

COMPLETION REPORT

What can an “Old Village” tell us about a nation? A Comparative Study of Local Preservation Movements in the Cultural Heritage Villages of Tsumago, Nagano-Japan and Penglipuran, Bali- Indonesia

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Aim/purpose:

Using a comparative study, the research project examines how the performance of heritage from Tsumago Post Town, Nagano, Japan and Penglipuran, Bali, Indonesia by looking at the similarities and differences in promotional media and on site investigation.

Methodology:

In Indonesia, the researcher was able to conduct 60-150 minutes semi-structured interviews with 24 local people and 18 international tourists (Repository data is available in <http://ddfe.curtin.edu.au/5AF3D9B88F520/>). In Japan, the researcher was able to conduct, 30-60 minutes semi-structured interviews with 10 local people and 4 international tourists. (Repository data is available in <http://ddfe.curtin.edu.au/5B57E2644E9A1/>)

Results:

(1) Both destinations construct the landscape of heritage through the discourses of local religions, natural preservation, and nostalgic landscape. The local religions motivate the design of landscape and human activity around the heritage. Meanwhile, natural preservation reconfigured the landscape to function as a place of memory and nostalgia.

(2) Both rural heritages develop local movement, which circulated in a turbine model of heritage process. I develop the turbine model to identify the process from the beginning of establishment until the present day.

(3) Both destinations demonstrate the representation of rural heritage in the imaginings of the nation. *Tsumago* as a rural heritage place, functions to enrich the dominant discourses of Japan's nation brand using three modes of discourses. Those are as an alternative view on the Japanese national imaginings, as an anchor for the past to present the brand of “Endless Discovery,” and as a confirmation to the imaginings of certain aspects in the Japanese national brand. To compare, *Penglipuran* functions in two discourses. Those are as a confirmation to the dominant discourses Indonesian diversity and Indonesian brand of “Wonderful Indonesia”

Advices:

Pragmatically, in the postmodern market, both places gather similar segment of market such as educated visitors, professionals, families or groups, school children/youth, and nostalgia seekers, through motives of consumption where nature, interactions, and nostalgia are interwoven in a virtual reality. Rural heritage can develop educational and cross cultural programs, activities, workshops, meetings, and commerce to target these increasing segments. The similarities between both rural heritages can be developed into a joint cooperation and exchange trip for local leaders or government officials in tourism sectors to learn from each other under G2G platforms or B2B.

Recommendations:

1. For Indonesian rural heritage, Japan case study can give example on how to articulate the local history and narrative through the existences of printed media, awards exhibitions, village museums, and multimedia room. Indonesian rural heritage especially tourism villages, can develop similar approaches by communicating more in printed media, exhibit their awards for tourists, establish village/local museums to display the documentations of village history, and develop multimedia room/tools for a better explanation (if English is still a difficult challenge for locals).

2. For Japan rural heritage, the interactions with tourists need to be developed outside the commercial purposes. Workshop to learn Japanese culture (cooking classes, calligraphy, and making small handicraft from woods) can be done in Tsumago to increase interactions between tourists and local people.

Publication of the Results of Research Project:

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

1. Date: 26-28 July 2017

Venue: Murdoch University's Centre for Responsible Citizenship and Sustainability in collaboration with the Global Corporate Governance Institute.

Name of the Conference: 4th International Conference on CSR, Sustainability, Ethics and Governance in Perth

Title of Presentation: ***Same old town with a brand new story: Exploring the Sustainable Preservation of Tsumago, Post Town for the Nation Branding of Japan.***

Presenter: Desideria Cempaka Wijaya Murti

2. Date: 19-20 November 2018.

Venue: University of Western Australia

Name of Conference: 7th International Conference on Business, Management, and Governance (ICBMG 2018) by University of Western Australia, Perth.

Title of Presentation: ***Locating Nation from Rural Destinations: A Comparative Study between Tsumago Post Town, Japan and Penglipuran village, Indonesia.***

Presenter: Desideria Cempaka Wijaya Murti

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

1. Name of Journal: Journal of Heritage Tourism

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2. Repository Raw Data Material:

Murti, Desideria (2018): Ethnographic interview participants and photographic images of Tsumago Post Town, Japan. Curtin University. <https://researchdata.and.s.org.au/ethnographic-interview-participants-town-japan/1333228>

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