

(revised 1/6/16)

Tourism and History in Japan
Kyoto Consortium for Japanese Studies
Spring 2016

Wednesday and Friday, 1:10 – 2:40 p.m.

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OBJECTIVES AND CONTENT

This course incorporates theories, analytical concepts and approaches from two distinct disciplines—history and tourism studies—in order to explore the relationship between tourism and history in modern Japan. It focuses on the development of “heritage tourism” in Japan since the late nineteenth century. It explores the hypothesis that heritage tourism is not simply a means to *learn about* Japanese history; it also functions to *define, interpret* and *narrate* that history for Japanese and foreign tourists alike. Studying the history of heritage tourism in modern Japan can shed light on how, and why, popular perceptions and public knowledge of Japanese history have developed since the late nineteenth century.

Part One provides an introduction to the topic, terminology, and analytical approaches around which the course is organized. Parts Two and Three focus on the *experiences of Japanese as heritage tourists* between 1868 and 1945. As rapid modernization displaced older Japanese customs, some tourists were drawn to places like Kyoto and Nara to rediscover the nation’s disappearing past and native traditions. Further encouragement came from the government, which pioneered the establishment of public museums and choreographed commemoration events, as well as from private individuals and even department stores that organized their own exhibitions. As the borders of the Japanese Empire expanded beyond the home islands, the histories of its overseas possessions became intertwined with Japan’s, as tourists discovered through exhibitions and tours of Taiwan, Korea, Manchuria, and the “South Seas” islands (which Japan acquired from Germany after World War One). Heritage tourism was even implicated in Japan’s prosecution of the Asia-Pacific War (1931-1945).

Part Four of the course turns to the *development and marketing of heritage tourism* in Japan during the seven decades that have elapsed since the end of the Asia-Pacific War. Japan’s defeat in that conflict marked another turning point in the way that Japanese history was understood and consumed by Japanese and foreign tourists, as rapid economic development, urbanization and globalization prompted a rise in international travel, and a belated campaign by the domestic tourism industry that encouraged Japanese to “Discover Japan” by heading to the countryside for nostalgic glimpses of vanishing village life, and by taking yet more trips to famous locales like Kyoto, Nara and Ise. Here, too, the scope of and meaning of Japanese history have broadened to include sites of politically charged events, such as the atomic bombings of Hiroshima and Nagasaki in August 1945.

Part Five concludes the semester by focusing on Kyoto, in order to take advantage of our current residence in the city that is Japan’s most popular destination for heritage tourism. We will examine how the historical narrative of the city and its many historical attractions—disseminated through guidebooks, manuals for tour guides, websites, brochures, postcards and maps—has been shaped and reshaped by the growth of heritage tourism, which now features UNESCO World Heritage Sites and Trip Advisor blogs, and which caters to Japanese and foreign tourists with equal intensity. In the process, students will gain a better appreciation of Kyoto’s rich, layered history, and they will emerge from the course as more discerning “heritage tourists.”

FORMAT

Most class meetings are discussion-based, interspersed with occasional presentations by the professor to provide theoretical and historical context. Four field trips are scheduled in the Kansai area. Students will also conduct field assignments during the KCJS Spring Trip to Nagasaki. The final week of classes will feature students' PowerPoint presentations of their Individual Research Projects.

REQUIREMENTS AND GRADING POLICY

1. **READING ASSIGNMENTS.** The following books (listed in alphabetical order by author) are required for the course. Copies are available for purchase through KCJS:

- a. Noriko Aso, *Public Properties: Museums in Imperial Japan* (ISBN 978-0-8223-5429-1)
- b. John Dougill, *Kyoto: A Cultural History* (ISBN 0-19-530138-2)
- c. John J. Ruoff, *Imperial Japan at its Zenith* (ISBN 978-0-8014-7978-6)

A number of additional required readings will be distributed by the professor in pdf format for you to read on a computer and/or print out on your own. Weekly reading assignments are listed below (see "Class Schedule"). Interested students can supplement these readings with optional Japanese-language source materials in consultation with the professor.

2. **ATTENDANCE** counts for 10% of the course grade. Regular attendance at all scheduled class meetings and fieldtrips is required. Unexcused absences will lower your course grade.

Once class has started, please turn off and put away cell phones, and refrain from exiting and re-entering the classroom to use the restroom.

3. **CLASS PARTICIPATION** is a vital component of this course: active student involvement in discussions and other planned activities is essential to its success. Both the students and the professor will be learning from each other's interpretations of the material. Therefore, it is essential that you have all reading assignments prepared on time (see "Class Schedule" below for due dates).

You will be graded on three types of class participation:

- (a) Oral comments and questions during class discussions and field trips count for 10% of the course grade.
- (b) Two oral presentations as discussion leader (see 4c. below) count for 8% of the course grade (4% each).
- (c) A PowerPoint presentation of your Individual Research Project during the final week of classes counts for 13% of the course grade.

4. PAPER ASSIGNMENTS

- (a) Field Notes (4 pages) from Nagasaki counts for 8% of the course grade. This assignment is due in class on February 10, when we will discuss them.
- (b) Ethnography (5 pages) of the Nagasaki Atomic Bomb Museum counts for 10% of the course grade. It is due in class on February 19.

- (c) Two discussion papers (3 pages each) based on assigned readings, which you will present in class to lead that day's class discussion (see 3b. above). Due dates to be determined. Each paper counts for 5% of the course grade (total = 10%).

