14. Tourism, Commerce, and Consumption
Telus 134 | 17:00-18:30

The Tourist Walking Routes of Bunkyo Ward, Tokyo: Foreign perceptions of walkability
Tom Waldichuk, Thompson Rivers University

Many cities have developed walking networks that are geared for international and domestic tourists. We explored four tourist walking routes in Bunkyo Ward, Tokyo, depicted on a tourist map in May 2017, as part of a third year geography field course. The main objective was to evaluate each route’s walkability in terms of safety and enjoyment. We evaluated the routes using criteria from ican.walk.ca, which involved making landscape observations, sketching, and taking photographs. We critiqued the routes in terms of their suitability for foreign tourists walking them. Overall results were that each route highlighted gardens, museums, temples, and shrines according to themes about local literary culture. The enjoyment of each route varied according to the path taken between the points of interest noted on the walking map. Also, the routes took longer to walk than what was suggested on the map. Our principal conclusions were that while the routes were generally safe for walkers, wayfinding was difficult, partly because most of us did not read Japanese, and there were no route markers. Finally, some of us were disengaged as the themes of the routes were generally geared for local tourists who are familiar with Japanese literary culture.

Canadian Views and Perceptions toward Japan
Scott Harrison & Yushu Zhu, Asia Pacific Foundation of Canada

In the mist of anti-trade and anti-immigration sentiments in the global community, Canadians increasingly feel connected with the Asia Pacific region and support international engagement with the region. Within these dynamics how do Canadians view Japan? Drawing on information from the Asia Pacific Foundation of Canada’s National Opinion Poll, which it has performed annually since 2004, this presentation will address Canadian views on Japan and compare them to views toward other major Asian markets, including South Korea, China, and India. The contrast between public attitudes towards Japan and those towards China and India may pose questions and provide implications for Canada regarding effective engagement with the major powers in Asia.
Sake Brewing in British Columbia: A Century of (Illegal and Legal) Production and Consumption
Brian Pendleton, Langara College

A civilization stands or falls by the degree to which drink has entered the lives of its people, and from that point of view Japan must rank very high among the civilizations of the world.” (Essayist Yoshida Kenichi in ‘Japan is a Circle’, 1975).

The production and consumption of sake (nihon-shu) has been a common element in Japanese overseas communities since the early Meiji era. The first immigrants to British Columbia (B.C.) found work as fishermen, coal miners, and logging/sawmill workers in locations as diverse as Steveston (Richmond), Cumberland (Vancouver Island) and Hastings Mill (Gastown, Vancouver). Later immigrants became farmers (Fraser Valley) and shopkeepers/businessmen/entrepreneurs in ‘Japantown’ (Powell Street, Vancouver). And where there were Japanese immigrants, there was sake.

The production of sake (both illegal and legal) has a history of more than 100 years in B.C. – including individual home brewers, the Oikawa Brewery (1899), the Vancouver Malt and Sake Brewing Company (1907), internment camp production (1942+), and recently, the Artisan Sake Maker (2007) and others.

This presentation discusses the role of several key individuals and the challenges they faced in developing the industry: first, within the Japanese community, and second, in the broader community as sake became more familiar and accepted in recent decades.