

# Presenting the Culture of Local Businesses in Kyoto's Keihanshichijo Area

An Interactive Qualifying Project Submitted to the Faculty of WORCESTER POLYTECHNIC INSTITUTE in partial fulfillment of the requirements for the Degree of Bachelor of Science

by

Ryan Cirella, Nikki Goldman, Dylan Hauer, & Aidan Sensiba

Submitted to

Dr. Gregory A. Snoddy, Professor Kumiko Snoddy, Professor Jefferson Alex Sphar, & the Escola Community

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# WPI

## **Abstract**

This project is centered around promoting the local businesses of the Keihanshichijo Area to tourists. We conducted research on the increase in tourism in recent years and the large presence of multinational corporations throughout Japan. Additionally, business owners of the Keihanshichijo Area were interviewed to gather information on the history and cultural significance of their businesses. To display our research, we created a website with an interactive map catered to tourists that exhibits the history and cultural significance of each participating business. We concluded with recommendations on expanding the amount of businesses on the map, suggestions on how to promote the map in the area, and to increase the number of languages the information is written in.

## Executive Summary

This project involved researching the history and rise of tourism within Japan, interacting with our sponsor, the Escola Community, interviewing local businesses surrounding the Keihanshichijo Area and creating a website to host a map allowing users to select a mapped business and view details about it. The website was created to complement our research and information gained from interviewing local businesses which allowed us to store the results and present them to tourists.

Through our research and literature review in ID2050, we researched the effects of tourism and gentrification on Japan over recent decades. We did this to gain an understanding of the concerns local business owners may have and to understand our target audience. First, we researched the growth of tourism in Japan in recent years and the causes leading to this explosion of tourism popularity. We found investment from the Japanese government and a campaign to increase visitors was a huge cause of this with the goal to increase the number of tourists still rising (Figure 1). Understanding the experience that tourists want while in Japan also was a topic of research because it helped us understand how to present our research to them in the form of a map.

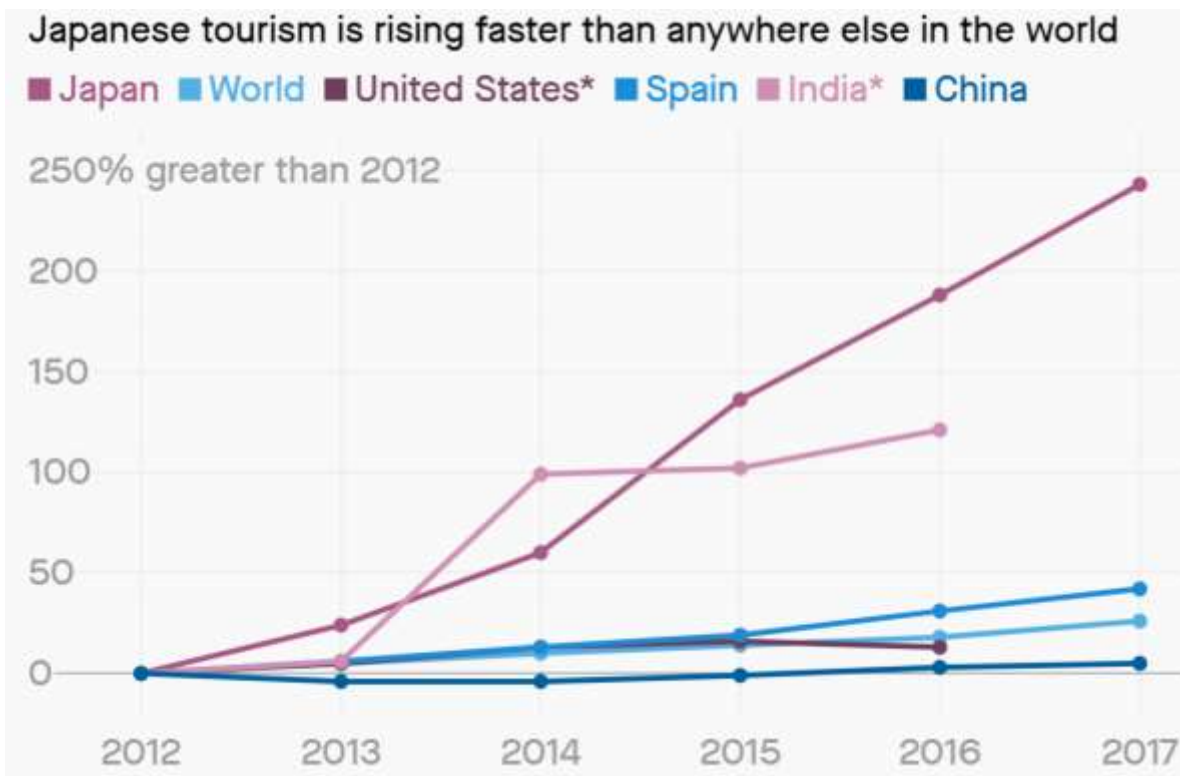


Figure 1. The rise of tourism in Japan (Adapted from Kopf, 2018)

Our next topic of tourism research led us to a more unfortunate side of gentrification and the decline of local businesses. Through literature review, we gained insight as to how gentrification, middle-class residents moving to poor neighborhoods and transforming the culture, leads to a loss of culture as demographics and social structures shift. The decline of self-

employment also showed us how local businesses with unique culture are shutting down in recent decades leading to this culture being lost from areas.

The next step was researching the Escola Community, our sponsor, in order to gauge their role in helping the surrounding area and see if we could use them as a source for tourism and local business information. We gained an understanding of the Escola Community's history and philosophy that would be reinforced later by in-person interviews in Kyoto.

Researching ways to present data led us to the idea of an interactable map that users can easily understand and click on to get descriptions of local businesses of the Keihanshichijo Area. Through our research, we learned other ways that ultimately did not seem fit for our purpose such as community-engaged mapping and the previously WPI student created EFFURT application.

Once we arrived in Kyoto, we were able to conduct in-person interviews with members of the Escola community to determine the history, philosophy and advantages the organization offers. We conducted three different interviews which provided us with an insight of tourism concerns in the area along with information about the community. It was important for us to know this information about tourism concerns because it helped us understand why some businesses would not want to be presented to tourists.

In total, we had successful interviews with nine stores in the Keihanshichijo Area (Figure 2) that wanted to be presented on our map. From these local business owners, we asked for a description and cultural significance of the business and his or her view on tourism within the area. We learned that many businesses were open to the idea of serving tourists and were not afraid of an increase in customers so long as they knew to leave in an appropriate time frame if the store cannot fit a large amount of people.



Figure 2. A view of the Keihanshichijo area, the location our interviews took place

After completing the interview process with nine local businesses, we created an interactive map and pages to accompany each business located on the map. To provide a reference of location to tourists around the area, we included names of roads on the map as well as the Rengeoin Sanjusangendo Temple and Kyoto National Museum. We created the map by using the free program Inkscape to make a scalable vector graphics image. This allowed us to map the local business icons on the image to redirect to a page containing a description and cultural significance of the business when clicked on.

We recommended certain interview procedures and methods of gathering information about the Keihanshichijo Area for future research groups in order to utilize time most effectively. For the map and website, we recommended improvements that assist the spread of its usage and upkeep of its information. Keeping the map up-to-date ensures that no stores are listed incorrectly and their information is accurate for users. Promoting the website and map ensures more users are informed of the culture in the Keihanshichijo Area and facilitates its spread. We leave recommendations for spreading the influence of that map such as introducing it to tourist information areas in Kyoto.

We concluded that these recommendations will provide future research groups with the framework and utilities needed to continue work on the website and interactive map. Our suggestions put the view of the map in the grand scheme of its potential to drive traffic to an area of Kyoto that does not see many tourists. The map should continue to grow with the help of the Escola Community and other project groups leading to awareness and cultural preservation of the Keihanshichijo Area.

