

東洋大学長 殿
To the President of Toyo University

ウクライナからの研究員 研究報告書
Research Report by Researcher from Ukraine

氏名 Name	Iryna Perevozniuk
所属大学名・職名 (身分) Affiliation and position name	Researcher, Kyiv International University (Graduated)
研究課題名 Research topic	The ways to promote traditional culture, cuisine and crafts to support local businesses
研究期間 Research period	2022年 06月 05日～ 2023年 03月 31日 From Y/M/D to Y/M/D
研究協力教員氏名 (所属) Research partner (affiliation)	Professor Kota Nagashima Faculty of Business Administration
研究成果発表 (予定も含む) Publication/Presentation (including future ones)	2022年7月15日(金)開催「日本でウクライナの人々を支援する<第3回>(主催:東洋大学社会貢献センター)」にて講演。
研究成果の概要 Summary of your research achievements	<p>Local tourism significantly contributes to the Japanese economy. It generates revenue through various channels, such as accommodation, transportation, food and beverages, retail, and local businesses. It supports jobs and livelihoods for a wide range of people, including hotel staff, tour guides, restaurant workers, artisans, and transportation providers. Local tourism plays a vital role in promoting regional development and revitalization. It encourages investment in infrastructure, accommodations, and tourism-related services in less-developed areas, helping to create a more balanced and sustainable economy across the country.</p> <p>Sustainable tourism practices are increasingly important in Japan. Local tourism initiatives often prioritize environmental conservation and encourage responsible travel. This includes promoting eco-friendly transportation, conservation of natural</p>

landscapes, waste reduction, and support for local organic farming and food production. By embracing sustainable practices, local tourism can contribute to the preservation of Japan's natural environment for future generations.

Local tourism in Japan has far-reaching benefits, including economic growth, cultural preservation, environmental conservation, and social cohesion. It contributes to the overall development and well-being of communities, enhances cultural exchange, and fosters a deeper connection between people and their local regions.

Kyoto's combination of historical significance, cultural heritage, breathtaking landmarks, and traditional charm makes it a must-visit destination for travelers seeking an authentic experience of Japan's past and present.

RESEARCH REPORT

Promoting traditional culture, cuisine, and crafts is an excellent way to support local businesses and boost tourism in a region.

Organizing a local cultural festival is an effective way to showcase the traditions, cuisines, and crafts of a region. This will attract visitors to the area and encourage them to experience the local culture. Collaborate with local businesses such as restaurants, souvenir shops, and craft stores to promote traditional culture. Encourage them to feature local products and promote them to customers.

Develop guided tours that highlight the traditional culture, cuisine, and crafts of the region. This will allow visitors to experience the local way of life and learn more about the area. Offer workshops and classes that teach visitors traditional crafts or cooking techniques. This will allow them to learn new skills and take home a unique souvenir. Use social media platforms to promote the region's traditional culture, cuisine, and crafts. Share photos and videos of local events, products, and experiences to attract visitors to the area.

Create a website that showcases the region's traditional culture, cuisine, and crafts. This will provide visitors with a comprehensive guide to the area and encourage them to plan their visit. Partner with travel agencies to promote the region's traditional culture, cuisine, and crafts to tourists. This will increase the visibility of the area and attract more visitors.

Promoting traditional culture, cuisine, and crafts is an effective way to support local businesses and boost tourism in a region. By working together and utilizing various marketing strategies, you can help preserve and promote the unique traditions of your community while also boosting economic growth.

Japanese consumers value high-quality products and services, and local businesses often deliver on this expectation. Many local businesses specialize in producing artisanal or handcrafted goods, which are highly valued by consumers. Japan has a long history of traditional crafts and artisanal goods, and many local businesses specialize in producing these products. Consumers often value these traditional goods, and local businesses are a key source for these types of products.

Local businesses are often seen as a part of the community, and consumers enjoy supporting them. Many local businesses have been around for generations and have built up strong relationships with their customers. Japanese consumers are increasingly interested in sustainability, and local businesses often promote environmentally friendly practices. Consumers are more likely to support businesses that prioritize sustainability.

