

**Heritage Tourism and History in Japan**  
Kyoto Consortium for Japanese Studies  
Fall 2017

Monday and Thursday, 2:55 – 4:25 p.m.

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**OBJECTIVES**

Do the words “history” and “heritage” have the same meaning? Not according to historian David Lowenthal, who writes, “History seeks to convince by truth, and succumbs to falsehood. Heritage exaggerates and omits, candidly invents and frankly forgets, and thrives on ignorance and error.” If so, then what do tourists experience and learn when they visit a temple, shrine or museum, or when they observe or participate in a festival, ritual ceremony, or other staged production? Rodney Harrison observes that “Heritage is not a passive process of simply preserving things from the past that remain, but an active process of assembling a series of objects, places and practices that we choose to hold up as a mirror to the present, associated with a particular set of values that we wish to take with us into the future.” But who decides what the tourist sees, and which set of values is represented? Can we, as heritage tourists, discern historical truth when it is obscured by the exaggerations, omissions and falsehoods that may be imbedded in a guided tour or a museum display, or should we even try? Does it really matter? What, ultimately, is the relationship between heritage and history?

These are among the central questions that we will consider in this course, utilizing the many resources that Kyoto has to offer. The course incorporates theories, analytical concepts and approaches from two distinct disciplines—history and tourism studies—in order to examine the relationship between tourism and history in modern Japan. 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 notions about Japanese history, society and culture have developed since the late nineteenth century. In the process, the course also provides a survey of Japanese history, paying particular attention to the history of Kyoto.

**CONTENT AND ORGANIZATION**

Part One introduces the topic, terminology, and analytical approaches around which the course is organized. Part Two concentrates 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 heritage 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 complex, layered history, and they will learn how to be more discerning “heritage tourists” through our field trips to more than a dozen heritage sites.

Parts Three and Four turn to the historical development of heritage tourism and 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 the Asia-Pacific War (1931-1945).

Part Five of the course takes up 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 Shrine. 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.

## FORMAT

Approximately half of our class meetings will take place off campus; 12 separate field trips in and around Kyoto are planned. A majority will take us to sites that most tourists overlook. To compensate for travel time between campus and our destinations, some field trips may not conclude until 5:00 p.m., and one field trip will take place on a Saturday. Field trips will feature informal commentary instead of structured lectures, so it is essential that students complete the assigned reading before each trip. Non-travel days will feature occasional lectures and student-led discussions based on assigned readings.

## 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. Reserve copies will also be placed in the KCJS staff office.

- 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. Kamo no Chomei, *Hojoki: Visions of a Torn World*, trans. Yasuhiko Moriguchi and David Jenkins (ISBN 978-1880656228)
- d. John J. Ruoff, *Imperial Japan at its Zenith* (ISBN 978-0-8014-7978-6)

Additional required readings will be distributed 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 attendance grade, as follows: 1 = 90/A-; 2 = 80/B-; 3 = 70/C-; 4 = F.

***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. **PARTICIPATION** is a vital component of this course: active student involvement in discussions and other planned activities is essential to its success. 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 four types of class participation:

- (a) Oral comments and questions during class discussions and field trips count for 10% of the course grade.
- (b) One oral presentation as discussion leader (see 4c. below) counts for 3% of the course grade.
- (c) One oral commentary as “heritage tour guide” (see 4d. below) during a scheduled field trip counts for 5% of the course grade.
- (d) A PowerPoint presentation of your Research Project during the final week of classes counts for 10% of the course grade. A copy of your PowerPoint document must be submitted to the professor electronically on the date of your in-class presentation.

#### 4. WRITING ASSIGNMENTS

Detailed guidelines for each of the following writing assignments will be distributed separately.

- (a) A Journal consisting of your field notes plus digital photos documenting all scheduled field trips counts for 20% of the course grade. Journals will be submitted electronically for review twice during the semester: on October 12 and November 30.
- (b) One Essay Paper (5 double-spaced pages) on an assigned topic is due in class on September 28. It counts for 10% of the course grade.
- (c) One Discussion Paper (3 double-spaced pages) based on an assigned reading or readings, which you will present in class to begin that day's class discussion (see 3b. above). Due dates will vary. This paper counts for 7% of the course grade.
- (d) A Heritage Site Analysis (4-5 double-spaced pages) related to your oral commentary as "heritage tour guide" (see 3c. above). Due dates vary for this paper, which counts for 10% of the course grade.

**Policy on Late Assignment Submissions.** Papers will be penalized one letter grade for each day they are late.

#### 5. EXAM

A 30-minute Oral Final Exam will take place with each student individually during the final exam period (December 12 – 14); the schedule will be announced later. The final exam counts for 15% of the course grade.

#### 6. EXTRA CREDIT

Extra credit can be earned by attending the Jidai Matsuri ("Festival of the Ages") on Sunday, October 22 and then inserting your personal photos and written commentary (1-2 single-spaced pages) on the festival's history and contemporary significance into your Journal.

**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.

**Accommodating Students with Disabilities.** If you are a student with a disability and have a DS-certified 'Accommodation Letter' please come to my office to confirm your accommodation needs. If you believe that you have a disability that requires accommodation, you can contact your home school's Disability Services or Columbia's Disability Services at [disability@columbia.edu](mailto:disability@columbia.edu). The Office of Global Programs (OGP) can also assist you to connect with Columbia's Disability Services if you wish.

