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Yokai Street: A Historic Shotengai in a Modern World

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Yokai Street
A Historic Shotengai in a Modern World

An Interactive Qualifying Project submitted to the Faculty of the Worcester Polytechnic Institute in partial fulfillment of the requirements for the degree of Bachelor of Science

by

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Approved by Professor Jennifer deWinter, Advisor
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Finally, we would like to extend our thanks to the other members of our cohort, our families, and our friends, for supporting us during our time in Japan and being there with us every step of the way—even at 3:00AM in the morning.
In this project, we examined the urban, historical, brand, and visual assets of Yokai Street, a decaying shotengai in Kyoto, Japan, to propose recommendations for urban regeneration of Yokai Street through tourism and experience design. To facilitate our research, we created a novel mapping tool called EFFURT to track Yokai Street’s urban assets. We recommended improving the accessibility of Yokai Street by providing more English language resources, more deeply integrating with the Yokai brand through merchandising, and developing public spaces and storefronts to improve the continuity of the Yokai brand. We concluded with a proposal for a new Northwestern Kyoto Tourism plan using Yokai Street’s historical assets to encourage tourists to visit Heian-Kyo, the original Kyoto.
Executive Summary
This project examined the various historical, cultural, and physical assets of Yokai Street, a decaying shopping street in Northwestern Kyoto, Japan that has a strong brand based on Japanese ghosts and spirits (Yokai). To facilitate our research, we created a bespoke electronic mapping tool called EFFURT which allowed team members to catalog data about various assets in the area using a collaborative, web-based editor.
Through our research, we learned that visitors to Kyoto are highly interested in history, culture, and Yokai, creating a **strong market** for drawing tourists to Yokai Street by leveraging Yokai Street’s rich collection of assets and infrastructure as part of a **tourism-focused urban regeneration** effort. However, many of Yokai Street’s assets were either underutilized or entirely invisible to both tourists and locals alike.
Therefore, we proposed a series of recommendations that emphasized improving the **visibility** of Yokai Street through improved English-language resources for visitors, the **continuity** of Yokai Street through improved public spaces and entrances, and the **integration** of Yokai Street through deeper Yokai brand integration and merchandising.

![Graph showing tourist planning sources and mention of Yokai Street](image-url)
We concluded that, while these recommendations would provide Yokai Street with a small amount of urban regeneration, what is needed is further research and planning to create a plan to improve tourism across the whole of Northwestern Kyoto: By itself, Yokai Street is not enough of a draw to attract significant numbers of visitors. However, if Yokai Street was leveraged as part of a greater plan, Yukiai Street could become a formidable tourism asset on-par with the likes of the neighboring Kitano-Tenmangu Shrine.
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Yokai Street and Regenerating Shotengai

Yokai Street is a decaying shotengai in Northwestern Kyoto that is looking for regeneration. During the Japanese Economic Miracle (the 1960s to 1980s), commercial streets and districts called shōtengai became widespread. Over time, many of these shōtengai were modernized with the introduction of public transportation, entertainment services, and various shops, creating vibrant communities for the neighborhoods that bordered these shōtengai.

When the Economic Miracle came to an end in 1991, large supermarkets and department stores—which provided most of a shōtengai’s services in one place—rose to prominence, and retail stores and small businesses—like those found within shōtengai—began closing down en masse. Since then, many shotengai have undertaken regeneration projects in response to an increasingly harsh business environment. Yokai Street is one such shotengai that has undergone decay and attempted regeneration through creation of a yokai brand targeted at tourists.

Regeneration of Yokai Street through the yokai brand has had limited success, and shops have continued to disappear and be replaced by residential buildings. Restaurants and cafes along the street have continued to flourish, while many shops continue to struggle. The goal of this project is to provide recommendations to regenerate Yokai Street.

This report begins with an examination of the history of Yokai Street and the role of tourism and experiences in regeneration. In our first Chapter, "Urban Assets", we introduce our novel mapping platform for mapping urban assets along Yokai Street, and discuss how the current assets of Yokai Street can inform regeneration efforts. In our second chapter, "The Aura of Yokai Street", we discuss the historical assets on and around Yokai Street, with a focus on how these can be used to an advantage. Our third chapter, "The Yokai Brand", we discuss the history of the yokai brand, current brand assets, and opportunities to strengthen the yokai brand. In our fourth chapter, "Visual Appeal", we examine the importance of visual aesthetics and provide recommendations to improve the visual aesthetic of Yokai Street. In our fifth and final chapter, "The Northwestern Kyoto Tourism Plan", we discuss a long-term solution to integrate Yokai Street into a larger, Northwestern Kyoto tourism plan emphasizing relics from the historic Heian-kyo capital.
What is a Shotengai?

Shotengai, also known as “shopping streets” or “shopping arcades,” are Japanese commercial streets that have long been an integral component of urban Japanese communities. Shotengai are ubiquitous in Japanese society; rough estimates suggest there are between 14,000-16,000 shōtengai across Japan (Larke, 1992), while a 1997 survey suggested there are over 18,000 shōtengai across Japan (Balsas, 2016).

The concept of the shotengai dates back to pre-modern Japan, before the invention of the automobile, when shopping was a daily necessity and everyday life required shops located within walking distance (Balsas, 2016). The origins of shotengai may date back as far as the late 1500’s, when new free-market policies in Japan evolved commercial districts into linear shopping streets (Hani, 2005).

![Fig. 0.1: Togoshi Ginza shotengai in Tokyo, Japan, one of the largest and most popular shotengai in Japan. (Ito, 2018)](image)

The shotengai is a Japanese commercial district, and differs from a Western-style shopping mall in several key characteristics (Balsas, 2016):
• The shops are typically built separately from one another, leading to an organic diversity of storefront appearances.
• Although the shops are owned and managed separately, shop owners form associations to manage the shotengai as a whole.
• Shotengai associations allow the shotengai to decide on a unified theme or feature for the entire street, including paving, lighting, and even roofs over the street which unifies all of the shops as a single shopping destination.

An example of a shōtengai with an archway and lighting can be seen in Fig. 0.1.

**Taishogun Shotengai ("Yokai Street")**

Taishogun Shotengai — now called "Yokai Street" — is a traditional Japanese shopping street located along Ichijo dori in Northwestern Kyoto. The location of Yokai Street is shown in Fig. 0.2.
Fig. 0.2: The location of Yokai Street in modern-day Kyoto on Ichijo-Dori, just south of Kitano-Tenmangu Temple and Imadegawa-Dori.
According to information from local residents, Taishogun Shotengai was a pleasure district full of ryokan (guesthouses), bars, and other forms of entertainment that served visitors to Tenjin-San in the 1800s. In the early 1960s, Taishogun transformed into a Shotengai, and became well-known for selling foodstuffs and sundries, at one point being nicknamed the "Kitchen of Kitano" (similar to Nishiki Market in central Kyoto). Because of its location in front of the gates of Tenjin-San, and its role as the primary traffic pathway to enter and exit the western side of Kyoto, Taishogun Shotengai experienced great affluence during this time.

Fig. 0.3: Showa 4 (A.D. 1929) city planning map (Yano, 2016) of the area of North-Northwestern Kyoto before the Imadegawa-Bypass was created, annotated to highlight key points of interest: The deep blue area denotes Kitano-Tenmangu, the orange line denotes the current location of Imadegawa-Dori, the green line denotes the current location of Yokai Street, and the red area denotes a region that, according to locals, Kitano-Tenmangu may have occupied before the creation of the Imadegawa-Bypass.

When the Imadegawa-Dori bypass was created in the 1930s, as seen in Fig. 0.3, and Tenjin-San’s front gates were moved from the area immediately adjacent to Taishogun, Taishogun began to see a slight decline in visitors since it was now out of the way of traffic. Over the next several
decades, Taishogun experienced more and more decay, which peaked during Japan’s economic crash in the late 1990s.

To counter this decay, the Taishogun Shop Owners’ Association rebranded the entire street as "Yokai Street" in 2005, drawing from Taishogun's rich history as an area directly linked to **Yokai**. Yokai are monsters, spirits, and demons from Japanese folklore. Yokai take many diverse forms, ranging from dragons and foxes to old women.

![Fig. 0.4: A visual depiction of Tsukumogami.](/Users/crahda/work/kyoto-b-18-iqp-urban-regeneration/report/assets/kyotohyakki-nd.jpg)

The link between Ichijo dori and Yokai (Japanese monsters/folklore) was derived from its location. Ichijo dori lies on the northern tip of Heian-Kyo (one of the Japanese former capitals), that is, the border between the internal and external. In Heian-kyo, some also said it was the route between the human world and the non-human world.

(Life & Culture Information Newsletter, n.d.).