# Authorship

Contributions	Ryan Cirella	Nicola Goldman	Dylan Hauer	Aidan Sensiba
Project Goal Statement.	X	X	X	X
Objective Statements.	X	X	X	X
Wrote Abstract.	X	X	X	X
Wrote Executive Summary.	X	X	X	X
Wrote the Introduction chapter.	X	X	X	X
Wrote the Background chapter.	X	X	X	X
Started a basic outline for our Methods.			X	
Complete the Methods outline & final Methods chapter.	X	X	X	X
Wrote the Conclusion chapter.	X	X	X	X
Researched & gathered statistics on the growth of tourism in Japan.		X	X	
Wrote “The Growth of Tourism in Japan” section.		X	X	
Researched Participatory Asset Mapping & Community-Engaged Mapping	X			
Researched & wrote “The Experience Tourists Want” section.		X		
Gentrification in the Keihanshichijo Area.	X			
Wrote the “The Decline in Japan’s Self-Employment & it’s Economic & Cultural Effects” section.				X
Wrote the “The Escola Community” section.			X	
Wrote the “Displaying Map Data to Present Local Culture” section.				X
Wrote the EFFURT Mapping Tool section.	X			
Wrote the Methods for Objective 1.	X			
Wrote the Methods for Objective 2.			X	
Wrote the Methods for Objective 3.				X
Wrote the Methods for Objective 4.		X		
Wrote the Methods for Objective 5.	X			
Wrote the “Results & Findings” section.	X	X	X	
Wrote the “Recommendations” section.	X	X	X	X
Maintained a task schedule.			X	
Recorded talking minutes.			X	
Arranged an interview with Léo Porte to answer initial research questions.	X	X	X	X
Checked that citations were made where appropriate and were APA-formatted.	X			

Checked that citations were made where appropriate and were APA-formatted.	X			
Created Chart for Contributions.		X		
Worked on revisions of the final paper & final presentation.	X	X	X	X
Created Website.	X			
Created the map and a zoomed-out map.		X		
Created the icons for the map.		X		
Took Photos.	X	X		
Researched & wrote Etiquette for tourists.			X	
Planned out Routes and stores to visit.		X	X	
Made the SVG interactive.	X			
Set up meetings with stores & translator.	X	X		
Took notes from interviews.		X		X
Wrote up notes from interviews.		X		
Printed consent forms, posters, & pamphlets.	X			X
Interviewed Stores with translator (1 <sup>st</sup> Time).	X	X		
Interviewed Stores with translator (2 <sup>nd</sup> Time).		X	X	
Interviewed Stores with translator (3 <sup>rd</sup> Time).	X			X
Showed stores the final product with translator.	X	X		X

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# Chapter 1: Introduction

In metropolitan areas around the world, globalization is endangering local business culture by driving sole proprietorships or “mom-and-pop” stores out of business. Multinational corporations compete with small businesses by offering consistent, low prices on large selections of mass-produced goods. Local businesses with fewer resources often need to match these corporations’ low prices or risk losing their business to them (Thompson, 2019).

Globalization also leads to an increase in tourism. From 2010 to 2017, Japan had an unprecedented increase in tourism, jumping from 8 million to 28 million (Kopf, 2018). Growth had positive economic effects with the Japan Tourism Agency reporting travel and tourism as almost 5% of Japan’s GDP and over 6% of nationwide employment (2014).

One group concerned with this problem is Honmachi Escola, the sponsor of our project. According to Leo Porte, our project liaison and co-manager of Escola, its goal is to create a place where people can be free to pursue anything. Based on the former site of a factory, Escola’s members occupy eight apartment-style buildings, creating artistic workspaces, public performance spaces, and teaching venues to promote the area’s culture and community (Porte, 2019).

In the context of a booming tourist industry in Kyoto, the combination of an evolving nation and increased tourism is leading to a decline in local businesses. This could eventually result in these businesses being lost entirely, and with them a significant portion of the area’s culture and history. While Kyoto has had a mindset of cultural preservation for a substantially long time, these cultural preservation laws are directed towards more clearly defined sites such as famous shrines and parks and not local businesses (Nitschke, 2011).

To thrive, tourists must understand the culture and experience behind local businesses. Those seeking a more authentic cultural experience in Kyoto might choose these businesses over well-known chains if they were aware of what they had to offer. If there were more information readily available to tourists about these businesses, they may be more likely to visit them.

The goal of our project was to assist our sponsor, Honmachi Escola, in promoting local businesses and culture while preserving tradition in the Keihanshichijo Area. We accomplished this goal by meeting the following objectives:

1. Understand the rise of tourism and the nature of gentrification.
2. Gather information on the Keihanshichijo Area’s cultural assets and the issues they face.
3. Identify the aspirations and concerns of local business owners and residents involving tourism.
4. Assess which aspects of each business should be advertised to tourists.
5. Present the appeal of these businesses to potential customers.

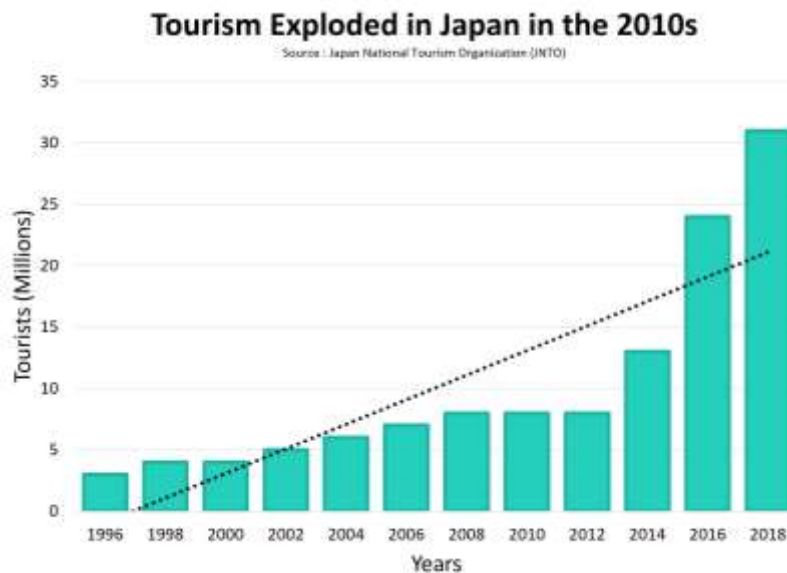
We accomplished this work by creating an asset map and engaging with the people and traditions of the Keihanshichijo Area. Our map is a tool that can direct tourists to the area through detailing the cultural significance behind local businesses.

## Chapter 2: Background

In this chapter, our group presents relevant background information and previous research to give context to our project and the problem it addresses. We provide information on the state and impact of tourism in Japan and discuss the need to balance tradition with progress, the risks of gentrification, and how asset mapping can be used to understand what is culturally important to a neighborhood. Understanding tourism and gentrification was important to educate us on our target audience and understand the reasons why local business would decline our offer to present their culture to tourists. We conclude by describing how we are presenting our findings on a website for public use in order to present the cultural significance behind stores and entice people to shop there.

### The Growth of Tourism in Japan

In recent years, Japanese tourism has been on the rise. According to the South China Morning Post, just five million foreign tourists visited Japan in 2003 (Ryall, 2018). Seeing potential in the market, the Japanese government launched the Visit Japan campaign that year “to attract tourists from all over the world...” and utilize local cultural assets including historic sites, places of scenic beauty, monuments, landscapes, hot springs, and traditional industries (Ryall, 2018 and Kakiuchi, 2014). The result was an incredible boom shown in Figure 3 of the Japanese tourism industry reaching a record high of 31 million tourists in 2018 (Japan Times, 2019).



*Figure 3.* Tourism Explosion in the 2010s (Adapted from Kopf, 2018)

The Japanese tourism board’s goal is to increase the number of foreign arrivals to 40 million by 2020, the same year Japan will be hosting the Olympics, and 60 million by 2030. Yet, many view this as a negative change and the Asahi newspaper claimed “‘endless crowds, unknown neighbors and unruly behavior’ have damaged the quality of life for Kyoto residents. A record 56.84 million tourists – both Japanese and foreign – visited the city in 2015 but one resident said the ancient capital was suffering ‘pollution by tourism’” (Ryall, 2018).

While cultural tourism is being promoted alongside local traditional industries in Japan, much of that industry is still suffering. According to the Ministry of Economy, Trade, and Industry, the number of employees and sales in traditional craft industries dropped by 70%, with the number of companies being cut in half in the past 30 years as of 2011.

### **The Experience Tourists Want**

A growing segment of tourists prefer to visit places that are often called “authentic” or “immersive”. This is sometimes referred to as cultural tourism. One definition of cultural tourism is “travel undertaken with the intention, wholly or partly, of increasing one’s appreciation of [a region’s] cultural resources” (Richards, 2003). Cultural tourism is attractive to tourists as it enables them to learn about different societies. With many areas struggling to preserve their culture in the midst of globalization and modern technology, sharing it with tourists may be one way to help preserve it (“The Benefits of Cultural Immersion When You Travel”, 2016).

Cultural tourism is not an uncommon desire. The Insight Department discovered through case studies that three-quarters of tourists convey that local food and beverages are what gives a place its authenticity (2017). Tribe Global, a network of independent agencies, stated in an article that what makes a place authentic is its local businesses, where tourists can experience the area’s passions and interests (2018). With this, businesses should promote a unique and sincere experience. On top of this, Expedia wrote about a 2016 study where they discovered that when traveling, millennials prioritize authenticity (2017).

### **Gentrification in the Keihanshichijo Area**

Gentrification has occurred as a by-product of developing local communities through tourism. Gentrification is where middle-class residents move into and transform poor and working-class urban neighborhoods leading to property value increases and new culture (Darling, 2016). Issues arise from this when shifts in demographics and social structures occur. For example, many residents of the Keihanshichijo Area in Kyoto hold deeply conservative values and traditions and will push back against new ideas (Porte, 2019).

