

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

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WPI

In metropolitan areas worldwide, globalization is overwhelming local business and culture.



Convenience stores have an overwhelming presence in Japan

- Over 20,000 7-11's in Japan
 - The most in any country
 - Double the amount in the United States
- Additionally
 - Lawson has 14,000 stores across Japan
 - FamilyMart has 16,000.



Kyoto has enacted preservation laws to protect cultural assets, but small businesses are not included under this legislation.



OUR GOAL: Present the culture of local businesses to tourists and preserve the heritage of the Keihanshichijo Area.

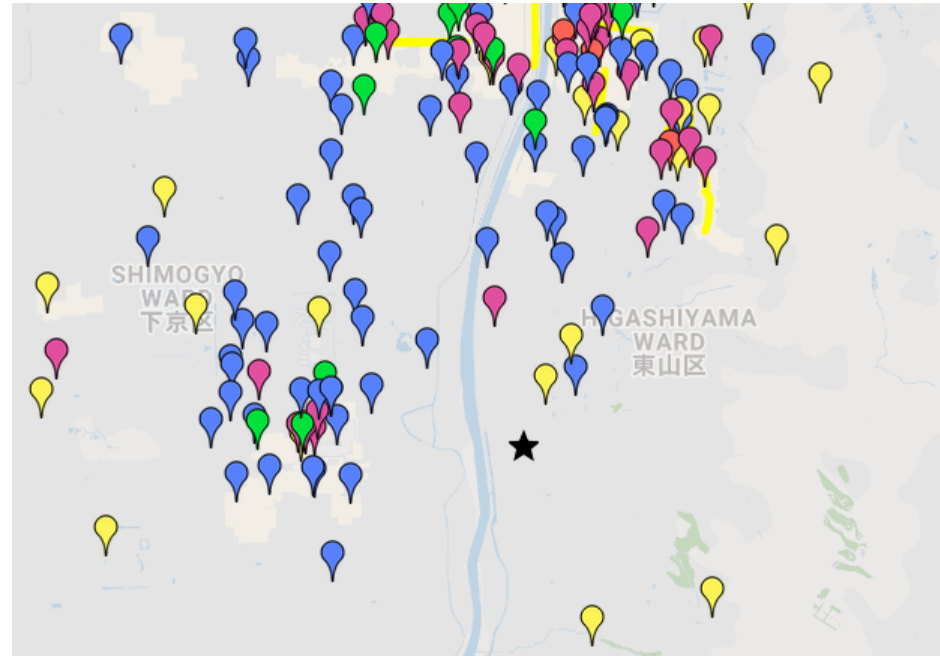
Our project sponsor, Honmachi Escola



A local music performance and a craft event at the Escola community space.

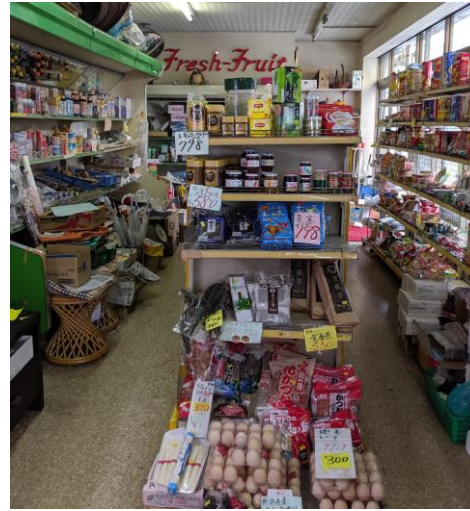
Creating an Asset Map

- Targeting slow tourists
- Displays culturally significant businesses
- Contains information on each business
- Multilingual
- Plan for expansion



