

A Study on Relationships the TALC model and the PLC model - In Case of the summer resort Karuizawa and World heritage Shiretoko -

Reiji Chubachi

The Department of Commercial Science Hokkai School of Commerce

Karin Chubachi

The department of Sale Planning JTB World Vacations, Inc

Follow this and additional works at: <https://scholarworks.umass.edu/ttra>

Chubachi, Reiji and Chubachi, Karin, "A Study on Relationships the TALC model and the PLC model - In Case of the summer resort Karuizawa and World heritage Shiretoko -" (2016). *Travel and Tourism Research Association: Advancing Tourism Research Globally*. 22. <https://scholarworks.umass.edu/ttra/2010/Oral/22>

This is brought to you for free and open access by ScholarWorks@UMass Amherst. It has been accepted for inclusion in Travel and Tourism Research Association: Advancing Tourism Research Globally by an authorized administrator of ScholarWorks@UMass Amherst. For more information, please contact scholarworks@library.umass.edu.

A Study on Relationships the TALC model and the PLC model - In Case of the summer resort Karuizawa and World heritage Shiretoko -

Reiji Chubachi
The Department of Commercial Science
Hokkai School of Commerce

Karin.Chubachi
The department of Sale Planning
JTB World Vacations, Inc

ABSTRACT

This paper is a study about the use of the TALC model as an example in summer resort Karuizawa and world heritage Shiretoko. Karuizawa is an area prospering as a summer resort until today from about 19th century. During 100 years, Karuizawa is a sightseeing spot, and economic activities and cultural activities are prosperous summer resorts. On the other hand, world heritage Shiretoko is only the history of around 50 years as a sightseeing spot. Karuizawa is the stage that prosperity can expect in "Consolidation". However, Shiretoko is already a "Decline" stage. This paper clarified such a cause.

Keywords: TALC, world heritage Shiretoko.

INTRODUCTION

This paper is a study about the use of the TALC model as an example in summer resort Karuizawa and world heritage Shiretoko. This paper discusses Richard W. Butler's model TALC (1980) and, Travel Career ladder of Pearce's model (1988) as a frame. Karuizawa is an area prospering as a summer resort until today from about 19th century. The development of summer resort Karuizawa was pushed forward led by a foreign propagator first.

A foreigners living in Japan and Japanese who were interested in Western culture used Karuizawa habitually afterwards. During 100 years, Karuizawa is a sightseeing spot, and economic activities and cultural activities are prosperous summer resorts. On the other hand, world heritage Shiretoko is only the history of around 50 years as a sightseeing spot. In the days of discovery as the sightseeing spot, it was introduced as "the stage of the novel" by 1960's by rich nature. The book became a movie, the beauty was known to many people afterwards. The living culture and scene were sung as a folk song, and Shiretoko created Shiretoko boom in 1970's. From the end of 1980's, rich ecosystem state of preservation was estimated, and the time of the registration of the world heritage rose. Shiretoko was registered as world natural heritage in 2005 record the biggest number of people, and the tourists of 2005 continue decreasing afterwards. In the area, maintenance becomes difficult by the decrease of the income now a tourist facility.

This paper compares "Karuizawa of very long PLC" and "Shiretoko following the decline in around 40 years" and is for the purpose of clarifying the improvement method of the sightseeing spot in the ebb tide of the TALC model.

A BACKGROUND AND PROCESS

The process of this Paper is Figure 1.

The example of the prefecture level

Okinawa was a part of Japanese, but after World War II, was under rule of U.S.A. Okinawa was returned to Japan in 1972.