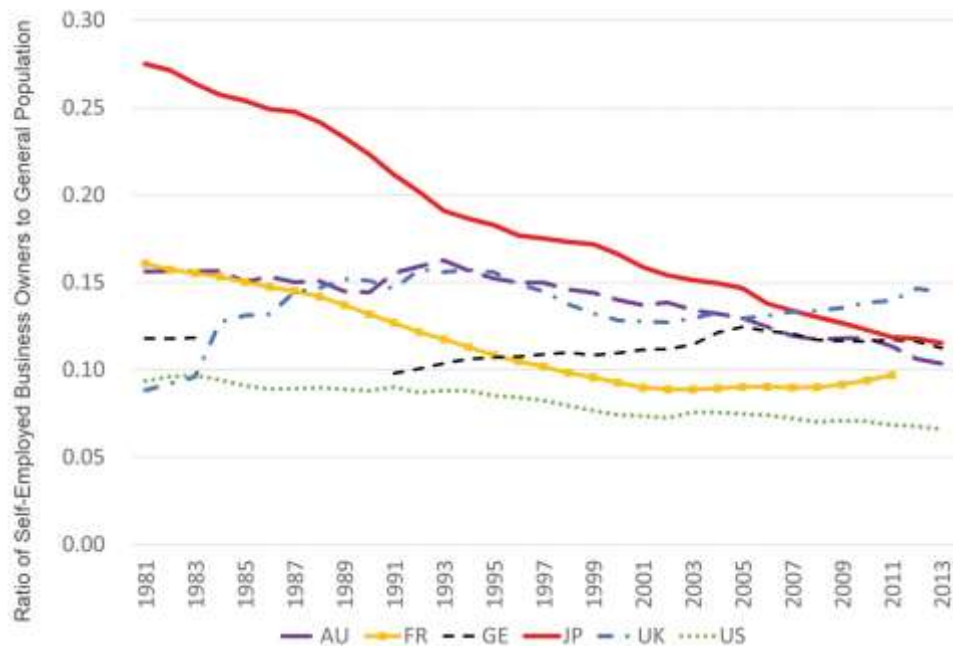
Unfortunately, guest houses usually bring “class-based neighborhood change” which impacts poor residents of an area (Halasz, 2018). Guest houses often carry a high rent cost which attract wealthier people. More and more houses built for this purpose will raise the value of land. In communities that experienced gentrification before, there was an increase in the cost of living because of this (Edson, 2001). For less wealthy residents, this could mean eviction from current homes.

Local businesses are harmed as well and succumb to a similar fate. The Mission Economic Development Association presented five case studies of displaced businesses in the United States and showed “small businesses faced large rent increases, owner move-in evictions or changes in building ownership” when gentrification affected an area (Edson, 2001). Large businesses that are competing with the local ones in the community can afford these rent increases, but local ones usually cannot. The effect of this is when “long term residents leave, the schools, churches, and social networks that make up the social fabric of communities are compromised” leading to a decline in their culture and tradition (Edson, 2001).

### **The Decline in Japan’s Self-Employment and Its Economic and Cultural Effects**

Over the past several years, there has been a steady decline in the number of local Japanese businesses, affecting the nation economically. In the report *Declining Self-employment*

*in Japan Revisited: A Short Survey* (2017), author Ryo Kambayashi discusses the relationship between Japan's self-employment rate and its economic cycle. As shown in Figure 4, Japan's self-employment rate dropped from 27% to about 12% from 1981 to 2013. This is a significant economic issue because according to the Organization for Economic Cooperation and Development (2017), small or medium-sized enterprises (SMEs), which are often run by the self-employed and local residents, makeup 70% of Japan's national employment.



*Figure 4. The Change in Various Nations' Self-Employment Over Three Decades.*  
(Adapted from Kambayashi, 2017)

Figure 4 shows that around the early 1980s, the self-employment rate of Japan was high compared to many other countries, but over time it fell lower and lower. This decline can also put the local culture at risk. When these small businesses cease operation, a part of the local community disappears, and their unique history or authentic products can be lost.

## The Escola Community



*Figure 5. Escola Community Members in the Main Courtyard (Adapted from Escola Kyoto, 2019)*

Honmachi Escola is a community centered around providing a space for experimentation and freedom of thought through various mediums, such as group dialogue or different forms of art (Figure 5). According to Léo Porte (2019), one of the managers of Escola, the project began simply as a group of people of various backgrounds who wanted a space to themselves to socialize and work. Porte said that in the beginning, the area only served as a shared space and workshop; however, after gaining recognition for arts, music, and culture preservation, the project became partially subsidized by Kyoto through the “Empty House Utilization × Town Development” grant. This grant allowed the Escola community to keep ownership of the area and put on events that are central to the community’s ideals.

The space consists of eight apartment-style buildings inside the abandoned area as well as a central courtyard that spans 350 square meters. All of these areas are available to use by anyone in the surrounding area. Additionally, Escola used the center courtyard to host concerts and flea markets.

While the community does value its independence, that does not coincide with being separate from the surrounding environment, but rather, maintaining its values despite any outside pressure to change them (Machinami Project, 2016). The Escola community does not exist completely independent of outside resources, but they promote self-sufficiency whenever possible, having accomplished things such as creating a small hydroponic farm in the main courtyard (Machigoto, 2017).

### **Displaying Map Data to Present Local Culture**

In order to effectively promote and preserve the culture of a neighborhood, one must first understand what tourists desire. An appropriate method for obtaining this information is asset mapping, which is the process of compiling and presenting community assets on a geographic

map. An asset is “anything that improves the quality of community life” (UCLA, 2003). Within Figure 6, we displayed assets on our project that tourists would be a target audience for.

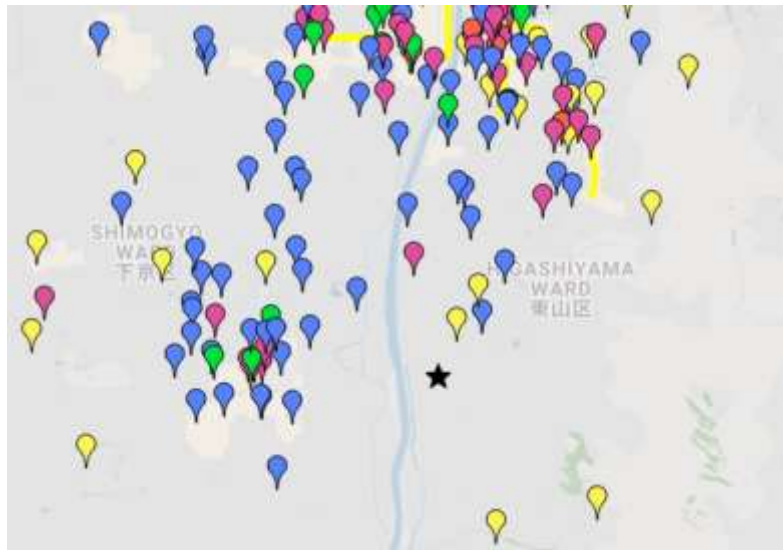


Figure 6. An example of asset mapping using Google MyMaps.

Blue: Hotels/Ryokan/Guesthouses.

Yellow: Sightseeing spots.

Pink: Places to eat.

Green: Shops.

Red: Bars

Adapted from Inside Kyoto - Kyoto Map (Adapted from Rowthorne, 2019)

To then display data in a way that is appealing to the end user, it must be easy for the average person to use and access. In 2017, WPI students created a mapping tool named EFFURT so information could be efficiently “normalized, stored, and visualized across multiple digital and physical mediums” (Sanders, Lee, Hunker, & Thant, 2018). EFFURT made it easy for these students to categorize and store assets they collected in a map that could be presented easily. While we did not use EFFURT, it did help us understand how to visualize data for a user to easily understand it.

## Chapter 3: Methodology

Here, we present our methodology to accomplish our goal: Assist Honmachi Escola in presenting the culture of local businesses to preserve the heritage of the Keihanshichijo Area (Figure 7). First, we will understand the rise of tourism and the nature of gentrification using the literature review process. Next, we will interview Escola community members to gather information on the Keihanshichijo Area’s cultural assets and the issues facing them. After this, we will interview local business owners to identify their aspirations and concerns. Once we do this, we will assess which aspects of each business should be presented to tourists. Finally, we will present the appeal of these businesses using a website with an interactive map.