Local businesses in Japan are highly valued by consumers and play an important role in the country's economy. Consumers are often willing to pay a premium for locally produced goods and services, and local businesses are an essential part of the country's cultural and economic landscape.

Travel inside the country is popular among the Japanese for several reasons.

1. Convenient transportation: Japan has an extensive and efficient transportation network, including high-speed trains, buses, and domestic flights. This makes travel within the country relatively easy and accessible.
2. Diverse destinations: Japan is a geographically diverse country with many different regions, each with its own unique culture, cuisine, and attractions. There are many different types of destinations within Japan, from bustling cities to peaceful countryside areas.
3. Cultural exploration: Japanese people are proud of their country's rich cultural heritage, and many people enjoy traveling within Japan to explore different aspects of Japanese culture. This includes visiting historical sites, attending festivals, and trying local cuisine.
4. Safety and security: Japan is known for being a safe and secure country, and this is an important factor for many people when deciding where to travel. Domestic travel within Japan is generally considered to be very safe, which makes it an attractive option for families and solo travelers alike.
5. Promotions and discounts: There are often promotions and discounts available for domestic travel within Japan, which can make it more affordable for people to explore different parts of the country.

There are many reasons why travel inside the country is popular among the Japanese. The country's convenient transportation network, diverse destinations, rich cultural heritage, safety and security, and promotions and discounts are all factors that make domestic travel an attractive option for many people.

Tourism is an essential part of Japan's economy, and it brings many benefits and profits to the country.

Tourism creates many jobs in various sectors, including hospitality, transportation, food and beverage, and retail. This provides employment opportunities for Japanese citizens and contributes to the country's overall economic growth. Tourists visiting Japan spend money on a variety of goods and services, including accommodations, transportation, food, shopping, and entertainment. This increases overall consumption in the country and generates revenue for businesses.

The demand for tourism drives the development of new infrastructure and services, such as hotels, transportation networks, and tourist attractions. This creates opportunities for investment and economic growth. Tourism helps to support local economies in different regions of Japan by increasing demand for locally produced goods and services. This can help to revitalize rural areas and promote economic development in less populated regions.

Tourism generates tax revenue for the Japanese government through taxes on accommodations, food and beverage, and other goods and services. This revenue can be reinvested in infrastructure development and other public services.

Tourism is a significant contributor to Japan's economy, providing jobs, increasing consumption, driving infrastructure development, promoting regional development, and generating tax revenue. As such, tourism is an important sector that is supported and promoted by the Japanese government and many businesses throughout the country.

There are various marketing tools that local businesses in Japan can use to promote themselves and attract customers. Japanese consumers are active on social media platforms, such as Twitter, Instagram, and Line. Local businesses can create social media accounts to showcase their products or services and engage with customers.

Japan is known for its many local events and festivals, which provide opportunities for local businesses to promote themselves to a large audience. Businesses can participate in these events by setting up booths or sponsoring activities.

Word-of-mouth marketing is still a powerful tool in Japan, where personal relationships are highly valued. Local businesses can encourage satisfied customers to share their positive experiences with their friends and family.

There are many local publications in Japan that cater to specific regions or interests. Local businesses can advertise in these publications to reach a targeted audience.

Japanese consumers appreciate loyalty and rewards programs. Local businesses can create loyalty programs that offer discounts or rewards for repeat customers. There are many online directories in Japan that list local businesses by category or region. Businesses can ensure that they are listed in relevant directories to increase their visibility online. Local businesses can collaborate with other businesses or organizations to create joint promotions or events. This can help to expand their reach and attract new customers.

I researched more detail the cities of Kyoto and Nagano. I got the following main results. Nagano, located in central Japan, is a popular destination for winter tourism due to its stunning mountainous landscape and abundance of snowfall. The region hosted the Winter Olympics in 1998, further solidifying its reputation as a premier winter sports destination.

