
Tomoyasu ASAOKA (Department of Civil Engineering of Graduate school of Engineering, Gifu University)

Akiyoshi TAKAGI (Professor, Department of Civil Engineering, Gifu University)

Koji KITaura (Lecturer, Department of Civil Engineering, Gifu University)

Nozomi OHISHI (Department of Civil Engineering, of Graduate school of Engineering, Gifu University)

Social Economic Evaluation of Regional Revitalization brought by Professional Soccer Team with Benefit Incidence Table

In the relationship between economic effects of sports and regional economy, team events, team facilities, social costs, environmental costs, and opportunity costs for team activities have been discussed separately. Now it is widely recognized that the economic costs and benefits of team sports have not only the direct effects but also the indirect ones. However, there is little theoretical research investigating their relations and the whole benefits. Therefore, in this paper we evaluate the effect of professional soccer teams on regional economy, using the Benefit Incidence Table. This advantage is to illustrate the relationship between benefit generation and incidence, and to indicate the benefit of each sector, each region and the benefit distribution structure. As a result, this enables us to provide comprehensive assessment focusing on spillover effects of team sports on regional economy.

Yuki KATO (Graduate School of Applied Informatics, University of Hyogo, Student)

Masahiro ARIMA (Graduate School of Applied Informatics, University of Hyogo, Professor)

A Study on the Behavioral Factors which Affect Performing Arts Appreciation - Basic Findings through Construction and Analysis of Database for Periodical Student Surveys-

Though the question of who are theater-goers or who are not has been waited to be answered for a long time, there has not been a clear answer to this question because of the lack of microdata to be utilized in detailed empirical analysis. In 1985, several professors who share an awareness of this issue started large scale sample survey focused on university students and five student surveys have been conducted since then. Though the hope that the question shall be answered mounted as microdata have been accumulated, the lack of consistent database has been prevented the time series analysis and the question has been remained as unanswered. In this study, we construct an consistent database consist of microdata from five student surveys and try to answer the question by applying some logistic regression analysis.

KATO Kosuke (Graduate Student, Department of Environmental Engineering and Architecture, Graduate School of Environmental Studies, Nagoya University)

SHIMIZU Hiroyuki (Prof., Department of Environmental Engineering and Architecture, Graduate School of Environmental Studies, Nagoya Univ., Dr. Eng.)

OTSUKI Atsushi (Prof., Department of Architecture, Graduate School of Engineering, Mie University)

MURAYAMA Akito (Assoc. Prof., Department of Environmental Engineering and Architecture, Graduate School of Environmental Studies, Nagoya Univ., Dr. Eng.)

Report on the investigation of facilities and administrations of public cultural halls in Japan in 2008

In the recent years, public cultural halls in Japan need to be reorganized and re-established in order to respond to the social requirements by the coming of declining population and aged society and with the introduction of Designated Manager System. The purpose of this report is to present a material to be referred in considering about the future of public cultural halls in Japan by understanding the current situations of the halls regarding their location, architecture and administration and comparing them inter-regionally.

We conducted an investigation of 2427 halls nationwide with questionnaires in October 2008 with Grants-in-Aid for Scientific Research of Ministry of Education, Culture, Sports and Technology in the same year.

In this report, we analyze from 1208 valid responses the type of facilities, administrations, external collaborations, information utilization, etc. and compare them inter-regionally.

Yuki Asakura (Academic Researcher, Art Liaison Center, Tokyo University of the Arts)

Ayako Matsumoto (Post Doctoral Fellow, Kinugasa Research Organization, Ritsumeikan University)

YOSHIKAWA (Kyoto University)

Kazuko Goto (Saitama University)

Analysis on Cultural, Social, and Economic Value of the Festival :a Follow-up Audience Questionnaire Study of Kijimuna Festa in Okinawa

Kijimuna Festa research team including presenters had researched the International Theatre festival (Kijimuna Festa) held in Okinawa from 2007 to 2009 and evaluated the festival. At the research, we tried to evaluate the various functions of festival by collecting over 5000 audience questionnaire data every year, as well as qualitative research including interview and documentation. In the questionnaire survey, we made the questions that ask agreement or pride for the festival to evaluate cultural and social value.

In this presentation, we will show the results of these time-series variation and analysis of the relationship between the attributes of respondent and their responses, and evaluate the cultural value, social value and economic value. And then we will consider the relevance of these values. Moreover, since we have children's questionnaire data, we will examine the willingness to participate or the mechanism of taste formation of children.

