原　著

Tourism and Culture: Tourism of Culture and Culture of Tourism

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＜Abstract＞

Tourism has led to deterioration of culture for the generation of economic gains.　It draws tourists and culture yields to tourism.　Tourism often generates a pseudo-culture created by the tourism industry.　This thesis shows the examples of tourism-dominant culture and culture-dominant tourism, and explains a culture-minded approach to establish a universal code of ethics in tourism, which can lead to sustainable tourism in the long run.

Keywords：Tourism-dominant culture, Culture-dominant tourism, Cultural tourism, Ethical behavior in tourism

Ⅰ．Introduction

The economic, social and environmental impacts of tourism on local people and culture are subjects that are receiving increasing attention from scientists and development planners. A number of investigations have been done of the economic, social and environmental impacts of tourism among various groups, ranging from indigenous to natural, and cultural conservation groups. The effects of tourism on culture, as well as populations, have been observed around the world. Tourism has exerted its influence upon culture on a local or global scale. It can be culturally disruptive when it causes heightened desires for economic gains, and can cause the deterioration of local culture due to the globalization of tourism. Culture obeys tourism, which means the creation of a tourism-dominant culture.

On the other hand, there exist a cultural tourism which engages tourists in a cultural dialogue in which they can think more deeply about such concepts as tradition and culture. They become more reflective about their touristic experiences. Cultural tourism has always been important in North America, but until recently has not been recognized as a distinct market segment. A growing number of communities are now recognizing cultural tourism as a means of supporting culture and generating income. According to the Travel Industry Association of America, cultural tourists spend more and stay longer at destinations than other visitors. Destinations which have traditionally relied on other forms of tourism, such as leisure travel or conventions, are now trying to add cultural tourism to their portfolio. The requirement of cultural tourism is that their destinations should have a culture-accumulated stratum which attracts experienced tourists. If this requirement is satisfied, tourism can obey culture. It induces a kind of culture-dominant tourism.

In Chapter Ⅱ, the meaning of culture and tourism is defined. Chapter Ⅲ shows examples of destinations charged with tourism-dominant culture and those with culture-dominant tourism. In the Conclusion, both touristic and

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cultural phenomena are analyzed from positive and negative points of view.

Ⅱ. Definition of Culture and Tourism

1. *Culture*

Scholars have never been able to agree on a simple definition of culture. The anthropologist Edward Tylor defined culture as "that complex whole which includes knowledge, belief, art, morals, law, custom, and other capabilities acquired by man as a member of society."[1] Geert Hofstede, an expert on cross-cultural difference and management, defined culture as "the collective programming of the mind which distinguishes the members of one human group from another … Culture, in this sense, includes systems of values; and values are among the building blocks of culture."[2] Another definition of culture comes from sociologists Zvi Namenwirth and Robert Weber, who see culture as a system of ideas and argue that these ideas constitutes a design for living."[3]

Here we follow both Hofstede and Namenwirth & Weber by viewing culture as a system of values and norms that are shared among a group of people and that constitute a design for living when taken together. By values, we have ideas about what a group believes to be good, right, and desirable. By norms, we have the social rules and guidelines that prescribe appropriate behavior in a particular situation.

1) *Values*

Values form the basic of a culture. They provide the context within which a society's norms are established and justified. They may include a society's attitudes toward such concepts as individual freedom, democracy, truth, justice, honesty, loyalty, social obligations, collective responsibility, the role of women, love, marriage, and so on. Values are sometimes invested with emotion. People argue, fight, and even die over values such as freedom. Values are also often reflected in the political and economic system of a society.