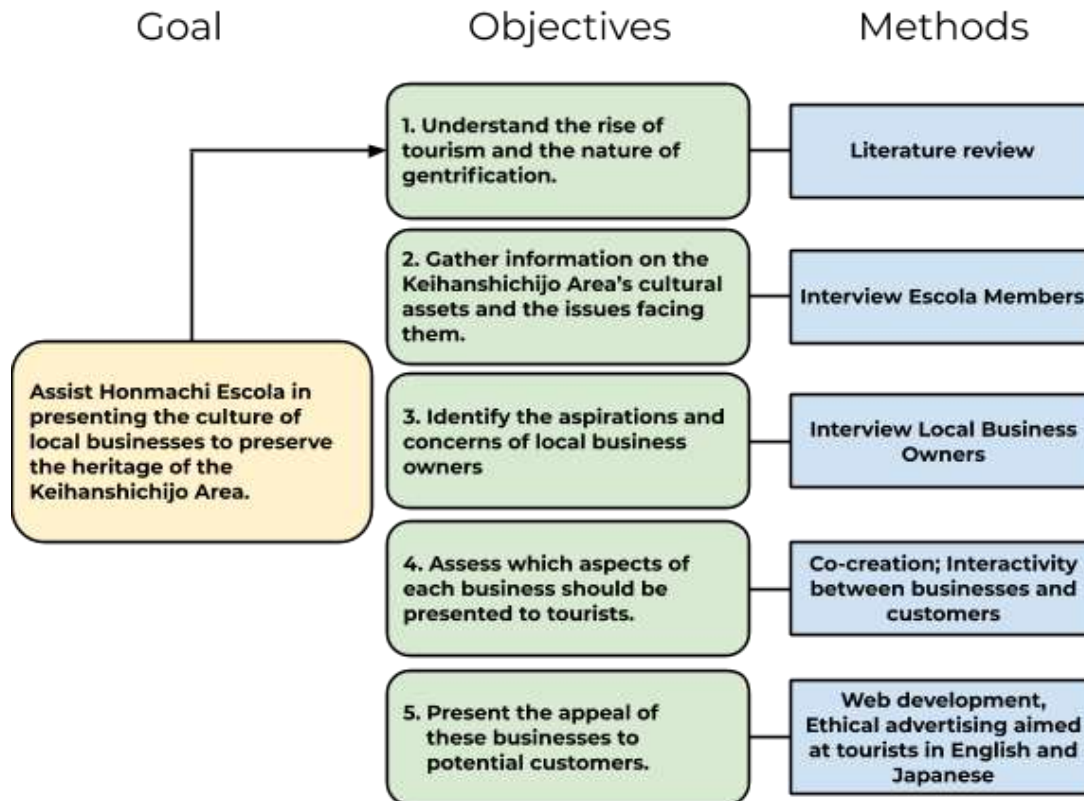


Figure 7. The main project goal, objectives, and methods.

### Methods for Objective 1: Understanding the Rise of Tourism and Gentrification

To understand the rise of tourism and nature of gentrification in Kyoto, we conducted research in order to gain a better understanding of these topics. We used the WPI library search in order to find academic papers pertaining to gentrification. Once we found a definition of gentrification that pertained to the Keihanshichijo Area, we drew parallels between previous occurrences and what is occurring in the Keihanshichijo area to predict what could happen in the future.

To research the rise of tourism, we studied written literature showing statistics of tourism, such as yearly international arrivals, where tourists travel in from, and tourists' length of stay. We analyzed both the positive and negative effects of this increase in Japan's tourism. We also used official Japanese government reports on travel and tourism, such as those from the Ministry of Land, Infrastructure, Transport and Tourism to research which tourist demographics contribute most to the current population of tourists visiting Japan.

### Methods for Objective 2: Gathering information on Escola and the Keihanshichijo Area

Our second objective was gaining more in-depth knowledge of cultural assets, such as attractions and local businesses, in the Keihanshichijo Area and identifying specific issues that some of them may be facing. Identifying the businesses, products, experiences, and places that make the area unique, helped us decide what will attract tourists. Targeting tourists that find such assets appealing will help balance the promotion of such businesses without undermining the connection they have with the Ward and its history. In order to better understand the assets of



local businesses, we conducted interviews with members of the Escola community after explaining the goal of our project.

We interviewed multiple Escola members in English. See Appendix A for interview questions. One of us took notes while another read off interview questions.

We decided to interview these Escola members for a variety of reasons. At first, we did not know anyone in the Ward personally because Léo Porte was not in Japan until September 15. Therefore, conducting these interviews also allowed us to get much better acquainted with the Escola members. Additionally, their perspective on tourism was incredibly useful in guiding us further in our field research.

### **Methods for Objective 3: Identifying the culture and tradition of local businesses**

After gathering information about Escola and its surrounding area, we met with local business owners that operate within a half-mile radius of the Escola space. Each interview took place wherever the owner was comfortable and was scheduled to take place on days when they were available. Prior to interviewing, the participant signed a consent form translated into Japanese before beginning. This consent form is included in Appendix C.

These questions centered around the history and cultural significance of these businesses from the owner's point of view. We asked them the set of questions listed in Appendix D. From this, we gained firsthand insight of the business' history and culture.

### **Methods for Objective 4: Assessing which aspects of each business should be advertised to tourists**

To meet our fourth project objective, we identified which aspects of local businesses were best to promote to tourists. To better understand how to attract this type of tourist to the community of local businesses near the Escola area, we recorded the products and services of local businesses and identified what makes them unique and appealing. We also surveyed businesses to gather their names, hours, address, contact information, and a list of their primary products and services along with images and descriptions of what makes them unique ("Cultural Tourism: A Huge Opportunity and A Growing Trend", 2017).

We established a relationship with the business owners and gained their approval to collect information through the questions detailed Appendix D. We additionally interviewed shop owners to gather stories that connect these products to the cultural heritage of the Escola community ("Study on Tourism and Intangible Cultural Heritage", 2011).

A way to get tourists to interact with local businesses is through a strategy called "co-creation" which is "a business strategy based on consumers' past experiences and interactive relationships" (Berrada, 2017). This strategy encourages people to participate in activities to create a better experience. An example would be if a business gets more customers from selling holiday decorated cookies. The vendor may choose to have a different monthly theme to keep customers returning to the store.

### **Methods for Objective 5: Presenting the appeal of these businesses to potential customers**

To attract tourists to local businesses in the Keihanshichijo area, we created a website with a map containing the most appealing cultural and historical aspects in both English and Japanese. The map focuses on local businesses that tourists wishing to spend an authentic time in Kyoto surrounded by its history may like to experience, including a culture experience without being part of it (Meng & Choi, 2016). With technology used to advertise these local businesses,

we ensured it is an ethical advertisement with no misleading information. It's unethical to lie about the cultural significance behind a business to make people believe they are supporting something historical when they are not, so we ensured this was avoided (Moraes & Michaelidou, 2017).

Furthermore, we adhere to common advertising principles as the content will be promoted to tourists entering the Keihanshichijo area. We've chosen to incorporate interactivity into the local map rather than a static page using an SVG file made in Inkscape, as it is said to be effective in keeping users engaged (Taylor, 2009). Users will select a business or experience, which will open a different page about that specific business.

We used the free website hosting service Awardspace and Wordpress to display the map and host descriptive pages. Most tourists coming to Kyoto have a method to access the internet, which makes it easy for many people to access the website. We feel this is the most effective way to reach our audience of tourists because of how connected billions of people worldwide are to the internet today. The Escola community managers are in control of the website's content and control, and part of our deliverable to the Escola Managers is a detailed description of how to make changes to the page, including access control, detailed in Appendix F. To find the website, we created a QR code for the message boards around the Keihanshichijo Area, and to distribute to the local businesses that are showcased on the area map.

## **Chapter 4: Results**

### **The Escola Community**

The members of our sponsor organization, Escola, provided us with insights about the Keihanshichijo area, commenting on its businesses, tourism, and local culture. We interviewed five different people in the organization; in this section, we will refer to Escola's members as the "Escola community". Not all of them lived in the Escola space, but each interviewee was an official Escola member. These members included three managers of Escola; Keisuke Sumida, Léo Porte, and Jun Yamaguchi, as well as two regular members named Fanny and Thomas. Keisuke helped us shift our project focus from helping business owners to helping tourists understand the culture of the area.

The philosophy of the Escola community is that it's a home for people to be able to try anything they want to accomplish. It allows for experimentation and people trying new things they might otherwise not do. Many members are involved in various forms of art in addition to their duties at Escola and their respective jobs in Japan.

The family aspect of the Escola community is strong, as everyone considers themselves part of one large family as a member. The decision-making process is different compared to most communities. Instead of holding a majority vote, Escola only makes decisions once there is a consensus among all its members. This method of decision making helps the group reach a solution that is best for all of them.

To contribute to the Escola community, members choose what work they want to do, such as cleaning or gardening. However, members are not required to do any specific tasks for Escola; the only rule emphasized is that one must be respectful to those living in the neighborhood as a member.

We were also given information about how many local residents tend to act. There is an element of trust and community among the local area's business owners. It is not uncommon for store owners to leave their shops unattended for some time in order to bring goods to older

residents' houses. We were also informed that many local businesses will refuse help if offered, leading us to shift our project goal to helping tourists instead. In addition, the Escola community is very close to older residents of the Keihanshichijo Area and often takes care of them. Escola members Fanny and Thomas spoke to some of these older residents and found that while some of them are hesitant to interact with tourists, none of them have seen a tourist being particularly disrespectful. Also, Escola manager Jun cautioned us about tourists overwhelming shops, as he felt that many storeowners are satisfied with the number of customers they have now.