Session ①-B:

Yasunaga Yukimasa (Kyusyu University Faculty of Design Graduate School of Design)

Consideration for the feature and the evaluation of the business development of the cultural art promotion foundation that doesn't have cultural operating facilities in a local central city

In 1999, the Fukuoka City Foundation for Arts and Culture (F.F.A.C.) was established as cultural foundation. It was started without any facilities for its activities, which was a rare case throughout Japan. This research will explore how the F.F.A.C., an affiliated organization, has developed its project, including some comments on its characteristics and evaluations of its work to date.

Miyabi Hirata (Doctoral Course, Aesthetic and Science of Art History, Graduate school of Letters, Keio University, Japan)

Potential of the Contemporary Art Prize in the Museum: Focus on The Hugo Boss Prize at the Solomon R. Guggenheim Museum

Under the economic situations these days, Museums need to find new ways to achieve economic and artistic sustainability. This article introduces a potential of the contemporary art prize in the museum, also focus on the international art prize in the Solomon R. Guggenheim Museum, NY, and analyze their historical backgrounds from the Guggenheim International Art Prize in 1956 to the Hugo Boss Prize 2010. Furthermore, results reveal some points which include the program design and its development potential. *This paper is a part of the working paper, "For the Developmental Evolution on the Art Prize: Study on the history of Art Prize in US and Europe." granted by The Matsushita International Foundation.

Kobayashi, Mari (Associate Professor, Graduate School of Humanities and Sociology, The University of Tokyo)

The issues on building the system of cultural administration in local authority: Citizen's partnership and the catalytic function of university

According to Matsushita Keiichi in the 1980s, the principle of the Cultural Administration consists of three parts. First, the regional culture belongs to residents of that area, which means the distinctive personality of the regional culture is shaped by those who live there. Local authorities should never intervene in the local culture to alter it; it can only support it (the principle of local residents' autonomy). Second, the praxis of cultural administration should be held by municipality; the most basic local authority near by the residence (the principle of municipality initiative). Third, the public administration should not perpetuate the cultural administration in the old bureaucratic way but rather implement innovative approaches (adhering to a principle of "administrative innovation"). To practice the real cultural administration with citizen's partnership, it is not clear the concrete method. This paper will show the praxis of building the system of cultural administration with citizen's partnership by using the catalytic function of university.

Reiri Kojima (Program Coordinator / Research Fellow, Music Schools Partnership Program "Leadership in Music Communication", Tokyo College of Music)

Mai Akagi (Assistant Professor / Director of Arts in Community Program, Showa University of Music)

Community Engagement Program and Career Development in American Music Schools and Conservatories

American music schools and conservatories have a long history of the community engagement because of their accountabilities and social responsibilities. These activities used to take place outside of the studio works or class rooms, however in recent years, many institutions incorporate these programs into their curriculum systematically and also put these to practical use for their career development. This study is to analyze the relationship between the community engagement program and career development of the music schools and conservatories in the States, and to examine the ideal future of the education system for musical institutions in Japan.

Session ①-C:

Ye Yujie (Graduate School of Design, Department of Design Strategy, Kyushu University)

Kodama Toru (Faculty of Design, Kyushu University, Associate Professor)

A Study on Current Situations and Issues of Film Commissions in China: Through the Comparative Research with Japan

Film commissions are public organizations that attract movie production crews to shoot on location in their respective localities, and offer support so that productions can accomplish their work smoothly. Film commissions not only boost the film industry and community but also make significant contributions to local economies as promoting regional influence and tourism. Japan Film Commission has obtained a constant result to regional revitalization through supporting local motion media industries, as is shown in various previous works. However, there is rarely any research of Chinese film commissions being taken in Japan, which is even rare in China. In my research, it is important to clarify the unsuccessful reasons for film commissions in China and find out a solution by comparing the current situations and issues of Japan Film Commission. The aim of my research is not only to make a blue-printed plan for film commissions in China in order to boost local revitalization and tourism, but also to provide improvement suggestions for the achievement of international cooperation of the film industry of the film commission league in an Asian cultural area.