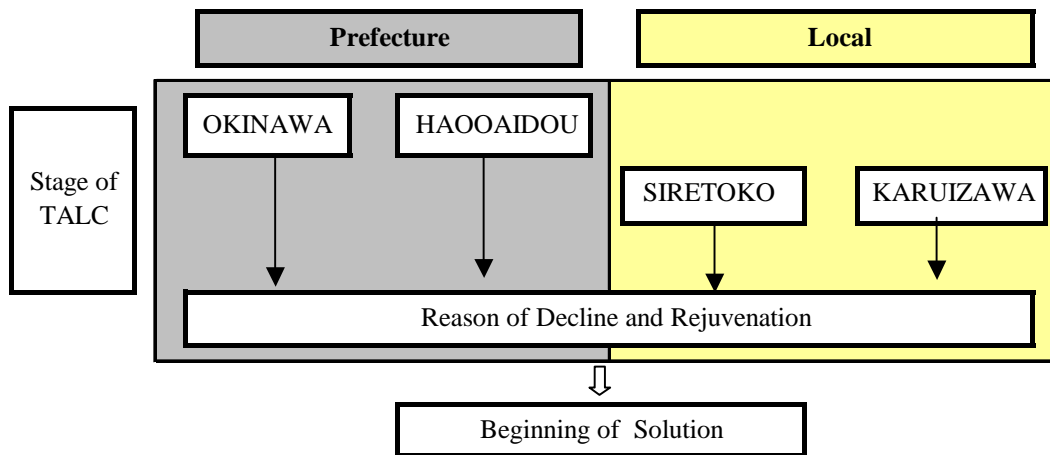


Figure 1. The Flow Chart of the Study

Okinawa pushed forward revival with sightseeing as main industry by original culture and scenery. In addition, rich nature which the big city of Tokyo and Osaka does not have is attractive, and many tourists come.

Hokkaido is an area of the history of about 130 years from the reclamation times. The history of the big city including Sapporo does not reach 50 years. Much nature was left in Hokkaido, and a sightseeing spot has been advanced.

The Hokkaido sightseeing developed from the area and difficulty of the access mainly on package tour. The sightseeing activity of these two prefectures are different greatly now. In Okinawa, the increase of the tourist continues and, in Hokkaido, is a tendency decrease.

The example of the local level

Japan had a system such as SANKINKOUTAI in the Edo era, and, from one's territory to Edo, it was necessary to make a round trip every three years. Karuizawa was a broadcast village of Nakasendou. SANKINKOUTAI became extinct by the formation of modern nation, and the broadcast village declined. However, as a summer resort of the foreigners who lived in Tokyo, local reproduction began. In Karuizawa, development began by summering of the summer of A.C.Shaw and J.M.Dixon in 1886. A.C.Shaw is a propagator of the Anglican Church. A.C.Shaw conveyed Christianity culture in Karuizawa, and Daniel Norman built a union church afterwards. I pass through Karuizawa from the summer resort that developed by A.C.Shaw and his friend J.M.Dixon more than 100 years. However, the sightseeing spot does not yet decline. Neat and clean culture is followed now.

Hokkaido was the area where aborigine AINU lived in. With the collapse of the Edo era, the modern nation prepared Hokkaido for SAMURAI as a place to reclaim as a farmer. Shiretoko was the place where aborigine AINU lived in, but, for reclamation, it was a difficult place. After 1960's, it was introduced with the uncivilized ground where rich nature was left a novel, a movie, and a song. Since then, many tourists came to experience nature of Shiretoko. In addition, Shiretoko was registered with a world heritage in 2005. However; the tourists decrease at the peak by 2005.

This Paper considers an element of "Sustainable Tourism" by TALC at two levels.

METHOD

This Paper analyzes a secular variation of the number of the tourists by a TALC model of Butler. Furthermore, I grasp the characteristic of the sightseeing spot, and This Paper considers it.

The example of the prefecture level

The change of the number of the tourists of "Hokkaido and Okinawa" has the extreme characteristic of the TALC model. Figure 2 and figure 3 are graphs of the TALC model of about 50 years. In the TALC model (figure 2) of Hokkaido, there is 2 degrees Rejuvenation stage. This 2 degrees Rejuvenation is related to Shiretoko sightseeing. The hit song "SIRETOKO sentiment" produced the increase of the Hokkaido sightseeing motive. It accords with the first peak of 1974. The registration activity of world heritage Shiretoko let Hokkaido sightseeing motives increase again. It accords with the second peak of 1999. The tourists of Hokkaido continue decreasing after the third peak.

On the other hand, in Okinawa (figure 3), tourists continue still increasing. To be TALC model is still a development stage. The difference of the type of the trip is seen in the tourist of these two prefectures.

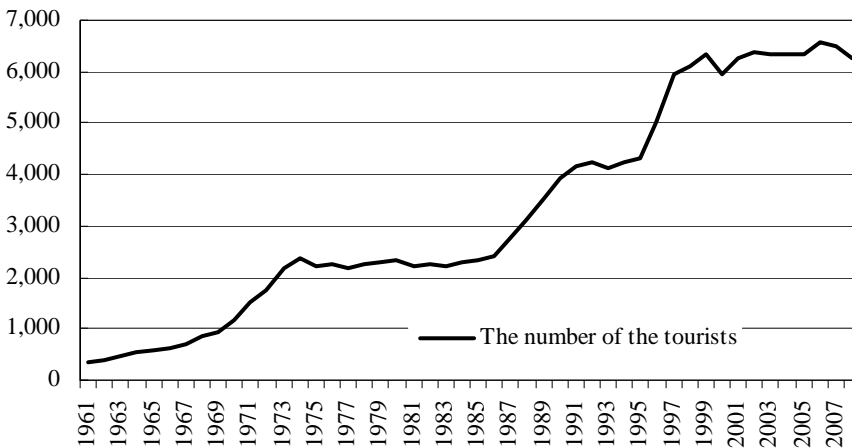


Figure 2 Annual Number of Tourists in Hokkaido (Unit:1000)