2) *Norms*

Norms are the social rules that govern people's actions toward one another. Norms can be subdivided into two major categories: folkways and mores. Folkways are the routine and social conventions of everyday life. They are concerned with such things as the appropriate dress code in a particular situation, good social manners, eating with the correct utensils, neighborly behavior, and the like. People who violate folkways may be thought of as eccentric or ill-mannered, but they are not usually considered to be evil or bad. In many countries, foreigners may initially be excused for violating folkways.
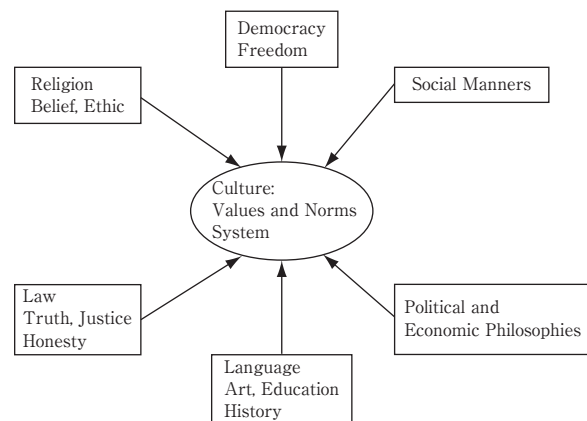

Figure 1. The Determinants of Culture

2. *Tourism*

The Oxford English Dictionary (OED) defines tourism as "The theory and practice of touring; travelling for pleasure … Also, the business of attracting tourists and providing for their accommodation and entertainment; the business of operating tours." The OED also shows the first occurrence of the word "tourism" in 1811. Judging from this definition and occurrence, tourism has developed combining tourist behaviors with business since the beginning of the 19th century.

The World Tourism Organization defines tourists as "people who travel to and stay in places outside their usual environment for more than twenty-four hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited." Therefore, tourist behaviors vary from person to person. There are many types of tourists, and their characteristics come in demographic, social, economic, cultural, geographic and psychographic categories. The cultural category in tourist behaviors plays an important role in current tourism because the growth in cultural tourism has been stimulated by rising demand.

The tourism industry has dealt with a myriad of tourist behaviors and developed such segment as airlines, rental car companies, attractions and amusement parks, travel agencies, hotel companies, national parks, tour operators, cruise lines, restaurants, railways, and campground. The tourism industry focuses on global trends in cultural tourism to catch up with the current tourist behaviors. It is beginning to produce a wide range of new cultural products for tourism consumption.
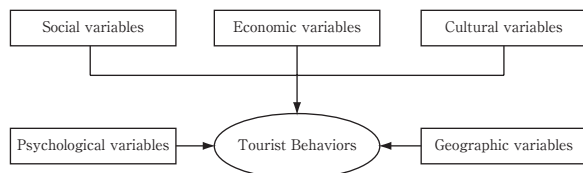

Figure 2. The Elements of Tourist Behaviors

Ⅲ．Culture and Tourism

1．Tourism-dominant culture

Human and environmental risks are associated with tourism development, so that more attention has been paid to strategies for encouraging more sustainable approaches to tourism that will permit planners and travel agencies to encourage development without jeopardizing the resources and changing the culture upon which the industry depends. Smith points out that "tourism can be a significant factor in bringing about cultural change."[4] Furthermore, tourism ca lead to the deterioration of culture for the generating economic gains.

Tourism draws tourists and culture yields to tourism. The followings are examples of destinations transformed by tourism-dominant culture.
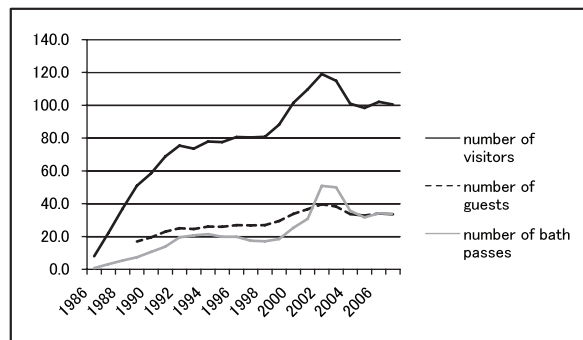
1 ）Case-1
Kurokawa Hot Spring Resort（黒川温泉）