Li Ran (Department of Design Strategy, Graduate School of Design, Kyushu University)

Kodama Toru (Faculty of Design, Kyushu University, Associate Professor)

The Current Situation of Chinese Animation Industry and Its Promotion Strategies: A Comparison to the Japanese Anime Industry

Chinese animation has a history of about 90 years since it first emerged in 1922. There are more than 1.3 billion Chinese, including 500 million audiences of animation, which means that China has the largest animation's market of the world. However, nowadays while Japanese anime accounts for 60% of the Chinese animation market, Chinese locally produced animation amounts for only 11%. Against the background, this study focuses on investigating the manufacture of animation, Chinese government's policy and the status quo of the industry in China. Moreover, this research pays close attention to the comparison between Japanese and Chinese animation in terms of the companies' manufacture techniques, merchandising. It then presents a proposal of promoting Chinese animation companies and the whole industry.

ADACHI Noritsugu (Certified Public Accountant, Kyushu University Graduate School of Design Department of Design Doctoral Program)

A research on the current situations and problems regarding the animation industry in Japan

Animation industry has so far developed as a major economic force in Japan in line with the growth of diversified mass culture in Japan. Anime, commonly referring to a style of animation produced by animation industry in Japan, has had a large audience and high recognition not only in Japan, but also throughout the world, and has grown as a major cultural export of Japan. In this context, the Japanese Government, while considering the value of Anime as a major source of 'soft power' of Japan, has been enforcing various cultural policies for promoting Japanese animation industry domestically and internationally. However, given the situations surrounding the worldwide economic recession, the declining number of children, and the rise of new animation industry in Asian area, especially in China and Korea, there are some problems to be solved in the context of

corporate strategy and governmental cultural policies with a view to maintaining the strength of Japanese animation industry both in the domestic and international market. The purpose of this paper is to analyze those problems and propose some clear-cut ideas in regard to the way that Japanese animation industry and the Japanese cultural policies should take in this regard.

Masaru Umemoto (The International Centre for the Study of East Asian Development, Research Assistant Professor)

The potential economic effects of the youth subculture: the case study of Fukuoka "Asian beat"

In 2009, Fukuoka administration announced "the Fukuoka new deal plan," that is the new strategic regional economic policy in order to create new products, new market, and new employment. This economic plan clarified 16 industrial fields that are aimed to grow intensively. There is a project to make Fukuoka the interchange platform of the youth culture in Asia in the one of these 16 fields. The Japanese youth culture such as Anime, Manga, game, J-pop, and fashion, attract young people in the world. As the result, the Japanese youth culture has gradually been becoming as the common culture among Asia. Moreover, the market for the youth culture industry may grow up in Asia. Fukuoka administration has been managing an Asian multi-language website "Asian beat," which provides the information about the youth culture in order to establish the market of the youth culture industry. This study refers the various actions of "Asian beat" and their consequences, and analyzes the possible economic effect of the youth cultural industry.

Session ①-D:

Naoyoshi KAWAMOTO (Director Chief researcher, LEC)

Hiroyuki SHIMIZU (Prof., Graduate School of Environmental Studies, Nagoya University)

Akito MURAYAMA (Assoc. Prof., Graduate School of Environmental Studies, Nagoya University)

Atsushi OTSUKI (Prof., Department of Architecture, Graduate School of Engineering, Mie University)

A study on public framework providing convenience in communal facilities —A case of city band

Based on the concept of new publicness, public framework providing convenience for civic cultural groups in communal facilities is the main theme of this study. Fundamental idea is to envisage a framework in which communal facilities provide convenience for city band in consideration of publicness of its activities. First, the idea of city band which have appropriate publicness for receiving convenience is presented. On the other hand, by introducing the new concept of NPM, the idea of communal facilities which provide convenience for city band in ways open to the public is presented. Combining these two ideas, public framework which communal facilities provide convenience for city band is proposed.

HIROHIKO KUDO (Graduate School Student of System Design and Management, Keio University)

The significance of the use of Information Technology systems in museums of today ——through the cases of reconstruction and foundation of large museums——

The use of communication systems started in the 80's in museums (mostly art museums in this article) of Japan and overseas. In Japan, museums were constructed during the "bubble" economy, and there were many cases of expensive communication systems being introduced. However, with the start of the 90's, the regression of the economical state of the museum led to the construction of communication systems being left behind. In particular, since the middle of the 90's, with the spread of the internet, the construction of websites started to show a big gap with the museums around the world. Japan started to be set apart from the speed of the technetronic society, and it became clear that there are many cases of the museums of Japan that is left behind from the communication system.