5. EXAMS

- (a) A Mid-Term Exam will be given in class on February 24. It counts for 18% of the course grade.
- (b) A Take-Home Final Exam will consist of an essay question to be answered in 5-6 pages. The essay question will be distributed in class on April 15. Your essay will be due on the last day of the exam period (April 21). It counts for 13% of the course grade.

Policy on Late Assignment Submissions. Papers will be penalized one-third of a letter grade (e.g., from "A+" to "A,") for each day they are late. Take-Home Final Exams submitted after the deadline will not be accepted.

Academic Honesty. Plagiarism—the deliberate act of taking the words, ideas, data, illustrative material or statements of someone else, without full and proper acknowledgement, and presenting them as one's own—is a serious offense. It is your responsibility to become familiar with the details of how plagiarism is to be avoided, and the proper forms for quoting, summarizing, and paraphrasing, which are presented in books such as the *Chicago Manual of Style*. Please see the instructor if you have any questions.

CLASS SCHEDULE

Part I. Introduction

- January 13 (1) Course Overview; (2) What is "Heritage Tourism?"
Reading: excerpt from Timothy, *Cultural Heritage and Tourism* (handout)
- January 15 "History" versus "Heritage"
Reading: excerpt from Timothy, *Cultural Heritage and Tourism* (pdf)
- January 20 Heritage Travel in Early Modern Japan (1600-1867)
Reading: excerpt from Nenzi, *Excursions in Identity* (pdf)

Part II. Visualizing the Japanese Empire (1868 – 1945)

- January 22 Public Museums and Imperial Heritage
Reading: Aso, *Public Properties*, Introduction and Chapters 1-2
- January 27 Field Trip to Kyoto National Museum
Reading: excerpt from Watsuji, *Pilgrimages to the Ancient Temples in Nara* (pdf)
- January 29 (1) Public Museums and Colonial Heritage; (2) preparation for Nagasaki Field Assignments
Reading: Aso, *Public Properties*, Chapter 3
- February 3 Private and Commercial Museums: Alternative Visions?
Reading: Aso, *Public Properties*, Chapters 4-5
- February 4-6 **Spring Trip to Nagasaki (students will conduct field assignments)**

Part III. Engaging the Japanese Empire (1868 – 1945)

- February 10 Presentations and Discussion of Students' Nagasaki Field Assignments
Nagasaki Field Notes Assignment due in class
- February 12 History and Heritage Tourism during Wartime (I)
Reading: Ruoff, *Imperial Japan at its Zenith*, Introduction and Chapters 1-2
- February 17 History and Heritage Tourism during Wartime (II)
Reading: Ruoff, *Imperial Japan at its Zenith*, Chapters 3-4
- February 19 History and Heritage Tourism during Wartime (III)
Ethnography of Nagasaki Atomic Bomb Museum due in class
Reading: Ruoff, *Imperial Japan at its Zenith*, Chapters 5-6
- February 24 **Mid-Term Exam**
- February 26 NO Class (begin independent research project)
- March 2-4 NO CLASSES (Spring Break)

Part IV. Japanese Heritage and Global Tourism (1945-Present)

- March 9 Museum Wars
Reading: Aso, *Public Properties*, Epilogue; Ruoff, *Imperial Japan at its Zenith*, Conclusion; other readings to be announced
- March 11 Japanese Tourists Abroad
Reading: Moon, "Japanese Tourists in Korea: Colonial and Post-Colonial Encounters" (pdf); Yamashita, "The Japanese Encounter with the South: Japanese Tourists in Palau" (pdf)
- March 16 Searching for "Home" (*Furusato*)
Reading: Robertson, "It Takes a Village" (pdf); Graburn, "The Past and the Other in the Present" (pdf); Moon, "The Countryside Reinvented for Urban Tourists: Rural Transformation in the *muraokoshi* movement" (pdf)
- March 18 Recovering Traditional Culture, Community and Identity
Reading: Jane Marie Law, "A Heady Heritage" (pdf); Amanda Stinchecum, "Cloth and Identity in Yaeyama" (pdf)
- March 23 Making Pilgrimages
Reading: Oliver Statler, *Japanese Pilgrimage* (pdf); Ian Reader, *Making Pilgrimages: Meaning and Practice in Shikoku* (pdf)
- March 25 Beckoning the World: The Pursuit of UNESCO World Heritage Status
Reading: Winter, "Cultures of Interpretation" (pdf); other readings to be announced

Part V. Kyoto: Heritage Site or Tourist Spectacle?

- March 30 Kyoto: at the Crossroads of History and Heritage Tourism
Reading: Dingall, *Kyoto: A Cultural History*, Chapters 1-2
- April 1 Recalling the Age of Aristocratic Rule
Reading: Dingall, *Kyoto: A Cultural History*, Chapters 3-4; excerpt from *Tale of Genji* (pdf)

- April 2 (Sat) Field Trip to Uji (Byodoin and Tale of Genji Museum)
- April 6 Recalling the Age of Warrior Rule
Field Trip to Toyokuni Jinja, Hokokuji and Mimizuka
Reading: Dingall, *Kyoto: A Cultural History*, Chapters 5-8
- April 8 From Historic Kyoto to Heritage Kyoto
Field Trip to view the Miyako Odori
Reading: Dingall, *Kyoto: A Cultural History*, Chapters 9-11; Okada, “Before Making Heritage: Internationalization of Geisha in the Meiji Period” (pdf)
- April 13 (1) Discussion of Miyako Odori field trip; (2) **PowerPoint Presentations of Individual Research Projects**
- April 15 **PowerPoint Presentations of Individual Research Projects**
(Take-Home Final Exam assignment distributed in class)
- April 21 **Take-Home Final Exam due**