

# Preface

Konnichiwa and greetings from Wakayama Japan,

Here at the Center for Tourism Research (CTR), Wakayama University Japan, we are pleased to announce the latest issue of *Wakayama Tourism Review* (WTR). This latest publication represents a further milestone in our ongoing commitment to advancing tourism research excellence. CTR was founded in April 2016 with the goal of establishing itself as the leading tourism research institute in the Asia-Pacific region, dedicated to enhancing values of ethics and responsibility in the ever-changing industry of tourism.

As we embark on this journey, Volume 5 of WTR showcases the culmination of 7 original research works authored by CTR Members and Visiting Fellows. These contributions, originating from various parts of the world, represent the extensive and comprehensive nature of our members' research. These contributions are organized into three separate Research Units: Management, Community, and Culture & Heritage.

Within the pages of this volume, readers will encounter engaging theoretical and empirical discussions that explore the potential of Smart Tourism through co-creation, gain a deeper understanding of women empowerment in tourism, contemplate on the meanings of tourism pop culture in Japan and explore developmental strategies for tourism revitalization, among other compelling topics. We hope that this compilation of short research communications will captivate the interest of academics, tourism stakeholders, and students alike, fostering a deeper understanding of the multifaceted dimensions of tourism studies.

We express our deepest gratitude to the dedicated authors, reviewers, and editorial team whose collaborative efforts have brought forth this enriching compilation. Looking ahead, we eagerly anticipate future issues that will continue to unravel new and innovative research in the field of tourism studies. Thus, fostering connections between domestic and international researchers, in line with CTR's objectives.

Thank you for joining us on this intellectual journey. May *Wakayama Tourism Review* serve as an illuminating source of knowledge, bridging the worlds of research and practical application in the dynamic field of tourism.

Sincerely,

Dr. Husna Zainal Abidin  
Lecturer, Center for Tourism Research,  
Editor-in-Chief, *Wakayama Tourism Review*

March 2024