

The Current state of tourism education and research in Japan

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Abstract

The purpose of this research is two-fold: (1) to review the published articles on 'tourism and marketing' in Japan and to draw a research map of the existing tourism literature related to marketing and (2) to examine the current educational capacities of tourism in the Japanese higher education. This analysis allows for a more precise understanding of the research interests of Japanese scholars and offers suggestions for the future development of tourism research and education in Japan. 55 articles collected from the CiNii (Scholarly and Academic Information Navigator) are analysed to review the existing 'marketing and tourism' literatures after 2000 in Japan. A Web search of data was conducted and 43 sample higher educational institutions were extracted for analysis. The findings will show that tourism lacks a solid theoretical foundation due to its interdisciplinary nature, preventing its designation as an independent field of study. The necessary future development of tourism studies and education will be discussed.

INTRODUCTION

The Japanese government launched the Visit Japan Campaign in 2003 with the aim of doubling inbound tourism by 2010. This political initiative, *Kanko Rikkoku*, for building a tourism nation reflects the new economic priorities of Japan, which is facing a declining population and an aging society. This initiative intends to revitalize regional economies, create job opportunities, and deepen global understanding.

The decline in youth population is disadvantageous for universities, because the private Japanese universities need to attract more applicants and students in order to survive. The number of university students, however, declined to 690,000 in 2010 from 810,000 in 1993. The population of 18 - year-olds is expected to remain stable (1.2 million) nationwide for the time being, but it is expected to fall after 10 years of constancy. (University Council 2011) This suggests that a considerable number of universities would have lesser students and they would likely go 'bankrupt', as known in the private sector.

In response to these dramatic environmental changes affecting private Japanese universities, some of them have launched new programmes in various fields, such as tourism studies. It appears that establishing a new faculty or department is a sort of promotional tool to invite a higher number of applicants. Although an increasing number of institutions now offer tourism-related programmes, the prevailing issues impede the progress toward the goal of building a tourism nation.

Thus, this study aims to draw a research map of the existing literature on tourism and marketing in

Japan and to examine the current educational capacities in Japanese higher education. This analysis facilitates a better understanding of the research interests of Japanese scholars and offers suggestions for the future development of tourism research and education in Japan.

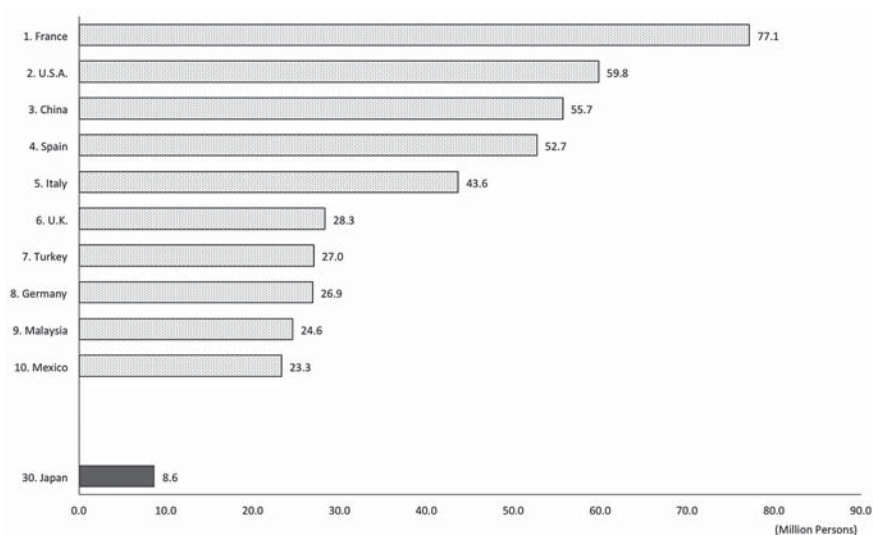
After briefly reviewing the current state of Japanese tourism and the literature related to tourism and marketing, we will analyse the scenario of tourism education in Japan and discuss the problems therein.

THE CURRENT STATE OF JAPANESE TOURISM

A. Building a Tourism Nation¹⁾

Japan is facing grave issues such as population decline and an aging society. It is, therefore, crucial for the nation to utilize its assets such as human resources, technology, and tourism resources to make a recovery and ensure a sustainable future. Thus, tourism is considered important for resolving the prevailing issues, because Japan has not tapped the inbound tourism market despite having rich tourism resources—for example, culture, nature, and heritage. As indicated in Figure 1, Japan was far behind France, U.S. and China and only ranked 30th in inbound tourism in 2010²⁾. Tourism is expected to be one of the economic engines to revitalize the Japanese economy.

Figure 1: International Tourist Arrivals in 2010



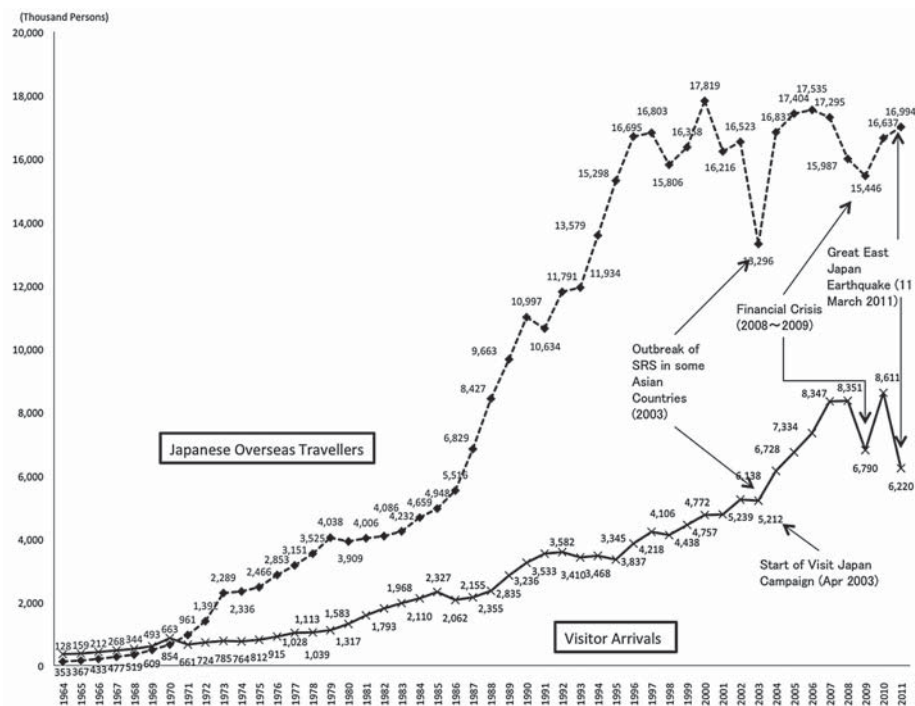
Source: UNWTO (World Tourism Organization) Tourism Highlights, 2012.