In this article, I have looked at recent cases of reconstruction of large museums in and out of Japan. From those cases, I have reached three conclusions of the use of communication system that the museums of today needs. It must not only be an assisting element but an element that is directly linked with service and it has become clear that the approach is generating many effects in links. I have verified that communication system is associating with the many services of the museums to make its value and effect more powerful.

Ayato Hashimoto (Entokuji Temple)

Possibility and problem of religious institution(like Buddhism temple) as a cultural base in a local community

Religious facilities, for example the Buddhist temple or Shinto shrine, played the role as not only a mere religious role but also public facilities in Japan before the early modern age.

So, they were "the place in which people gather".

However, the public role is gradually lost along with the modernization, and a social position of religious facilities has decreased, too.

Now, they are "the place in which people don't gather".

The sense of crisis to such a situation makes Buddhist temples work on various activities.

I want to add the examination of the possibility and the problem of the approach of such religious facilities from the standpoint as the Buddhism monk.

Session ②-A:

Yoshiro Matsuda (Aomori Public College, Professor)

Hiroki Furuzumi (University of Hyogo, Associate Professor)

Patterns of Artistic Firms and their Establishment in Japan

Japanese firms have been surveyed through establishment-wise questionnaire. It is necessary to integrate these establishments of the same firm under the same firm's name. Moreover, the firms are interwoven with capital sharing between firms, so to speak parent company and its sons. Using official statistics micro data sets we try to analyse the patterns of artistic firms in Japan. Main sources of data are Establishment and enterprise Survey, census survey of establishment, rich in labour conditions and Financial Statement Survey of Corporate Firms, partially sample survey, with balance sheet and loss and profit data. The linkage of these two different surveys are not complete due to the lack of information of the non-sampled firms of the latter survey. However, we obtained minute information which were unobtainable in other sources.

Masahiro ARIMA (Graduate School of Applied Informatics, University of Hyogo, Professor)

A Cohort Analysis of Demand Structure for Arts and Culture Related Activities

The purpose of this paper is to grasp the demand structure of Japanese people for arts and culture related activities and examine if the demand structure has been changed or not in terms of individual appreciation behaviors. The data used in this study include not only publicized aggregated table type data such as participation rate by sex, age and educational background but also microdata from the Survey on Time Use and Leisure Activities, the large scale sample survey conducted every five years by the Statistics Bureau, Ministry of Internal Affairs and Communications since 1976. By applying cohort analysis to aggregated data we examined if there exist age, period, and cohort effects in arts and culture related activities in Japan from 1981 to 2006. Though the increase of governmental subsidies to arts and culture should be reflected in period effect, we could not obtain supporting results but our results indicated that the educational background plays an significant role to explain if they are theater-goers or museum-goers or not. These findings were supported by cohort analysis in which pooled microdata from 1986, 1991, 1996, 2001 and 2006 surveys were used.

SETSUO SUOH (THE UNIVERSITY OF HYOGO, THE INFORMATION SYSTEMS CENTRE,
PROFESSOR)

Yoshiro Matsuda (Aomori Public College, professor)

Sadanori Nagayama (Japan Statistical Association, senior research consultant)

The Analysis on Income Distribution of Japanese Performing Artists by Household Patterns

Since 1998 we have repeatedly conducted the Japanese Artists Survey almost every five years. Based on the micro data, we analyse income level of Japanese performing artists by three household types: single household and multi-member household. We also discuss the income distribution of classic musicians by orchestra member or solist.

Masaki Katsuura (Professor, Faculty of Economics, Meijo University)

Time Series Properties of Cultural Expenditures

This research empirically examines how cultural expenditures by households correspond to business cycles in Japan. The primary data provided by official statistics are drawn from household cultural expenditures as admission fee for cultural establishments, reported as a monthly series, and the service expenditure diffusion index of planned expenditures on cultural services, reported as a quarterly series. Turning points in these series are determined by two means: (i) by using the regime switching model proposed by Hamilton (1989), and (ii) by taking the moving average of the series. Next, the lead-lag relationship between these series and the reference dates of Japanese business cycles are analyzed. Moreover, the seasonality of cultural expenditures is discussed. The research shows that cultural expenditures demonstrate cyclical fluctuations with lags corresponding to business cycles. In particular, the cultural expenditure plan seems to be closely related to business cycles, and the turning points of the two above-mentioned series coincide with the recent peak of the Japanese business cycle.