This collection of interviews gave us a much clearer idea on a variety of topics. Some of these topics include the values of the Escola community and what day-to-day activities they involve themselves in. This helped to clear up any confusion from our previous online research. The other benefit of these interviews was that we could discuss the attitudes of locals towards foreigners, as well as how we should go about mapping local businesses with these attitudes in mind.

Interviewing members of the Escola community provided insight as to what each member values and why they are part of the community. The sense of family that many members describe helps highlight the tight-knit fashion of the community that makes it so unique. The fact that no one has a specifically assigned task but, instead, can choose what work they do also gives members a unique sense of freedom. This promotes Escola's overall philosophy of promoting individuality and togetherness at the same time.

The process of decision making in the Escola community using a group consensus is another unique aspect as many communities use majority vote for their decisions. We believe this is an important part of maintaining the community's philosophy because it allows everyone to have a voice in a decision.

The issue of tourism described is difficult to solve, even with an attempt to guide tourists in the area. The local bathhouse, for example, is typically only used by residents of the Keihanshichijo Area. Many houses in the area surrounding the Escola community do not have bathrooms or showers in them and instead rely on the bathhouse. If tourists began going there in droves, the space may lose its place in the community as a private area for residents. While the bathhouse may benefit from the extra business in this situation, the community losing this space would defeat the purpose of being part of the guide. In short, the creation of a tourism guide has been a balancing act and we have lost some potential business participants due to this line of reasoning.

## **Local Businesses**

Using recommendations from Escola community members, we successfully interviewed owners of nine local businesses, including: a sake shop, maccha shop, okonomiyaki restaurant, bakery, craft store, cafe, pottery shop, adult movie theater, and grocery store. We gathered information about the historical significance of each shop and what makes them unique. It was also important to gather information on how the shop owners feel about tourists to determine how to describe them on our map website.

The sake shop, Syu-yu-raku, is made up of three parts: a gallery, an eat-in space, and a hall. It opened 160 years ago and was originally only a liquor shop. The owner, Muneo Sakatani, helps the community, specifically focusing on the Shichijo Ohashi Bridge by running community projects to improve it. The hall in his shop is used to put on shows and can be rented to help fund projects that improve the bridge.

The sake shop has a long history and is a great place to shop for locals and tourists alike. The owner was welcoming and learning about the shop's contributions to the community impressed us. Allowing local groups to use the hall in the back of the store as a space for events shows a strong connection to the community of the area. Furthermore, promoting projects for the Shichijo Ohashi Bridge is admirable and past contributions have increased the bridge's quality dramatically. For example, a team of volunteers recently added lights to the bridge as an improvement for users of the bridge. Tourists visiting could have the same experience we did and find a welcoming place to sample and purchase sake. The owner even speaks a small amount of English allowing a larger pool of people to communicate with him.

Over the years, Muneo Sakatani said he wants to not only sell things, but memories as well. He likes to put on performances and galleries that provide people the chance to interact with aspects of the shop. In most performances, there are two acts and Muneo Sakatani sells sake during the intermission. He would like tourists to visit but he does not currently have a way to prepare for them due to space constraints. He notes that language can be difficult but he loves recommending places for people to go to that are not super crowded by tourists. He is well versed with the area surrounding the store and can easily recommend temples or romantic places for dates or a quiet evening.

The maccha shop, Kissakowazuka, was created to continue the tradition of making fresh tea and bring it to this area. All the tea used in the store comes from one area called the Wazuka Tea Fields. The maccha shop is a Kyo Machiya, a traditional wooden house, and was built 100 years ago. The owner said to us that she would be open to more tourists coming to her business but notes that the language barrier will be difficult, since she cannot speak English. One of the unique features of this tea business is that customers can book a time to experience a traditional tea ceremony. The ceremony teaches customers how to make and properly drink tea as maccha (tea) ceremonies dictate.

The Maccha Shop provided us with an interactive experience of making tea and creating art with it. The history behind the shop, including the 100 year old Kyo Machiya style building and traditional tea ceremony, makes the experience authentic. Since the Maccha tea ceremony involves making your own tea with your own design (Figure 8) and learning the proper way to drink the tea, it provides tourists with an interactive experience, known as "co-creation."



*Figure 8. The tea art creation activity*

The okonomiyaki shop, Yoshino, is, as the owner said, “just an ordinary okonomiyaki restaurant.” The owner of the restaurant said that she opened the business almost fifty years ago and has been running it ever since. She stated that she was very open to tourists coming, and, despite not knowing any English herself, offers an English menu. The store is open from 11 AM to 9 PM and stops taking orders after 8:30 PM, only accepting cash payments.

Yoshino provides an authentic experience of an okonomiyaki restaurant for tourists wishing to experience that type of food. Since it is welcoming to tourists, it is simply the shop that tourists should go to wishing to find an independently run shop serving traditional Japanese food.

The bakery, Bake House Inoue, is another popular tourist destination and has been family-run for three generations since 1952. The second and third-generation owners bake their goods as a team to mix old and new culinary styles. This combination of styles helps them appeal to customers of all ages. The building was also renovated three years ago to give the location a newer look; that being said, the bakery still continues older traditions, such as some of their recipes and methods of making their products. Another traditional value that they maintain is their consistent pricing, stating that even if the price of ingredients changes, the price of their goods will remain the same. While the owners do not speak English, they have both Japanese and English labels for all their food items.

The bakery provides people in the Keihanshichijo Area with baked goods at a traditional place that specializes in making them. Knowing that the store has been run through three generations of people is interesting and provides people with traditional baked goods made with methods that may not be employed by many places anymore. For tourists, this is a place to shop for baked goods that are made in an authentic Japanese way spanning back to 1952. The historical value of the shop is valuable to tourists that would want to experience a bakery using these traditional techniques.

The Kyomachiya Workshop Waraku is a place that allows customers to come and create traditional arts-and-crafts pieces or buy some from the gift shop that has been open for 119 years. It caters to anyone willing to come, with a majority of their customer base being junior high or

elementary school students and tourists. The owner has two staff members that teach classes, one from Taiwan and one from China. They speak their respective native languages as well as both English and Japanese. The owner wants to accommodate as many people as possible and found that most customers can speak one of those three languages. In addition to crafts, the shop also has unique Japanese historical artifacts, most of them old books. The owner stated that the Kyoto National Museum often contacts him to display these books, but he prefers to have them in his store, as people can have the opportunity to see them up close and hold them. Another part of historical preservation is keeping old buildings and locations intact. According to the owner, many houses in Kyoto are being replaced. He believes this is wasteful and that instead of destroying the buildings, people should be restoring them. When these older buildings are being destroyed, he typically tries to go to these places and collect any old writings.

Kyomachiya Workshop Waraku provides “co-creation” as making crafts is a highly interactive activity with customers. The owner’s philosophy is that five people can make five unique things, so no one’s experience is exactly the same as another. The crafts are traditionally styled, but ideas from other cultures are incorporated into the artwork to change the idea of Japanese people being closed to foreigners. A cultural bridge is created by doing this leading to inclusion of more people from different areas.

Co-creation provides customers or visitors with an active experience in learning history and culture of the store. It’s likely that an active experience where people are performing an activity will spread more because people are likely to talk about it and recommend the experience to other people, rather than just passively experiencing a business’ culture (“Promoting Active Learning”, n.d.). This, in turn, spreads the culture people have learned to others as they may want to experience the activity as well or talk about it more. More shops incorporating “co-creation” would provide a better experience for tourists, as interaction with a culture leaves a bigger impact on people.

The cafe, Cafe Mond, is a new local business that specializes in making crepes. Since crepes are not a Japanese food, the owner states that she adapted the crepes for Japanese tastes. All of the ingredients are made in Japan to keep the spirit of Japanese tastes. According to the owner, more of her customers are foreigners from the Four Seasons Hotel near the shop than local Japanese residents. One of the owner’s roles in the community is to provide a comfortable atmosphere to eat and socialize. She also is a kind of friend to some of her customers, as she often talks with them about any personal troubles they want to share.

The cafe is an important local business in this community because it is relatively new, so it allows for a connection between new and old businesses. The owner valuing the community aspect and befriending customers helps strengthen this connection. The introduction of non-Japanese food, but transforming it to appeal to Japanese tastes connects two cultures as well.

The pottery shop, Moritosho, has been in business for 100 years and is a family run business for three generations. It sells traditional Japanese pottery keeping the designs and creation process of them alive. The owner said the shop sells to customers who come to the store, but also at festivals from July to October where there is pottery creation.

The pottery shop helps keep traditional Japanese pottery techniques alive and appealing to customers. Being part of festivals with pottery also helps expand and preserve the culture around the art form. The value this shop brings is how it keeps the culture and specific techniques of Japanese pottery alive.

The Honmachikan adult movie theater has been open for 65 years through three generations, and it has always been a place for entertainment. It began as a performance theater

then later transitioned to a regular movie theater. The current owner made it an adult movie theater to stand out more to customers. As more theaters opened, people would only go to those close to where they lived. In order to have a greater audience, he made it specialize in pornographic films. The theater is open to tourists but he wants visitors to know that all movies are in Japanese and there are no subtitles. It also only shows pornographic movies, three per day, about women. When asked about etiquette, the owner said it is like any other Japanese movie theater; viewers are not allowed to record the movie and they need to be quiet.

