

TTL Guest Lecture, TU Wien, LANDSCAPE Seminar Room,
Erzherzog Johann Platz 1, 3rd floor, A-1040 Wien [close to U1 Taubstummengasse]
(May 3rd, 2018, 18:30-19:30)

Sacred Japanese Tourism Landscapes
[45 min presentation, followed by 15 min discussion]

Lecture Outline:

Japan is experiencing a tourism boom! Over the past five years, inbound tourism has been rapidly increasing. Mainstream tourism tends to focus on specific culture and amenities, such as Japanese hospitality, hot springs, cuisine, and various shopping facilities, among other attractions, such as Manga-Cafés, Tokyo Disneyland or Osaka Universal Studios.

However, what Japan also has to offer are various sacred spots with outstanding ancient temples and shrines. These sacred sites are often built within a special landscape setting and have their unique aura and design. They attract many tourists who want to get in touch with Japanese spiritual culture. I call it “Sacred Japanese Tourism Landscapes”.

Yet, when it comes to religious heritage, is selling a spot through advertising and consuming its beauty by taking snapshots the only way to promote the spiritual side of Japan to the outside world? From my perspective, what we need is rather a deeper understanding and sense of place – including tourism ethics and sustainable preservation concepts.

How would you visit such a sacred site or landscape? In my lecture, I will present different examples of Shinto shrines and Buddhist temples in Japan, explain what typical patterns of tourism occur, give hints how we can discover and enjoy the *genius loci* or “spirit” of the site, and introduce ideas for the protection and sustainable development of such sites.

About our speaker:

Dr. Lorenz Poggendorf began his career with an apprenticeship as a tree-nursery gardener in Germany, followed by internships in Taiwan and Japan. He subsequently pursued studies of landscape planning at Leibnitz Universität Hannover and TU Berlin. In 2004, Dr. Poggendorf embarked upon graduate studies at the University of Tokyo with a scholarship from the Japanese Government, engaging in research on guardian forests and the landscape of local Shinto shrines. In 2008, he received a Doctoral degree in Forest Science. Currently, Dr. Poggendorf works as a lecturer at Tokyo University of Science and Toyo University. His teaching and research focuses on regional tourism theory, cultural heritage and landscape planning.