Session ②-B:

Kazuko Goto (Professor, Faculty of Economics, Saitama University)

Masayuki Okuyama (Director for Planning, General affairs division, Bureau of industrial and labor affairs,
Tokyo metropolitan government)

Geographic Agglomeration of Creative industries in Tokyo: Theoretical and policy implications

We will present on agglomeration of creative industries in the Tokyo metropolitan area based on the research which has been done by the Bureau of Industrial and Labor Affairs, Tokyo Metropolitan Government. We adapted the thirteen classifications of creative industries in the UK. The research shows the features of size, agglomeration and the problems of management in creative industries located in Tokyo. It might be the first geographical map of thirteen fields of creative industries in Japan. We will discuss the theoretical and policy implications based on this research.

OKADA Tomohiro (Tokyo University of Art, Graduate School Doctoral Student, Creativity of Arts and the Environment)

Processes of social innovation in cities contributed by activities of new media art

This thesis explaining how activities of new media art contributing for making social innovation in cities by analysis of process of influence between developing new media art and social innovation especially penetrating of information technology and usage after Internet openness for public, mid 1990s, from case studies in cities of parts of world.

Toshiki Katagami (Kyoto Prefectural University)

Research on the process of making local food culture tourism resources through “sixth” industry of food culture

To make local food culture approved as tourism resources, it is necessary for the people who have a role in making tourist attractions to manage so as to provide the local food culture with other people. The local food culture does not become the tourism resources without doing anything. In fact, the local food culture becomes the tourism resources by the process of exchanging between the people who provide the local food culture with tourists and the inhabitants who succeeded to their own local food culture by means of the “sixth” industry of the food culture.

Hobara Nobuhiro (Hitotsubashi University Economic Research Center)

Do Japanese Hit songs hit Japanese economy? An inquiry about Relationship between Japanese hit songs and Japanese economic situation II

We think that popular hit songs are important also in sight of economic research as they are influenced by economic situation. When we notice the nature of Japanese hit songs, we may realize Japanese economic situation. We investigate the nature of 700 Japanese hit songs in Heisei period and study the directions and outlines in their melodies, range of tones used in hit songs and the position of their melody. As a result, we can there are relations between their natures and Japanese hit songs. We have already shown that there are relationships between the tempo and tonality of Japanese hit songs in Japanese Culture Economic Society. This presentation is sequential version.

Session ②-C:

Soichiro Kato (Saitama University)

About development of the creative economy of " City-Region" in Denmark

In late years, development of knowledge based economy is reinforced in the frame of "City- Region". in Denmark. I report concentration of knowledge industry and a regional policy in Oresund region. And I consider the relations of the generation of knowledge based economy by concentration of the creative class and the condition of the city include a city policy in Svendborg.

NODA, Kunihiro (Professor, Faculty of Regional Sciences, Tottori University)

Contemporary art and regional regeneration : regional changes caused by site-specific art

Many International contemporary art exhibitions — Echigo-Tsumari Art Triennial (2000), Yokohama International Triennale of Contemporary Art (2001), Kobe Biennale(2007), Aichi Triennale(2010), Art Setouchi (2010) and so on — has started in the last ten years in Japan. Among these exhibitions, I am particularly interested in site-specific activities of the artists where artists collaborate with the residents of exhibition venues to create their works. Especially, we can find this kind of activities in Naoshima, Tsumari and Beppu where artists make their works through dialogue with the residents. Also the history and culture of the venue must be regarded. They reported that these activities tend to activate the region where collaboration works were done. My presentation will try to analyze the way how site-specific activities of the artists affect to the regional culture, economy and society.

Akiyo NAKAMURA (Graduate School, Dept. of Design, Kyushu University)

A Study on Accessibility of CIVIC PRIDE in Regional Hub City- Comparison of CIVIC PRIDE Taking the opportunity of Urban Renewal in Fukuoka City

Adopting a package of measure based on urban appeal and characteristic is important for urban renewal because local governments are demanded differentiation of all sides whether it is economy and industry, culture and art in age of devolution of power. As a result, Image of City would be better for citizen. However, its conception process is less well-defined. In this study, formation of public awareness is verified by focusing on CIVIC PRIDE and its importance is considered. CIVIC PRIDE is kind of public awareness which citizen has pride and attachment to their city. Developing this by communicating with each citizen could make better condition of urban renewal policy.