Yokai Street is inspired by the legend of **Tsukumogami**, which are abandoned tools and belongings that transformed into Yokai after 100 years of neglect (Fig. 0.4). This legend stems from a ritual practice during the Koho period (A.D. 964 to A.D. 968) called **Susuharai** when people would dispose of damaged or unwanted items at the end of every year. (Kyotohyakki, n.d.)
Legends say these Yokai fought back against the humans who invaded them by parading from west to east along Ichijo-Dori, the northernmost street of Heian-Kyu (old kyoto) and the current location of Yokai Street. This parade became known as the Hyakkiyagyo Parade ("The Night Parade of a Hundred Demons"), and is the origin of Yokai Street's annual Yokai Parade (Fig. 0.2). (Kyotohyakki, n.d.)

Yokai Street is unique, because we sell things that are meant to be bought for life; the legend of Tsukumogami reminds us of what happens when belongings are carelessly thrown away and neglected.

Paraphrased from the owner of Yoshida Kimono Store on Yokai Street

By linking Taishogun Shotengai’s location to its history, the Yokai Street Shop Owners’ Association was able to launch a campaign to rebrand Taishogun around the legends of Tsukumogami and Susharai (Murakami & Yoshikura, 2015). During this campaign, shop owners created unique Yokai from old household items (symbolic of the Tsukumogami) and placed them in front of their stores, adopting a unified brand of Yokai all along Yokai Street.
Yokai Street’s goal, as communicated by the head of the shop owner’s association, is tourism. Tourism is a powerful force that can bring new traffic and economic activity to an area. The Yokai Street brand has a lot of potential to become a tourist attraction due to the popularity of yokai culture.

Yokai Street has a lot of potential marketability. Japanese culture is cool, and Japan’s culture has been influencing its rise to prominence since the 1990’s (McGray, 2002). The Japanese Government has recognized this, and has created an entire department dedicated to the promotion of “Cool Japan” (Amano, 2010, “Promoting ‘Cool Japan’”, 2010, Inada, 2017). The “Cool Japan” TV show on NHK has previously aired episodes on both yokai and shotengai, and while the show doesn’t always hit the mark on what foreigners consider to be cool about Japan, our research indicates that Yokai have a lot of potential marketability. Many students that study Japanese literature and folklore become interested in the subject through manga and anime (Ito, 2015). The same concept may apply to tourists, who become interested in Japan through pop culture.

Yokai culture has a lot of potential to do well both domestically and internationally. Over the past few decades, Japanese culture exports have gained a large following internationally. Nearly every American child in the past 30 years have been influenced by Hello Kitty, Pokemon, Power Rangers, or Nintendo (Hoskin, 2015). In Japan, yokai were most famously popularized by Shigeru Mizuki’s 1959 manga Gegege no Kitaro, which was adapted into an anime show in 1968 and is continued to be released today (Shamoon, 2013). While Gegege no Kitaro is only popular among domestic tourists, there are also many internationally popular pop culture franchises that draw influence from yokai myths. These include Pokemon, Yokai Watch, and Hayao Miyazaki’s famous film, Spirited Away, which won the 2003 Oscar for best animated feature (Boyd, 2015). The popularity of yokai inspired culture both domestically and abroad demonstrates a potential tourist market for yokai culture consumption.

Tourism in Kyoto

In order to understand how yokai culture can be applied to bring more tourism to Yokai Street, we must first understand the tourism industry in Japan and Kyoto.
Tourism Pollution in Kyoto

Yokai Street is currently not a hugely popular tourist destination, however Japan’s popularity as a tourist destination is growing and Kyoto is one of the most popular tourist cities in Japan. In 2003, approximately 5 million tourists visited Japan. In response to low numbers of foreign tourists visiting, the government launched a widely successful campaign called "Visit Japan" to boost tourism. As of August 2018, the number of foreign tourists that have visited Japan in 2018 has exceeded 20 million and is projected to go over the 30 million barrier by the end of the year, beating last year’s record of 28.7 million foreign tourists. The number of foreign tourists visiting annually is expected to rise even higher in anticipation of the Tokyo 2020 Olympics and is projected to reach 40 million by 2020 (Ryall, 2018).

The growing number of foreign tourists visiting Japan has resulted in tourism pollution, as seen in Fig. 0.6 at Kiyomizu-Dera in Gion, Kyoto. Tourism pollution or “kankō kōgai,” is a situation where a city or parts of a city become influxed with tourists, valued property and monuments become corrupted by tourists, and various hardships are imposed on residents and businesses due to the overflow of tourists (The Invisible Tourist, 2018). Yokai Street has mostly avoided effects of tourism pollution so far due to lack of foreign visitors, however reports of tourism
pollution in other parts of Kyoto may leave Yokai Street’s residents reluctant to open their home to more tourists.

In ancient capitals of Japan such as Kyoto, locals are increasingly expressing their unenthusiasm and frustration toward the surges in tourists and are anxiously complaining to the authorities regarding the inconvenience of overcrowded public transport along the routes of famous attractions, loud and disrespectful foreigners, and poor mannerism among visitors (Ryall, 2018). A survey conducted in 2016 reported that 35 percent of shops, restaurants and accommodation facilities are not willing to offer multilingual services to foreign tourists due to multiple reasons such as language difficulties, limited resources, and poor etiquette among customers (The Japan Times, 2016). Many shops along Yokai Street do not currently offer foreign language accessibility, and poor impressions of foreign tourists may create reluctance to change.

Reports of disrespectful foreign tourists are numerous. Tourists have tried to take selfies with maikos (trainee geisha) on their way to their job, blocking their path and leaving some of them in tears. Inconsiderate visitors have carved names into trees at the bamboo forest of Arashiyama, a UNESCO world heritage site. Restaurant owners have also complained about reservations cancelled without considerate warning, or of people coming in to take pictures and then leave without buying anything (McCurry, 2018).

Another ramification of the tourism pollution is illegal accommodation. The daily lives of Kyoto residents are being significantly influenced by the surges in accommodations caused by the tourism boom. Tenants have been pushed out of their leased properties by real estate agencies in plots to transform them into travel accommodations. Some landlords are even renting out unlicensed properties. There have been many incidents where tourists entered private houses, mistaking them for vacation rentals and leaving the residents in terror (The Kyoto Shimbun, 2018). These incidents have created tension between many Kyoto residents and visiting tourists, and may contribute to negative perceptions of foreign tourists in the surrounding neighborhood of Yokai Street.

While Yokai Street has not yet experienced tourism pollution, it is important to consider tourism pollution in other parts of Kyoto for several reasons. Rising tensions between Kyoto residents and foreign tourists may become an issue along Yokai Street in the future if Yokai Street achieves more success in attracting tourists to the shotengai. Therefore, it is vital to consider the effect on residents when making recommendations to improve Yokai Street.
In addition, many popular tourist areas in Kyoto have become very crowded and congested due to the increasing amounts of tourists visiting Japan. The quiet atmosphere of Yokai Street can be marketed as a selling point of Yokai Street, targeted at tourists who are tired of constant crowds at Kyoto’s more popular tourist spots.

**Government Efforts to Improve Tourism Pollution**

The Kyoto Tourism Bureau has been working on policies intended to reduce friction between foreign tourists and residents. The concepts behind these policies can be applied to Yokai Street to accomplish the same goals on a smaller scale.

A partnership between the Kyoto Tourism Bureau and TripAdvisor has produced a pamphlet to educate visitors on social taboos, and the Bureau is encouraging events to be scheduled in the morning or evening to reduce congestion. In addition, the bureau also hopes to reduce congestion through promoting travel to Kyoto during non-peak months such as January, May, and June. Through these initiatives, officials from the tourism bureau hope to achieve harmony between tourists and local residents in order to continue promoting Kyoto as a tourism destination without ignoring the well-being of residents (Ryall, 2017). As a street with less traffic, Yokai Street would be able to contribute to decreasing congestion in busy tourist areas by drawing tourists away from congested spots.

In addition, experts have suggested that increasing the amount of tourist information centers, improving multilingual signage, and providing more information on lodging accommodations will improve infrastructure for tourists. Workers that are properly trained to assist foreign visitors and have good language abilities would also be invaluable to assisting tourists in Kyoto (The Japan Times, 2016). Yokai Street is currently not very welcoming or accessible to foreign tourists due to lack of foreign language signage and lack of English speaking ability. More accessible signage would go a long way towards making the street more welcoming and inviting to foreign tourists.
Experiences as a Vector for Tourism

Modern tourists actively seek out new "experiences"; Airbnb, for example, has expanded to offer not just unique bed and breakfast accommodations, but also all-inclusive experiences that tourists can easily book online.

We believe that enriching Yokai Street with experiences will lead to improved tourism and opportunities for tourism. However, in order to apply experience design to Yokai Street, we must first understand what an experience is and how they are created.

What is an Experience?