The adult movie theater caters to a niche market of people and likely won't attract many tourists. If tourists were to go, it would be for the novelty of the theater. Its niche target audience comes from older people who likely don't know how to use the internet, so this is the place they consume pornographic content. The history of the theater however is useful to people wanting to learn more about the area because it did start out as a playhouse, transitioning to a normal movie theater and becoming an adult movie theater as it is today.

The grocery store, Yamayasu, is a third generation owned store run by an elderly couple. Many community members go here for basic necessities and groceries. Everyone in the store only speaks Japanese, making it difficult to communicate with some tourists. It's especially difficult explaining to tourists who have credit cards that they only accept cash.

The grocery store allowed us to see the appeal of getting basic needs from a trusted place. Having a local place to buy these goods plays an important role in the community where everyone is tight-knit. Plus, local residents know the owners and can converse with them as friends. For tourists, it would not serve as much more than just a grocery store unless they are interested in learning things about the community. Although, this wouldn't be useful unless the tourists were long-term residents who speak and understand Japanese.

The small coffee shop is run by an older woman who has been running the business by herself for the past 35 years. She stated that she did not want to be part of the map as it would be hard to keep up with so many tourists. The business always primarily served locals and she did not want to lose that appeal. Although, she is not against tourists coming in so long as they are a small group.

The coffee shop owner rejecting our proposal to advertise to tourists was the first time we had been denied permission to catalogue a shop on the map. This lack of interest showed that not all local business owners wanted their business' culture and tradition promoted to tourists. The reason for this was that the owner did not want a large amount of customers coming in as the business is small and only seats a limited amount of people. The coffee shop is meant more to be for local residents of the community. Presenting its culture and tradition to an audience of tourists could potentially ruin that. We understood this as there were only local residents in the shop at our time of visiting. Some local business owners may share this feeling that their shop is only meant for members of the community and not want to be presented to tourists which is something we had to realize and understand going forward. While the coffee shop declined being on our map, the other local businesses reacted positively and believed that it was good to present the culture and tradition of the Keihanshichijo Area to tourists. Many were fine with an increased presence of tourists so long as they abided by the etiquette of the area.

To address overcrowding, issues arising over space and overcrowding in a business can be negated by notices on our website notifying tourists of the limited space and recommending they leave in a timely fashion.

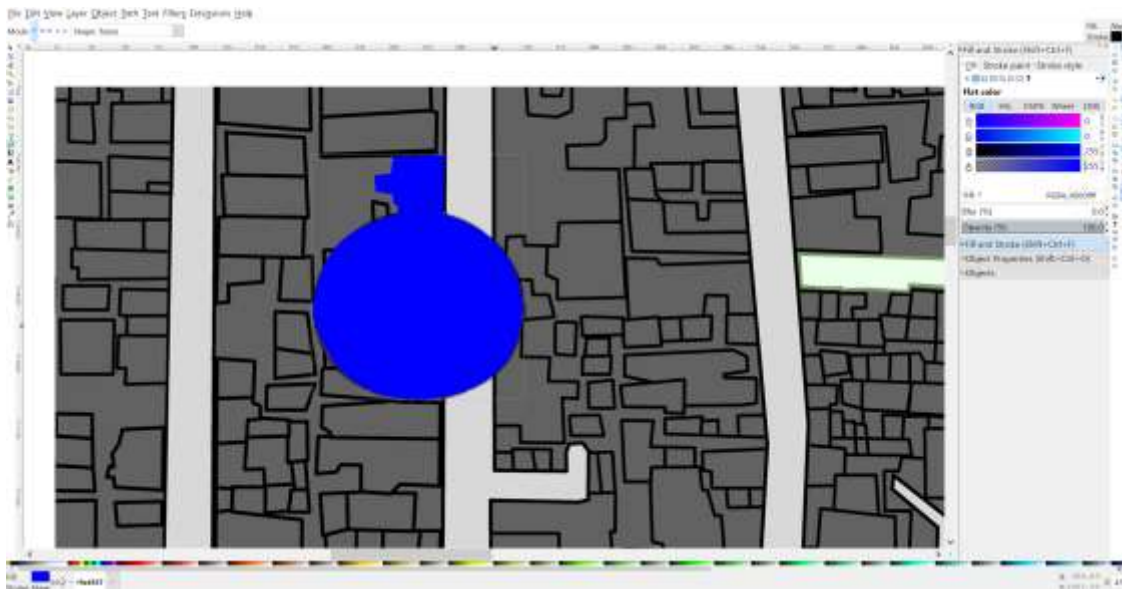
From interviewing local businesses, we learned that many are open to tourists shopping there, but do not want to be overwhelmed by large numbers of tourists. Certain stores have

carried down culture between generations that is significant to the owners. We also gained insight as to why some local businesses will never want to be presented at the risk of attracting more people and becoming more than just a store for local residents. The information given to us about the cultural significance gave us a lot of information to present to tourists and helped us understand why it should be preserved.

### **Interactive Website and Map**

To create the map displayed on the website, we used a Scalable Vector Graphic (SVG) which allows interactivity within the image when someone hovers their mouse cursor over an area or clicks on an area. By creating a website using a subdomain from Awardspace and using the plugin SVG Support on Wordpress, the site was able to host interactive images that can redirect to other places on the internet. The plugin was needed because non-static SVG images need to run additional code to be interactable. We went about designing the map by researching what types of images can be interactable and learning about SVG images made them an obvious choice for our purpose of an interactable map.

We used the open-source program Inkscape to create these images that link to individual pages. Inkscape worked well to designate sections of the map that react to user input and highlight the interactable area showing that it is clickable. According to Charles Taylor, responsive websites like this yield more user engagement (2009). The point of this is to have users remain on the website and use it for a longer period of time. Maintaining an SVG file is easy with Inkscape because it can open previously made interactive images and add new sections if future website iterations require it, as is shown in Figure 9.



*Figure 9.* A view of the Inkscape application and using it to mark an interactable area that will be clickable by users

Managing a Wordpress website is also easy to do as they provide the interface and editing software. The web platform has an easy learning curve and edits can be applied quickly by following the steps in Appendix F. Plus, it can easily be moved to a different domain if the Escola community feels the need to migrate the site in the future.



To promote the map to people visiting the area, we created a QR code that links to the main page of the website with the map on it. The QR code is displayed on message boards surrounding the Keihanshichijo Area and pamphlets within stores, so people visiting there will be enticed to go to the website in search of learning what is around the area. We gave pamphlets and posters to stores we previously interviewed and told them they could receive more to give out from the Escola community. By leaving the file with Léo Porte, he can print out any additional copies stores need.

We created the website in both English and Japanese because we felt these were both prominent languages that people visiting the area could read. There may be Japanese tourists coming from different parts of the country to the Keihanshichijo Area, so they will be able to read about the area. English is our primary language and spoken widely around the world, so it made sense to us that the other language supported by the map be English.

Once our group was done creating the website and implementing the map, we transferred ownership and login credentials of the website to Léo Porte. There are instructions to make changes to the website listed in Appendix F should the Escola community or any other future teams expanding on this project feel the need to change or add information. Login credentials can be handed off to any other teams making changes in the future as well.

By creating the website and interactive map using Wordpress and Inkscape, we concluded we were laying the foundation of something that can be improved upon and iterated by future groups or the Escola Community. The easy learning curve of these platforms allows for this as detailed in Appendix F. Our choice in image format being an SVG allows for updates and refinement as well. We feel this combination allows for future teams to have the same ease of access and smooth experience making changes to the website as we had.

## **Chapter 5: Recommendations**

### **Research**

In ID2050 and for the first couple of weeks in Kyoto, our group was researching and working towards the objective of helping business owners preserve their culture and tradition, as well as promoting them to gain more customers. After talking to one of the managers of Escola, the scope and focus of our project shifted to one of educating tourists about the culture and tradition of the area instead. This different approach changed the focus of our project from helping business owners to helping tourists.

Our team recommends that any future groups who intend to promote the local businesses of the Keihanshichijo Area do not assume that all business owners would like help from a foreign group of people such as our project team. As seen in our own research, multiple shop owners did not want their shop on our map. There are likely many other business owners that would decline help from a group of people they have never met before, especially in a conservative city like Kyoto. These owners may also see some outside offers to help as condescending, since project groups like ours likely will not know the full situation or understand the actual needs and desires of the community before arriving there. Since we changed our focus from helping business owners to helping tourists, the local residents and owners will likely be more receptive to our project. We modified our approach to let business owners know that we want to educate tourists, to help them understand the community and respect it more, rather than telling people how to run their businesses to make more money. Also,

because of this shift, the influence that a potential influx of customers could have on their businesses is less of a concern.

