
From Senior Editor



Hello everyone, I am Mayu Urata, Associate Professor at the Graduate School of Informatics, Nagoya University. I have been serving on the editorial board of the *Journal of Global Tourism Research (JTGR)* since its first issue, and I have been appointed as a senior editor since June 2022. Thank you very much for your cooperation.

Currently, Japan's rural areas are facing various social issues such as declining population, falling birthrate and aging population. The government has launched the "Digital Rural City Nation Concept" and is trying to solve social issues and improve the attractiveness of rural areas by utilizing the "power of digital" and making the most of their unique characteristics. However, many of the rural tourist destinations that have been heavily affected by COVID-19 lack digital human resources and are unable to take advantage of digital technology.

In order to utilize the power of digital technology to solve social issues, it is necessary for industry, academia, government, and the private sector to work together and share the results and know-how obtained with other regions. And to meet the increasing demand for tourism in the post-COVID-19 condition, the promotion of Digital Transformation (DX) to support the tourism industry, such as improving the management of tourist attractions by utilizing digital technology, is required.

My research group, in cooperation with local governments, aims to clarify the social effects of ICT utilization through demonstration experiments based on ICT utilization. In research fields where practical results are required, such as the tourism industry, it is important not only to pursue theoretical and technological novelty, but also usefulness. If the results obtained from the demonstration experiments in the tourism field can be applied to other fields as a model, it is expected to contribute to society and revitalize local communities.

JGTR is made possible by your contributions and cannot be published without your cooperation. We hope to promote interdisciplinary research related to the tourism industry, foster researchers in the field of tourism, make proposals for solving social issues through academic and practical research, and contribute to the development of the tourism industry in Japan and abroad. We would like to listen to the voices of as many of our members as possible as we strive to make the journal more meaningful. Thank you in advance for your cooperation.

Mayu Urata
Senior Editor