Traditionally, businesses in commercial districts offer commodities, goods, or services. In the traditional shotengai, produce shops sell produce; clothing shops sell clothes; restaurants serve food, and so on. An experience is something distinct from products and services—it offers a memorable experience for the consumer (Pine & Gilmore, 1998). The production of an experience for the consumer drives consumers to pay more for a service that could be obtained elsewhere—it’s the reason customers are willing to pay exponentially higher prices at Tokyo’s Aragawa Steakhouse for the same service they could receive at an Outback Steakhouse in the United States (Pizam, 2010).

Tourists, and especially young tourists actively seek out experiences. As a tourist destination, Japan offers many different experiences, from owl cafes to traditional geisha tea ceremonies. Kyoto is home to many of these unique experiences, including Fire Ramen—a restaurant where the ramen they serve is lit on fire, a hedgehog cafe, Toei Studio Park, and a Starbucks hidden inside a traditional tea house in the district of Gion.

Experiences and Younger Generations

Research has shown that the millennial generation is the driving force behind this “experience economy” that has erupted both globally and in Japan (Lewis & Jacobs, 2018, Cataldo, 2018, Kohler, 2017). Millennials are more likely to spend money on experiences rather than desirable objects. (Lewis & Jacobs, 2018, Kohler, 2017). Based upon these findings, we believe that Yokai Street will be more likely to attract young visitors and tourists if it offers unique experiences that cannot be found elsewhere.

Regeneration projects centered around unique activities and experiences may be more likely to attract involvement of local youth and entrepreneurs. Due to Japan’s aging population one of the
challenges shared by many shotengai, including Yokai Street, is that many shop owners are aging without successors to take over their shop when they reach retirement (METI, 2014; Brumann & Shulz, 2012). Without successors or young entrepreneurs to take over storefronts, shops gradually become vacant and the shotengai may collapse, as did a once bustling shotengai in the Izumisano shopping district of Osaka prefecture (Nashima, 1997). Yokai Street currently has several vacant storefronts, and the at least one shop has closed in the past year alone.

We examined case studies of 30 shotengai that have undertaken regeneration projects in the past decade. Fifteen of these shotengai cited vacant shops as an issue on their street, and four cited aging shop owners and lack of successors as a contributing factor to vacant storefronts. All of these studies said getting young people involved with the shotengai was important to regeneration. Many shopping association representatives said involving young entrepreneurs and community members brought more life and energy into the shopping association and the district as a whole (METI, 2014).

It is clear that a balance of young people in a district is vital to the health of a shotengai; this is especially true in a time where the whole of Japan’s population is woefully unbalanced, with a significant number of the population at or beyond retirement age. If the Yokai Street district wants to continue to survive, more young people need to become involved in the street. Adding exciting new experiences and activities to the street may be one strategy to increase visitors, traffic, and involvement of young shop owners and community members.

**Defining Experiences**

To evaluate existing and proposed experiences within Yokai Street, our team used a formal system that divides experiences into four categories Fig. 0.7:
1. **Entertainment**: Does the visitor *watch* or *observe* the experience for entertainment? An example of an entertainment experience is Kyoto’s Fire Ramen restaurant, where visitors watch as their ramen is set on fire before they eat it.

2. **Education**: Does the visitor *learn* something from the experience? An example of an educational experience is an audio tour of Nijo Castle in Kyoto where visitors can learn about Tokugawa-Era architecture and aesthetics.

3. **Esthetic**: Does the visitor enjoy the beauty or the esthetic of the experience itself? An example of an esthetic experience is visiting Kyoto’s Gion district, which adheres to a strong and consistent visual identity that brings visitors into the heart of historic Kyoto.

4. **Escapism**: Does the visitor enjoy the experience by *participating* in it? An example of this is the Mameshiba cafe in Kyoto, where visitors can interact with and pet Shiba Inu for half an hour at a time.

Most experiences fall into more than just one of these categories. For example, a tour of Nijo castle could be considered both educational and esthetic. However, the ideal experience simultaneously falls into all of these categories. (Pine, J. & Gilmore, J. 1998 and Pizam, A. 2010)
Because it proved cumbersome to use all of these categories when attempting to explain experiences to members outside of our time, we created a simplified definition of an experience that applies to any experience designed for-profit:

An economic offering that evokes an emotional response from consumers, creating a unique discourse community and personal memories.

Throughout our report, we will broadly refer back to experiences and these experience categories in order to describe infrastructural opportunities and recommendations for regeneration in and around Yokai Street.

The Format of this Report

This report examines how to regenerate Yokai Street utilizing a combination of asset mapping, tourism, and experience design.

Each section (or "chapter") of this report covers a major area of our research, establishing a set of concrete recommendations to Yokai Street in order to implement plans for urban regeneration. These chapters include:

1. Urban Assets: Major findings and recommendations related to the physical assets and infrastructure along Yokai Street.
2. The Aura of Yokai Street: Major findings and recommendations related to the historical assets and opportunities around Yokai Street.
3. The Yokai Brand: Research and recommendations related to leveraging and integrating Yokai Street with its unique Yokai brand.
4. Visual Appeal: Research and recommendations related to improving Yokai Street’s visual appeal and continuity.

The final chapter of this report, A Northwestern Kyoto Tourism Plan, draws from all previous chapters to propose a larger future work effort to integrate Yokai Street with the greater Northwestern Kyoto region.

A Note on Stakeholders

This project had numerous stakeholders at play, including:

- Benoit Jacquet, the project sponsor and proprietor of Yokai SOHO.
- Members of the residential community near Yokai Street.
• The Yokai Street Shop Owners' Association.
• Shop owners within Yokai Street, including those not a part of the Yokai Street Shop Owners’ Association.
• The Kyoto City Government.

Because of the kind and variety of stakeholders present in this project, we refer to this collection of stakeholders as Yokai Street (except when we are discussing the history of Yokai Street). This allows us to simplify our recommendations to focus on the what instead of the who.
Urban Assets: Regeneration through Development

The applications of maps extend beyond their ability to represent the criss-crossing roads of cities: Maps can display points of interest, convey geospatial statistics, and even depict the relationships between objects. Their diverse utility makes maps an ideal medium for simultaneously visualizing the current state of Yokai Street and creating promotional materials to increase the number of tourists that visit the street.

To visualize the current state of Yokai Street and its surrounding area, we created a custom mapping tool called the Electronic Field Form for Urban Regeneration (EFFURT). In this section, we briefly review some of the background research that led to the creation of EFFURT before diving into what EFFURT is, how we used it to gather data about Yokai Street, and what recommendations we were able to make based on our data gathered from EFFURT.

Urban Asset Mapping

While many kinds of tools and techniques for creating maps exist, our team was particularly interested in a specific form of mapping called Urban Asset Mapping. As its name implies, Urban Asset Mapping visualizes the different assets within an urban setting via interactive multi-modal maps.

After an extensive review of existing literature, our team was not able to find a complete definition of what constitutes an urban asset. As a result, we compiled information from various sources (Social Value Lab, 2012, OPEN GLasgow, 2014, South Seeds, 2017, and general tourism across Japan) to create a partial list of typical assets:

- Transportation (e.g., parking, bus stops, train stations, taxi stands)
- Healthcare (e.g., clinics, hospitals, pharmacies)
- Education (e.g., libraries, schools, universities)
- Public Spaces (e.g., parks, gardens)
- Recreation (e.g., network cafes, gymnasiums, theaters)
- Food (e.g., grocery stores, restaurants, convenience stores)
• Religion (e.g., churches, temples, shrines)
• Infrastructure (e.g., government offices, post offices)
• Investment (e.g., empty plots of land, abandoned buildings)
• Property (e.g., homes, apartments)
• Service (e.g., dry cleaning, hair salon, mechanic)

The mapping of Yokai Street focused on identifying and cataloguing these assets, with a particular focus on assets for tourism and commercial development: transportation, public spaces, recreation, food, historical assets, investment, and services. In order to map these assets, we reviewed different methods of urban asset mapping used for revitalization worldwide.