Objectives

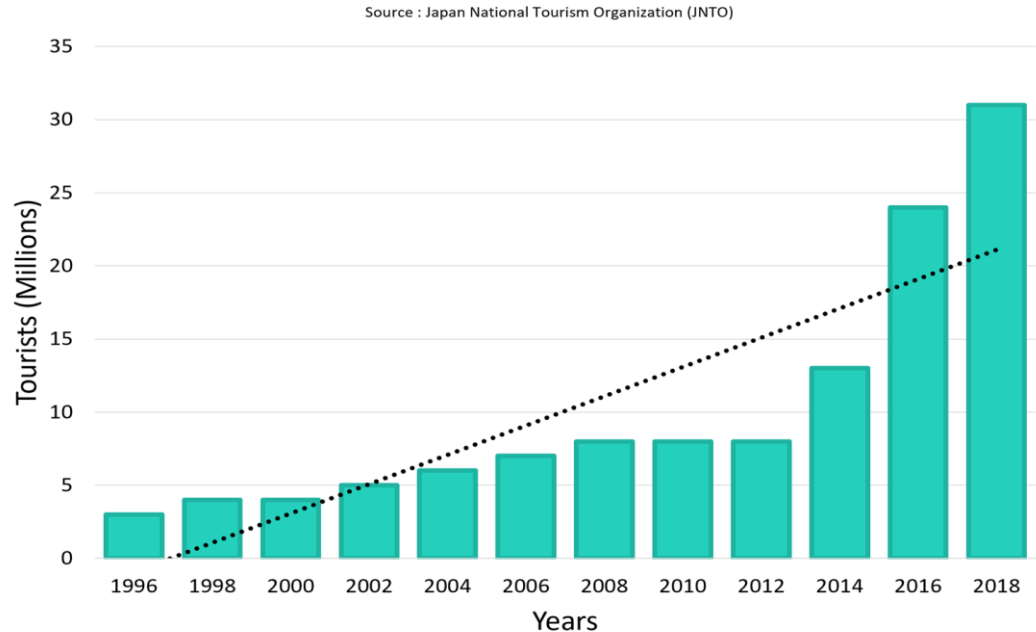
1. Understand the rise of tourism and the nature of gentrification.
2. Gather information on the Keihanshichijo Area's local businesses and the issues facing them.
3. Identify the aspirations and concerns of local business owners.
4. Assess which aspects of each business should be presented to tourists.
5. Present the appeal of these businesses to potential customers.



1. Understand the rise of tourism and the nature of gentrification.

● Literature Review

- Gentrification
 - Guest houses can lead to an increase in property value
- Tourism “pollution”
 - Scholarly articles
 - News Articles
- Slow tourists
 - More interested in interactive cultural experiences



2. Gather information on local businesses and cultural assets.

- Interview members of Honmachi Escola
 - Suggestions for businesses to visit
 - Helped understand of concerns of local business owners
 - More in-depth conversation on the overall goal of the project



3. Gather information on local businesses' history.

- Conducted one-on-one interviews with local business owners
- Asked questions that addressed:
 - The history and culture of their business
 - Their thoughts on tourism
 - Thoughts they had on the map