Kurokawa Hot Spring (Kumamto Pref., Japan) has its origin in the Edo Period. Kurokawa was a small and rural hot spring village until the late Showa era (1926－1989). The opening of the Yamanami Highway (tourist road over a mountain range) in 1964 spurred many tourists to visit Kurokawa and they intently dealt with mass tourism. In the mid 1980s, after an era of mass tourism, Kurokawa declined in popularity because tourists got tired of its run-of-the-mill hot-spring facilities. Kurokawa became humble and desolate as it had been. The owners of inns organized an association and came up with a good solution to attract tourists. They introduced a 3-bath pass in the form of a round-shaped wooden chip, which would give bathers a discount. They also unified the color and size of the inn's and shop's signboards, avoided building ferroconcrete houses, and planted various broadleaf trees in the village. As it turned out, Kurokawa offered no large-scale, gorgeous hotels and no expensive room rates or meals, but, on the other hand, had other good features with the well-maintained countryside scenery, as well as its open-air baths. In recent years, it has been getting lots of attention, such as being ranked high on the best hot spring list as a healing bath resort (see Fig. 3).

Fig. 3 Number of guests in Kurokawa Hot Spring Resort (ten thousand)

Year	number of visitors	number of guests	number of bath passes	main events
1986	8.0		0.8	Introducing bath passes, launching tree-planting campaign, reorganizing inn association "
1987	22.1		3.1	Removing private signboards, setting up joint signboards
1988	37.0		5.3	Installing streetlights (-1991). Symposium on developing tourist resorts
1989	51.0	17.0	7.3	
1990	58.5	19.5	10.6	
1991	68.8	22.9	13.9	
1992	75.4	25.1	19.5	
1993	73.6	24.5	20.7	Opening of municipal tourist information center "Kazenoya"
1994	77.9	26.0	21.4	Kazenoya Street Award
1995	77.6	25.9	19.8	
1996	80.6	26.9	19.8	Painting guardrails
1997	80.4	26.8	17.4	
1998	80.8	26.9	17.1	
1999	88.2	29.4	18.4	Installing railings on Bechinzaka Hill Road
2000	101.5	33.8	25.3	Agreement on community development
2001	109.7	36.6	30.8	Agreement on laying down infrastructure for townscape
2002	119.0	39.7	50.9	Opening residents' association's office "Bechinkan"
2003	115.0	38.3	50.0	Setting up association's picture map signboards
2004	101.0	33.7	35.6	Painting bridges and guardrails, building bus shelters,public lavatories
2005	98.4	32.8	31.7	Introduction of wooden barricades
2006	102.1	34.0	34.2	Repairs of Igo Hill Road and Kakinokizaka Hill Road. Recognized as "regional brand"
2007	100.5	33.5	33.8	Winning Good Design Award, Special Award

Source : Kurokawa Hot Spring Resort Tourism Association

the tourism infrastructure. The large-scale technical undertakings of modern highway construction were preceded by those of the railway system, which has thousands of miles of track and includes hundreds of tunnels, among them the 20 km Simplon Tunnel and the famous winding tunnels of the St. Gotthard railway, by means of which altitude differences between valley levels are overcome.

Since World War Ⅱ, travel has increased at an explosive rate: hotels, guest houses, and vacation apartments count millions of visitors each year, as do youth hostels and campgrounds.

Switzerland completely changed through its tourism policy from an agrarian stock breeding to a tourism founding country. Swiss travel agencies are doing well to deal with increased demand for stays on the part of foreign tourists anxious to take advantage of special offers and discounts. Revenue by tourism has reinforced the banking business. The tertiary sector (including tourism and financial business) has grown considerably and

2) Case-2
Switzerland

During the Middle Ages healing spas such as Baden and Rheinfelden flourished, while mountain-pass hospices such as the Great St. Bernard (San Bernardino-Strasse) and Furka (Furkapasstrasse) were the predecessors of Alpine hotels.