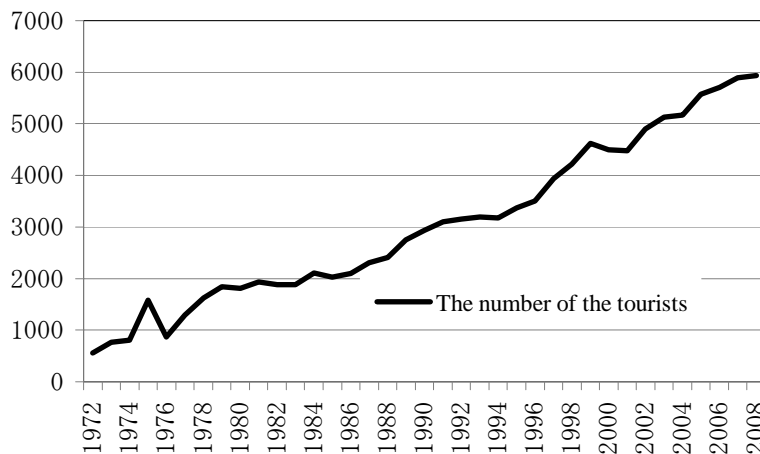


Figure 3 Annual Number of Tourists in Okinawa (Unit:1000)

Figure 4 is a ratio of the types of the trip to recruitment of two prefectures. As for Hokkaido sightseeing, tour type sightseeing holds many. On the other hand, as for Okinawa sightseeing, stay type sightseeing holds many. The Okinawa sightseeing incorporates various activities. The Hokkaido sightseeing is a form around the sightseeing point.

The recruitment by the Internet

As for plan of the Hokkaido sightseeing, a type to "prepare only a hotel and an airline ticket" holds most. However, in plan of the Okinawa sightseeing, there are many types to "prepare a hotel and an airline ticket and various activity". Therefore, the Okinawa sightseeing can do a concrete image, and a motive of revisiting it is easy to be born by various activities.

The recruitment by the travel agency (an aviation firm)

The trip form of the Hokkaido sightseeing sells a concrete model course. On the other hand, the trip form of the Okinawa sightseeing sells a lot of rent-a-car things belonging to.

When I am based on the above-mentioned point, in Okinawa, the travel agency depends on the menu in the stay Hotel for various activities. The hotel of Okinawa is a place of the offers of the leisure activity not the accommodations. The activity to plan every hotel has a lot of elements of ecotourism. In addition, the staff of the hotel controls "protection and the inflection of the resources of the sea". This system supports "Sustainable tourism" of the Okinawa sightseeing.