A prominent example of Urban Asset Mapping can be seen in a report on the Scottish town of Maybole published by the Social Value Lab in 2012. Figure 1.1 shows one of the composite assets maps produced as a result of the Social Value Lab’s survey of the Scottish town of Maybole. Blue dots indicate libraries, orange dots indicate educational assets, light green dots indicate leisure assets, and dark green dots indicate transportation assets. We believe it is important to note that some of the maps in the Social Value Lab’s full report used a combination...
of asset mapping and on-site surveys to describe issues with accessing or utilizing assets; an Urban Asset Map is, therefore, not just a map of physical Urban Assets. The Social Value Lab was able to make extensive use of these composite asset maps (Fig. 1.1) — generated in part from community surveys — to create a detailed list of recommendations to improve the community's health and safety. (Social Value Lab, 2012)

![Image of interactive map of prominent bell towers in Venice.](image)

Fig. 1.2: An interactive map of prominent bell towers in Venice. (Heinricher, Kahn, Maitland, and Manor, 2013)

A more recent example of Urban Asset Mapping can be seen in a 2013 Worcester Polytechnic Institute (WPI) Interactive Qualifying Project (IQP) which mapped bell towers across Venice (Heinricher, Kahn, Maitland, and Manor, 2013) (Fig. 1.2). Some of the bell towers are clickable, allowing users to hear the sound of the bell and see a picture of the tower. The different colors of the towers indicate how much data was collected for each tower. They leveraged open-source mapping technology to produce an interactive map of Venice's bell towers which can be used by members of the public to learn more about local history.
To ensure the data gathered during our research of the area around Yokai Street could be normalized, stored, and visualized across multiple digital and physical mediums, our team created a novel mapping tool called the Electronic Field Form for Urban RegeneraTion (EFFURT). The above figure is the view of EFFURT containing the created assets. (Fig. 1.3)

Our team created EFFURT because there were few (if any) existing tools that would allow our team to quickly collect, store, and visualize data for urban assets without paying exorbitant sums for a professional Geographic Information System (GIS).
Features

EFFURT was designed to support the collection of information, viewing of collected information, and viewing of publicly available data. These features, detailed below, allow users to easily **survey**, **collaborate**, **visualize**, and **analyze** urban assets.

- **Urban Asset Surveying:** Users can quickly conduct on-the-ground surveys and create new urban assets (Fig. 1.5) within EFFURT.

- **Collaborative Editing:** EFFURT uses a robust, distributed data storage system that allows surveyors to gather data on mobile devices while offline, and then synchronize that data with one another while online. This allows users to easily create, share, and edit existing urban assets, as seen on the right of figure 1.4.

- **Urban Asset Visualization and Analysis:** Users can view detailed information about urban assets based on our survey findings and background research, as seen on the left of figure 1.4. This includes information like the specific urban assets offered at a given urban asset, imagery of the asset, and brief analysis of the state of the asset.
• **Public Dataset Integration**: EFFURT integrates with external GIS services to display topographic, satellite, and street map data, in addition to urban asset information provided by external services like Overpass.

Fig. 1.5: View of the EFFURT application where the user is editing the location of existing urban assets.

**Implementation**

To create EFFURT, we employed a conventional single-page web application (SPA) tool stack, including:

1. **HTML5 and JavaScript**: EFFURT's visual components are written using HTML5, and its logic is written in JavaScript. This allows EFFURT to run within a user's web browser across a wide variety of platforms, including laptops, desktops, and smartphones.

2. **PouchDB and CouchDB (https://pouchdb.com/)**: To easily distribute and share data between users, EFFURT uses a lightweight JavaScript database called PouchDB which synchronizes with a remotely-hosted CouchDB database.
3. **Leaflet** ([https://leafletjs.com/](https://leafletjs.com/)): To render and annotate maps, EFFURT uses Leaflet, an open-source HTML5 and JavaScript mapping platform that has been proven to work by multiple other research groups (Bergmann, 2016, South Seeds, 2017, Heinricher, Kahn, Maitland, and Manor, 2013). Leaflet allows EFFURT to display maps as layers (Fig. 1.6) on top of one another; for example, it can display a layer for a satellite map of Kyoto, a layer for a street map of Kyoto, and a separate layer for urban assets in Kyoto.

4. **OpenStreetMap** ([https://www.openstreetmap.org/](https://www.openstreetmap.org/)): By itself, Leaflet does not provide any map tiles (images of an actual two-dimensional map). As a result, EFFURT uses OpenStreetMap, a freely available repository of maps that are constantly updated by communities worldwide, to display map tiles.

5. **Overpass** ([http://overpass-api.de/](http://overpass-api.de/)): OpenStreetMap provides a large amount of data beyond just map tiles—data like urban asset locations. To filter through all of this data and help our team quickly visualize urban assets within a region, EFFURT uses Overpass—a search tool for OpenStreetMap—to rapidly query and display urban assets that we are interested in on maps.

At the time of writing this report, the complete EFFURT source code and implementation was publicly available on GitLab at [https://gitlab.com/crahda/kyoto-b-18-igp-urban-regeneration](https://gitlab.com/crahda/kyoto-b-18-igp-urban-regeneration).
EFFURT Results and Analysis

Looking at the data we gathered in EFFURT, we found that Yokai Street has many anchors and assets. Yokai Street consists of the following:

- 14 Miscellaneous shops including flowers, stationary, bedding, hardware, scents and pet fish
- 12 Food shops with products ranging from vegetables to cookies
- 10 Services including hair salons, clinics, acupuncture, counseling, dry cleaning, printing, mechanic etc.
- 9 Clothing shops ranging from school uniform shops to fashion boutiques
- 9 Restaurants, 3 of which are also bars
- 5 Vending machines
- 4 Cafes
- 4 Closed or abandoned shops
- 3 Shrines and Temples
- 2 Construction Sites
- 2 Traditional Japanese goods shops selling kimonos and/or souvenirs
- 2 Lodging places
- 1 Empty lot
- 1 Bank

The majority of assets of interest to visitors and tourists are situated at the Nishioji end of Yokai Street across the Tenjin river, including Golden Moja Hall, an Izakaya Bar, an Italian restaurant, a fry restaurant, and an Indian Restaurant, highlighted in yellow in figure 1.7. Many of the shops that are open during the day are shops that sell everyday goods and not necessarily points of interests for tourists. A majority of restaurants and bars on Yokai Street do not operate until the evening or later at night.

The figure differentiates between shops that operate during the day and shops that operate much later into the night. The seven shops bounded in yellow rectangles are shops that open past 19:30, which is the time by which all daytime shops close. (Fig. 1.7) These shops in yellow rectangles are all restaurants and bars that have much more potential to attract tourists than the other shops. (Fig. 1.7) Since Yokai Street only has a few of these bars and restaurants, it is less likely to attract tourists on a large scale, especially young visitors.
Upon searching Kamigyo Ward on Google Maps, we discovered that the left bound of the highlighted section for Kamigyo Ward cuts off exactly at the Tenjin river. (Fig. 1.8) Digging deeper into the history of Yokai Street (which we discuss further in our chapter "The Aura of Yokai Street"), we discovered that this short section on the Nishioji side of the river which contains many of the bars and restaurants was originally not part of Yokai street and only become an extension years later in order to reach Nishioji Dori. (Fig. 1.9)
This stretch of the street does not feel as integrated into Yokai Street, and seems to be isolated from the rest of the street. (Fig. 1.9) Visitors might not be aware of this new extension and might not think it’s part of Yokai Street and therefore not visit this side of the street as much as they would the other side. (Fig. 1.9) In addition, since this extension connects to Nishioji dori, a major street, visitors may enter Yokai Street from Nishioji dori to patronize bars and restaurants but never cross the Tenjin River into the rest of Yokai Street.

![Fig. 1.9: The short section of Yokai Street by Nishioji-Dori.](image)

On Gozen dori, the side street which connects Yokai Street to Kitano Tenmangu Shrine, there is a large museum and a variety of other assets including a traditional udon shop and many restaurants and cafes. These assets, which can be seen circled in black in figure 1.10. only exist on the half of the street closest to Kitano Tenmangu Shrine, before Gozen Dori intersects with Yokai Street. Hence, if tourists were to enter Gozen Dori, from Kitano Tenmangu, they might lose interest and stop walking towards the Yokai Street intersection. Additionally, on Tenjin dori, there is another museum and a liquor store. All of these could be potential points of interests for tourists that exist around Yokai Street.
Opportunities and Recommendations for Yokai Street

After looking and analyzing the results we got from EFFURT, we found that Yokai street has a lot of potential and opportunities to improve from. We have listed the recommendations for Yokai Street below.

1: Invest and Develop

Aside from the shops and temples, we also found empty lots and abandoned buildings from EFFURT data. Currently, there are 4 shops that are abandoned on Yokai Street and 3 empty lots, 2 of which are under construction, as seen in the right of the figure 1.11. All of these could be opportunities for both investors and Yokai Street itself to potentially develop more commercial infrastructure and public spaces because the shops on Yokai Street are currently spread out in between a lot of residential buildings and apartments.

The north section of Yokai street, shown on the left side of figure 1.11 and circled in red in figure 1.10, is underdeveloped as there are currently only a few shops there and also a strip of old residential housing and an abandoned building by the entrance of the street are preventing Yokai street from presenting a welcoming environment for tourists. We also recommend developing and improving the visual appeal of Yokai Street so that it gives off more of a
shotengai vibe and becomes much more attractive and appealing to visitors. We have discussed this in much further lengths in our chapter "Visual Appeal".