1) Source: Japan Tourism Agency

2) Because of the 2011 Great East Japan Earthquake, the figures for 2010 were used for comparison.

Visit Japan Campaign. The Japanese government led by Liberal Democratic Party (LDP) launched the Visit Japan Campaign in 2003 in order to double inbound tourism from 5 million (5,211,725) foreign visitors to 10 million visitors by 2010. As Figure 2 shows, the campaign boosted tourist arrivals until 2008. Nonetheless, after the 2008 Financial Crises and the 2011 Great East Japan Earthquake, the number of tourists visiting Japan decreased to 6,218,752 in 2011, to nearly 30% less than that in 2010, when 8,611,175 tourists visited Japan. The tentative figure for 2012 is reported as 8,368,100³⁾.

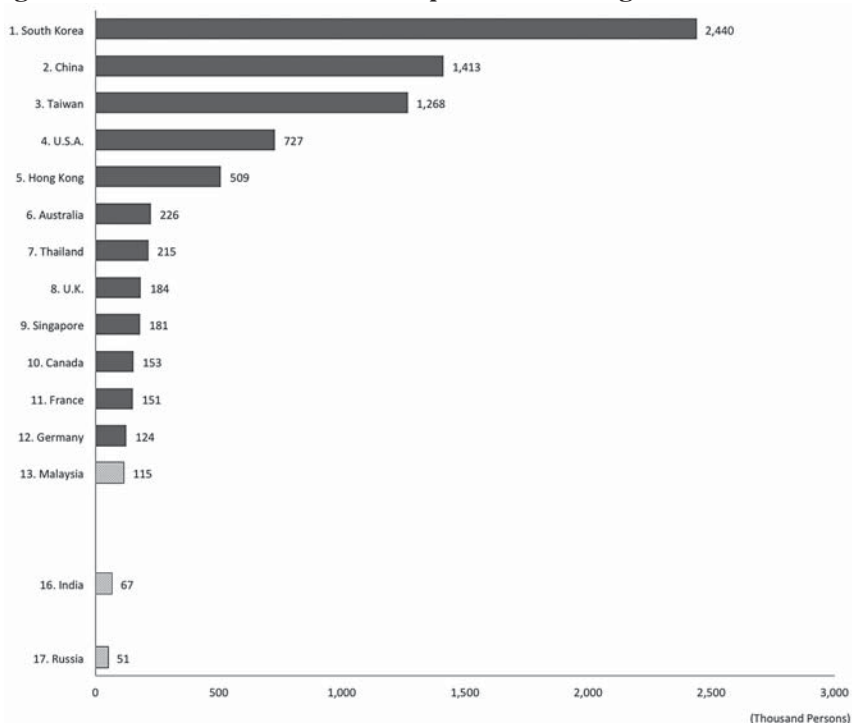
Figure 2: Inbound and Outbound Tourism from 1964 to 2011 in Japan



Source: Japan National Tourism Organization (JNTO).

The Japanese government selected 15 countries as the target market to promote tourism: top twelve countries from where tourists visit Japan (South Korea, China, Taiwan, U.S.A., Hong Kong, Australia, Thailand, U.K., Singapore, Canada, France, and Germany) and three potential markets (Malaysia, India, and Russia) as shown in Figure 3.

3) Source: Japan Tourism Agency. Retrieved 14 February 2013 from http://www.jnto.go.jp/jpn/news/data_info_listing/pdf/130125_monthly.pdf

Figure 3: Annual Visitor Arrivals to Japan from 15 Target Countries in 2010

Source: Japan National Tourism Organization (JNTO).

Tourism Nation Promotion Basic Plan. Following the Visit Japan Campaign by LDP, the Democratic Party (DP) cabinet has also approved a new Tourism Nation Promotion Basic Plan from 2012. It defines a basic plan for realizing a tourism nation: ‘expand tourism-related business’ and ‘improve the quality of tourism’ have been laid out as the strategies to realize this plan. It also states that ‘Tourism is one of the pillars of Japan’s growth strategy, and also contributes greatly to the Great East Japan Earthquake recovery. We will steadily implement this plan to move towards becoming a tourism nation.’

After LDP recaptured power in December 2012, the Japanese government announced 'Emergency Economic Measures for The Revitalization of the Japanese Economy⁴⁾' in January 2013. These measures consist of (1) Post-quake reconstruction and disaster prevention, (2) Creation of wealth through growth and (3) Ensuring a sense of security in daily life and revitalizing regions. Under (2) Creation of wealth through growth, ‘facilitating the expansion of Japanese businesses in overseas markets’ is stipulated

4) Retrieved 18 January 2013 from http://www5.cao.go.jp/keizai/2013/130111_emergency_economic_measures.pdf.

with emphasis on promoting inbound tourism as well as 'Cool Japan.'

The Supervising ministries. Although 'Tourism nation' primarily aims to promote tourism as an industry, the interdisciplinary nature of tourism causes complex problems among the key players in Japan: Japan Tourism Agency: JTA (under Ministry of Land Infrastructure and Transportation: MLIT), Ministry of Economy, Trade and Industry: METI, and Ministry of Education, Culture, Sports, Science and Technology: MEXT. Respective ministries have their own plans, programmes, or expectations in tourism and tourism education and have different focuses or concerns as shown in Table 1. For example, in the case of 'facilitating the expansion of Japanese businesses in overseas markets' as above, METI is in charge of 'Cool Japan' whereas MLIT/JTA is responsible for inbound tourism.