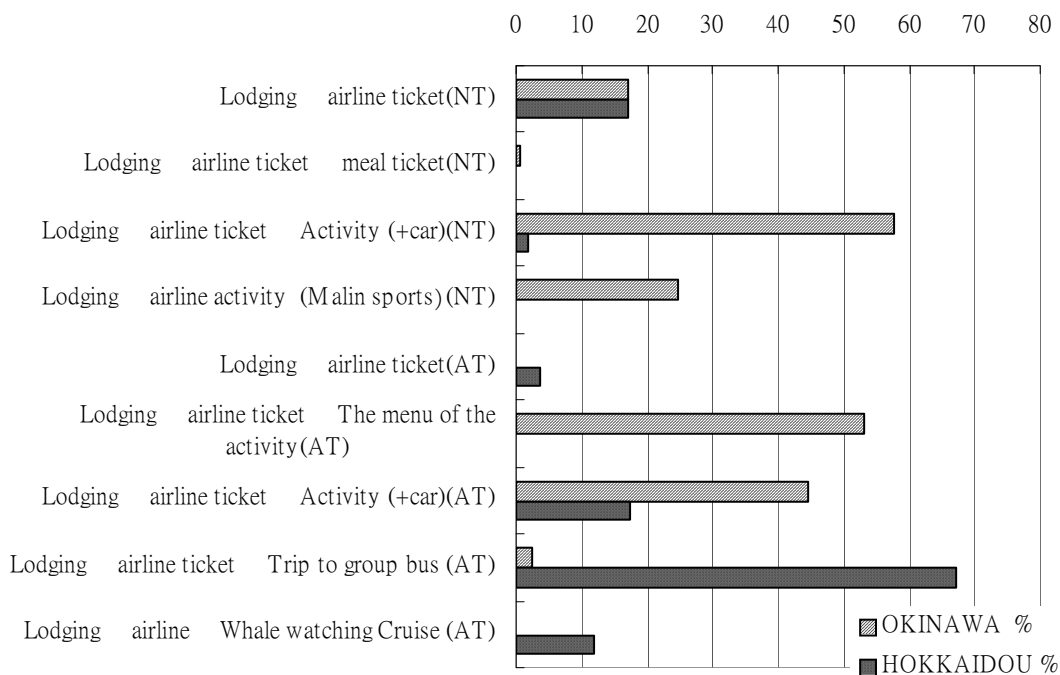


Figure 4 A Type Ratio of the Package Tour

The example of the local level

In Karuizawa, it was active led by the summering tourist of the foreigner for "Involvement" period. The number of the summer visitors of (1906) had a foreign visitor of Japanese about 48 times with about 50,000 total numbers in this time. Karuizawa stayed in a villa and the hotel not the tourist of the short stay during summer YASUJIROU TUTUMI developed north Karuizawa in 1920's.Karuizawa was connected to the famous "KUSATSU"hot spring by rail in 1926. It was abolished in 1960, and there became a few tourists from the KUSATSU hot spring.

However, the tourist of 1960 surpassed a 2.5 millions people, and there was independent charm of Karuizawa. Figure 5 is a graph of the number of the tourists after 1960.

From 1976 to 1991, it is Consolidation period, and Stagnation period continues until further 2009.

On the other hand, in Shiretoko, many people saw the sights by package tour for the badness of the traffic condition. Therefore, by "popularity and topic characteristics", there was a change of the number of the tourists. Figure 6 is a graph of the number of the tourists after 1965. The rapid increase of people in 1974 and 1994 depends on "popularity and topic characteristics".

*The case of 1974:*The tourist came and discovered beautiful scenery of Shiretoko.

Therefore, the tourist was satisfied and planned to come again.

*The case of 1994:*Meanings of the inheritances of world heritage Shiretoko was not understood well. The tourist was able to experience beautiful nature of Shiretoko, but was not able to experience the ecosystem splendor that was a world heritage.

For further 2,005 years, I greet a peak and reverse myself and go to the decrease.

"Decline period" of the TALC model begins. The number of the tourists decreased to 70% of the golden age now. The local economy begins to become impoverishment.