Fig. 1.11: Strip of residential buildings and apartments on Yokai Street. (Left) and Construction lot on Yokai Street. (Right)

2: More experience assets

Although Yokai Street has a lot of different shops and services, a lot of them are shops that cater to the local community and not necessarily shops that spark tourists' interests. From EFFURT data, we know that a majority of shops on Yokai Street sell daily necessities, stationary, clothing etc. Tourists, especially young people, are more likely to visit places that offer experiences, such as bars, restaurants etc. As we have mentioned previously, the area of Yokai Street that consists of the majority of these bars and restaurants is on the far end of the street by Nishioji Dori, circled in green in figure 1.10, such as Golden Moja Hall, also shown on the right of figure 1.12. Also, there are a lot of assets not only on Yokai Street but also on the streets in the nearby area surrounding Yokai Street, such as the liquor store on Tenjin Dori, the Kyoto Butsuryu Museum on Gozen Dori, as shown on the left of figure 1.12. If Yokai Street were to have more shops, events, and activities that offer experiences, it could benefit from these assets and become a
destination for young travellers. We have also discussed this in further details in our chapter "Walking in the Yokai Parade".

3: Promote historical and cultural assets

Looking at EFFURT data, we discovered that there are currently 2 Buddhist temples and a shrine on Yokai Street. Among them, the Daishogun Hachi Jinja Shrine, circled in purple in figure 1.10, has a lot of potential to become a major selling point for Yokai Street considering its rich history and it also has its own museum at which tourists can find out a great deal about the ancient history of Kyoto. We think that Yokai Street could exploit these cultural assets since tourists mostly visit Kyoto to learn and experience its history and culture. We have discussed the recommendation for this in further detail in our chapter "The Aura of Yokai Street".

4: Promote lodging

Yokai Street could also benefit from promoting the available lodging in the area as there are currently 2 inns on Yokai Street and one on Tenjin Dori. This could be as simple as putting up signs at certain corners of the street in foreign languages pointing at the directions of the inns so
that tourists are aware that there is lodging in the area. Although most people find lodging through online resources such as AirBNB and other websites, some tourists still do not necessarily plan ahead and physical directional signs could be easier and more efficient for foreign tourists to navigate because popular navigation apps such as Google Maps are not always accurate, especially in a foreign country like Japan.
The Aura of Yokai Street: Regeneration through History

The Aura of an object or place is the combination of its cultural and personal significance for a user or group of users. (MacIntyre, Bolter, & Gandi, 2004, Presence and the Aura of Meaningful Places)

Yokai Street is steeped in history: The western entrance of the street originally began where the Daishogun Hachijinja Shrine stands, its eastern entrance was once dominated by the iconic Kitano-Tenmangu Shrine, and Yokai Street is only twenty minutes south by foot of the picturesque Kinkaku-Ji and Ryoan-Ji.

Fig. 2.1: Graph depicting the common reasons foreigners visit Kyoto, as well as whether or not they were interested in various aspects of Yokai Culture, Yokai, and Yokai Street. Additional information about this survey is available in Appendix B.
Through our research shown in Fig. 2.1, we learned that many of the foreign tourists in Kyoto are interested in visiting historical landmarks similar to the ones surrounding Yokai Street. Additionally, a majority of the tourists we spoke to were interested in some form of Yokai or Yokai-inspired culture.

However, aside from Kinkaku-Ji and the Kitano-Tenmangu Shrine, North-Northwestern Kyoto isn’t very visible to tourists. This visibility is so poor that our findings, shown in Fig. 2.2, indicate only a fraction of the least commonly used trip planning resources even mention Yokai Street.

This is a significant problem because tourists desire to consume history. Popular tourist locations in Kyoto satisfy this desire with large amounts of infrastructure designed specifically for aiding tourists in consuming the history of those sites. This infrastructure includes audio tours, walking tours, multi-lingual plaques and pamphlets.

In this chapter, we review the historical assets in the North-Northwestern Kyoto area surrounding Yokai Street, identifying opportunities to leverage those assets through

![Fig. 2.2: Graph depicting the most common resources tourists reported using when planning their visits to the Kyoto area. Additional information about this survey is available in Appendix B.](image-url)
recommendations to help tourists consume those assets.

**Historical Assets**

North-Northwestern Kyoto contains a range of historical assets which regularly attract large amounts of domestic and foreign tourists. In this section, we review three collections of the most significant assets we uncovered as a part of our research.

**Collection A: Heian-Kyo, The Original Capital of Kyoto**

![Fig. 2.3: A map of Heian Period Kyoto on display in Daishogun Hachijinja Shrine’s museum. Daishogun Hachijinja is marked by a yellow square in the top-left, directly on the top-left corner of the large red rectangle.](image-url)
As mentioned in the introduction, the Taishogun Shotengai — now known as Yokai Street — can trace its history back to the **Heian Period** when **Heian-Kyo**, the city that would become Kyoto, was founded.
The rich history of the location of Yokai Street is an important but *intangible* asset that gives Yokai Street *Aura*. Aura is created from a combination of location, knowledge, and historical artifacts. Yokai Street can leverage history as an asset for tourism and regeneration because Aura will enhance visitors' experience at this location.

**Collection B: The Shrines and Temples of Yokai Street**

![Annotated EFFURT map showing Yokai Street's shrines and temples. #1 is Jizoin Temple, #2 Joganji Temple, #3 is Daishogun Hachijinja Shrine, and #4 is a Buddhist history museum. Yokai Street's western terminus is at the far-left side of the figure; the eastern terminus is not shown.](image)

The western half of Yokai Street is dotted with shrines and temples such as the Jizoin and Joganji Buddhist Temples, a Buddhist Museum, and the Daishogun Hachijinja Shrine as shown in Fig. 2.5.

The most prominent religious site on Yokai Street is the **Daishogun Hachijinja Shrine**. In Heian-Kyo's northwestern corner, this shrine was built in 794 A.D. near the ancient Tenmon, which translates to "Heavenly Gate". This shrine is dedicated to Daishogun, the ancient "God of
the Stars" who presided over direction and was highly revered and worshipped by people in power. This shrine represents the original entrance of Taishogun Shotengai.

Unlike many of the shrines and temples in Kyoto, the Daishogun Hachijinja Shrine has stood in the same place since its creation more than a century ago. This shrine is as old as Heian-Kyo itself, a feat few other shrines in Kyoto can claim. Daishogun Hachijinja contains a full-fledged museum with artifacts that date back to the Heian Period, a rarity among shrines and temples. These artifacts include celestial globes, ancient manuscripts, and a collection of more than 80 statues of the Taishogun, shown in Fig. 2.6. These artifacts are now designated as Important Cultural Assets by the Japanese government.

Fig. 2.6: One of many statues of the Taishogunate within the Daishogun Museum. Photo taken by team members with special permission from the Daishogun Museum.
Opportunity: Accessibility and Visibility

Daishogun-Hachijinja’s museum is a major asset for attracting visitors, but it is vastly under-publicized and admission is costly with a fee of 500JPY for adults and 300JPY for students. In addition, the museum is only open twice a year:

- May 1st - 5th, 10:00 to 16:00.
- November 1st - 5th, 10:00 to 16:00.

These factors make the museum highly inaccessible to domestic and foreign tourists alike. Daishogun Hachijinja would become a significant anchor point for drawing more visitors into Yokai Street if it were more accessible to the public.
Several significant cultural and historical sites are within a two kilometer radius of Yokai Street, as shown in Fig. 2.7. These sites include Kitano-Tenmangu Shrine, Kinkaku-Ji, and Ryoan-Ji.

Fig. 2.7: Annotated EFFURT map showing major historical landmarks in North-Northwestern Kyoto. #1 Kitano-Tenmangu Shrine, #2 is Kinkaku-Ji, and #3 is Ryoan-Ji. Distances from the center of Yokai Street to #2 and #3 are shown in kilometers. Approximate two kilometer radius around Yokai Street's center is shaded in blue.
Just north of Yokai Street’s eastern entrance lies Kitano-Tenmangu Shrine, often referred to as "Tenjin-San". This shrine was built to appease the angry spirit of the scholar Sugawara no Michizane in 947 A.D. Kitano-Tenmangu is well-known for its large flea market, which is held on the 25th of every month and is shown in Fig. 2.8.

Kitano-Tenmangu's strong association with the spirit of Michizane attracts domestic tourists from all over Japan who pray for academic success. On the 25th of every February, Kitano-Tenmangu hosts a major Plum Blossom Festival which brings in tourists from all over Japan.
A twenty minute walk north of Yokai Street lies Kinkaku-Ji, "The Golden Pavilion", seen in Fig. 2.9. Kinkaku-Ji, the second most popular tourist location in Kyoto, can trace its history back to 1397 A.D. when an old villa was purchased by a shogun and transformed into The Golden Pavilion.
Only a thirty minute walk northwest of Yokai Street is **Ryoan-Ji**. Ryoan-Ji is home to world-famous zen gardens, as shown in Fig. 2.10. The history of Ryoan-ji traces back to 1450 A.D. when a war-lord had it built on the land of an existing temple, Daiju-In.
Opportunity: Integration

Our team was surprised to learn that before Imadegawa-Dori street ran in front of Kitano-Tenmangu, the land area of Kitano-Tenmangu extended all the way from its modern-day location to an area directly in front of Yokai Street, as seen in Fig. 2.11.

