be needed in the future. We will focus our research on how to maintain and develop shopping streets in the future. In addition, as a countermeasure against the coronavirus infection that occurred in December 2019, people refrained from coming to crowded places to prevent the 3 Cs, which caused a huge economic blow. Under such circumstances, the sales method using the Internet line has been evaluated to a certain extent in the corona disaster because it is possible to purchase while avoiding the 3 Cs. In the future, it will be necessary to create a system using the Internet (metaverse) in order to face such a situation. In this research, I would like to consider the use of Metaverse especially in department stores.

**Keywords:**

Department store, Revitalize, Metaverse, Regional centers, Corona crisis

## Reduction and recycling practices of solid waste on beaches in Wakayama City: Drawing lessons for the Solomon Islands

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### Abstract

Solid waste management is a pressing global concern, particularly for small island nations facing unique challenges in environmental sustainability and public health. The research objectives include investigating current initiatives, identifying challenges, understanding factors contributing to success, examining rules and policies, and offering practical suggestions for improving waste management in the Solomon Islands. This preliminary study, conducted on beaches; Kada, Isonoura and Kataonami in September 2023, explores solid waste reduction and recycling in Wakayama City. The study revealed some useful waste management practices, with strengths and challenges that can be applied to the Solomon Islands. The three key findings were; First, the provision of accessible separate recycling bins for both visitors and locals is crucial to encourage proper waste disposal and recycling; Second, the use of educational signage serves as an effective tool in raising awareness and educating individuals about responsible waste management, thereby reducing the overall volume of solid waste; Lastly, involving local communities in initiatives such as beach clean-up campaigns not only contributes to a cleaner environment but also fosters a sense of community collaboration in the ongoing effort to minimise solid waste on beaches. These findings highlight the need for a comprehensive approach that combines infrastructure, education, and community engagement to achieve sustainable and effective beach waste management. The research emphasises the significance of reducing and recycling solid waste on beaches. By analysing successful models like these three beaches in Japan, this study contributes valuable insights for regions facing similar waste management challenges like the Solomon Islands.

### Keywords:

Solid waste management (SWM), Reduce and recycle, Beaches, Japan, Solomon Islands

## Stakeholder engagement in transport management for sustainable tourism in small island destinations: Case of Yoron Island, Japan

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### Abstract

Recently, many regional areas and small islands in Japan have been facing depopulation due to its aging society and younger generations emigrating to big cities. This affects the transport system in the areas due to the lack of demand from the residents. The changes in the structure of the transport system affect not only the people in the communities but also tourism businesses and tourists visiting the areas. It changes both residents' and tourists' behavior for transport, resorting to personal and rental cars to get around the region. The lack of convenient and easily accessible public transport may also deter tourists from visiting. Thus, it is important to involve these groups of people affected by the system, also known as stakeholders, in planning and managing the transport system. Involving stakeholders may also help promote sustainable tourism in destinations by experimenting with changes or improvements of current transport for more environmentally friendly alternatives that fit the demand.

This paper will specifically examine the importance of stakeholders' involvement in transport management in a small island destination located near Kagoshima Prefecture and Okinawa, Yoron Island. The residents and tourists in Yoron Island have been depending on the usage of cars compared to public transport for years. However, there is still a lack of understanding of how important transport is to these stakeholders on the island and how it can improve their daily lives as residents and travel experience as tourists. To help understand this, an interview will be held to understand the perspectives of the transport providers of private and public transport, residents, possibly affected tourism businesses, and tourists on the island.

### Keywords:

Sustainable tourism, Transportation, Stakeholder engagement, Small island destination

## Exploring mechanisms for building sustainable destination management systems: From the perspective of inter-organizational collaboration

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### **Abstract**

Studies have examined the sustainability of tourism resources, including walking or trekking tourism, such as Santiago in Spain, Long Trail in the U.S.A., and Olle in South Korea, as well as the role of walking tourism in regional development. According to the United Nations World Tourism Organization (UNWTO, 2019), walking tourism can be developed anywhere as a sustainable form of tourism with relatively low investment, and if properly managed, can provide social and economic benefits to local people and communities. In this study, we examined the challenges faced by Kyushu Olle as a sustainable destination resource using data from a questionnaire survey conducted at the Olle Festival. As a sister trail course of Jeju Olle (Korea), Kyushu Olle started in February 2012, and since the first course opened, 18 courses<sup>1</sup> have now been operated and managed throughout Kyushu, Japan; however, it faces challenges with course management, sluggish growth in the number of visitors, and collaboration with local stakeholders, including residents. The results revealed that facilities, including toilets, course preparation, and festival management, require improvement.