In modern times, Thomas Cook brought a large number of British-tourist groups to the scenic places which he discovered in Zermatt. The increasing number of tourists pressed the Swiss to develop waste land and improve

employed almost 60 percent of the labor force.

3）Case-3
Brighton

Brighton was only a tiny fishing community on the English Channel, 82 km-south of London. The present bustle and gaudiness of the place dates from the 18th century, when Richard Russell, the author of a treatise on the health benefits of seawater, settled there to put his theories into practice, thereby initiating the vogue of seabathing. King George Ⅳ made his many visits to Brighton. He stamped the town with the distinguished character of his Royal Pavilion, which is a gaudy and exotic structure designed in an Indian style. But, it is said the Pavilion does not match historic county of Sussex where Brighton is located. Victorian Brighton grew rapidly with the opening of the railway in 1841, connecting it with London. A large number of city dwellers rushed into Brighton. The seaward side of the old port was bounded by the main promenade. Recreational facilities were installed on the Pier which protruded out into the sea. Tourists always hear loud pieces of music played through loud speakers. Brighton is a good example that tourism transforms a tiny fishing town into a city of mass entertainment.

2．Culture-dominant tourism

Tourists visit New Salem for many reasons, and some are not particularly interested in either American history or Abraham Lincoln.[5] They visit because of the many crafts making displays at the site, including presentations of blacksmithing, weaving, shoe making, and the production of candles and quilts. For these visitors, New Salem evokes earlier times before industrial production, when life was simple, when craftspeople produced by hand what was consumed. These tourists see themselves as returning to a cherished past as pioneers, making a journey not in space but in time. They are, in a sense, time tourists to the past.

The sites of culture-dominant tourism offer an occasion to see into history and culture to tourists. Any touristic requirements such as transportation, accommodations and recreational facilities are not so important for tourists to visits such sites.

Culture draws tourists and tourism yields to culture. The followings are examples of destinations preserved by culture-dominant tourism.

Case-1
Kyoto（京都）

Kyōto as the national capital dates from 794. Buddhist temples and Shintō shrines abound in the city and its outskirts. The grounds of these temples and shrines give Kyōto more green areas than most Japanese cities. Kyōto claims some 1,660 Buddhist temples, and more than 400 Shintō shrines. Major Buddhist institutions include Higashi and Nishi Hongan-ji ("East and West Hongan" temples), the former with the world's largest wooden roof of its kind and the latter containing a repository of the grandeur of Toyotomi Hideyoshi; Ryōan-ji, with its famous rock-and-sand Zen garden; Tenryū-ji, in the Arashiyama district to the west; Kiyomizu-dera, built on stilts on the side of the eastern hills; and Kinkaku-ji, the "Golden Pavilion" (burned down by a deranged student in 1950 but rebuilt exactly as it was), and Ginkaku-ji, the "Silver Pavilion," both of which were products of the Ashikaga shoguns' attraction to Zen. The great Shintō shrines are Kitano, Yasaka, and Heian ones, the last built in 1894 to commemorate the 1,100th anniversary of Kyōto's founding.

Stringent building codes limit the height of buildings in order to preserve the overall look of the historic city. Characteristics of the architecture include tiled roofs and wood weathered to dark brown,

Kyoto also owes a great culinary tradition to its cultural heritage. The demands of gourmet aristocrats have also played a role in the refinement of culinary culture in Kyoto.

Those typical dishes and ingredients are Kaiseki（懐石）which originated from the tea ceremony and served with fresh, seasonal, and carefully prepared ingredients ; Wagashi（和菓子）, tea sweets of azuki bean paste with a coating of sugar and vegetable gelatin, reflecting the seasonal colors on its surface by the use of a natural dye ; Tsukemono（漬物）, preserved vegetables pickled in salt, miso, sake, rice bran ; Tofu（豆腐）, bean curd made from soybean and pure water ; O-fu(お麩), gluten processed food made of protein and used in soups and sukiyaki ; Matcha(抹茶), powdered green tea served at the tea ceremony.