Table 1: Tourism and Related Government Offices in Japan

COMPETENT SUPERVISING MINISTRY		CONCERNS
Japan Tourism Agency (under Ministry of Land Infrastructure and Transportation)	JTA/MLIT	tourism, transportation
Ministry of Economy, Trade and Industry	METI	tourism industry, hotels
Ministry of Education, Culture, Sports, Science and Technology	MEXT	<i>Kakenhi</i> (the Grants-in-Aid for Scientific Research), tourism education
Ministry of Internal Affairs and Communications	MIC	regional activation, regional brand
Ministry of Foreign Affairs	MOFA	foreign visitors, Japanese overseas visitors, international exchange
Ministry of Health, Labour and Welfare	MHLW	human resource development, health-tourism
Ministry of Agriculture, Forestry and Fisheries	MAFF	agri-tourism
Ministry of Environment	MOE	eco-tourism

B. Research and Education in Tourism

The Kakenhi, the Grants-in-Aid for Scientific Research. In line with the political climate, 'Tourism Studies' is listed in the 'Disciplines and Research Fields with a Time Limit' (from 2011 to 2013) of the *Kakenhi*, the Grants-in-Aid for Scientific Research to support the academic studies under MEXT. 'Tourism studies' can fall under various academic fields such as humanities, social sciences, and natural science, because it is interdisciplinary. Under 'tourism studies,' 69 research projects are currently being worked on, FY 2011 (34 projects) and 2012 (35 projects). As previously mentioned, 'Tourism Nation Promotion Basic Plan' stipulates 'expand tourism-related business'; thus, it is assumed that the focus of the plan is on the spheres of economy. Table 2 indicates the search result of 69 tourism studies with the

following keywords in the research project title or keywords, and it is interesting to note that only 5 out of 69 research project titles were business-related.

Table 2: Tourism Studies with Management Research Project Titles or Keywords

KEY WORDS	RESEARCH PROJECT TITLE	KEYWORDS
Marketing	0	0
Promotion	1	0
<i>Keiei</i> (Business Administration)	2	0
Management	1	0
Brand	1	0

Source: KAKEN, Database of Grants-in-Aid for Scientific Research. Retrieved 21 July 2012 from <http://kaken.nii.ac.jp>.

Tourism education. Despite the change of government, the importance of tourism remains unchanged and so educational institutions must play an important role in promoting tourism. Many Japanese educational institutions including universities, colleges, and vocational schools have started programmes in tourism-related education, because developing human resource in tourism is indispensable to realize a 'Tourism Nation'. It is also necessary to conduct a considerable amount of research and enhance the educational capacity of higher educational institutions to offer tourism studies. In the next section, we will review the current situation of tourism-related marketing studies.

TOURISM-MARKETING RESEARCH IN JAPAN

A. Background

The recent shift in policy aiming to promote tourism in Japan suggests that business-related issues are the foremost national concern. Thus, education in the fields of tourism marketing and management is necessary to develop human resources for the tourism industry. In order to develop human resources and enhance the educational capacity in higher education, academic research on tourism marketing and management must be undertaken. We reviewed marketing-related literature in tourism to examine the academic foundation of 'tourism marketing' in Japan.

B. Methodology

Sample. Although it is desirable to review the works published in established journals for analysing the trend in tourism research, owing to the interdisciplinary nature of tourism, we decided to collect the

data from CiNii (Scholarly and Academic Information Navigator), which contains information from across various academic fields. Table 3 summarizes the number of published papers as of May 2012. The academic journals, university bulletins, and comparable papers for the period 2000–2011 were selected from this data source. After the first screening process, 149 samples (papers) were extracted for analysis.

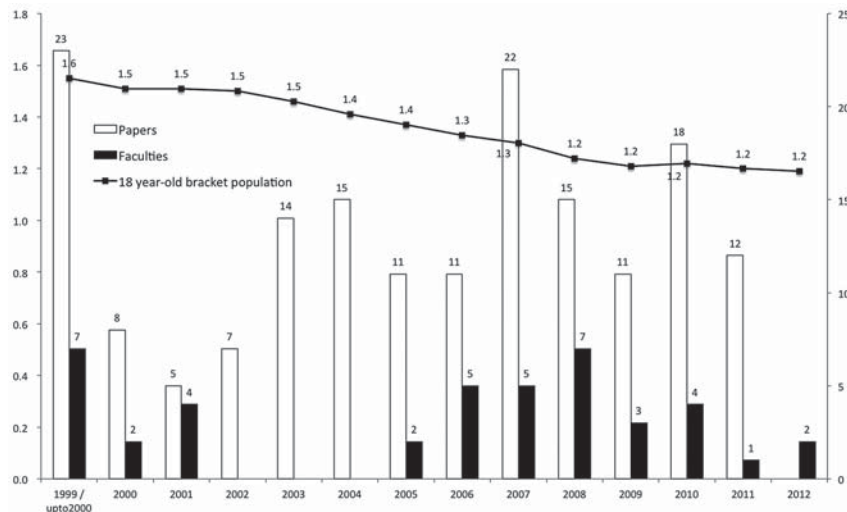
Table 3: Tourism-related papers in Marketing

SEARCH WORD	RESULTS		AND 'Marketing'	RESULTS
<i>Kanko</i> (tourism)	20,549	➔	<i>Kanko</i> (tourism)	202
<i>Tūrisumu</i> (tourism)	2,868		<i>Tūrisumu</i> (tourism)	42
<i>Hosupitariti</i> (Hospitality)	1,369		<i>Hosupitariti</i> (Hospitality)	51
<i>Hoteru</i> (Hotel)	7,999		<i>Hoteru</i> (Hotel)	74

Source: CiNii. Retrieved May 2012 from <http://ci.nii.ac.jp/en>.

Moreover, we plotted the number of faculties established during 1967–2012. Figure 4 shows the distribution of 172 papers from 1974 to 2011, establishment of 43 faculties from 1967 to 2012, and the population of 18-year-olds in Japan during 1999–2012. Although it is not empirically validated, we assume that the policy of ‘Tourism Nation’ has promoted publications of academic papers in marketing-related tourism studies. Following the publication of these papers, 29 new faculties in this field were established in Japan from 2005 to 2012.

Figure 4: Number of Papers in ‘Tourism’ and ‘Marketing’, Faculties Established, and the Population of 18-year-olds during 2000–2012



Source: Papers were selected from CiNii; the data on faculties were collected from the websites of respective universities; and the population figures of 18-year-olds were obtained from Higher Education in Japan (Retrieved 20 July 2012 from www.mext.go.jp/english/highered/_icsFiles/afieldfile/2012/06/19/1302653_1.pdf)

The purpose of the review was to examine and understand the research trend in tourism marketing-related papers and the kind of research conducted in tourism so far. It was, however, extremely difficult to categorize the existing literature as per the theoretical framework owing to the lack of theoretical foundation in ‘tourism marketing’. Despite using the term ‘marketing’ for the web search (Table 3), we surprisingly observed that very few marketing scholars have conducted research in tourism marketing. It appears that the majority of current studies in ‘tourism marketing’ has been conducted by ‘tourism researchers’ and practitioners but not by academics in the field of marketing. The lack of authoritative academic figures in this field could hinder the development of management-based tourism education.