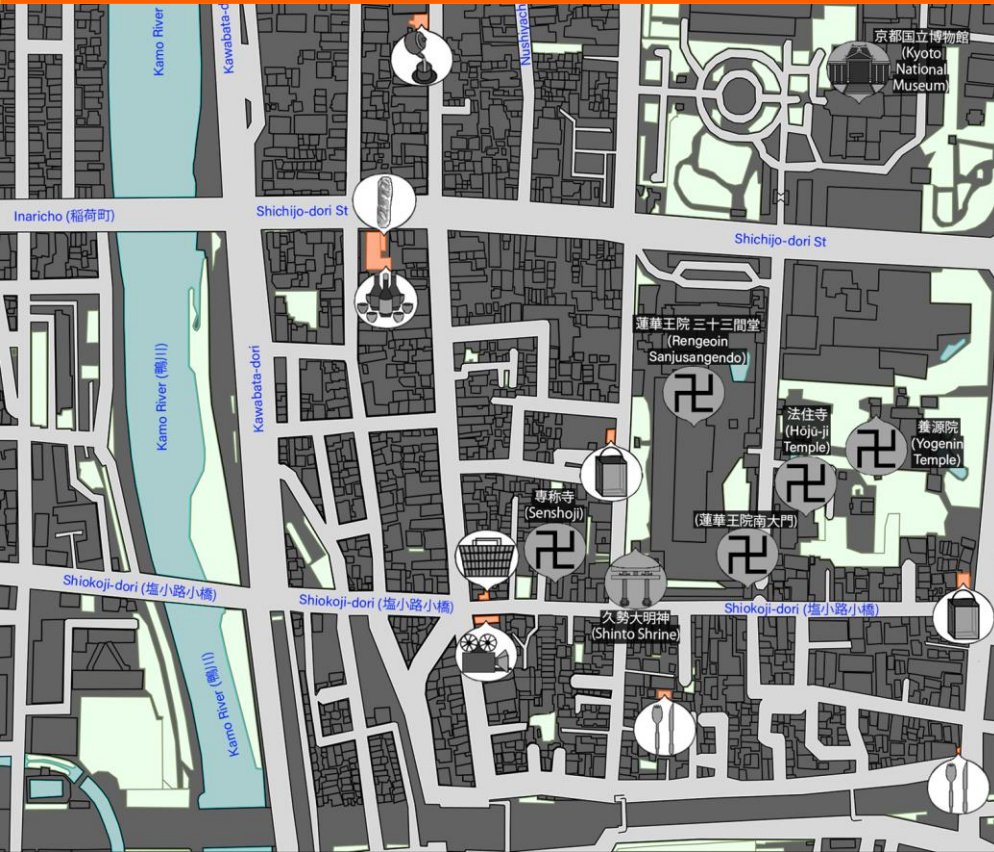


4. Assess which aspects of each business should be presented to tourists.

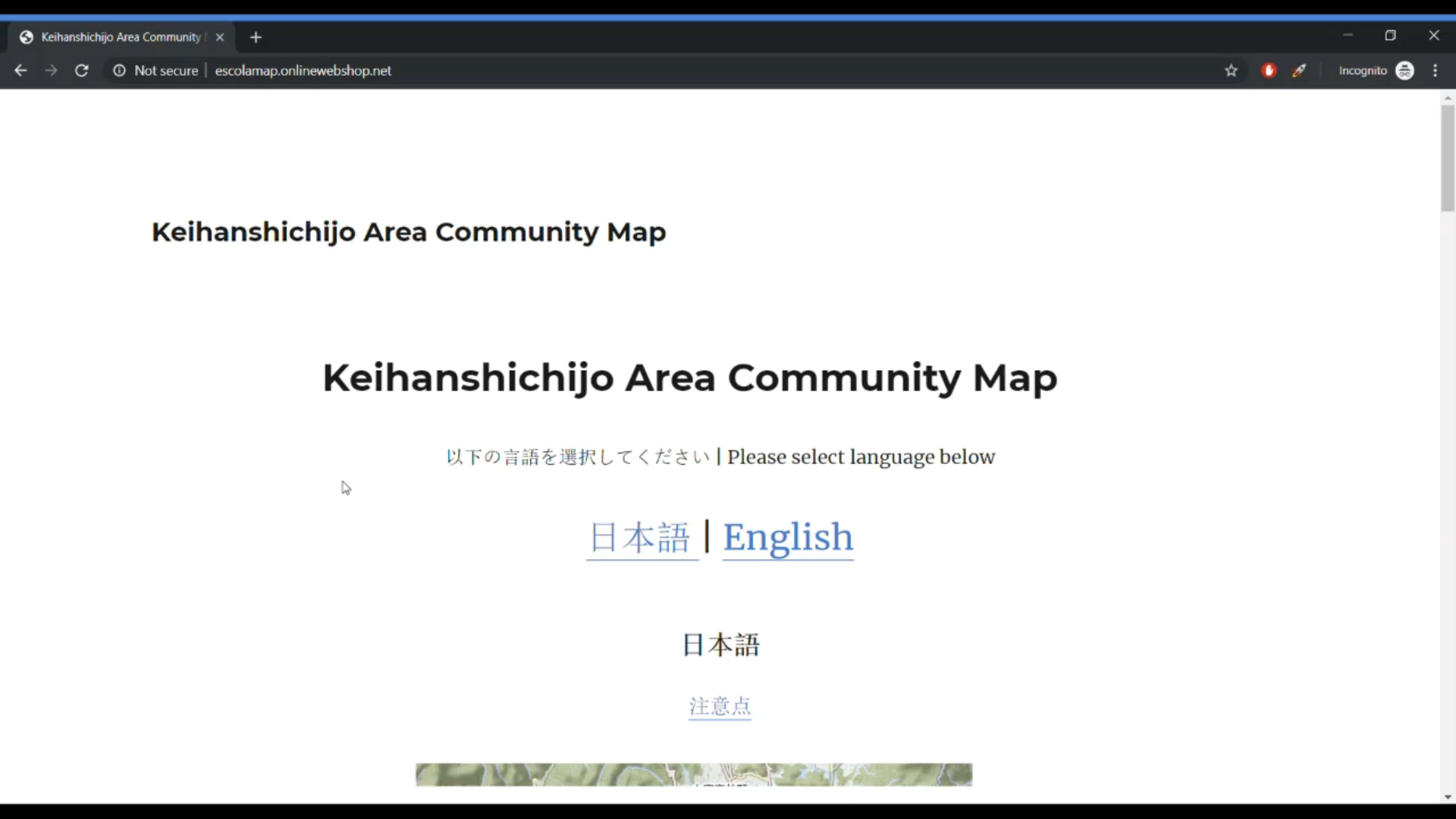
- Targeting slow tourists
 - Historical and cultural significance
 - Interactive experiences
- General Information
 - Hours of operation
 - Payment options
 - Location