Attracted by the cultural assets of Kyoto, many tourists visit it all the year around. However, most Kyoto people are annoyed with the large number of tourists who disturb their daily life. They are proud of their culture, but tourism is not always welcomed by everyone in Kyoto.

2）Case-2
Paris

The arts are almost like a blood that pulses through the veins of Paris, without which the city would die. It has been home to great painters such as Manet, Monet, Renoir, Cezanne, Degas, Gogh, Rousseau, and Picassot. Their works are exhibited in Musée du Louvre, Musée d'Orsey, Musée de l'Orangerie, Musée National Picassot, Muée Marmottan and Galerie National du Jeu de Paume. Palaces of such fine arts are nowhere to be found except Paris.

Many writers lived in Paris and created their literary works through describing Paris. Names, such as François Villon, Victor Hugo, Balzac, Maupassant, Emile Zola, Marcel Proust, Françoise Sagan, and Jean-Paul Sartre, are a part of the city's history as any number of monuments.

Paris has launched a fashion culture. It is still 'where it is at' in the fashion world. Culinary culture has developed since the French Revolution. There is no city publishing more culinary guidebooks than Paris. *Michelin, Le Guide Gault-Millot, Lebey, Le Pudlo and Le Guide du Routard* are published every year in Paris.

Tourists can soak themselves in the city's culturally-minded atmosphere by walking around.

It is said the Parisians will not speak English to tourists even though they can. The attitude of ordinary Parisians toward foreign tourists shows their culture including language comes first, and tourism second.

3）Case-3
Rome

Rome was the capital of the Roman Empire and has been the center of Christendom. It has managed to combine successfully such a diverse cultural heritage as Classical antiquities, medieval buildings, Renaissance palaces and Baroque churches. Tourists are impressed by the immensity of this great center of ancient civilization. Rome is the city of churches with 300 cathedrals and churches. Their interiors are astonishing for their silence and light and the inventiveness and audacity of the ultimate design. In the older districts of Rome around the Pantheon, the Piazza Navona (the Navona Square), and the Campo del Fiori (The court of Fiori), there is a wealth of fine palaces. The Vatican is the Supreme Head of the Universal Church. Its most famous sires are the Piazza Di San Pietro (St Peter's square), Basillica de San Pietro (St Peter Basillica), and MuseiVaticani (Vatican Museums), which draw non Christian tourists as well as Christians. For these tourists, Rome evokes the days of the Roman Empire and breeds a sense of religious consciousness. They become time tourists to the past and realize a kind of spiritual experience in Rome.

4）Case-4
Firenzie

For three centuries from the 13C to the

16C, Firenzie (Florence) was the cradle of an exceptional artistic and intellectual activity from which the appearance of Italy at that time and aspects of modern civilization through Europe evolved. The main characteristics of this movement, which was later to be known as the Renaissance, were partly a receptivity to the outside world (especially the Arabic world), a dynamic open-minded attitude which encouraged inventors and men of science to base their research on the reinterpretation of the achievements of ancient Rome away from the Dark Ages, and on the expanding of the cultural and intellectual horizons.

The desire to achieve universality resulted in a multiplication of the fields of the great names. For instance, Dante was not only great poet but also a grammarian and historian who did much research on the origins and versatility of his own language. Giotto was not only a painter but also an architect. Lorenzo was the prince of the Medici's who best incarnated the spirit of the Renaissance. Michelangelo was a painter, architect, sculpture and scholar whose work typifies a purely Florentine characteristic. Machiavelli was the statesman on whose account Machiavellism became synonym for cunning. He was the author of The Prince (1513) which has made his name renowned.

The florin (the monetary unit of Florence), became a world monetary standard. Florentine artists formulated the laws of perspective and a Florentine navigator, Amerigo Vespucci, gave his name to two continents. Those cultural strata of the Renaissance draw tourists from every corner of the world to Firenzie.

It is evident that layered culture through a thousand year of history has attracted tourists to these cities.

