

Local life with tourism as observed at a popular marketplace

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Abstract: *The workshop invites participants to observe people in the market to identify problems and propose some solutions.*

Keywords: *tourism*

1. Background

Kanazawa used to be a hidden gem far from other major cities in Japan. Kanazawa became a focal point of Japanese craftsmanship in 17 century, when the Maeda family, who ruled the region, invited craftsmen to fill the city with beautiful things. Ohmicho market was opened later in 1721 in the city center to satisfy the appetite of the locals with fresh vegetables, fish as well as dried goods. The market has also been attracting tourists for its tradition, but has mainly been providing the locals with foods and daily items. Its primal function has been the market for the locals.

The reach of bullet train to the city about a year ago, that is, on 14th March 2015, enabled people to come to the city from Tokyo for two hours and half, shortening the travel time by one hour. Thanks to the new transportation, the number of tourists visiting the city is three times as large as those for previous years. The number of visitors to Ohmicho market has also been increased by thirty percent. Tourists often come to the market for lunch, as it is conveniently located in the center of city.



2. Status

Tourists are welcome to the market, but they can be a cause

of troubles when the number goes beyond the capacity. Too many of them can interfere with the locals by obstructing lanes, sights to the displayed items, and by occupying shop assistants. The number of locals who come to the market is believed to be decreased due to these troubles. Shops whose items are not bought by tourists complain that the sales are dropping. They are, for example, shops selling vegetables, fish, daily items. You cannot certainly expect tourists to buy a radish.



The increased number of tourists from foreign countries is another concern. Some of them do not know what not to do in the market. They touch, for example, fragile crabs displayed in the fishmonger, to damage them. The values are obviously dropped if they are damaged. Shop assistants are not so fluent in



English and have difficulties in handling these tourists.



<http://www.japan-guide.com/e/e4207.html>

- Visit Kanazawa – Attractions, Events & Things to do in Kanazawa
<http://www.visitkanazawa.net/#!visit-omicho-market/cqjs>
- Kanazawa fish market, Omi-cho
<http://hypeintokyo.com/2015/05/11/kanazawa-fish-market-omi-cho/>

3. Complication

The situation has been complicated by shops who reacted to flocking tourists with new items. They sell items that can immediately be consumed on the street upon purchase such as strawberry skewer. Such items contribute to improving their profits, but are not well embedded in to the eco-system of the market. Some complain that tourists with those items at hand can harm other people.



4. Objective

The phenomena can be found anywhere in the world, where a local market attracts tourists. The places for the locals are more likely to attract foreign tourists, who found them exotic and interesting. Different customs and languages are often the causes of troubles. The workshop invites participants to observe people in the market to identify problems and propose some solutions.

References

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http://www.kanazawa-tourism.com/eng/guide/guide1_3.php?no=2
- Kanazawa Travel: Omicho Market