Recommendations

Create a Local Historical Tourism Pamphlet

Yokai Street has numerous opportunities to improve traffic to the street. In addition to the historical assets covered in this chapter, the findings in each chapter of this report point to Yokai
Street having the required infrastructure to support large amounts of tourism:

- Kyoto has marketed itself as the historical capital of Japan, and Yokai Street sits at the entrance of the original capital of Kyoto, Heian-Kyo.
- Tourists gravitate towards specific historical periods of Japan (e.g., the Tokugawa and Heian periods), and Yokai Street and its historical assets fit into these historical periods.
- Domestic and foreign tourists are already traveling to the North-Northwestern Kyoto area for sites like Kinkaku-Ji, making Yokai Street and its nearby historical assets convenient to visit.

We recommend creating a development plan to promote historical and cultural tourism in the immediate area surrounding Yokai Street because of this clear infrastructural opportunity. While development plans are multi-faceted and can take different approaches — as seen in our final chapter on *The North-Northwestern Kyoto Tourism Plan* — we propose a simple plan that centers on an informal pamphlet.

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**Fig. 2.12:** An excerpt from "Hidden Gems of Kyoto" showing information for a specific Shrine. (Miyazawa, Miyazawa, & Hokage, n.d.)
We suggest modeling this pamphlet after "Hidden Gems of Kyoto", a twenty page informational pamphlet created by the proprietor of Kyoto’s Fire Ramen restaraunt, Masamichi Miyazawa. This pamphlet is stocked at major tourism offices in the Kyoto Station Area and is given to every Fire Ramen customer when they visit, giving it a personal touch.

This pamphlet digests the information for various lesser-known tourism sites in Kyoto, shown in Fig. 2.12. This information includes:

- Operating hours (in the Westerner-familiar 12 hour clock format)
- Entrance fees
- Location via a QR code linking to Google Maps and an embedded map
- Fun anecdotes describing the site with pictures and text

Importantly, all of this information is accessible. The author employed a translator to ensure that all of the information was presented in clear and grammatically correct English. When our team visited Daishogun Hachijinja Shrine’s museum for a special tour, we were only able to understand the significance of the artifacts inside because we had both our advisor and sponsor actively translating information from the head priest, who was giving the tour in Japanese.
In the final two pages of the pamphlet in Fig. 2.13, the author includes a color-coded map showing the locations of all of the sites in Kyoto and a personal anecdote. Of particular interest is a message to the reader on the very last page:

... It would be an honor if you shared your story here with people you know. Recommend us on Trip Advisor!!

This anecdote calls the reader to action, asking them to review and publicize the author of the map on Trip Advisor, a major tourism website. This is a strong and subtle way to help improve the accessibility of the pamphlet while simultaneously promoting and increasing the visibility of Kyoto Fire Ramen.
If Yokai Street were to create a pamphlet similar to "Hidden Gems of Kyoto", they could build off of the aesthetic of the Yokai Street tourism map seen in Fig. 2.14.

Yokai Street has multiple avenues through which this map could be distributed:

- Install pamphlets at major thoroughfares like Kyoto Station or the nearby Kitano-Tenmangu Shrine.
- Collaborate with nearby experience shops like Kyoto Fire Ramen and Golden Moja Hall to give pamphlets out to customers at the end of their visit.
- Offer pamphlets to customers at shops along Yokai Street, encouraging them to explore more of the street during their visit.

A pamphlet that uses "Hidden Gems of Kyoto" as a model and emphasizes accessibility to foreign visitors who do not speak or read Japanese would help raise visibility of the historical assets along Yokai Street and help Yokai Street leverage its significant infrastructure for tourism.

**Integrate with the Kitano-Tenmangu Flea Market**

While Yokai Street has an extremely strong historical connection to Kitano-Tenmangu, our team was surprised to learn that Yokai Street does not participate in the monthly Kitano-Tenmangu flea market.
The flea market descends from Kitano-Tenmangu’s current location to just outside Yokai Street. We believe that if Yokai Street were to leverage its historical association with Kitano-Tenmangu, it could integrate itself into the flea market. This action would improve Yokai Street’s visibility to tourists and out-of-area visitors.

Fig. 2.15: Annotated EFFURT map showing locations where pop-up shops could easily be supported during a flea market. The blue-shaded region is Gozen-Dori street, and the green-shaded region is a section of under-utilized space at the entrance to Yokai Street.

From our geographic surveying activities detailed in our chapter "Urban Assets", we know that Yokai Street has significant, under-utilized infrastructure for supporting "pop-up" shops. These shops are similar to stores found at a flea market. We believe that Yokai Street could leverage this infrastructure, as shown in Fig. 2.15, to do one of two things in coordination with the Kitano-Tenmangu flea market:
1. **Join the Flea Market**: Yokai Street could work with Kitano-Tenmangu to set up stalls as a part of the flea market, pulling visitors down from Imadegawa-Dori to Gozen-Dori.

2. **Run a parallel Flea Market**: Yokai Street could establish a flea market that runs parallel to the one at Kitano-Tenmangu Shrine so that tourists already in the area could easily pour into Yokai Street to visit its flea market. This would be in addition to the flea market held within Daishogun Hachijinja Shrine four times a year.

In both cases, Yokai Street's section of the flea market could easily be advertised by Yokai Street at the gates of Kitano-Tenmangu during the regular Kitano-Tenmangu flea market.

We believe that if Yokai Street were to leverage its historical association with Kitano Tenmangu, it could effectively integrate itself with the existing flea market. As mentioned in our previous recommendation, this would help Yokai Street raise visibility of its historical assets and tourism infrastructure.
Walking in the Yokai Parade: Reviving the Yokai Brand for an Immersive Experience

In 2005, the shop owners association of Yokai Street rebranded the street from Taishogun Shotengai (its historical name drawn from the Daishogun Shrine) to Yokai Street, derived from its historical connection to Yokai mythology and the *hyakkiyagyo* yokai parade. As stated in the introduction, Taishogun shotengai was facing decay due to the removal of a nearby train station and construction of Imadegawa dori which forced Kitano Tenmangu’s entrance away from Yokai Street. Since these two assets were anchor points for the shotengai, Taishogun needed to be innovative in developing an identity that acted as its own anchor point, leading to the creation of the yokai branding.

Fig. 3.1: Collage of the Various Yokai Along Yokai Street.
Branding is a powerful tool that creates cohesive identity. People connect to this identity through experiences. As discussed later in Chapter 4, DisneySea and Gion use their brands to create experiences and attractions like Tokyo DisneySea’s Venetian gondola ride and the teahouse Starbucks in Gion. Through these branded activities and events, Disney and Starbucks are able to create strong, cohesive experiences in which visitors become immersed (Hilton, 2007).

Recently, Yokai Street’s brand has begun to fade and lose its assets. In spite of its waning brand, an abundance of structural opportunities for reviving the brand and demand for yokai experiences remains. With this infrastructure and a significant demand for yokai culture, these opportunities can not only be utilized to revive the yokai brand but also for creating an immersive experience for Yokai Street’s visitors. In this chapter, we will review all of the different assets that Yokai Street has created since they rebranded, what happened to these assets, and what opportunities are available to revive the yokai brand with a goal of creating an immersive Yokai Street experience.

**Structural Opportunities to Redevelop and Capitalize on the Yokai Brand**

**Yokai Brand Assets**

As stated in the Chapter 1, "Yokai Street and Regenerating Shotengai", experiences are commonly categorized into four experience aspects; Entertainment, Escapism, Esthetics, and Education. During the Yokai Street created a variety of shopping, visual design, dining and snacks, and events assets that are related to yokai and provided two of the experience aspects, entertainment and esthetics. These assets include those shown in Table 3.1.
The majority of these assets seen in Table 3.1 stressed Yokai Street's esthetic and entertainment aspects since most of the assets did not involve active participation. Visitors were only able to absorb or immerse themselves in the experience. An example of an asset that Yokai Street created to emphasize entertainment was the Yokai parade. Visitors are able watch and absorb the actions and movements of the Yokai, but they are not able to participate in the action themselves. To emphasize esthetics, Yokai Street added banners, statues, and speakers to the street which provided visual appeal and ambiance for visitors to immerse themselves in, creating an esthetic experience.

Table 3.1: Table of All the Known Assets Yokai Street has Created
However, some of these assets have begun to disappear, and the strength of the brand is waning. Two dining and snack assets, the yokai candy tins, as seen in FIG and the yokai ice cream were discontinued and are no longer sold. These retro candy tins seen in Fig 3.2 are examples of yokai assets that are currently being overlooked, and could be reinstated to strengthen the yokai brand. In addition, many of the assets shown in Table 3.1 have visibility and accessibility problems that are blocking tourists from consuming the yokai brand. Even though the yokai brand is weakening, the existing and previous assets provide a strong foundation to build the yokai brand.