We assumed that the key word ‘marketing’ would produce valid results; however, apparently some of the papers do not qualify as ‘academic’ marketing studies. Thus, we excluded some research notes and reports and selected 55 out of 149 samples as marketing-related papers. (Please refer to APPENDIX 1 for the sample list.) Table 4 summarizes the classification of the sample papers.

Table 4: Classification of Research Papers

CLASSIFICATION	DESCRIPTION OF THE ITEMS	
Marketing Theory or Framework	To refer to or conduct analyses based on some marketing theory or framework	24
Case description	To describe or explain the case	20
Empirical Study	To test the hypotheses or examine the structure using a statistical method	11
Case study analysis	To analyse a case in depth from some perspective	9
Visitor Survey	To show the result of visitor survey	9
Consumer Behaviour	To conduct analyses based on theories or variables in Consumer Behaviour	6

C. Results

Table 5 shows the research themes in 'Marketing Theory or Framework' and 'Consumer Behaviour' categories. We intended to conduct meta-analysis of the existing literature but the sample is too small to make generalizations of the findings. However, it is noteworthy that 'brand' related topics, particularly 'regional brand building', are the most popular among researchers in the sample.

Table 5: Theories, Framework, or Variables Used for Analysis

MARKETING THEORY	
Theory Building of Tourism Marketing or Destination Marketing	5
Application of Marketing to Tourism	2
BRAND	
Regional Brand Building	7
Brand image	1
Keller Brand Report Card	1
SERVICE MARKETING	
SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality	3
Service Marketing	1
OTHERS	
PLC: Product Life Cycle	2
Experiential Marketing	1
Green Marketing	1
7P (4P = Product, Place, Price, Promotion + 3P = Programming, People, Partnership)	1
CONSUMER BEHAVIOUR	
Consumer's Cognitive Structure to Destination	2
Influence of Consumer Cognition and Intention to Purchase on Regional Image	2
Consumer Understanding	1
Perceived Value	1

It is also noteworthy that 10 out of 55 papers cited the definition of marketing by AMA (American Marketing Association), JMA (Japan Marketing Association) or Kotler, Bowen, & Makens (2009). In fact, many papers discuss whether these definitions are applicable to tourism. From the data sample, it cannot be clearly determined if 'tourism marketing' can be regarded as an independent discipline; thus, we consider 'tourism marketing' to be one of the minor sub categories in marketing.

TOURISM IN THE FIELD OF MARKETING

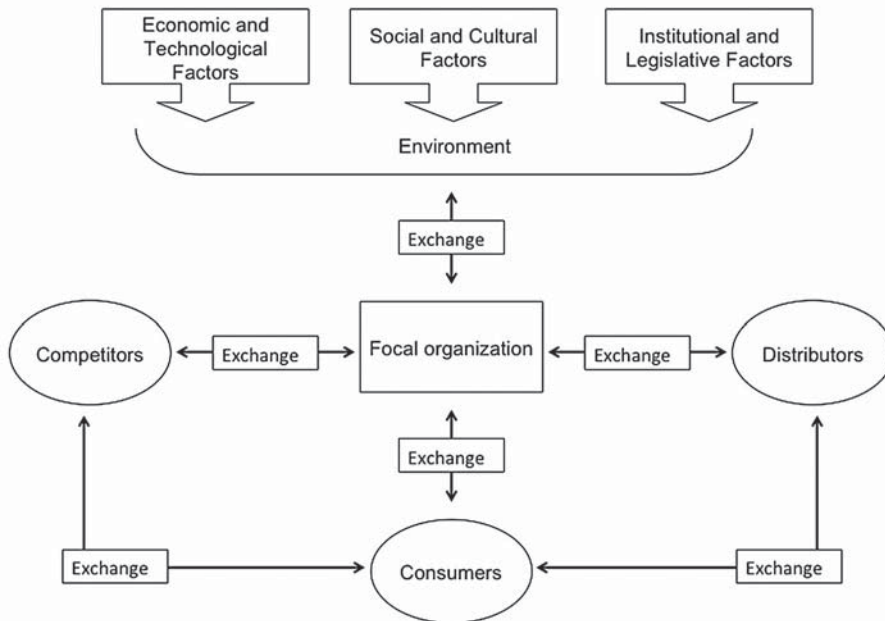
A. Theoretical Foundations

Broadening the marketing concept. Alderson & Cox (1948) explained the need for developing a marketing theory as follows: 'The time seems ripe to evaluate its significance—i.e., to determine as precisely as possible the nature of the interest, to survey the reasons for its appearance, and to consider the sort of intellectual discipline into which it is likely mould the study of marketing if ...it continues to grow in depth and cope during the years immediately ahead (Alderson & Cox 1948, p.138).'

In the 1960s, marketing was criticised as a tool that induced people to buy unnecessary things. In response to this criticism, Kotler and Levy (1969) proposed to broaden the concept of marketing to societal activities. They argued that marketing should not remain a narrowly defined business activity but should expand its sphere to other social activities conducted by non-profit organizations such as hospitals, and universities. Kotler's works primarily aim to apply the marketing framework to various fields such as tourism (Kotler et.al 2009). Drawing on Kotler's work, Bagozzi (1975) introduced the 'exchange' paradigm of marketing.

Marketing as exchange. The AMA definition of marketing states that 'Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (AMA 2012).'

This definition is fundamentally based on the exchange paradigm where the focal organization exchanges with various parties as depicted in Figure 5.

Figure 5: Exchange Paradigm of Marketing

The stakeholders and factors within the environment category change depending upon the type of focal organization: manufacturers, non-profit organizations, arts institutions such as museums and theatres, service providers, governments, and so on. Thus, neither the wording of the definition nor the dispute of its applicability to tourism is the issue. The vast volume of marketing research is built on this paradigm; for example, researchers aim to identify the factors that lead to an increase in sales, market shares, brand awareness, consumer preferences and so on.

The exchange paradigm is a one-time transaction based view. In the 1980s, the 'relationship' paradigm emerged as a useful framework for conceptualizing marketing behaviour in the service and distribution channels over a longer term, while 'relationship marketing' flourished as well.

If there is a need for marketing, that is, 'creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large', the choice is whether to do it well or poorly. (Kotler & Levy, 1969) However, a theoretical foundation for tourism studies at the higher education level is needed to develop the appropriate curriculum so as to develop human resources for the tourism industry.