Ⅳ. Conclusion

As seen in the Chap.Ⅲ, tourism leads modest countries and unproductive villages to become economically thriving ones. Kurokawa Hot Sprig Resort created a hot-spring culture. It created a village in the mountain with a rural and peaceful atmosphere with the help of the people concerned: the tourism industry. Tourism-oriented culture creates a pseudo-cultural atmosphere, just as Disneyland offers a pseudo-fantastic atmosphere of a medieval European country. On the other hand, cultural tourism is an authentic one. Culture-layered cities attract tourists without using a dramatic direction. These cities evoke a cherished past and remind tourists of human sublimity through cultural heritage. Cultural tourism is a sustainable tourism as far as culture is conserved. However, the impacts of tourism have a critical influence on local culture. People often find tourism problematic: economic exploitation and environmental impacts are of concern to residents of tourist destinations, as well as to outside observers. Specifically, in regard to cultural tourism, a frequent criticism is that tourism damages or destroys cultural authenticity. Such outcomes are common in many villages, cities and countries.

Under such circumstances, ethical behavior of tourism should be prevailed among governments, tour operators, developers, travel agents, and travelers. Ethical behavior in tourism requires understanding and promoting ethical values common to humanity, tolerating and respecting the diversity of religious and moral beliefs, observing the social cultural traditions and practices of all people, including those of minorities and indigenous people, and protecting natural environment and cultural heritage. Ethical behavior in tourism also requires protecting the industry employees from unethical practices and protecting businesses from unethical behaviors of employees.

The World Tourism Organization (WTO) developed universal code of ethical behavior for tourism and tourism providers called the Global Code of Ethics for Tourism (GCET).

The GCET sets a frame of reference for the responsibility and sustainable development of world tourism in the new millennium. The Codes identify political, economic, environmental, social and cultural principles that tourism shareholders must follow in order to behave ethically. The aim of the universal code of ethics in tourism is to minimize the negative impact of tourism on the environment, host communities, and cultural heritage, and to maximize the potential benefits for the residents of those areas.   The most serious conflicting ethical behaviors in tourism include bribery and corruption, race discrimination, exploitation of child labor, false or misleading information, and avoidance of social responsibility.

However, negative results are not inevitable – positive results are possible. Culture represents a set of standards for what is right and wrong. People learn their norms and values from their cultural environment. A culture-minded and respected approach of tourists and the tourism industry gives a richer and more robust portrait of future tourism than any other discipline. Such a cultural approach to marketing is critical to the long-term success of the tourism industry.

Notes

1） E. B. Tylor (1871), p. 120.
2） Geert Hofstede(1984), p. 21.
3） J. Z. Namenwirth (1987), p. 8.
4） Valene L. Smith (1989), pp. 1-14.
5） New Salem is a village where Abraham Lincoln settled and worked as storekeeper, postmaster, and surveyor.

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ツーリズムと文化－文化とツーリズムの優位性について－

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＜要　旨＞

　文化（価値観、規範）とツーリズムを定義し、現代ツーリズムにおける観光優位と文化優位の普遍的現象を提示した。観光によって創造された文化はギリシャ語の pseudo-（擬）的なものであり、歴史、伝統により重層的に蓄積された文化が観光にとってauthentic（正当）的なものである、との前提を設定した。ツーリズムが創出した擬文化を発展させた例として、黒川温泉、スイス、ブライトンを、正統な文化を維持している例として京都、パリ、ローマ、フィレンツェの各都市を取り上げた。擬文化によって支えられた観光地は将来変質を余儀なくされ、文化を蓄積してきた国や都市は、旅行者や業者の需要に安易に妥協せず持続可能な観光を提供している。ツーリズムによる文化への影響を回避する手段として、文化が内包する価値基準と規範が「観光行動の倫理」を支える手段になると当論文では結論づけている。

キーワード：ツーリズム優位の文化、観光優位のツーリズム、文化志向のツーリズム、観光行動の倫理

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