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研究課題名(英文) The potential of war heritage sites as educational and touristic attractions in Japan: comparative studies with five relevant countries

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研究成果の概要(和文)：本研究では、20世紀の主な戦争の戦跡と博物館調査、資料分析、施設の館長や管理者、旅行会社、観光課の責任者、観光客とのインタビュー結果について歴史教育と国際ツーリズムの文脈のなかで比較、解釈しながら、戦争関連施設の複雑さを時間的、空間的、イデオロギー的側面から明らかにした。データの分析により、国際的ツーリズムの流れの中で戦争の語り形成のための戦跡等の機能や運営は、「観光と教育」「戦争と平和」というテーマの関係性の上で歴史的な文脈と複雑に絡みあいながら成り立っていることが分かった。また本研究は、学術的議論およびメディアを通じ、ダークツーリズムにおける意味合いや意図を探求することの重要性を提示した。

研究成果の概要(英文)：Based on the data collected from fieldwork at war-related sites and museums, interviews with site managers, tourism bureau officials, travel agents and site visitors, the project has investigated the complexity of war heritage sites as both historical education and attractive tourism destinations, by incorporating temporal, spatial, and ideological/intentional dimensions. It has successfully elaborated the symbiosis between historical education and international tourism by comparing war heritage sites from the 20th century's major wars. Our findings highlight the complexity of using war heritage sites for war narrative formation in the context of contemporary international tourism, revealing four themes aligned in two pairs, tourism-education and war-peace, which are intertwined with the historical context of each site. This project also stresses that the exploration of the meaning and motivations of dark tourism once again became important in the world of academia and popular media.

研究分野：Cultural studies, Media studies, Content tourism

キーワード：dark tourism war heritage war and edutainment educational tourism war memory

1 . 研究開始当初の背景 (Background of the research)

War heritage sites, shaping national memories, potentially function as a reminder of the past to create a better future. The sites have been studied in terms of the politics of their memory-making in historical sociology and the anthropology of memory and museum interpretation (Olick & Robbins, 1998). In recent tourism research, death-related tourist activities known as “dark tourism” (Lennon & Foley, 2000) has been increasingly explored. Previous studies have shown that the “darkness” of war heritage sites is influenced by spatial, temporal, and ideological factors (Ryan & Kohli 2006), and presented differently based on educational, memorial or conservational intentions (Kang, Scott, Lee & Ballantyne, 2012). Nevertheless previous research on war heritage sites is mostly descriptive and emphasizes particular social/political contexts; and thus is theoretically and conceptually limited. Based on the findings from our study and a review of literature on dark tourism sites, we propose to demonstrate how well-known war heritage sites are positioned for educational visitation or for tourist sightseeing.

2 . 研究の目的 (Purpose of the project)

This project aims to elaborate the symbiosis between historical education and international tourism by comparing different war heritage sites from the 20th century’s major wars: the Auschwitz Concentration Camp, A-bomb sites in Hiroshima and Nagasaki, the War Museum in Vietnam, and the Demilitarized Zone in Korea, and war-related sites in Normandy. It investigates the complexity of the war heritage sites as both historical education and attractive tourism destinations, by incorporating temporal, spatial, and ideological/intentional dimensions into the comparative analysis. The findings of this study will strengthen understanding of strategies to balance the responsibility to retain the memories of wars for younger generations while being open to international tourism, thus indicating suitable managerial and social practices for war heritages in Japan.

3 . 研究の方法 (Research methods)

This research used a mixed methods approach wherein the researchers will collect both qualitative and quantitative data. A mixed methods approach is sophisticated, as it can answer multifaceted research questions, thereby providing better inferences and presenting a greater diversity of views and practical usage. A qualitative approach with text and discourse analyses combined with interviews allows a more in-depth understanding of the phenomenon, and addresses the research questions directly, adding an extra level of validity. The combination of critical discourse analysis of existing documentation in a sociological perspective, stakeholder interviews, and tourist surveys allows for a more holistic integration of the research findings.

4 . 研究成果 (Research outcomes)

(1) Cases of Japan: Comparison between different sites and “dark” educational tourism (*shūgaku ryokō*)

Initially, we conducted site investigations at war-related sites in Hiroshima, Nagasaki, and Okinawa, as well as interviews with tourist agencies, site managers, city hall peace division officials, along with the discourse analysis of tourist materials and school trip guidebooks. Comparative study of Hiroshima and Nagasaki explores the extent to which sites of atomic bomb explosions have been memorialized and

embedded in tourism promotion for educational purposes. Findings have highlighted the complexity of using former atomic bomb sites in the context of contemporary Japan, based on four themes aligned in two pairs: tourism–education and war–peace, which are intertwined with the historical contexts. It was revealed that conservative Hiroshima centers on the remembrance of the atomic tragedy and the traditional or nostalgic aspects of Japanese culture, whereas relatively liberal Nagasaki presents itself as a melting pot of cultures. Both cities retain their central role of publicly commemorating the victims of the atomic bomb for the Japanese. Various site investigations also suggest the significance and (potentially political) impact of nation-wide educational tourism (*shūgaku ryokō*) in war narrative formation through dark tourism. This entails further investigations to complete the explanation of the war narrative formation through war tourism in Japan.

