

Introduction to Wakayama Tourism Review Vol. 4.

Kaede Sano^{a,b}

^aCenter for Tourism Research, Wakayama University, Japan.

^bFaculty of Tourism, Wakayama University, Japan

This volume of the Wakayama Tourism Review is composed of 10 selected papers from research staff and visiting fellows of the Center for Tourism Research (CTR), Wakayama University. The papers cover a wide range of topics, including tourist behavior, sustainable tourism, destination management, and general marketing.

Two of the articles narratively and empirically explore tourist behavior. Assistant Professor Riichi Endo, Chujun Wang, and Assistant Professor Tao Sun collaborate in the first article, entitled “Tourists’ experiences and behaviors related to norms: Findings from a survey using the Mafengwo travelogue.” This paper investigates how Chinese tourists recognized the local manners and the “norm” during their travel within Japan. It does so by analyzing 48 travel blogs posted in Mafengwo — a Chinese travelogue platform. The second article, “Ideal positive affect among Japanese sport tourists: A case of masters games participants,” is by Associate Professor Eiji Ito, and Assistant Professor Shintaro Kono. This paper empirically examines the similarities and differences in ideal high-arousal and low-arousal positive affect among international sports tourists, domestic sports tourists, and sport excursionists. By understanding tourist behavior, destination and event managers can better serve tourists and increase service quality.

Linked with tourist behavior, the article “Possibility of VFR tourism: Tourism in light of the emigrants’ history of Wakayama Prefecture” by Professor Etsuko Higashi focuses on commemorative events between Nikkei communities and the citizens of Wakayama prefecture. This paper also discusses the possibility of visiting friends and relatives (VFR) tourism in Wakayama prefecture, brought about by the close relationship between overseas Nikkei communities and Wakayama citizens. Similarly, the article “Pop culture tourism: A perspective from Japan,” by Professor Chunji Jin and Associate Professor Hiromi Kamata, introduces tourists’ motivation for participating in pop culture tourism and describes their experiences in this area, especially regarding anime tourism in Japan. The authors argue that tourism may affect local communities and residents’ identities, while at the same time, local residents’ attitudes and behaviors can influence tourists’ on-site experiences and post-visit satisfaction.

The fifth article, “Selfie-taking and marine wildlife — More harm than good?”, written by Professor Michael Lück, adopts a lens of sustainable tourism. This article discusses the risks of taking selfies with marine wildlife. According to the study, unpredictable animal behavior and tourists’ lack of experience both pose risks. To preserve marine environments, the author suggests establishing no-selfie zones and enhancing tourist education. The sixth article, “Astrotourism and sustainable development: A case study of Yoron Island, Kagoshima Prefecture, Japan” is authored by Koki Sawada, Tatsuki Yonezawa, and Professor Masami Okyudo. It analyzes how astrotourism contributes to local communities’ sustainable development from both economic and environmental standpoints. Furthermore, the seventh article, “Ethics of good

and right tourism,” by Dr. Denis Tolkach, presents an important question: What is right and what is good in tourism? The author approaches these questions by exploring the relationship between tourism and relativism, teleology, and deontology. He concludes that tourism is not an end in itself but needs to think from both institutional and individual levels.

The eighth article, titled “On the development of mobility-as-a-service systems and sightseeing applications” by Dr. Qian Song, investigates the possibility for mobility-as-a-service (MaaS) to help develop local tourism destinations. Inconvenient public transportation is one of the barriers preventing the development and management of such destinations. The author expects that MaaS can create more opportunities for domestic travel, thereby filling the gaps between urban destinations and rural destinations in terms of the development of tourism. The ninth paper covering destination management is “The metaverse in the tourism industry: A new horizon after the COVID-19 pandemic” by Dr. Kaede Sano, Dr. Hiroki Sano, and Dr. Shuichi Nagata. Against the backdrop of the COVID-19 pandemic, in which social distancing restricts people’s mobility, this paper provides a novel viewpoint that the application of metaverse can bring a new opportunity to the tourism industry. With the rapid development of artificial intelligence (AI), the Internet of Things (IoTs), virtual reality (VR) headsets, augmented reality (AR), and emotional sensors, the tourism industry is facing new challenges.

The final paper, “Service-dominant logic in the tourism industry: The case of Snow Peak Inc.” is by Professor Kazumi Nishino and Associate Professor Hiromi Kamata. This study introduces a tourism-related company — Snow Peak Inc. — and addresses its consumer-driven marketing strategy using service-dominant logic (S-D logic). According to the authors, the biggest reason for this company’s success is that it defines itself as one of the users and creates shared value with its customers. Differing from a company-driven marketing strategy, Snow Peak Inc. emphasizes the value of co-creation between a company and its customers. Not only does this paper provide theoretical implications within the S-D logic framework but it also offers managerial implications from the perspective of general marketing.

In this volume, we highlight various theoretical, methodological, and practical contributions for expanding the understanding of tourism development through tourist, destination, and business perspectives. We truly appreciate all the volume’s contributions. These researchers’ endeavors provide future research directions and foundations for developing tourism in a new post-COVID 19 chapter.



Kaede Sano is an associate professor in the Faculty of Tourism, Wakayama University. Her research interests include tourism risk management, social media marketing, smart tourism, and women empowerment.