Session ③-A:

TANIGUCHI fumiya (Kobe Design University School of Progressive Arts Department of Crafts & Arts ,Assistant Professor)

Research on management of art project by collaboration of regional welfare institution and university

In the regional community in Japan, the welfare institution is an important possibility of the community development. The welfare institution cooperates with the university recently and the art project is done. I think that such an art project is an activity to which we should send the concern. I managed the art project named "Ebisu art project". In the "Ebisu art project", there are three purposes. One connects the university with the

welfare institution. Another one helps mentally-handicapped person's social participation. Another one makes a new network. This is a research that confirms the effect and the problem of the art project.

KOJIMA RIKA (Kyushu University, Graduate School of Design)

FUJIHARA TABIHITO (Kyushu University, Research Student)

A Study on the Value and Development of the Community-Participation Based Art Project that Used "Gratis" as a Theme ~Fukuoka Really Really Free Market as the Case Study~

Maika Kunimori (School of Design, Kyushu University Graduate School of Design Department of Design Environment and Heritage Design Doctor course)

The creation of the art project to honor reproduction of the old coal mineplaces - Evaluation and the problem of "COAL PAINT" art workshop -

I continue art works and art project used by COAL PAINT in various old coal mine places from 2007. COAL PAINT is made from coal and coal ash. Workshop is using local coal and coal ash, participants draw the portrait of their imminent person and presents it, and redraw the coal tram to make new city's object. Through art to catch a local characteristic in a new viewpoint. It is promotes recovery for the spirit of the town which declined after closing a coalmine. I think new community coming out of the expression of people becomes opportunity of the culture creation based on "coal mine" culture resources. I develop a similar art project in each coal mine places to let interchange and amplify each characteristic and culture dispatch. I think to citizen have a pride toward the characteristic of "coal mine" achieve voluntary culture dispatch and town making activities. In this study, I inspect evaluation and the problem of these art projects from the voice of the participant.

Takakura Takako (Technology and market exchange plaza Hita, Chairman of the Board of Trustees)

Creation of city planning activity of the citizens subject that makes the best use of waterside space and the vicinity of banks of a river as cultural resource ~"Minamo no Bon" and "the B-Cafe establishment" and "Hinamatsuri" in Hita City, Oita Prefecture~

Hita City is a basin. It has the history of prospering by timber resources since Edo. The downtown has declined by changing of the industrial structure though the population became 70,000 after amalgamating the municipality. The speciality development and the tourism policy are due to an administrative subject. We thought that the city planning by the citizens subject was necessary. Three women gathered first. And, the space of the waterside was paid to attention. The activity was expanded to Hinamatsuri, the Bon festival of the surface of the water, and the B-cafe activity, etc. while cooperating with the buddhist temple and the inn in the circumference. Details and the evaluation of the activity of the citizens subject are considered.

Session ③-B:

Sachiko KAWAIDA (Adjunct lecturer of Urban Research Plaza, Osaka City University / Graduate student sophomore of Grad. School for Creative Cities, Osaka City University)

A Study on Social Inclusion of the Disabled People through their Artistic Expression

The artistic expression of the disabled people has not been analyzed from a standpoint of their economic independence enough so far; therefore, this study assigns a focus on their economic independence through the artistic expression, and this study is based on fact-finding of welfare institutions in OSAKA prefecture. This study analyzes linkage between self-esteem and quality of life, in a viewpoint of the cultural economics, and proved possibility of social inclusion by incorporating culture into the well-being.

SUNADA, Kazumichi (Life with Music Project, Executive Director)

Consideration of educational programs to promote children's creativity development -The case of La Folle Journee au Japon Educational Programs-

The educational programs of La Folle Journee au Japon consists of implementing programs in elementary schools in Chiyoda-ku and Program for Enabling Experience of Authentic Stage Arts hosted by Agency for Cultural Affairs.

This presentation will refer to children's surveys as it examines educational program. It also outlines the framework to be considered, how to develop programs and how to coordinate all efforts when developing outreach programs for schools, in keeping with classroom curriculum. As a result, educational programs should contribute to realizing creative human resources development, one of the objectives set forth in cultural policies.