B. Tourism Marketing as an Emerging Field in Marketing

Arts or canned peas? In the 1980s, Holbrook and Hirschman proposed new concepts in consumer behaviour studies: hedonic consumption and experiential consumption. (Hirschman & Holbrook 1982;

Holbrook & Hirschman 1982) Before these seminal papers were published, a session on consumer aesthetics was conducted in the 1980 Association for Consumer Research Conference. Kassarian, the session chair of Consumer Aesthetics, commented that each study presented during the session was interesting, and the overall quality exceeded his expectation. He said, 'typically in a new field early research can be characterized either as attempting to crack boulders with tack hammers or pound tacks with sledgehammers.' (Kassarjian 1980, p.127)

Nevertheless, he added that one might wonder why scholars would consider consumer aesthetics important and interesting unless new theories, concepts, relationships, or other contributions to knowledge or practice could be expected to emerge from the study of aesthetics. Is it because studying arts seems more sophisticated than studying the consumption of canned peas? (Kassarjian 1980) In response to his comments, Hirschman & Holbrook (1982) and Holbrook & Hirschman (1982) published their studies in the two leading journals in marketing⁵⁾.

Call for research. Applying Kassarjian's comments to tourism, we question the need for further studies in 'tourism marketing' unless new theories, concepts, relationships, or other contributions to knowledge or practice are expected to emerge. The field of tourism marketing cannot become an independent field as long as it remains 'interdisciplinary'. Tourism would become a 'discipline' only if prominent scholars take interest in conducting research in it. Japan has a shortage of human resources to provide tourism education in universities and colleges and insufficient educational capacity. As a result, we cannot educate and train prospective young people in tourism. We will discuss tourism education in the following sections.

THE CURRENT STATE OF TOURISM EDUCATION IN JAPAN

A. Trend of Tourism Education in Japanese Universities

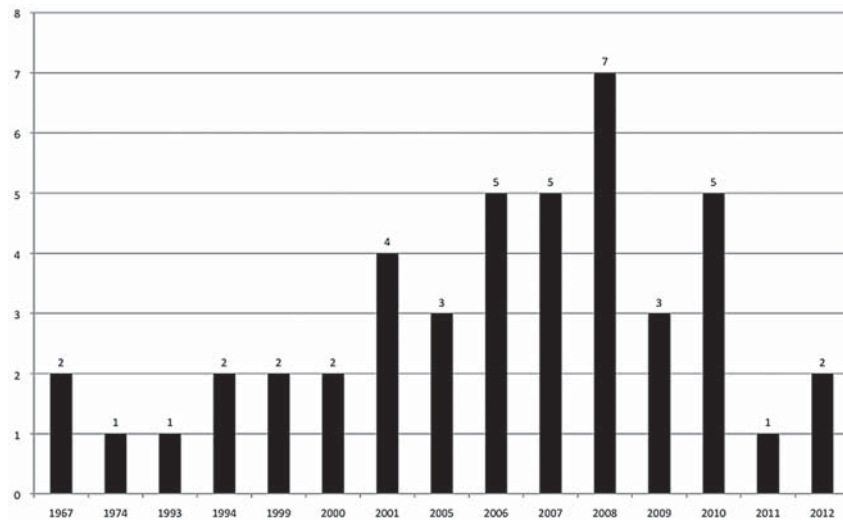
It was 1946, one year after the end of World War II, when tourism education at the university level started in Rikkyo University in Tokyo, Japan. They started a hotel management course 'in response to students' requests for the tourism industry as the peace industry and their passion for the reconstruction of homeland' (<http://www.rikkyo.ac.jp/tourism/about/history/index.html>). Later, in Japan, none of the universities incorporated tourism education in the curriculum. As the tourism sector faces a shortage of qualified personnel, it demanded the inclusion of tourism courses within regular curriculum at universities. High economic growth in Japan was accompanied by an increase in the number of people travelling abroad. In response, Toyo University introduced tourism education in its

5) For information on the progress and problems of research in consumer aesthetics, refer to Holbrook (1987).

junior college in 1964 and Rikkyo University established the Department of Tourism in 1967. The Rikkyo's department of tourism was the first regular programme specialized in tourism education at Japanese universities.

Until the 21st century, a few more universities introduced tourism education, as shown in Figure 6. It was from the turn of the century that this situation changed, and the number of universities that established faculties or departments in the tourism sector rapidly increased in the 2000s. This was a result of Japanese government policy; they formulated a policy for developing the tourism industry as one of the pillars of the economy and many universities perceived this as a business opportunity and offered new undergraduate education programmes in this field.

Figure 6: Year of Establishment of Faculties or Departments Concerning Tourism



Some universities established tourism departments in the mid-2000s but could not get students interested in the subject, which resulted in the closure of these departments. However, there are currently 45 universities with a tourism department, as shown in APPENDIX 2. In addition, 32 universities offer courses in tourism despite not having a department, and 27 junior colleges have tourism education in their curriculum as courses or programmes.

B. The Relationship between Academic Discipline and Tourism Education in Japanese Universities

As mentioned above, there was an increase in the number of faculties and departments related to tourism education in the 2000s. However, most universities faced problems; they did not appear to understand the intention of the Japanese government and the industry. Those involved in the process of

policy making thought that it is very important to cultivate human resources capable of managing companies or organizations in the tourism industry. They believed that students should learn topics related to business, for example, business administration, marketing, and accounting. However, in many institutions, the tourism department was placed under a different academic discipline. Yet, it should be noted that the expectation from tourism education varies across supervising ministries, as indicated in Table 1.

Table 6 shows the faculties or schools under which the tourism departments were established. These faculties or schools can be divided into three categories: tourism, business/economics, and others. In the third category, the most common faculty is humanities, followed by regional studies. In the category of tourism, however, some faculties are related to business—tourism and business management, hospitality & tourism management, tourism sciences, and industrial management—thus, these can be added to the second category of business/economics. Nevertheless, only one-third of the faculties or schools that have tourism departments are business-related.