To lessen the possibility of rejection from businesses, we recommend communicating with the Escola community in ID2050 to ask if there are potential businesses they have in mind to be presented. If these businesses have an email, as many of the businesses we engaged with did, a message (in Japanese) can be sent detailing the purpose of the project being to present the culture and history of the shop to tourists instead of promoting them or helping the owner. Hopefully, this lays the foundation of the project and spreads around the area to inform businesses of the purpose of the project.

When interviewing business owners, we originally were going to conduct focus groups with a multitude of business owners. We planned to give them surveys and take results from multiple people answering the same questions in a planned setting. As previously stated, many business owners do not believe they are in need of help and would not want to come to an interview session under that circumstance. Another issue of having business owners come together for a focus group session is that many of them are simply not free at the same time, since open hours for many of their businesses varied. Furthermore, it is hard to arrange business owners from all over the Keihanshichijo Area to congregate at one location to conduct a focus group, and it is unlikely that they would take time out of their day to travel and meet people they do not know well. It was also easier to pitch the benefit of preserving the area's culture by presenting it to tourists. We recommend conveying this reason as a benefit to the local business owner or thinking of a different reason why this would benefit him or her.

To interview business owners in the most efficient way possible, we conducted one-on-one interviews with business owners at their shops. We felt that it was the most efficient method we could use to gather opinions from business owners because we just had to introduce ourselves at their shops, ask if we could conduct an interview, and interview if he or she agreed. While it may not seem necessary, we felt the courteous thing to do at each shop was to try and buy something. Language was an issue in these interviews as no one in our group spoke Japanese, but we did obtain a translator who helped described below. These interviews took around an hour on average and were less of a hassle than trying to set up focus groups likely would have been. We recommend arranging these interviews in advance by taking a translator to a shop and asking when the owner is available for an interview. If he or she is available at that moment, we recommend conducting the interview on the spot. If not, schedule a time in the future that works for him or her and your translator.

Since we were originally researching to help business owners, we had first planned on getting details about businesses by people in the community through a process called community-engaged mapping. Community-engaged mapping is a process that gathers people in a local area in order to identify assets of the community and give details about them. We would recommend against using this method of mapping for this project. Much of Kyoto is quite conservative, so community members may not want to interact with tourists. Also, community members could potentially be unreliable for information, as they may know the local business owners personally and be biased to only make positive comments about these businesses. Therefore, for a project such as ours, we do not recommend using community-engaged mapping for identifying the culture and tradition of local businesses. Instead, we recommend one-on-one interviews to map the area as stated above.

Our group lived about two miles away from the Keihanshichijo Area, which meant we would either have to walk for an hour there or we would need to pay for transport. Since these

are both inconvenient, we recommend planning out in advance what days to travel to the area and interview or meet with the Escola community. Our group created a plan during every weekend of what we wanted to accomplish during the coming week. We planned out what days we would travel to the Keihanshichijo Area far in advance. We recommend doing this as knowing these dates will save money or time from travelling there and wasting a trip by doing nothing.

To use any materials obtained in interviews, consent forms need to be given and signed by the interviewee. We brought many copies of our consent form for business owners on days we were interviewing, so we would always have enough on hand if we conducted more interviews than we planned for. We would recommend bringing extra consent forms just in case there ends up being more interviews than planned for. It would be unfortunate not to be able to use anything from an interview because of no consent form. Make sure to also get the consent forms translated into Japanese as it is unlikely business owners will sign something they cannot read and understand. Furthermore, consent forms are not normally used in Japan compared to the United States. Some local business owners may not understand the form's purpose to allow use of the interview in written material. Therefore, we recommend introducing the form as a means to use what an interviewee says and convey this through a translator. We told our translator to inform the people we wished to speak with that we couldn't use their interview responses unless the form was signed and we never had a problem with anyone signing the form.

The likelihood that a group has someone who speaks Japanese is low, so future researchers interviewing them will want to plan early to get a translator who can speak both Japanese and the group's primary language. When we interviewed local business owners, this made it much easier to communicate with them versus trying to speak Japanese with them or using an application like Google Translate. We suggest trying to get a translator as early as possible, because they are essential to communicating and are in high demand if other IQP groups are trying to get one as well. Ask advisors during ID2050 if they have any connections to local residents who would be able to translate for your group as our group utilized a translator provided by our advisors. If not, there is the option of asking a resident of the Escola community to translate as many are bilingual.

### **Interactive Map and Website**

We originally planned to create an online map of the Keihanshichijo area's local businesses using EFFURT, an asset mapping program created by students in a previous IQP in Japan. However, for creating an interactive map on a public website, we do not recommend using this program. EFFURT is primarily useful as an internal database to store information about a region's assets but is not easy to publicly present like our map using Wordpress. To create a map, we recommend using an SVG image of the local area. This is because it is easy to add clickable sections where businesses are located that link to another website or page containing each business' information.

The website should be a continuation of our original product, so there is potential to add every local business in the Keihanshichijo Area that is willing and has cultural significance behind it. We recommend the Escola community takes control over the map in order to ensure the information on it is up-to-date and accurate. Other groups can be sponsored to maintain the website, but the ownership should always be in the hands of the Escola community as no group will be working on it forever. That group and members of the Escola community will have access to the site to edit its content.

We recommend continuing to use a Wordpress-based website for future iterations of this map and the business descriptions that accompany it. Wordpress is free to use and supported by many different hosting providers if the website were to ever need a change in host. It's also simple to export a website using Wordpress, so the entire website could be migrated to a new location should the need ever arise.

To expand language selection, a future group could add Chinese as a supported language to the website. According to the Japan National Tourist Organization, the highest percentage of tourists comes from China (Graph List Page, n.d.). Adding Chinese as a language would make it so a larger portion of tourists coming to Japan could understand the map and its contents.

The types of places on the map could be expanded upon over time as well. We were told the roads of the area had historical significance behind them that could be added in future map iterations. We recommend going to city buildings with archives of the history of these roads and using literature review in order to get the contents for those pages. The Rengeoin Sanjusangendo Temple and Kyoto National Museum are both landmarks of the area we used as reference points for map users, but they could also be added as historical buildings in future map iterations.

For advertising the map and website, we used QR codes that can be placed on message boards around the area or on pamphlets in stores to draw in tourists seeking to learn more about the area, documented in Appendix G. It's something that any modern phone can scan, and it can instantly direct anyone with internet access to the website. We recommend continuing to advertise the website using QR codes because it provides easy access for most tourists. If these are placed outside, we recommend laminating the paper it's printed on to preserve it against weather. For store pamphlets, we recommend using a three-fold brochure-style print. These can easily be handed from person to person, helping disseminate the map. We recommend expanding advertising outside the Keihanshichijo Area in the future by reaching out to tourist information centers and requesting to add the website to brochures or a list of information resources.

## **Conclusion**

Within the Keihanshichijo Area, there is a multitude of stores each with its own unique cultural and historical significance. To present the cultural significance of the area, we researched the rise of tourism, interviewed local business owners, and created a website that could be used to educate tourists on the significance of each store. Tourism research was conducted through literature in ID2050 at WPI. Interviewing local business owners and creating the website and interactive map was done in Kyoto, Japan. The website must be promoted in order to ensure its usage by tourists at or planning to visit the area. The website's information should be updated periodically by the Escola community or future project groups, in order to ensure its accuracy and reliability for users.

Future iterations of the website would continue to add more areas to the digital map, increase the number of local businesses, translate the information to more languages, or expand the amount of information on the website. More shops and attractions could be presented to tourists, spreading the culture and tradition of the Keihanshichijo Area to more people. The advertisement of the website could also be expanded in the future through increased promotion around the area or tourist information places. This all ensures the map is useful and exposed to users for many iterations to come.

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## **Appendix A: Interview Questions for Escola Community Members**

1. How long have you been involved with Escola? What got you involved?
2. What does Escola stand for in your own words?
3. What kinds of responsibilities do you have in Escola?
4. What do you do outside of the Escola community?
5. In regards to the rise in tourism, what are your main concerns?
6. In regards to our project, what are some businesses you feel we should be paying close attention to? Why?
7. Are there any unique aspects of those that would be best to display to tourists?
8. Are there any locations you visit frequently that you feel are a large part of the local culture?
9. What unique aspects of these locations would be best to display to tourists?
10. What are some local traditions you value most? Why do you value them?
11. Have you noticed those traditions being affected in recent years? If so, how have they been impacted? Do you feel any of those traditions would be appealing to tourists? Could tourism help strengthen them?



## **Appendix B: Interview questions for local business owners**

1. If you had to describe your business in a sentence or two to someone who has never heard of it, how would you do it?
2. Where do you ideally see your business one year from now? Five years from now?
3. Do tourists often come into your shop?
  - a. If so, are you comfortable that they do?
  - b. If not, would you be comfortable if they did?
4. Can you describe any notable experiences that you have with these tourists that come to your business?
5. In general, do you enjoy having tourists come into your place of business?
6. Do you have any concerns about serving tourists?
7. Would you welcome more tourists to your place of business?
8. Do you think an increase in tourism would be positive, negative, or have no effect on your business?
9. Are there any social norms that tourists are often unaware of?
10. What is the cultural significance/history behind your business?

