

Research Summary**The Role of Buddhism on Life Management in the Japanese Aging Society**

This research elucidates the role of Japanese Buddhism regarding the life management of the Japanese people in the contemporary society and explains the Buddhist beliefs and patterns of thoughts on life management of the elderly, by focusing on the Shingon traditional Buddhist sect founded by Kukai in the early 9th century and the Rissho Kosei-kai as new Buddhist organizations founded by Niwano Nikkyou and Naganuma Myoukou in 1938.

Furthermore, the research also shows the transformation of the local communities of Japan in the age of globalization. It poses the dilemma of world-heritage branding, particularly in the case of Koyasan which was designated as World Heritage Sites in 2004. In addition, traditional values have been adopted in the local tourism management for its survival in the globalized society. Consequently, traditional local culture tends to be under the influence of materialism through the designation as a cultural world heritage by UNESCO.

The research conducted during May 2012–March 2013, rely on observations during the fieldwork, and interviews of those closely related with the Shingon sect at Koyasan in Wakayama prefecture, the Rissho Kosei-kai in Tokyo, as well as certain Buddhist scholars in October 2012.

An integrated knowledge on anthropology, religion, social history and community of practice is important to enhance the understanding of the role of the traditional Japanese Buddhism and the new Buddhist organizations, especially regarding the elderly's life management in an aging society.

It will also help us to understand the current social phenomena as religion has been adapted to answer the needs of the young generation. They have increasingly been facing with constraints and uncertainty, or feeling insecure, in their daily life and, thus, looking for a peace of mind. This research is comprised of four chapters:

Introduction

Chapter 1: The problems plaguing the Japanese and Japan.

Chapter 2: Traditional Shingon Buddhism: past and present.

Chapter 3: Life management and traditional Buddhism: the Case of Shingon believers.

Chapter 4: Life management and the new Buddhism: the Case of Rissho Kosei-kai believers.

Conclusion

Hopefully, this research will deepen the understanding of the relations as well as the mode of Japanese life, especially the elderly people in Japan and make a contribution to the Buddhist community of practice in Thailand. It should be the starting point of the creation of the intimate spheres for mutual intellectual understanding.

Publication of the Results of research Project::

Verbal Presentation (Date, Venue, Name of Conference, Title of Presentation, Presenter, etc.)

Date 28-29 October 2013

Venue Colombo, Sri Lanka

Title of Presentation : Branding World Heritage and local value system: the Case of Koyasan, Japan

Name of Conference: International Conference on Hospitality & Tourism Management

(www.tourismconference.co)

Presenter : Duangjai Lorthanavanich, Ph D.

Thesis (Name of Journal and its Date, Title and Author of Thesis, etc.)

Book (Publisher and Date of the Book, Title and Author of the Book, etc.)