Table 6: Names of Faculties or Schools

FACULTIES	15
Faculty/School/College of Tourism	6
Faculty of International Tourism	2
Faculty of Tourism and Culture	2
Faculty of Tourism and Business Management	1
Faculty of Tourism and Environmental Studies	1
Faculty of Tourism Sciences and Industrial Management	1
School of Hospitality & Tourism Management	1
BUSINESS OR ECONOMICS	13
College of Business Administration	2
Faculty of Management	1
Faculty of Comprehensive Management	1
Faculty of Business Administration	2
Faculty of Commerce	4
Faculty of Economics	3
College of Science and Industrial Technology	1
Faculty of Service Industries	1
OTHERS	15
Faculty of Contemporary Humanities	1
Faculty of Human and Social Studies	1
Faculty of Humanities	1

Faculty of International Human Studies	1
Humanities Faculty	1
Faculty of Regional Policy	1
Faculty of Regional Promotion	1
School of Regional Development Studies	1
Faculty of International Studies	2
Faculty of Cultural Studies	1
Faculty of Foreign Studies	1
Faculty of Sociology	1
Faculty of Liberal Arts and Sciences	1
Faculty of Law	1

This is also evident in Table 7, which lists the names of tourism-related departments under the three categories.

Table 7: Names of Department Related to Tourism Education

BUSINESS OR ECONOMICS	15
Hospitality & Tourism Management	1
Hospitality Business Administration	1
Hospitality Management	2
Tourism and Business Management	1
Tourism Business	1
Tourism Industry	3
Tourism Management	2
Tourism and Hospitality Management	3
Tourism and Management	1
Tourism and Economics	1
OTHERS	31
Tourism	13
Tourism and Culture	2
Tourism and Hospitality	2
International Tourism	2
Intercultural Studies and Tourism	1
International Tourism and Hospitality	1
Tourism and Environmental Studies	1
Hospitality and Tourism	1
Tourism and Travel Industry Policy	1

Tourism Creation	1
Tourism Policy	1
Tourism Sciences	1
Culture and Tourism Studies	1
Trade & Tourism	1
Urban Environment and Tourism	1
Wellness Tourism	1
TOTAL	46

C. Problems of Curriculum in the Departments of Tourism

Based on an overview of the curriculum followed by many departments, as discussed in the previous section, we assume that not many courses are related to business administration, marketing, management, and accounting. Moreover, the content of the courses includes many subjects of humanities and cultural/regional studies. Thus, tourism education in most universities/colleges is not well-rounded.

It should be noted, however, that the analysis in the previous section was based on the names of tourism-related departments and faculties/schools and did not consider the actual content of tourism courses. We understand that it is necessary to analyse the curriculum and syllabus of tourism courses in depth, which is an area for future research.

Some universities have realized this issue and have attempted to change the curriculum and offer business administration and management subjects under the tourism course. Nevertheless, the staff members in most universities have not taken any initiative in implementing these reforms.

We would assume that universities located in economically weaker areas might have a different issue; most of them introduce tourism education for revitalizing the region. In this case, the purpose of education in universities is to develop human resources for the local community and not necessarily for the tourism industry. We believe that it is important to provide appropriate curriculum that promotes a solid understanding of the value of tourism resources, for example, historical heritage and natural environment. Such universities may emphasise humanities, culture studies, and regional studies within their curriculum. (Please refer to APPENDIX 2 for the location of universities with tourism faculties.)

LIMITATION AND FUTURE RESEARCH

In this study, we explored the current scenario of tourism research and education in Japan. We suggest that tourism lacks a solid theoretical foundation owing to its interdisciplinary nature, preventing its designation as an independent field of study. This leads to a lack of substantial academic research in

this field and insufficient educational capacity to impart management-based tourism education in universities.

Although this is a preliminary paper, and is not extensive at present, we suggest that it is crucial to introduce management studies in tourism education in order to provide practical educational programmes and help develop human resources for the tourism industry.

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resource needs of the tourism industry (*Kanko-kei gakubu · gakka maketto to kanko gyokai no jinzai nizu*). *College Management*, (158): 40—45.

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APPENDIX 1: List of Sample Articles of the Marketing-related Articles in Tourism

	AUTHOR	TITLE	SOURCE	YEAR	VOL	NO	PAGES
1	Hoshino, Tomoko	Organic Waste Management in the Hotel Industry	St. Paul's annals of Tourism research	2000-03		2	43-50
2	Fukunaga Akira	Voluntary and Autonomous Actions as a Basic Concept of Hospitality Marketing	Asia University Management Review	2000-11	36	1	41-50
3	Kumada, Kisao	Progressive International Tourism and International Tourism Marketing	Journal of School of Global Business and Economics, Nagoya University of Foreign Studies	2001-03		9	1-52
4	Kung, Fang-Cheng	Green Marketing in Hotel Industry with Special Interest in Consumer Behavior	Journal of commercial Science	2002-03	1	1	49-74
5	Adachi, Hirokazu	Australian Inbound Tourism Marketing Strategy: Post Olympic Games Strategy in Japanese Market	The Fukuyama economic Review	2002-03	26	2	233-264
6	Ihara, Hisamitsu	Relationship Marketing in Tourist Business: A Case Analysis of "Club Truism" of Kinki Nippon Tourist	Bulletin of Nagano University	2003-03	24	4	483-499
7	Suzuki, Masaru	A Study of Overseas Package Tours at the Decline Stage: A Case Study of Product Life Cycle	Memoirs of Osaka Meijo University	2003-03-20	3		59-66
8	Sumiki, Toshiyuki	A Study of Marketing for Tourism through Broadening the Concept of Marketing Approach	Hospitality	2003-08		10	77-85
9	Oh, Okuyoung	The Korean Marketing Strategy: Focused on the vision 21 in Korea	The Ritsumeikan Business Review	2003-11	42	4	129-152
10	Kung, Fang-Cheng	The Necessity of Green Marketing in Hospitality Industry and Its Execution Cycle	Journal of Commercial Science	2004-03	3	1	1-20
11	Kumada, Kisao	Industry of Ceramics and Area Tourism Marketing: As Case in Tajimi Ichinokura	Journal of School of Global Business and Economics, Nagoya University of Foreign Studies	2004-03		13	61-99
12	Uchida, Junichi	How to Consider the Formation and Development of a Regional Brand -Focusing on Tourism Marketing-	Media, language and culture	2004-12-10	47		27-45
13	Todoroki, Hiroshi	Marketing Strategy for Tourism with Historical Heritages: A Case Study on the Old Trail in Mungyeong City, Korea	The Journal of Ritsumeikan Geographical Society	2005	17		39-54
14	Katayama, Tomihiro	Applying Managerial Marketing to Tourism: Focusing on Tourism Marketing (Research on Distribution and Economy in Asia)	Journal of Faculty of Business, Marketing and Distribution	2005-03-31	4	2	13-35
15	Kumada, Kisao	On Market Research and Information of International Tourism -As case in Australia Brisbane-	Journal of School of Global Business and Economics, Nagoya University of Foreign Studies	2006-03		2	33-71
16	Satoh, Ikuo	Activation of the Hokkaido Tourism Life Cycle	Industrial and Business Review	2006-03-31	31		31-104
17	Hanawa, Izumi	Introduction for Tourism Service Marketing Strategy: for the Recommendation of Tourism Framework	Studies in Commerce / Meiji University Graduate School	2007		27	223-238
18	Miyauchi, Takuji	Hospitality Business Organization Reform and Vision of Marketing for Hospitality and Tourism in China, Zhejiang	Kyoto Sosei University Review	2007-01	7		111-126
19	Tanaka, Ichiro	Destination Marketing for Japan-bound Tourism	Shoin Review	2007-02		7	95-107