**Appendix C: Interview Consent Form & Consent Form for Photography of Building**

We are a group of Worcester Polytechnic Institute students from Worcester, Massachusetts, in the United States, and we are here working with Honmachi Escola on a project to promote local culture and businesses in Kyoto’s Keihan-Shichijo area.

We would like to interview you to get your opinions about local sites and practices of cultural importance, and about the rising number of tourists in the neighborhood and places of business that they might visit. The interview is expected to take 30 minutes. Your participation is entirely voluntary, and you should feel free to answer or not answer any questions, or to stop the interview at any time. No personal information, such as names, will appear in any publications or presentations unless you give express written consent to do so.

The information we are gathering will be used to create a descriptive map of the area to promote local businesses, and will be available in both Japanese and English. It will be used solely for educational purposes, not commercial.

We would like to use an audio recorder during the interviews to assist in our note taking process, with your permission.

We would also like to photograph the storefront of the business to be used as part of the descriptive map, with your permission.

We do not foresee any risks as part of your participation in this process.

Participant: .....

Consent to be interviewed:                       Yes                       No

Consent for photography of storefront:                       Yes                       No

Signature: .....                      Date: .....

Please note that you may also withdraw your consent at any time, upon written notice.

You may contact us via email at gr-Kyo19Escola@wpi.edu. You may also contact our faculty advisors from Worcester Polytechnic Institute (WPI) at : sphar@wpi.edu or gsnoddy@wpi.edu or ksnoddy2@wpi.edu . You may also contact the chair of the WPI Institutional Review Board (Prof. Kent Rissmiller) at Tel.: +1-508-831-5019 and email kjr@wpi.edu , or the Human Protection Administrator (Gabriel Johnson) at Tel.: +1-508-831-4989 and email gjohnson@wpi.edu.

## Appendix D: Consent form for recording responses of Escola community members

### Informed Consent Agreement for Participation in a Research Study

**Investigator:** Jefferson Alex Sphar, Ph.D.

**Contact Information:** [gr-KyoA19Escola@wpi.edu](mailto:gr-KyoA19Escola@wpi.edu)

**Research Study Title:** Presenting the Culture of Local Businesses in Kyoto's Keihanshichijo Area

**Sponsor:** Honmachi Escola

You are being asked to participate in a research study. Before you agree, however, you must be fully informed about the purpose of the study, the procedures to be followed, and any benefits, risks or discomfort that you may experience as a result of your participation. This form presents information about the study so that you may make a fully informed decision regarding your participation.

**Procedures to be followed:**

As part of this study, you will be individually interviewed. Each session will last about 30 minutes. A group leader will ask you several questions while running the discussion. This interview will be audio-recorded, and a note-taker will be present.

**Purpose of the study:**

The overall purpose of this study is to promote local businesses in the Keihanshichijo area while maintaining its culture.

**Risks to study participants:**

There is little to no risk or discomfort for the participant in this study.

**Benefits to research participants and others:**

This study provides no significant benefits to the research participants and others.

**Compensation or treatment in the event of an injury:** There is little to no risk of injury in this study, and you do not give up any of your legal rights by signing this statement.

**For more information about this research or about the rights of research participants, or in case of research-related injury, contact:** Our project group: [gr-KyoA19Escola@wpi.edu](mailto:gr-KyoA19Escola@wpi.edu)  
IRB Chair: Professor Kent Rissmiller, Tel. 508-831-5019, Email: [kjr@wpi.edu](mailto:kjr@wpi.edu)

**Your participation in this research is voluntary.** You can choose whether or not to participate in the focus group, and you may stop at any time during the course of the study. Your refusal to participate will not result in any penalty to you or any loss of benefits to which you may

otherwise be entitled. The project investigators retain the right to cancel or postpone the experimental procedures at any time they see fit.

**By signing below**, you acknowledge that you have been informed about and consent to be a participant in the study described above. Make sure that your questions are answered to your satisfaction before signing. You are entitled to retain a copy of this consent agreement.

\_\_\_\_\_  
Study Participant Signature

Date: \_\_\_\_\_

\_\_\_\_\_  
Study Participant Name (Please print)

\_\_\_\_\_  
Signature of Person who explained this study

Date: \_\_\_\_\_

### **Appendix E: Interview Procedure**

1. Greet the participant and thank him or her for agreeing to the interview.
2. Briefly explain the interview's purpose and the objectives of the meeting.
3. State that you will begin recording and taking notes once the first question is asked.
4. Once the participant is ready, the leader will begin asking the prepared questions, allowing participant questions and asking follow-up questions if necessary.
5. Once all questions are finished, ask if the interviewee has any additional comments.
6. After comments, tell him or her the session is complete as you stop recording, and thank him or her again for the interview as you conclude.

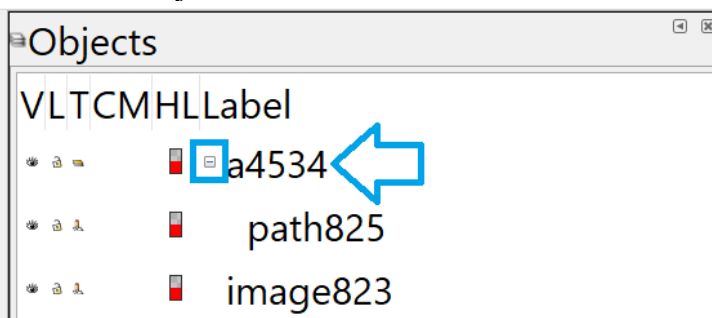
## Appendix F: Guide for Editing Website

### Page Editing

1. Go to <http://escolamap.onlinewebshop.net/wp-admin/>
2. Login with administrator credentials
3. Select “Pages” on the left side of the page
4. Hover mouse over page that needs to be edited
5. Click “Edit”
6. Make any necessary changes to the page and its content
7. Click “Update” in the top right corner of the page

### Map Image Editing

1. Open the free and open-source program *Inkscape*
  - a. If *Inkscape* is not already installed on your computer, go to <https://inkscape.org/>
  - b. Select the “Download” tab and install the most recent version on your computer
2. Click the file tab, select open, and open the SVG file of the image
3. Select the “Draw Bezier Curves” tool on the left hand side of the program. It looks like a green pencil coloring lines
4. Click to draw a shape around the area you would like to be highlighted and link to another page
5. Go to the “Fill and Stroke” menu on the right side of program with your path selected and set the alpha slider to make the path as transparent as you would like it to appear. We used 90 for our image.
6. Go to the “Object Properties” menu on the right side of the program and click “Interactivity”.
7. In the “onmouseover” box write **this.style.opacity=1**. In the “onmouseout” box write **this.style.opacity=0**.
8. Right click on the path and click “Create Link”.
9. Put the desired target URL in the “Href” box
10. Go to the “Objects” menu and select the small white box to show the path



11. Click on the path under your new link
12. Go back to the “Fill and Stroke” menu
13. Set the opacity to 0%.

### Taking Website Offline

1. Go to [awardspace.com](http://awardspace.com)
2. Click log in at the top right corner of the page
3. Log in with the provided credentials

4. Go to domain manager under the website manager tab



5. Scroll down to find the domain to be taken offline and click the settings icon



6. Click "Delete Subdomain" to take the website offline

## Appendix G: Poster and Pamphlet Templates

### General Etiquette

- At restaurants, tips are not accepted.
- Many businesses only accept cash. While some places do accept credit cards or certain payment apps, it's very uncommon.
- When paying, be sure to place your money into the tray near the register rather than handing it to them directly.
- Some places may require you to remove your shoes. This can be indicated by a change in elevation or a shoe rack.

### 注意点

- レストランではチップは必要ありません。
- クレジットカードを使える店もありますが現金のみでしか支払えない店が多いです。
- 支払いの際は、手渡しよりもトレイの上に現金を置いてください。
- 入店して、段差や下駄箱がある場合には靴を脱いでください。

### Keihanshichijo Area Community Map 京阪七条エリア コミュニティマップ

Scan QR code to go to  
interactive map website  
QRコードをスキャンして、  
マップをご覧ください。



<http://mainlamap.onlinenewshop.net/>

### Keihanshichijo Area Community Map 京阪七条エリア コミュニティマップ



1. Maccha Shop Kissakowazuka  
きっさこ和束
2. Bake House Inoue  
井上製パン
3. Syu-yu-raku Sake Store  
集西楽 サカタニ
4. Kyomachiya Experience Waraku  
京町家・体験工房 和楽
5. Yamayasu Grocery Store  
山安
6. Honmachikan Adult Movie Theater  
本町館 アダルト映画館
7. Okonomiyaki Yoshino Shop  
お好み焼吉野
8. Pottery Shop Moritoshō  
森陶商
9. Cafe Mond  
カフェモンド



# Keihanshichijo Area Community Map 京阪七条エリア コミュニティマップ

Scan QR code to go to interactive map website  
QRコードをスキャンして、マップをご覧ください。



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