Yuichi Kirihara (Graduate School of Design, Department of Design Strategy, Kyushu University)

Toru Kodama (Faculty of Design, Kyushu University, Associate Professor)

A Research on the Possibility of Sports as Cultural Public Goods: A Comparative Study of the Administrative Situations Surrounding the J-League and the Japanese Professional Baseball

The notion of sports as cultural public goods of the community is open to question. The term "cultural public goods of the communities" can be defined as a thing enhancing the regional economy and a thing which improve the local image. In order to consider the role of sports as cultural public goods of the communities, it must be analyzed how the new entry of potential sponsor companies to the sports business can be made more open and active in terms of effectively revitalizing regional economies. For example, while the reason for the new entry to the Japanese Professional Baseball of Rakuten and Softbank was to improve their popularity through media exposure that mainly televises sports, it has proven to have the great effect of contributing to the development of the regional economy. On the other hand, the entry to J-League has not been so attractive to potential sponsor companies as that of baseball business, since there are not so many opportunities for media exposure and expectations for advertisement effect, as a result of which, some J-League clubs, with limited operation budget, have not so far been able to play a important role in revitalizing local economies in their regions. This study pursues the possibility of sports as cultural public goods of the community through a comparative study of the administrative situation surrounding the J-League clubs and the Japanese Professional Baseball clubs.

Nobuko UENO (Osaka City University Urban Research Plaza, G-COE Program, Research Fellow)

Socio-Economic, Cultural and Spatial Conditions for Creative Milieu : Focusing on Creative Activities with Intrinsic Motivation of Creative Workers

The purpose of the study is to investigate the socio-economic, cultural and spatial conditions for creative milieu in which creative workers can sustain creative activities with intrinsic motivation. The approach employs the following procedures, 1) interview to creative workers about conditions necessary for spontaneous activities, 2) perform case studies of public facilities which aim to develop creative industry in Sapporo, Yokohama and Osaka city, 3) consider how these efforts can cope with the conditions.

Session ③-C:

Hiroko Shimizu (Graduate School for Creative Cities, Osaka City University, Doctor Course 3rd year)

On the Roles of Cultural Activities for Neighborhood Renewal in the UK

During the last three decades, the globalization and the industrial restructuring triggered a rapid transformation of cities. The shift to the knowledge-based economy has become a factor for a close interrelation between urban regeneration strategies and cultural policies as well as creative activities.

In the 1980s, as neo-liberalism policy was infiltrated in the UK, economic-oriented redevelopment with large-scale cultural facilities became popular. On the other hand, there appeared a significant problem of accumulation of deprived areas on the edge of cities.

Since the 1990s, neighborhood renewal through social regeneration is aimed and realized through integrated joined-up approaches by community-led partnership.

The main purpose of this study is to examine roles of cultural activities for neighborhood renewal by case studies in the UK.

Nobuko Kawashima (Professor, Doshisha University)

Are the Global Media and Entertainment Conglomerates Having Impact on Cultural Diversity? A Critical Assessment of the Argument for Cultural Diversity

There is a book entitle 'Megamedia: How Giant Corporations Dominate Mass Media, Distort Competition, and Endanger Democracy'. The argument captured in this book title is typical of opponents to media conglomerates and has led to the UNESCO Convention on Cultural Diversity. This paper will probe this argument by dissecting it into three. Firstly, it will examine the correlation between enhanced copyright and market concentration. The second focus is on the relationship between market concentration and the barrier to entry into the market, followed by the third focus on the relationship between the market structure and cultural diversity.

Miyama, Yoshio (Research Center for the Arts and Arts Administration, Keio University)

The current problem of tourism for cultural facilities management in Japan

Part and parcel of the globalization process, the cultural tourism is expanding throughout contemporary society. Nevertheless there are almost as many definition or variations of definitions of cultural tourism as there are cultural tourists. Moreover we often recognize the gap between cultural heritage management and tourism.

After brief summary of the attempt to unify this gap by ICOMOS and others, this presentation aims to point out the current problem and possibility for cultural facilities vis-à-vis tourism. The typological study and identification of cultural tourists exhibit not their markedly different behaviors but their tendency for

self-exploration. Museums and other cultural facilities should be integrated increasingly into new concept of cultural tourism to allow them to reach cultural tourists more directly. Our research suggests or imply the importance of the following notions to this integration: communication, host community, interpretation and education.

HAGIHARA Masaya (Graduate School for Creative Cities, Osaka City University)

A Theoretical Study on "Creative Milieu" for Creative Cities

This study aims at the theory construction to become the frame of the "Creative Milieu" for Creative Cities. Creative Milieu is a key concept on considering a creative city. However, a problem that was to clarify the structure of "Creative Milieu" positively theoretically was left unfinished. Therefore I try the construction of the system model to understand "Creative Milieu" to a clue by the results of research of the field of recent psychology about "Creativity" that it is the one of the key concepts of Creative Cities and "Creative Milieu". And I am going to add consideration about the concrete instance of "Creative Milieu".