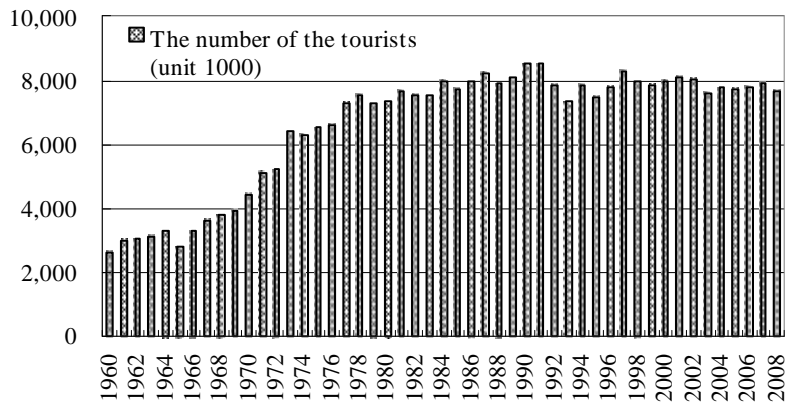


Figure 5 Annual Number of Tourists in Karuizawa

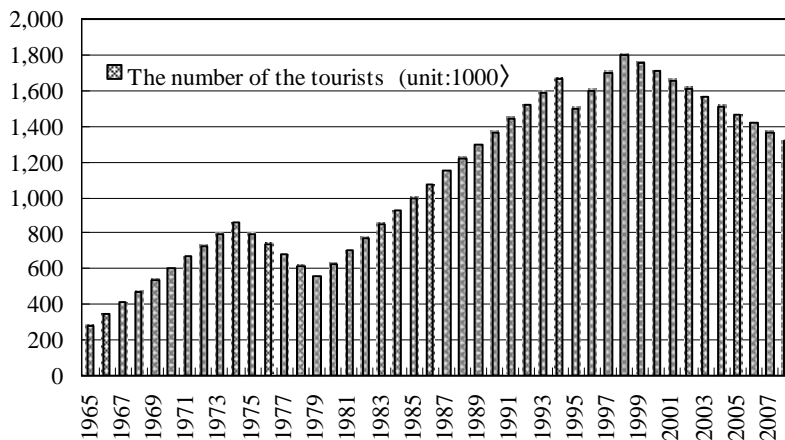


Figure 6 Annual Number of Tourists in Shiretoko

RESULTS AND DISCUSSION

The example of the prefecture level

Okinawa leaves many of activities to the plan of the accommodations. Therefore, the activity becomes the scale in consideration of local environment. Therefore, the activity has much Ecotourism, which came from the local community. The tourist participates in an activity as a local person not a simple guest, too. For such a reason, a tourist tends to revisit it with the good feeling to the area.

As for Hokkaido sightseeing, a sightseeing motive is controlled for seeing the sights a tour most by accumulation of the charm of each sightseeing spot. Therefore, a sightseeing motive changes by a grand total of the charm of each sightseeing spot. The increase and decrease of the tourist influences social fashion. In addition, it is often that the local person loses sight of the true quality of the sightseeing spot. Therefore, I cannot tell the good point of a true sightseeing spot to a tourist. As a result, tourists become enough if they look once. These seem to be a cause of the decrease of the Hokkaido sightseeing

The example of the local level

There is still Karuizawa as a sightseeing spot to gather many tourists. The reason is supposed with existence of multilayered culture. The multilayered culture is Christianity culture, a natural experience, food culture, local history, and art culture.

By the Christianity culture, a union church of the modern initial Christianity culture is put up. In the natural experience, NAKANISHI KODOU (the pioneer of ecotourism) and the support group PIKIO continue being active. To be art culture is a writer including TATSUO HORI and SANEATU MUSYANOKOUJ I. By the food culture, the Western food culture (about 1900) of MANPEI Hotel continues, and then food culture is left in the town of KARUIZAWA. In addition, Karuizawa OUTLET MALL fits the sensitivity of the youth and contributes to the sense of fulfillment of the tourist. Karuizawa OUTLET MALL forms the block that kept rich nature alive. It is the existing sightseeing spot of a multilayered activity of Travel Career ladder of Pearce's model(1988).This multi-layer characteristics produce a repeater.

Shiretoko pulled in customers at beautiful scenery and a known sightseeing point ("five lakes" and waterfall of "KAMUIWAKKA"). However, for a tourist, it was recognized as a sightseeing spot without the need to revisit if I looked once. These days, fishing village (in RAUSU), I am going to make use of tourism industry.) of Shiretoko. It is Ecotourism which it made use of fish culture in. It is whale watching. The whales encounter rates are more than 90%. Furthermore, it is the watching of the birds such as Ojiro eagles brought over from the Siberia. I expect many towns of Shiretoko for sightseeing activity in such Rausu. In addition, there is the visit of the overseas researcher, and diversification of the culture advances. A promoter of this activity is a former fisherman and people of association of sightseeing. The sightseeing activity tied to local industry is an important element of Sustainable Tourism.

CONCLUSION

This paper considered the important element of the sightseeing spot that did not become the decline in reference to a TALC model. The next point almost became clear.

1. The sightseeing spot that does not decline has variety of the sightseeing activity.
2. The sightseeing activity that I made use of local environment in has the durability.
3. The sightseeing that I made use of roots of the local culture in has itself value. In the case of such a tourist attractions, the tourist visits it many times.

The Japanese calls such a sightseeing spot "an OKUGAFUKAI sightseeing spot". When I generalize the above-mentioned point, "Ecotourism which I applied an area in" is Best Rejuvenation of the sightseeing spot for Decline period.

REFERENCES

- Butler, R. W. (2006). The concept of a tourist area cycle of evolution: Implications for management of resources. In R. W. Butler (Ed.), *The tourism area life cycle: Applications and Modifications* (Vol. 1, pp. 2-12). Clevedon, UK: Channel View.
- Minetoma, T., & Soshiroda, A. (2008). Discussion over problem and vision during the maturity stage in resort. *Journal of City Planning Institute of Japan*, 43(3), 607-612.
- Pearce, D. (1995). *Tourism Today: A geographical analysis* (2nd). London: Longman.
- Plog, S. C. (1991). *Leisure travel: Making it a growth market...again!* New York: John Wiley & Sons.
- Ryan, C. (1997). *The tourist experience*. London: Cassel.

Contact information

Reiji Chubachi, Ph.D.
Hokkai School of Commerce
University of Hokkai
Sapporo
Japan
(081)011-841-1161
chubachi@hokkai.ac.jp