(2) Comparative analysis of dark tourism: “dark” museums between Europe and Southeast Asia

The outcomes regarding this section are based on the data collected from site investigations at war-related tourist sites in Europe (Anne Frank House Museum in Amsterdam, Auschwitz – Birkenau Memorial and Museum near Krakow, Museum of Topography of Terror in Berlin, complex of heritages of WWII in Berlin, Sachsenhausen Memorial and Museum near Berlin, Germany, war heritage sites in UK) and Southeast Asia (mainly Vietnam, including Southern Vietnam in Con Dao Prison Island and sites around Ho Chi Minh City, several cemeteries in the Island for memorial and commemoration of the war victims and heroes in the city), followed by a series of interviews with site managers, government officers and former prisoners of Con Dao island, where Vietnamese political prisoners were jailed for 70 years of war with French and American.

The analysis encompasses the way narratives of death and tragedy were constructed and developed through the structures and displays at museums observed. The difference between Western and Asian presentations is that, in the West, most artists and museums can access cheap and effective technologies to develop and inform original work, and e-novelty is attractive for the press and art markets. In contrast, Asian curation relies more on creativity, including children and victims’ art. The lack of technology in Southeast Asia pushes artists and museum staff to be creative. The use of children and other victims’ art in Asia is strong and straightforward, and stark juxtapositions and interventions, sometimes with humor, emphasize atrocity.

(3) Dark tourism case study of Europe (Normandy, Germany, and UK)

The outcomes of this section have been drawn from literature on the Normandy landings of WWII, site investigations (D-Day landing sites, the UK D-Day infrastructure/training sites, Berlin to investigate the records of the defending side during the battles themselves), interviews with site managers, and visitors at the sites. They reveal; 1) the role and structure of battlefield site visitation; 2) how the heritage of war contributes to tourists’ understanding of the history of an area; 3) how the sites have constructed cooperative activities among stakeholders and with local communities, thus determining the value of war heritage sites for tourism development; 4) how war heritage is interpreted for tourists.

The findings show that visitor motivations vary when visiting battle sites, that narratives are changing, and that revision of tourist segmentation and destination branding strategies are increasingly important to maintain interest in these events. Our review of literature, as well as surveys and interviews to tourists, tour operators, and local government destination management organizations at each site, indicate that experiencing the authentic landscapes by being at the sites is still found to be important, even for tourists who otherwise have no connection to the actual event. The emphasis on the combatants' roles in Normandy for example is being replaced by concern over their destruction of local communities that would not otherwise have been involved. This reflects the term 'collateral damage,' which has been almost absent in the narrative over the "D-Day Landings". This change might promote better understanding of what war is really about. While war tourism has expanded we need to trace the flow-on effect of how the social impact of wars changes in literature and through more field work in the future.

(4) Dark tourism and war heritage in Korea: Commodification and politicization of heritage

While we have not completed on this section of the project, all of the project members have investigated at least a couple of major war-related tourist sites in South Korea (DMZ in Paju, The War Memorial of Korea in Seoul, and Historic park of Geojedo P.O.W. in Geoje, United Nations Memorial Cemetery in Busan, Unification Observatory in Paju, Imjingak national resort in Paju). Based on the data collected from interviews with stakeholders of the sites, surveys to visitors, and reviewed literature, we have drawn out the complex interplay between the current perceptions of the sites, concerns among different stakeholders, and interesting trends, in terms of developing them as unique and competitive tourist attractions sites for tourists in Busan, Gwangju, and the area of Seoul. As this conflict/war has been continuing and the animosity over the area is a present issue, not a past memory, this section of the project needs to be followed up in future.

(5) Future prospect of the project: book manuscript encompassing the entire outcomes (Title: *Contested Memories of Conflicts in the 20th Century: Dark Tourism in the Asia Pacific*. In K. Yoshida, H. Bui, T. J. Lee, & M. Cooper (Eds.) London: Palgrave MacMillan) (currently working on four sample chapters out of the proposed 13 chapters)

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5 . 主な発表論文等 (Major publications)

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[雑誌論文] (Journal articles) (計 5 件)

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Yoshida, K. Challenges and opportunities of dark tourism in Japan: a study of the emerging shifts in shugaku ryoko. Asia Pacific Conference. November. 11, 2017, Ritsumeikan Asia Pacific University, Beppu, Oita, Japan.

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Yoshida, K. Memory-making of War through school Trip (shugaku ryoko) in Japan: Opportunity or Trap? EAJS (European Association of Japanese Studies) Conference. September 2, 2017. Lisbon, Portugal.

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6 . 研究組織 (Research organization)

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