	AUTHOR	TITLE	SOURCE	YEAR	VOL	NO	PAGES
20	Suzue Keiko and Shinji Isoya	Trends and Approaches to Marketing Green Tourism by Farmers and Publicity Organizations in Germany Based on an Analysis of Tourism Brochures	Journal of Agriculture Science, Tokyo University of Agriculture	2007-02-20	51	4	167-176
21	Kuwahara, Hiroshi	Development of Tourism Routes as a Marketing Strategy	Institute of Area Studies, Kansai University of International Studies	2007-03	4		53-60
22	Shimajima, Yasushi	A Study of Tourism and Region Development Strategy in terms of the Remains of Sakito Coal Mine	The NIU Journal of Tourism Studies	2008	3		1-13
23	Wakabayashi, Noriko	Marketing of Green Tourism: Focusing to the case study of Katashina-village, Gunma Prefecture	Annals of the Japan Association of Regional Policy Scientists	2008-03		6	337-344
24	Mitsuki, Takehiro	Utilization of Osaka Bay Area's Tourist Attractions and the necessity of "Destination Marketing" Focus: Osaka's South Port	Bulletin of Saitama Women's Junior College	2008-03-31		19	231-248
25	Ito, Hidefumi	Hawaii Tourism from a Viewpoint of the Japan Market	Bulletin of Ohkagakuen University Faculty of Humanities	2008-03-31	10		1-18
26	Kondo, Katsunao and Oya Masaki	A simplified Estimation Model of Repeaters for City Tourism Marketing	Journal of the University of Marketing and Distribution Sciences. Information, economics & Management Science	2008-07	17	1	1-7
27	Sakamaki, Sadao	Marketing Strategy of Asahiyama Zoo	Academic Journal of University of Hamamatsu	2008-12	21	2	177-196
28	Aoyama, Harumi	A Study of Aboriginal Tourism in Australia -Market Research and Case Study No.1	Review of Aichi Gakusen University and College	2008-12		43	63-72
29	Sato, Shintaro, Harada Munehiko and Ohnishi, Takayuki	Sport Tourists and Sport Excursionists Intention to Revisit: Focusing on the Perceived Value of Niseko Visitors	Japanese Journal of sport Management: JASM	2009	1	1	19-31
30	Cooper, Malcolm and Erfurt-Cooper, Patricia	Beppu Reconstruction: A Domestic Hot Spring Destination in search of a 21st Century Global Role (Symposium: The Reconstruction of mass Tourism Destinations in Japan and Germany)	Geographical Sciences	2009-07-28	64	3	127-139
31	Stadelbauer, Jorg	The Black Forest Tourist Region: Actual Changes of Demand, Supply and Organization (Symposium: The Reconstruction of mass Tourism Destinations in Japan and Germany)	Geographical Sciences	2009-07-28	64	3	151-167
32	Otsu, Masakazu	Possibility of Innovative Destination Marketing: Proposal of Tourism Information System to correspond with Various Visitors' Needs	Economic theory	2009-09	351		43-59
33	Yamashita, Eiko	The Tourism Promotion Policy of Attracting Chinese Tourists: the Strategic marketing plan Targeting Chinese New Middle Class	Urban policy Studies	2009-09		8	139-148
34	Iramina, Hirono and Otani, Kentaro	A Study on the Dynamics of Visitor Behavior and Tourism Marketing in Nanjo City, Okinawa	The Meio University bulletin	2010		16	107-124
35	Yamato, Satomi	Revitalization of Destination Brand and Citizen-involved Marketing in Tourism Areas: In Case of 'Osonatebako' in Atami	Kansai Urban Studies	2010		10	59-79
36	Iwashita, Chieko	Basic Research I on Destination Marketing: A Case of International Tourism Marketing by Tourism Prince Edward Island of Canada Employing Visual Productions such as Films, Animation and Television Dramas	Takasaki University of Commerce	2010		25	55-69

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37	Tsutsui, Kazunobu and Sawabata, Tomoyoshi	Perspective of "Green Tourism" for Foreign Tourists in Rural Japan: From the Viewpoint of Marketing Research	E-Journal GEO	2010	5	1	35-49
38	Yokomi, Muneki	Marketing Methods and Practice toward Locally-owned Tourism: a Case of Shijonawate City in Osaka	The Review of the Osaka University of Commerce	2010-02	5	5	55-70
39	Choi, Young	A study on Tourism Marketing in Seoul, Capital of Korea: Focusing on Place Branding	Annals of the Japan Association of Regional Policy Scientists	2010-03		8	105-112
40	Sasaki, Shigeru	A Framework on Place Marketing through Organizing Place Brand: Focusing on Tourism	Bulletin of the Institute for Research of Regional Economy	2010-03-25	45	2	1-16
41	Iwasaki, Kunihiko and Inoue, Atsumi	Determinants of Attendee Satisfaction with the Convention Host City: Implications for Destination Marketing	Journal of Japan Institute of Tourism Research	2010-09	22	1	31-36
42	Yasuda, Nobuhiro	Consider of Regional Brand Formation process by B-class Gourmet and Tourism	Journal of the Japan Association of Regional Development and Vitalization	2011	2		185-194
43	Uehara, Satoshi	A Study for the Influence of Quality to Customer Satisfaction	Kaetsu University research Review	2009-10-01	52	1	1-15
44	Iwasaki, Kunihiko	Innovation of Shizuoka Tea Industry by Connecting Green Tea with Tourism	Review of Administration and informatics	2010-03	22	2	19-30
45	Igarashi, Genichi	Research on Function of Hospitality: A Trial Approach for Hospitality Marketing Based on Service Marketing	Hokkai-Gakuen University Journal of Business administration	2010-03-25	7	4	19-31
46	Futagami, Mami	Revitalizing Tourist-destination through Mobilization of Regional Resources: A Case Study of Toba City, Mie	NUCB Journal of economics and information Science	2010-07	55	1	81-95
47	Otsu, Masakazu	The Determinants of Area Images: Consumer Research on Area Image of Wakayama Prefecture	Tourism Studies	2010-07	3		1-9
48	Matsutani, Maki	Importance of Food and Meals as a Tourism Resource and its Increasing Value in the Last Decade	Tourism Studies	2010-07	3		23-30
49	Matsutani, Maki	Considerations on Branding of Regional Special Products: Current Situations and Issues of Branding Special Food and Meals of Wakayama	Tourism Studies	2010-12	4		37-44
50	Igarashi, Genichi	Research on Function of Hospitality and Possibility as Managerial Resources	The Journal of J. F. Oberlin University Business Management Review	2011-03	2		1-16
51	Kobayashi, Tenshin	Modern Tourism in Mongolia, New Destinations and its Marketing	Asia University Management Review	2011-03	46	2	21-48
52	Otsu, Masakazu	Determinants of Area Image: Influence of Local Product Awareness on Wakayama Prefecture's Area Image	Tourism Studies	2011-07	5		1-6
53	Matsutani, Maki	Study to Problems in Branding of Regional Special Products	Tourism Studies	2011-07	5		27-35
54	Yoshida, Haruo	Toward Marketing For Tourism: Why isn't Kotler's Theory Effective in Japan?	Quarterly Journal of Welfare Society	2011-09	30	2	2-13
55	Mitsuki, Takehiro	A study of travel and Tourism destination Marketing Strategy for Japan: Focusing on Dispatch of the Tourism Promotion	Bulletin of Saitama Women's Junior College	2011-09		24	21-36