Session ③-D:

KINJO, Fumiko (Tokyo International University, Professor)

The Process of Establishing Modern Japanese Educational Systems and the Formation of Modern Language in Japan: Hokkaido, The Sapporo Agriculture College, and ARISHIMA, Takeo

In the process of the Westernization of Japan in the Meiji era, the Sapporo Agriculture College, Hokkaido, was founded by Kaitaku-shi, the Reclamation Bureau as a system to teach Western technologies and knowledge to augment intellectual young manpower to open up the under-developed region Hokkaido. And the college supplied a lot of personnel to foster the era. This paper analyzes the influence from interaction of the institutionalization of higher education with the efforts on establishing the Standard Japanese and the transformation of the Japanese language during the Meiji era.

Taichi KONDO (establishment committee of university of cultura policy and cultivating town)

The significance of financial improvement of Satsuma-han clan during last edo period 19th century

The finance of Satsuma-han clan of last edo period was very dangerous between 1830~1850 years. The cogent reason of payment of taxes in Satsuma-han clan was not quickly supplied. Total borrowed amount of money was 1 billion yen. (10,000 hundred million dollars) Mr. Shigehide SHIMAZU head of clan and after head clan of holding political management made Mr.Syozaemon-hirosato ZUSYO take improvement of political and financial management. The main policies were 3 items.
The first (I) was absorbed in selling sugar with political administration of Satsuma-han clan. This whole amount sugar were produced at amami-osima island, tokunosima island and kikajima island.
The second (II) was propulsion of production of wax-tree, paper-mulberry, rape-seed oil. Satsuma-han clan made counterfeit coins.
The third (III) political management was illicit trades between ryukyu kingdom and Satsuma-han clan Similarly traded between Satsyuma-han clan and China.
Finally Satsuma-han clan and Chousyu-han clan were kepted the same political structure.Two clans made the Restoration of Meiji and new nation.

MINAMI, Satomi (Independent)

Kyoto's circular flow of culture in musical activity of the Bunka and Bunsei eras - Investigation of Jiuta-Sokyoku

In Edo era, Jiuta-Sokyoku had been a popular musical genre of Yugei culture. We today regard that music as a traditional one, but it was lively particular in the Bunka and Bunsei eras at Kyoto. The circular flow of culture in such movement was composed of various actors who had common sense of beauty in city, was under the influence of economical situation, and then these elements were closely related.

Yumiko Sakabe (Researcher in Statistical Information Institute for Consulting and Analysis)

The Alternation of Performers' Generations in Rakugo: Japanese Traditional Comic Story Telling

From the longitudinal data of the lists of performers in YOSE(vaudeville theater of the traditional comic story telling), some performers' oligopoly has come into view clearly. Performers who can appear the YOSE show is limited even though there are every hundreds of comic storytellers, and shows are held at several theaters 7 days a week.

First of all, I specify the tendency to this composition from the performers' data. After that, I will clarify how the 'frequent' performers (or, the performers who don't have the chance to appear completely) exist in the field of traditional comic story tellers: the field without a clear rank after being promoted "Shin-uchi".

And I analyze the alternation of the performers' generation that can be confirmed in the time series comparison. It is said that the heredity appears recently in the traditional comic story telling field like the kabuki. But it doesn't influence the performance in YOSE. I will also explain this by using the performers' data.

Session ③-E:

Tadashi Yagi (Faculty of Economics, Doshisha University, Professor)

The Role of Art in a Creative Economy —Testing the Relationship between Emotional Intelligence and Creativity—

We hypothesize that art can play an important role in the improvement of emotional intelligence. It provides impressive competence in expressing ideas, concepts, and experience. Creativity is not the same as originality, because originality is not always accepted on an emotional level. The focal point of this paper is to provide empirical evidence for Robinson's hypothesis that creativity is developed through a balanced improvement in emotional intelligence and the ability to think logically. As Feist's survey (1999) shows, there is a sizable body of literature on the influence of personality on creativity. This paper diverges from previous literature by focusing on the influence of art on creativity under the assumption that emotionality is cultivated through art experiences. We can even state that the emotional intelligence we consider here is cultivated through art experiences. In other words, the hypothesis we test empirically is that creativity is developed by the balanced improvement of logical thinking ability and emotional intelligence and cultivated by art experiences, in a precise manner.