### **Keywords:**

Kyushu Olle, Walking tourism, Tourist satisfaction, Sustainable tourism, Data analysis

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<sup>1</sup> Saga prefecture (3): Takeo course, Karatsu course, Ureshino course; Kumamoto(2): Amakusa Iwajima course, Amakusa Matsushima course; Oita(2): Okubungo course, Saiki Onyujima-island course; Fukuoka(6): Munakata Oshima course, Yame course, Kurume Korasan course, Miyama Mt. Kiyomizu course, Chikuho Kawara course, Fukuoka Shingu course; Nagasaki (3): Minami-Shimabara course, Shimabara course, Matsuura Fukushima course; Kagoshima (1): Izumi course; Miyazaki (1): Miyazaki Omarugawa course

An invitation to an "old and new trip" with a bird's-eye view drawn  
by Hatsusaburo Yoshida

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**Abstract**

Hatsusaburo Yoshida's bird's-eye views became very popular during the tourism boom from the Taisho era (1912-1926) to the early Showa era (1926-1989). While traveling throughout Japan, Hatsusaburo visited Wakayama Prefecture and drew bird's-eye views of Wakaura, Shirahama, Koyasan, and Kumano.

Using Wakayama Prefecture as a model case, this study aims to re-create the Hatsusaburo-style bird's eye view as a pamphlet for the Reiwa era, with the aim of serving as a means of inviting people to visit the region for sightseeing.

The pamphlet is expected to be used by mainly young people interested in Showa retro and seniors with memories of Showa-era townscapes as a travel tool to invite them to a trip leading to slow tourism to rural areas.

The promotion of slow tourism in local cities is expected to increase the number of people interacting with the local community and enhance the local identity, while taking the environment into consideration.

In addition, as a tool for tourism education, it could be used for fieldwork by university students to compare the past and present of tourist destination, to discover regional attractions, and to learn more about environmental changes. It can also be used as a learning material for elementary, junior high, and high school students to study the region. At the CTR Research Forum, a pamphlet in progress will be shown.

**Keywords:**

Hatsusaburo Yoshida, A bird's-eye view, An old and new trip, Tourism education, Slow tourism

## Study of "Educational" tourism film for sustainable destination management

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### **Abstract**

In Japan, the term "education" generally refers to the act of teaching provided by educational institutions. Furthermore, educational institutions are often thought of as places that train young people to become employees of a company. However, in such a period of uncertainty, the era of large corporations is not forever, as many in Japan believe, and this is changing in Japan as well, as education is required to think about how people should live, not for the sake of the company. In this perspective, tourism proposes an important education for human beings. In order to show the purpose of tourism, the goal of a tourist destination, or to promote understanding among the people involved, tourism films show a significant role. In other words, the films can be an important tool against education. Some regions fully understand the background of tourism and use tourism films for "educational" purposes, while others are completely unaware of such "educational" purposes. In our presentation, we will read this situation and discuss about it.

### **Keywords:**

Education, Tourism Film, Sustainability



## Tourists' perceptions towards generative AI: The case of ChatGPT and tourism

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### **Abstract**

The tourism sector is identified as a key sector to revive Japan's economic and social development post-COVID-19. To accelerate tourism development in the country, Japan has established the importance of digital transformation and enhancing external communications (JETRO, 2023). On a global scale, digital transformation, such as the use of more user-friendly artificial intelligence (AI), has taken the tourism industry by storm. Despite this, little is known about the influence and impact of AI technologies on tourist decisions, as AI technologies have often been adopted from a destination management point of view. Current literature has predominantly explored AI in tourism from a supply perspective, examining the perceptions of tourism businesses, travel agencies, and technology suppliers to adopt AI technology. Furthermore, most research are conceptual and provides limited empirical data to support the studies. Despite the fast development of AI technologies, far less is known about the perspectives of AI, such as ChatGPT, in the tourism sphere. As previous studies have highlighted, more research is needed to examine customer acceptance and perceptions of AI systems in travel and tourism. Therefore, this research will seek to fill this research gap by providing empirical evidence and exploring tourists' perceptions and experiences on the use of AI in tourist decision-making. Specifically, this research study used the generative AI system, ChatGPT to explore how generative AI impacts tourists' travel planning experiences. This research adopts a mixed-method approach by using interviews and biometric research methods. As this is an ongoing research, only preliminary interview data will be discussed for this research presentation.

### **Keywords:**

Tourist decision-making, Generative AI, ChatGPT, Travel planning



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