



ATENEO DE MANILA UNIVERSITY
SCHOOL OF SOCIAL SCIENCES
 Japanese Studies Program

4 January 2018

Dear Sir/Madam,

I would like to invite you to the 16th Annual International Conference on Japanese Studies entitled, **“Endless Discovery: Re-evaluating Japan’s Travel and Tourism”** on 2 – 3 February 2018 at the Ateneo de Manila University, Loyola Heights Campus. The two-day conference will gather experts in the field of tourism in Japan in the hopes that their research can enrich our own tourism industries, as well as students in the tourism and hospitality degrees. At the same time, it invites scholars conducting tourism research on the Philippines to enable networking and exchange of information to enrich and discuss new perspectives towards tourism research. This conference hopes to generate discussion that aims to enhance knowledge on tourism, and the use of various disciplines in the tourism research.

Please see attached tentative program and reply form. February 2, Friday is open to faculty, professionals and students, while February 3 will be a closed-door workshop between the plenary speakers, the paper presenters and interested faculty and professionals. In order to facilitate conference time management and to reduce waiting time, **early registration is recommended**. Please accomplish and send us the reply form by **26 January 2018**.

This conference is organized by the Japanese Studies Program, Ateneo de Manila University and sponsored by the Toshiba International Foundation. For inquiries, please contact Japanese Studies Program, Ateneo de Manila University at 376-0966 or 426-6001 local 5248 and 5249, or jspadmu@gmail.com (c/o Dr. Karl Ian Uy Cheng Chua, conference convener).

We look forward to seeing you at this event.

Respectfully yours,

Karl Ian Uy Cheng Chua
 Director

Reply Slip
“Endless Discovery: Re-evaluating Japan’s Travel and Tourism”

Name of Attendee: (Dr./Prof./Mr./Ms.) _____

Institutional Affiliation: _____ Email Address: _____
 (School/Company)

I'm attending as: Faculty | Professional | Undergraduate Student | Others: _____
 (Please encircle one)

- I will attend the conference on Feb. 2 I'm also interested in the workshop on Feb. 3
 My students will attend on Feb. 2. (Please attach list of students.)

CONFERENCE FEE (includes lunch and snacks):
 Faculty & Professionals: **P500**
 Undergraduate Students: **P200** (Pls present a valid school ID)

Please fax reply slip to (632) 376-0966 or e-mail to japanese.soss@ateneo.edu with the subject: **Endless Discovery**. Payment procedure will be sent to your email. Thank you!

TENTATIVE PROGRAMME

Day 1

Venue: Ricardo Leong Hall Auditorium

8:30 Registration and Coffee Break

9:00 Welcome Remarks

Fernando T. Aldaba, Ph.D. Dean, School of Social Sciences, Ateneo de Manila University

Opening Remarks

Shūji Takatori, Director, The Japan Foundation, Manila

Welcome Remarks

Japan National Tourism Organization

9:30-12:30 Plenary Session 1: Contents Tourism

“On the Trail of Samurai, Wizards and Mr Darcy: Defining ‘Success’ in Contents Tourism?”

Philip Seaton, Hokkaido University

“Journey from the East: The Geopolitics of Film Motivated Chinese Tourism in Japan, Thailand and the U.S.”

Mary Mostafanezhan, University of Hawaii at Manoa

“Soft Power Pedagogy”: Immersion Strategies Within a “Cool Japan” Fieldwork Class

Craig Norris, University of Tasmania

12:30-14:00 Lunch

14:00-15:00 Plenary Session 2: Ecotourism

“Ecotourism as Recovery Tool from Natural Disasters in Japan”

Yurie Kaizu, Bunkyo University

15:00 - 16:00 Plenary Session 3: Food Tourism

“Mapping a Tokyo culinary neighborhood: artisanal work and the creation of a culinary community”

James Farrer, Sophia University

15:30 - 16:00 Coffee Break; Distribution of Certificates of Attendance

Day 2

Venue: TBA

8:30 Registration and Coffee Break

9:00 - 10:00 Paper Session 1 Environment and Tourism

“Japan’s Green Museums: Lessons for Japan and the World in the 21st Century”

Alona Guevarra, Ateneo de Manila University

“Interactions between Foreign Tourists and Tourist Mediators in Mt. Fuji, and Its Consequences to the Environment”

Patricia Katrina V. Fernandez, Hitotsubashi University

10:00 - 11:00 Paper Session 2 Inbound Tourism

“Local Politics and Its Effect on Tourist Discourses: The Representation of the Cultural Identity of Taiwan in Japanese Tourist Media”

Shinsuke Iwata, Aichi University

“Indonesian Netizen Perception on Halal Tourism and Sharia Tourism”

Ranny Rastati, Indonesian Institute of Sciences

11:00-12:00 Lunch

12:00-13:00 Paper Session 3 Peripheral Promotion

“Promotional Strategies in Japan Tourism Industry: A Case Study in Fukui Prefecture”

Filia, University of Indonesia

“The Role of Japan’s Local Governments in Promoting Tourism in Thailand”

Nirithorn Mesupnikom, Thammasat University

13:00 - 14:00 Paper Session 4 Learning from Tourism

“Application of BIK System in the Sustainable Tourism Goals of the Philippine Tourism Industry”

Ezra Nicole Basto, De La Salle University

“Miraculous Development of Japanese Tourism and Lessons for Vietnamese Tourism”

Pham Hong Long, Vietnam National University,

14:00 - 14:30 Coffee Break

14:30 - 15:30 Paper Session 5

15:30 - 16:30 Paper Session 6

16:30 - 17:00 Closing Remarks