**Demand**

Even though the yokai brand is disappearing along Yokai Street, there is still demand for yokai culture among tourists. During our many walks down Yokai Street, we observed visitors searching for yokai statues and taking pictures of them. In addition to these observations, we have also found several signs translated into English to explain that the yokai figures were “Not
For Sale” as seen in Fig 3.3. These observations demonstrate that visitors are not only interested in the yokai but are also willing to buy items related to them.

![Fig. 3.3: Small Yokai Models on Display Inside Meister Bakery](image)

**Tourist Motivations for Visiting Japan**

To confirm our observations that seemed to indicate interest in yokai consumption among tourists, we created a tourist survey and surveyed foreign tourists at Kyoto Station. The purpose of the survey was to determine their reasons for visiting Japan and Kyoto, their interest in yokai, and their expectations of Yokai Street. The full content and results of this survey can be found in Appendix B, and are summarized in the following text and Fig 3.4.
The most popular reason for visiting Japan was tourism, which was cited by 23 out of 30 respondents, as seen in Fig 3.5. Other reasons included work-related reasons (1 out of 30), study-related reasons (3 out of 30), honeymoon (2 out of 30), family visit (1 out of 30), and culture (1 out of 30). The significant amount of foreigners visiting for purely tourism reasons is unsurprising, and demonstrates that there is a significantly sized potential market for Yokai Street tourism.
Reasons for visiting Kyoto were more diverse than reasons for coming to Japan. The most popular response was culture tourism (14 out of 30), as seen in Fig 3.6, which was followed by sightseeing (8 out of 30), history (6 responses), autumn foliage (3 out of 30), part of a recommended travel plan (3 out of 30), family visit (2 out of 30), study-related reasons (2 out of 30), enjoyed a previous visit to Kyoto (2 out of 30), and work-related reasons (1 out of 30).

Fig. 3.6: Pie chart depicting why people are visiting Kyoto.

The top three reasons cited for visiting Kyoto- culture tourism, sightseeing, and history could all be applied to Yokai Street as a tourist destination. Yokai Street as a themed shotengai incorporates both local Japanese shopping culture and Japanese yokai culture. The handcrafted yokai statues have been praised as quirky and unique by internet reviews and blog posts about visits to Yokai Street, incorporating a unique sightseeing element to visiting Yokai Street. In addition, the street has an interesting history as the site of ancient Yokai myths and as the once bustling transportation center of Northwest Kyoto. The local shrines and temples also have their own unique history, contributing to the potentially rich historical offerings of the street.

Tourism Potential of Yokai Street

As discussed in the introduction chapter, "Yokai Street and Regenerating Shotengai", the yokai-inspired pop culture is abundant worldwide. Questions 5, 6, and 7 of the tourist survey [Appendix B] were intended to gauge tourists’ interest in yokai inspired pop culture, yokai culture, and visiting a yokai themed shotengai. When asked to indicate interest in a list of yokai inspired pop culture exports, a majority of respondents (27 out of 30) said they were interested in at least one of the animes listed, as seen in Fig 3.7.
While interest in yokai inspired pop culture among respondents did not always translate to an interest in yokai, the majority of respondents, 18 out of 30 said they had in interest in Japanese spirits and ghosts, and there was a direct correlation between those who said they were interested in at least one of the pop culture franchises listed and those who said they were interested in Japanese spirits and ghost, demonstrating that Yokai have a lot of potential among fans of yokai inspired pop culture.

In addition, every respondent that said they were interested in Japanese spirits and ghosts said they would be interested in visiting a yokai themed shotengai located near one of their already planned destinations. Overall, 21 out of 30 respondents said they would be interested in visiting such a shotengai, demonstrating there is a clear potential market for Yokai Street among foreign tourists.

**Expectations**

Tourists want to consume the history and culture of Yokai Street. In question 8 of the tourist survey [Appendix B], we asked tourists if they had any expectations for a visit to Yokai Street. Of 30 responses, 10 specifically asked to see yokai branded items and merchandise, 6 respondents asked to see unique culture on Yokai Street, and 4 respondents wished to learn more about the history of the yokai and Yokai Street itself. The remaining ten respondents were unsure what they expected to see within Yokai Street. These responses matched with the
previous data about their motivations and interest in yokai since 29 respondents had interests in pop culture related to yokai and our previous observations showed that tourists were eager to obtain similar merchandise which explains why there were many expectations for merchandise. Fourteen respondents also came to Kyoto specifically to enjoy and immerse themselves within its culture and 6 respondents came to learn about Kyoto's history which justify why people were interested in the culture and information about our Yokai respectively.

These results confirmed that tourists are visiting Kyoto for its culture and sights. They have a strong interest and curiosity in Yokai, and they expect to see merchandise, unique culture, and history of the yokai on a street branded with yokai. With this information in mind, we created our recommendations to appeal to tourists' motivations and interests and match and build upon their expectations.

**Infrastructure**

Yokai Street has many infrastructural assets that can act as a foundation for branding revitalization. This infrastructure includes:

- Hachimanya Wonder Shop
- Yokai Statues
- Yokai Map

This infrastructure can be used to inform our recommendations for reviving the yokai brand to create an immersive experience.

**Recommendations**

When generating our recommendations we categorized yokai brand assets into four categories: shopping, visual design, dining and snacks, and events and activities. In addition, we emphasized the creation of assets that create tourist participation to add escapism and educational experience aspects to Yokai Street. Our recommendations also took into account the motivations, interests, and expectations from the responses of our tourist survey, as well as the remaining infrastructure and our observations to support our recommendations.

**Events and Activities**

**Yokai Hunt**

We recommend collaborating with the shop association to create a Yokai Hunt. The Yokai Hunt would be an activity which tasks visitors of all ages with “hunting down” the various yokai along
the street. As incentive for completing this activity, visitors will scan a nearby Quick Response code (QR code) on or around each yokai and receive a free Yokai Street LINE sticker. This process and an example of the Yokai Line Stickers is illustrated in Fig 3.8 and Fig 3.9.

Fig. 3.8: Process of Locating Yokai, Finding the QR Code, and Scanning the Code with LINE
Quick Response Codes

A QR code, according to DigitalGov, is a two-dimensional code that can be scanned by a mobile device to provide the user with additional information. Since QR codes can be scanned with LINE, they are the fastest and easiest way to share these stickers. In Appendix D, we have several test QR codes that also link to our mapping program, Yokai Magnet Design, and Yokai Tin Design (DigitalGov, 2013).

LINE Stickers

LINE stickers are pictures used in LINE, a communication app popular in East Asian countries. LINE stickers are popular for being cute or funny and are often sold by businesses and communities to promote themselves. This activity is aimed to increase active participation of tourists and attract more young adults and teenagers who enjoy using LINE stickers.
To set up this activity, the organizer needs to know how to create LINE stickers and how to make a QR code that shares LINE stickers. To create the stickers, the creator needs to download an app called LINE Creators Studio. After installing the app, the creator can upload and edit pictures of the yokai and submit them for review. After receiving permission to sell the stickers, “share with friends” link can be created and attached to a QR code. To attach the link to a QR code, search up a QR code generator on google and select the “URL” QR code generator. To create the QR codes, we used a website called the “QR code generator”. After generating the QR code, it can be printed out and placed the corresponding Yokai. Additionally, we recommend working with Kono-San, local artists, or volunteers to help create the sticker designs.

The yokai hunt recommendation is based on the lack of participation on Yokai Street. As seen in Table 3.1, Yokai Street mainly has assets that provide esthetic and entertainment aspects. Both of these experience aspects do not involve the participants. The yokai hunt is an activity which will create participation and immersion with our brand.

**Seasonal Changes to LINE Stickers**

We suggest convincing the association to change yokai LINE stickers in accordance with various seasons or months. Some examples of yokai seasonal stickers is a picture of a fish yokai swimming around Lily pads in the spring, swimming through waves by the sea shore in the summer, swimming around sinking leaves in Autumn, and resting under ice in the winter.

We recommend this event because we have observed that at around 1100 to 1300, a large crowd of high schoolers pass through Yokai Street, in addition to the swarms of students that visit Kitano-Tenmangu every day. To attract this demographic, we created the yokai hunt and LINE stickers, but in order to hold onto their interest we need to create scarcity through seasonal stickers because scarcity creates desire (Cremer, 2018). By enticing these crowds, the shops will also recieve more visitors who will browse the shops and spread information about Yokai Street. Increasing traffic will also help improve visibility of Yokai Street. Overall, this recommendation will draw customers and visitors while advertising yokai street by mouth.