#### CLASS SCHEDULE

##### Part I. Introduction

- September 4 (1) Course Overview; (2) What is "Heritage Tourism?"  
Reading: excerpt from Timothy, *Cultural Heritage and Tourism* (handout)
- September 7 "History" versus "Heritage"  
Reading: Lowenthal, "Fabricating Heritage" (pdf); excerpt from Rodney Harrison, *Heritage: Critical Approaches* (pdf)

- September 11 Outline of Japanese History (Names, Dates, Notable Developments)  
 Reading: (1) <http://www.jinto.go.jp/eng/arrange/essential/overview/history.html>  
 (2) <http://www.japan-guide.com/e/e2126.html>

## Part II. Kyoto: History versus Heritage

- September 14 Japan's "Unbroken Line of Emperors": Symbol of Continuity, Victim of Change  
**Field Trip: Field Trip to Imperial Palace**  
 Reading: Dougill, *Kyoto: A Cultural History*, Chapter 1
- September 18 NO CLASS (National Holiday)
- September 21 The Aristocracy: Culture and Power  
**Field Trip to Rozanji**  
 Reading: Dougill, *Kyoto: A Cultural History*, Chapter 2; excerpt from *Tale of Genji* (pdf)
- September 25 (1) Why So Many Buddhist Temples? (2) Re-presenting Kyoto's History  
**Field Trip to Rokkakudo and Guided Tour of The Museum of Kyoto**  
 Reading: Dougill, *Kyoto: A Cultural History*, Chapter 3
- September 28 (1) Shinto: Japan's "Native" Religion? (2) End of "Heian"  
**Field Trip to Shimogamo Jinja**  
**Essay Paper due in class** (printed copy)  
 Reading: Dougill, *Kyoto: A Cultural History*, Chapter 4; Kamo no Chomei, *Hojoki*
- October 2 Seat of Warrior Government  
**Field Trip to Shokokuji**  
 Reading: Dougill, *Kyoto: A Cultural History*, Chapters 5-6
- October 5 From Battle Ground to Castle Town  
**Field Trip to Hokokuji, Toyokuni Jinja, Mimizuka, Rokujogahara**  
 Reading: Dougill, *Kyoto: A Cultural History*, Chapters 7-8
- October 9 NO CLASS (National Holiday)
- October 12 Seat of Revolution  
**Field Trip to Gokoku Jinja**  
**Journals due** (electronic submission)  
 Reading: Dougill, *Kyoto: A Cultural History*, Chapter 9
- October 16 Loss, Nostalgia, Re-invention and the Worship of Heritage  
**Field Trip to Heian Jingu**  
 Reading: Dougill, *Kyoto: A Cultural History*, Chapters 10-11; Okada, "Before Making Heritage: Internationalization of Geisha in the Meiji Period" (pdf)

## Part III. Visualizing the Japanese Empire (1868 – 1945)

- October 19 Prelude: Heritage Travel in Early Modern Japan (1600-1867)  
 Reading: excerpt from Nenzi, *Excursions in Identity* (pdf)
- Oct. 22 (Sun) **Optional Extra Credit Assignment: Jidai Matsuri**
- October 23 Public Expositions and Imperial Heritage  
 Reading: Aso, *Public Properties*, Introduction and Chapter 1

- October 26 Public Museums and Imperial Heritage  
**Field Trip to Kyoto National Museum**  
 Reading: Aso, *Public Properties*, Chapter 2; excerpt from Watsuji, *Pilgrimages to the Ancient Temples in Nara* (pdf)
- Oct. 28-Nov. 5 NO CLASSES (Fall Break)
- November 6 Public Museums and Colonial Heritage  
 Reading: Aso, *Public Properties*, Chapter 3
- November 9 Private and Commercial Museums: Alternative Visions?  
**Field Trip to Kawai Kanjiro House**  
 Reading: Aso, *Public Properties*, Chapters 4-5

#### Part IV. Engaging the Japanese Empire (1868 – 1945)

- November 13 History and Heritage Tourism during Wartime (I)  
 Reading: Ruoff, *Imperial Japan at its Zenith*, Introduction and Chapters 1-2
- November 16 History and Heritage Tourism during Wartime (II)  
 Reading: Ruoff, *Imperial Japan at its Zenith*, Chapters 3-4
- Nov 18 (Sat) History and Heritage Tourism during Wartime (III)  
**Field Trip to Kashihara Jingu, Jimmu Mausoleum, Archaeological Institute of Kashihara**  
 Reading: excerpt from 神武天皇御一代記 (pdf)
- November 20 History and Heritage Tourism during Wartime (IV)  
 Reading: Ruoff, *Imperial Japan at its Zenith*, Chapters 5-6
- November 23 NO CLASS (National Holiday)

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

- November 27 Museum Wars  
**Field Trip to Kyoto Museum for World Peace**  
 Reading: Aso, *Public Properties*, Epilogue; Ruoff, *Imperial Japan at its Zenith*, Conclusion; Seltz, “Remembering the War and the Atomic Bombs” (pdf.); Allen and Sakamoto, “War and Peace: War Memories and Museums in Japan” (pdf)
- November 30 Japanese Tourists at Home and Abroad  
**Journals due** (electronic submission)  
 Reading: Moon, “The Countryside Reinvented for Urban Tourists: Rural Transformation in the *muraokoshi* movement” (pdf); Yamashita, “The Japanese Encounter with the South: Japanese Tourists in Palau” (pdf)
- December 4 Beckoning the World: The Pursuit of UNESCO World Heritage Status  
 Reading: Askew, “The Magic List of Global Status: UNESCO, World Heritage and the Agendas of States” (pdf); Beazley, “Politics and Power: the Hiroshima Peace Memorial (Genbaku Dome) as World Heritage”
- December 7 **PowerPoint Presentations of Student Research Projects**
- Dec. 12-14 **Individual Oral Final Exams** (schedule to be announced)