Nagano boasts several world-class ski resorts, including Hakuba, Shiga Kogen, Nozawa Onsen, and Madarao. These resorts offer a variety of slopes catering to different skill levels, from beginners to advanced skiers and snowboarders. They provide well-maintained trails, modern facilities, equipment rental, ski schools, and accommodation options.

Nagano's ski resorts are known for their exceptional snow quality, with deep powder attracting snowboarders and skiers from around the world. The region offers diverse terrains, including steep slopes, tree runs, and wide open areas, making it a favorite destination for enthusiasts seeking thrilling experiences.

Nagano hosts various winter events, attracting visitors beyond ski and snowboarding activities. The Snow Monkey Park in Jigokudani is a famous attraction where visitors can observe Japanese macaques (snow monkeys) bathing in hot springs amidst the snowy landscape. The annual Nagano Snow Festival features magnificent snow sculptures, ice skating, and other winter-themed activities. Nagano is renowned for its natural hot springs, or onsen, which provide relaxation and rejuvenation after a day

of outdoor winter activities. Many resorts and towns have onsen facilities, allowing visitors to soak in warm mineral-rich waters while enjoying scenic mountain views.

Nagano's mountains offer fantastic opportunities for winter hiking and snowshoeing. Trails are available for different skill levels, and guided tours are often organized to ensure safety and provide insights into the local flora, fauna, and winter landscapes.

Nagano is also rich in cultural heritage, with historical temples, shrines, and traditional villages. Visitors can explore Zenkoji Temple, Matsumoto Castle, and the charming village of Obuse, known for its traditional architecture and art. Nagano's winter cuisine is a delight for food enthusiasts. The region is famous for its soba noodles, which are a perfect warm treat after a day in the cold. Additionally, Nagano is renowned for its apples, chestnuts, and local sake.

To run a successful winter tourism business in Nagano, it's essential to provide high-quality services and experiences to visitors. This includes well-maintained ski slopes, reliable equipment rentals, comfortable accommodation options, knowledgeable guides, and connections with local attractions and activities. Creating unique packages that combine winter sports with cultural experiences and culinary delights can attract a wide range of tourists.

A city steeped in history and cultural heritage, is not only a popular tourist destination but also an excellent location for business tourism. With its traditional charm, iconic landmarks, and modern amenities, Kyoto offers a unique setting for conferences, meetings, and corporate events.

Kyoto offers a wide range of accommodation options, from luxury hotels to traditional Japanese ryokans. Many hotels in the city provide conference and meeting facilities, ensuring convenience for business travelers. Some establishments also offer unique experiences like traditional tea ceremonies, allowing visitors to immerse themselves in Japanese culture.

Kyoto's cultural heritage presents opportunities for hosting meetings and events in extraordinary locations. Temples, shrines, and traditional gardens often open their doors for private events, providing an unforgettable setting that combines history, elegance, and tranquility.

Kyoto is considered the cultural heart of Japan. The city embraces traditional customs, arts, and craftsmanship. Geisha and maiko (apprentice geisha) can still be seen in the Gion district, showcasing the elegance and grace of Japanese culture. Kyoto is also known for its tea ceremonies, traditional arts such as calligraphy and ikebana (flower arrangement), and the production of exquisite kimono fabrics.

A city is renowned for its traditional Japanese cuisine, with a focus on seasonal ingredients and delicate flavors. Incorporating local Kyoto specialties into business events, such as kaiseki (multi-course fine dining), enhances the overall experience for attendees and showcases the city's culinary traditions.

Kyoto is well-connected to major cities in Japan, with convenient transportation options including the bullet train (Shinkansen) and an extensive network of buses and taxis within the city. The proximity

to Osaka's international airport (Kansai International Airport) also ensures easy access for international business travelers.

Kyoto's unique cultural heritage, combined with efficient logistics and high-quality services, can make a business trip to Kyoto both productive and memorable.