



Keynote 1

Historical landscapes of tourism in Wakayama

(和歌山の観光の歴史的風景)



Image: Yoshida Hatsuzaburo, "Wakaura Meisho" (Famous tourism destination in Wakaura), 1925.

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Part 1 – Prof. Etsuko Higashi

The birth of destination image via Hatsuzaburo Yoshida's birds-eye view

In 2020, the world was struck by an unexpected pandemic. Daily life was restricted and the movement of people through tourism was interrupted. Even under such circumstances, new forms of tourism such as online VR tourism and micro-tourism have emerged and are maintaining the desire for travel. Indeed, nowadays travellers have a wide range of platforms from which to gather destination information from, including travel guide books and brochures, to smart phones and a wide variety of travel apps. Looking back nostalgically, there was a tourism boom during the 1920-30's in Japan. What motivated people to travel in those days? How did travellers gather information on destinations they were visiting? Pictorial maps, pamphlets and picture postcards were the primary means of providing information about destinations.

Hatsuzaburo Yoshida (1884-1955) was an artist who travelled around Japan and abroad incorporating a 'bird's-eye view' into his travel pamphlets. He created panoramic 'Hatsuzaburo-style bird's-eye views' of cities, transportation networks and tourist attractions in beautiful colors. Using the 'Hatsuzaburo-style bird's-eye view', the first part of this keynote will focus on the representation of Wakayama Prefecture as seen in the pre-war era of the 1930s. These aerial perspectives were remarkable in their ability to see places, as if floating above it. The historical landscapes of Wakayama Prefecture are breathtakingly and majestically represented in the unique 'Hatsuzaburo-style'. While travellers these days use smart phone apps and GPS devices to find their way around touristic places, the maps that Hatsuzaburo created gave good insight into the landscapes and sites of interest for travelers.



Part 2 - Ms. Noriko Matsuyama

Trip to Koyasan 2022

In the second part of this keynote, Ms. Noriko Matsuyama, a longtime guide at famed World Heritage Site, Koyasan, one of Japan’s venerated holy mountains, will showcase sacred sites and pilgrimage routes in the Kii Mountain Range. In introducing the historical landscape of the Kii Mountain Range with photographs and illustrations, we take participants on a journey one of the most beloved tourist destinations in Japan.



Prof. Etsuko Higashi (Depty-Director, Center for Tourism Research / Professor, Faculty of Tourism, Wakayama University, Japan)

Etsuko Higashi is a Professor at the Faculty of Tourism and Deputy Director of Center for Tourism Research, Wakayama University. Her research interests include historical studies of immigrants from Wakayama prefecture, elementary school English education and cross-cultural communication. Prof. Higashi’s major books and articles include: "*Wakayama wo Manabu – Kishu Chiikigaku Shoho no Shoho*" [Kishu Regional Studies to study Wakayama: The First Step](2017), co-edited, Seibundō; "*Brasil Ijyusha no Tokomae Jyunbi—‘Brazil Toko no Shiori (—)’ wo Chushinni*" [Pre-Departure Preparations of Japanese Migrants: Focusing on the ‘Booklet for Traveling to Brazil(1)’] (2014), Bulletin of the Kishu Institute of Economic History and Cultural History, Wakayama University 35, pp.1-14, etc.



Mrs. Noriko Matsuyama (The Koyasan Cross-cultural Communication Network, Japan)

Noriko Matsuyama is the representative of the Non-profit Organization “Koyasan Cross-cultural Communication Network”. In 2008 she set up the Visitor Information Center (VIC) in Koyasan to provide accurate and useful information for all visitors wanting to learn more about Koyasan. She’s the National Guide and guiding Koyasan in English for 30 years.