

## From Founding Editor-in-Chief

The *Journal of Global Tourism Research* is receiving more and more papers, thanks to your help. The fourth award for the excellent paper was selected from the papers over the last two years by members of the editorial board of the International Society for Tourism Research.

The two papers below have been selected for the 'Excellent Paper Award' of the International Society for Tourism Research and award certificates will be presented. We hope that the founding of the award for the best paper will prompt more authors to contribute excellent research papers. Also we expect the contents of the papers will be put into practical use and the tourism industry is developed further.

The scope of the word "tourism" is quite wide. To this end, we thought that it is important to explain the reception category more clearly. The categories and the details will be explained on the page of "Call for Papers" and also our website.

Takashi Oyabu  
Founding Editor-in-Chief

### Excellent Paper Award

- Using Instagram data for tourism promotion of fishery villages: An integrated analysis of images, hashtags and texts

Hiroaki Sugino, Taro Oishi, and Nobuyuki Yagi

Vol. 8, No. 1, 41-50, 2023

This study has two unique features and contributions. The first is that it proposed a method for analyzing Instagram data, which can be considered as big data, by converting the obtained data (images, texts and hashtags) into a single structured dataset, which is highly novel and important for future research on tourism marketing using SNS data. In particular, it will be useful in systematizing local resources that are diverse and not originally recognized as tourism resources. Secondly, this research approach could be used to help systematize tourism resources in fishery villages. Blue tourism is attracting attention as a means of revitalization that takes advantage of rich marine products, traditions, and culture that is unique to areas facing the sea, and therefore, this is a valuable research project.

- Proposals and practices for promoting tourism by advancing open data through public-private partnerships

Atsuko Kanematsu, Ryota Ando, Shun Hirano, Mamoru Endo, Takatoshi Naka, Masashi Yamada, and Shinya Miyazaki

Vol. 8, No. 1, 51-60, 2023

This paper proposes establishing a connection between event initiatives in Ichinomiya City (Aichi Prefecture) with local government-led initiatives to promote the use of local informatization and open data, creating and publishing event information data, and utilizing this data as recommendations. Through collaboration with the International Art Festival Aichi 2022 and Hitsuji Summit Bishu, the paper validates the usefulness of promoting events through public-private partnerships for cities (government) and industries (private sector). The paper also discusses methods to enhance the attractiveness of cities and promote tourism. This paper confirms that actively incorporating data from publicly available datasets of cities (public sector) into urban initiatives and using them as examples of data-usage can enable companies (private sector) to drive similar initiatives by referencing these examples. These initiatives not only contribute to the promotion of tourism in cities, but also contribute to the promotion of tourism in local industries. Therefore, I recommend this as an excellent paper.

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## Book Information

*Book title:* Behavioral Economics: Decision Making and Business Revitalization in Japan

*Author:* Hiromi Fujimori

*Publishing date:* February 28, 2024

*Price:* JPY 5,000. (excluding consumption tax)

*ISBN:* 978-4-909848-20-8

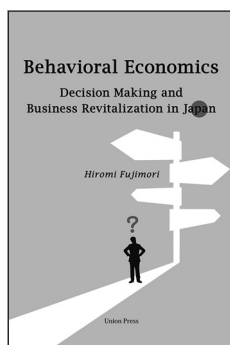
*Size:* 153×229 mm, Hardback

*Page:* 234

*Publisher:* Union Press

### About this book

Based on case studies of bankruptcies and business revitalizations in Japan, this book clarifies the usefulness of behavioral economics in decision-making. Starting with bounded rationality, which is a target of analysis in behavioral economics, the behaviors of consumers and business owners in relation to business revitalization are analyzed for the purpose of economizing transaction costs. The analysis is applied to law and economics studies, and the judicial system related to business revitalization is discussed from the perspective of behavioral economics.



### Contents

Chapter 1: Overview

Chapter 2: Humans' bounded rationality as decision-makers and other factors

Chapter 3: Analysis of fundamental factors in economizing transaction costs (1): Consumer behaviors concerning business revitalization

Chapter 4: Analysis of fundamental factors in economizing transaction costs (2): Business owner behaviors concerning business revitalization

Chapter 5: For the realization of economizing transaction costs: Behavioral economics analyses of laws surrounding business revitalization

Chapter 6: For the establishment of policy-making foundations: Market efficiency and the government's intervention policies and regulations of the economy

Chapter 7: Conclusion

Appendix: Report on the international symposium "Law and Behavioral Economics with Contract, Corporate Law"

### Order to

Please order to Japan Publications Trading Co., Ltd. or Union Services Co., Ltd. by email, telefax, or post. We will send the book to you by airmail (overseas shipping cost is extra). You can also order from our homepage.

*Book title:* Performing Cross-Cultural Modernity: Behind and Beyond Japan's Takarazuka Revue

*Author:* Makiko Yamanashi

*Publishing date:* January 15, 2023

*Price:* JPY 5,000. (excluding consumption tax)

*ISBN:* 978-4-909848-15-4

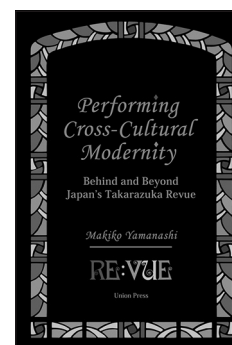
*Size:* 153×229 mm, Hardback

*Page:* 284

*Publisher:* Union Press

### About this book

A dynamic cultural dialogue between Japan and the rest of the world, revue reaches beyond entertainment. This book discusses revue as a remarkable cross-cultural performing art, a platform for shifting socio-cultural values, and a salient metaphor for modernity. Revue is examined in its conceptual, spatial, temporal, categorical and physical dimensions, as both a product of and an incentive for globalisation. In this book, revue is revealed in its liminal, multifaceted form, entangling the cosmopolitan with the quotidian.



### Contents

Introduction

Chapter 1: Theoretical liminality: Liminality as an analytical tool to contextualise revue

Chapter 2: Temporal and spatial liminality: Revue as a metaphor of urban modernity

Chapter 3: Medial and geographical liminality: The rise of revue in Japan

Chapter 4: Categorical liminality: Characteristics of revue

Chapter 5: Socio-physical liminality: Revue girls and Japanese women on-stage between tradition and modernity

Chapter 6: Takarazuka revue as a prototype of liminal theatre

Conclusion: Theatre at a crossroads: Trans-cultural review of revue

Epilogue

• Japan Publications Trading Co., Ltd.

1-2-1, Sarugaku-cho, Chiyoda-ku, Tokyo 101-0064 Japan  
telephone: +81 3 32 92 37 53 telefax: +81 3 32 92 04 10  
e-mail: mono@jptco.co.jp URL: www.jptco.co.jp

• Union Services Co., Ltd.

1-6, Uehommachi-Nishi 5 chome, Chuo-ku, Osaka, 542-0062 Japan  
telephone: +81 6 67 63 54 31 telefax: +81 6 67 63 54 63  
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