5. Present the appeal of these businesses to tourists.



- Creating our own online map
 - Using an interactable Scalable Vector Graphics image
 - Use Wordpress as a content management system
 - Show landmarks and street names around the area for navigation
 - Shrines
 - Temples
 - Museum



Keihanshichijo Area Community Map

Keihanshichijo Area Community Map

以下の言語を選択してください | Please select language below



日本語 | English

日本語

注意点



Businesses on Our Map



- Sake Shop
- Bakery
- Cafe
- Pottery Store
- Maccha Shop
- Movie Theater
- Grocery Store
- Okonomiyaki Restaurant
- Craft Store



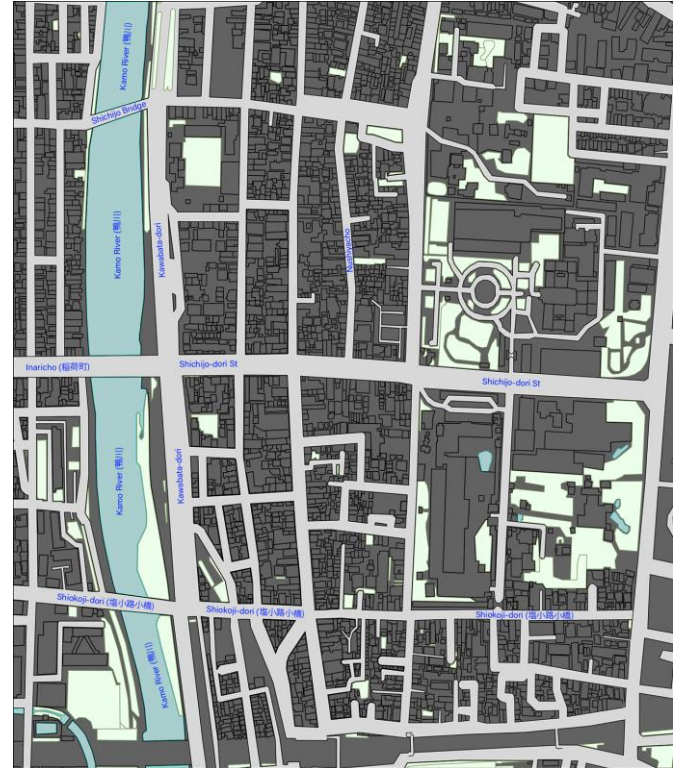
Advertising The Map

- Posters by local guest houses
- Posters on community message boards
- Pamphlets in local businesses
- QR code that redirects to the website



Future Recommendations

- Future Map Improvements
 - Continue adding more businesses to the original map to present more of the area.
 - If information about businesses change, update pages to display accurate information
 - For a really big expansion, try to partner with surrounding tourist information stops to advertise the map
 - All of these will lead to the map's success in the future



Thank you
ありがとうございます
Arigatou gozaimasu

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