APPENDIX 2: List of Universities and Junior Colleges with 'Tourism' Faculties

Region	#	UNIVERSITY	FACULTY	DEPARTMENT	SINCE
Hokkaido	1	Hokkai School of Commerce	Faculty of Commerce	Tourism Industry Department	1994
	2	Sapporo International University	Faculty of Tourism	Department of Tourism Business/Department of Tourism and Economics	1999
Tohoku	3	North Asia University	Faculty of Law	Department of Tourism	2008
Kanto	4	Rikkyo University	College of Tourism	Department of Tourism and Hospitality Management / Department of Culture and Tourism Studies	1967
	5	Yokohama College of Commerce	Faculty of Commerce	Department of Trade & Tourism	1974
	6	Toyo University	School of Regional Development Studies	Department of Tourism	2001
	7	University of Marketing and Distribution Sciences	Faculty of Service Industries	Department of Tourism	2001
	8	Meikai University	School of Hospitality & Tourism Management	Department of Hospitality & Tourism Management	2005
	9	Josai International University	Faculty of Tourism	Department of Wellness Tourism	2006
	10	Takasaki City University of Economics	Faculty of Regional Policy	Department of Tourism Policy	2006
	11	Teikyo University	Faculty of Economics	Department of Tourism Management	2006
	12	Tamagawa University	College of Business Administration	Department of Tourism and Hospitality Management	2007
	13	Bunkyo University	Faculty of International Studies	Department of International Tourism and Hospitality	2008
	14	Asia University	Faculty of Business Administration	Department of Hospitality Management	2009
	15	Shoin University	Faculty of Tourism and Culture	Department of Tourism and Culture	2009
	16	Shumei University	Faculty of Tourism and Business Management	Department of Tourism and Business Management	2009
	17	Kyorin University	Faculty of Foreign Studies	Department of Hospitality and Tourism	2010
	18	Tokai University	School of Tourism	Department of Tourism	2010
	19	Tokyo Seitoku University	Faculty of Humanities	Department of Tourism	2010
	20	Kawamura Gakuen Woman's University	Faculty of Cultural Studies	Department of Tourism	2011
	21	Atomi University	Faculty of Management	Department of Tourism	2010
	22	Bunka Gakuen University	Faculty of Liberal Arts and Sciences	Department of Intercultural Studies and Tourism	2012
23	Shukutoku University	College of Business Administration	School of Tourism and Management	2012	
Chubu-Hokuriku	24	Suzuka International University	Faculty of International Human Studies	Department of Tourism and Hospitality	2001
	25	Matsumoto University	Faculty of Comprehensive Management	Department of Tourism and Hospitality Management	2006
	26	Nagano University	Faculty of Tourism and Environmental Studies	Department of Tourism and Environmental Studies	2007

Kansai	27	Osaka Seikei College		The Department of Tourism	1967
	28	Ryutsu Keizai University	Faculty of Sociology	Department of Tourism	1993
	29	Osaka University of Tourism	Faculty of Tourism	Department of Tourism	2000
	30	Nara Prefectural University	Faculty of Regional Promotion	Department of Tourism	2001
	31	Heian Jogakuin-St. Agnes'-University	Faculty of International Tourism	Department of Tourism	2007
	32	Kobe Shukugawa Gakuin University	Faculty of Tourism and Culture	Department of Tourism and Culture	2007
	33	Wakayama University	Faculty of Tourism	Department of Tourism Management/Department of Regional Revitalisation	2007
	34	Kobe International University	Faculty of Economics	Department of Urban Environment and Tourism	2008
	35	Kobe Kaisei College	Faculty of Contemporary Humanities	Department of Tourism and Hospitality	2008
	36	Osaka Gakuin University	Faculty of Business Administration	Department of Hospitality Business Administration	2008
	37	Hannan University	Faculty of International Tourism	Department of International Tourism	2010
Chugoku	38	Yamaguti University	Faculty of Economics	Department of Tourism and Travel Industry Policy	2005
	39	Kurashiki University of Science and the Arts	College of Science and Industrial Technology	Department of Tourism Creation	2008
Kyushu	40	Kyushu Sangyo University	Faculty of Commerce	Department of Tourism Industry	1999
	41	Nagasaki International University	Faculty of Human and Social Studies	Department of International Tourism	2000
	42	Kumamoto Gakuen University	Faculty of Commerce	Department of Hospitality Management	2005
	43	Seinan Jo Gakuin University	Humanities Faculty	Tourism Department	2006
Okinawa	44	Meio University	Faculty of International Studies	Tourism Industry Major	1994
	45	University of the Ryukyus	Faculty of Tourism Sciences and Industrial Management	Departments of Tourism Sciences/ Department of Industrial Management	2008