**Yokai History Plaques**

We recommend convincing shop-owners to give each of their yokai statues a small plaque with a short explanation of the yokai’s origin story, similar to the sign shown in Fig 3.10. This plaque could also display the yokai’s LINE QR code from the previous recommendation. Most of the yokai statues are related to some folklore or tale from Japanese mythology, but some shops have taken a creative twist and created yokai related to the shop.
The purpose of adding plaques with information about the yokais' and explaining their origin, whether they have a long or short history, will be used to meet tourists' expectations for yokai history that we defined in our discussion of the tourist survey. By adding this feature, Yokai street is able to have an asset that provides an educational aspect.

**Junior Ranger activity**

We recommend creating an activity that is similar to the junior ranger program used by National parks within the United States. According to the National Parks Service, the Junior ranger program provides young visitors with booklets that have tasks that they need to complete by exploring the park. After bringing the booklet back and going over their experience with a senior ranger, the visitor will receive a badge and certificate for becoming a junior ranger (National Parks Service, 2018).

Similar to the Yokai Hunt, we recommend convincing the shop association to host this activity. In the booklets of tasks, the Junior Yokai Hunters should be tasked with activities such as
spotting or drawing certain yokai. If the Yokai History Plaques are setup, the booklet could also have questions about the information and history of the yokai. Examples of tasks include:

- How many Yokai are there?
- Find and draw the Lantern yokai.
- Talk about a yokai with a cool past!

These tasks should be easy, fun, and diverse so that children will be able to complete the activities and enjoy their exploration of Yokai Street.

This activity is designed to attract parents and children who want their children to learn while having fun. This activity provides Yokai street with an additional educational experience aspect. While this activity is aimed at young visitors, demographics of all ages can also participate.

**Shopping**

As demonstrated by our research on the consumption of yokai culture in Kyoto, tourists want to consume the yokai brand through merchandise. The following recommendation examines how to create new merchandise to engage tourists with the yokai brand.

**Partner with a Provider to Create Small Yokai Branded Items:**

In order to create additional yokai items, we recommend finding a provider that can create a variety of custom items, offer a discount bulk orders, and can ship to Japan.

Some providers include:

- Zazzle
- Cafepress
- Spreadshirt
- Teespring
- My Locker
- CustomInk
- Customan

Using Zazzle, we created a sample item that could be sold as a Yokai magnet as seen in Fig 3.11.
To create and customize a magnet like the sample, visit Zazzle’s main website and hover over the “create your own,” tab. After another menu appears, click upon the “All Create Your Own” link and search for “magnets”. Afterward, choose which magnet to use and start designing. As seen in Fig 3.11, we created a simple and straightforward example of a Yokai branded magnet. For other designs, we recommend working with Konno-san but creating designs though Zazzle is made to be simple. Additionally, pre-made pictures can be uploaded onto the site and used as the design and with this feature, Yokai Street’s logo can be added to any merchandise.

Additionally, we recommend restoring the Yokai candy tins. To do restore this item, we recommend convincing the tea shop and the cracker store, which are two shops along Yokai Street that sell hard candy, to repackage their candy. The tea shop even sells small hard candies that are related to yokai. If those shop owners can be convinced to change the packaging of their candies to tins, then the brand yokai candy tin can be restored. To create the tins, unless there is already known supplier to get custom candy tins, our group recommends working with the previously chosen provider to create these items. In Fig 3.12, we created another sample with Zazzle to portray a possible yokai candy tin.
These items will be aimed to attract tourists since, as seen in the Tourist Survey Results, many tourists had expectations to see these types of merchandise and small items. Our observations and results also support that tourists would be willing to buy these items, as seen in Fig 3.3. These items should be sold by various shops, but Hachimanya's Wonder shop will be the central hub that offers all of these branded items.

**Visual Design**

**Tourist Map**

We recommend updating the Yokai Street tourist map to include all of the current shops on Yokai Street. Currently, they have an outdated map with only Yokai Street association shop owners on it. Furthermore, there is little to no English, which our team could only use with a heavy dependence on Google Translate. To create a new tourist map we generated two maps, seen in Fig 3.13 and Fig 3.14, which was tested with preliminary user experience testing. Full data from this testing can be found in Appendix C. The most important findings from this user testing is summarized below:

- 3 out of 4 test users preferred a map with a top-down view
- 4 out of 4 test users liked color-coding of assets
- 3 out of 4 test users liked landmarks and geographically accurate streets
- 4 out of 4 test users wanted more visual cues to find where they are

Fig 3.3 shows our revised tourism map, which is compared to one of our tested drafts in Fig 3.14. In response to user feedback, the final draft incorporated a top-down view, color-coded assets, large landmarks such as temples and shrines, geographically accurate shapes of streets,
and more visual cues. These visual cues included Japanese shop names that match shop signs in Japanese and illustrations of yokai statues found throughout the street.

Fig. 3.13: Recommended Tourist map
Within our final tourist map, we aimed to only display information relevant for tourists and visitors coming to Yokai Street. This information included:

- Shops
- Restaurants
- Nearby Transportation Hubs
- Landmarks
- Lodging

We highlighted these points because tourists and visitors who use this map want to know where they can eat, shop, and rest on Yokai Street. Tourists and visitors also need information about nearest transportation hubs to integrate Yokai Street into their other plans. Another feature of this tourist map is a logo to tell tourists where they can buy yokai souvenirs and merchandise because it is currently difficult for tourists to find where to buy yokai related goods.

The purpose of a new tourism map is to address the visibility and accessibility problems on our street. By updating the tourist map, Yokai street will be easier to navigate and will help tourists find the merchandise and activities within our street. Our tourist map is aimed towards English
speaking tourists because Yokai street is trying to attract tourists, but have very few maps and signs with English. Trying to read maps and signs in foreign languages can be stressing and tedious, which is why we recommend updating the tourist map to simplify this process.

**Dining and Snacks**

**Food Map**

We recommend creating a map that solely locates all of the different places that visitors can eat. These places will include the area near and around Yokai Street. On this map, we also recommend highlighting all of the shops with Yokai related food like restaurant Inoue’s Yokai ramen and Yamada’s Deep Fry Shop’s fried yokai curry balls. This will bring visibility to shops with yokai branded food and incentivise other restaurant or food related stores to create Yokai branded food items. This map will become an asset that contributes an educational aspect since it will provide visitors and tourists that are unfamiliar with the area with an asset that requires active participation and absorption of information to find the restaurant that appeals to the user.

**Restaurant Loyalty Incentives**

We recommend convincing shop-owners to work with one another to create incentives that would attract people to come again. Some possible incentives include creating a point system for buying food on Yokai Street, discounts for food should they return, and offering a free drink or meal after buying a certain amount of food or drinks. The purpose of these incentives is to encourage customers to continue coming back to that they could receive the reward or the prize for continued patronage. By offering these incentives, more people will be encouraged to come. Students and young adults will be especially attracted to the thought of receiving "free food for buying food."

**Shop Association Merits**

The shop association currently focuses on helping the local community around Yokai street, but we recommend convincing them to help and provide services to shops within the association. In addition, they should change their practices to lower the threshold for new shops to participate in the Yokai Brand. Additionally, new shop-owners should recieve free benefits when they join instead of being offered costly benefits even after joining the association. Some ways that the shop association implement these practices is through the following recommendations.
Maintaining the brand

Instead of having all the shops order branded items separate from each other and in small amounts, the Shop association could buy the merchandise in bulk. This offer is beneficial since many providers offer a discount on bulk orders. After having the order is delivered, the shop association could store and sell these products back to the shops at a lower rate than they would with the provider and not require the shops to buy the merchandise in bulk.

Providing Free Statues

Currently, to get a yokai statue, shop-owners have to pay for a statue from the yokai association or other sources. We recommend convincing the Yokai association to provide old yokai statues and possible even new ones for free to every single shop-owner on the street, regardless of association membership. The reason we recommend creating free yokai statues is because the street needs more consistent branding and the shop association is a limiting factor to the spread of the yokai brand. As seen in Fig 3.15, the yokai statues are mainly clumped within the area around the center of Yokai Street. While density is immersive, we also want to have yokai statues near the beginning and end of the street. This will lengthen the Yokai Street experience and aid the street visual appeal as seen in Chapter 4.

Fig. 3.15: Map of all the Yokai’s locations
Continue Seasonal Maintenance of LINE Stickers

After creating the first Seasonal LINE stickers, we recommend appealing to the shop association to continue the maintenance of these seasonal stickers. The shop association should maintain these stickers since the yokai LINE sticker are part of Yokai Street's branding. Additionally, to maintain consistancy and cohesion, the shop association will generate the LINE stickers so that the stickers art styles every season are not distinctly different. To design the stickers, the association should offer local artists free advertising for that season through the yokai sticker they could provide. Otherwise we recommend trying to work with Konno-san to create the seasonal picture of the yokai.

Host Short Term Events

Another recommendation that should be offered to the shop association is creating a smaller connecting flea market in conjunction with Kitano-Tenmangu's flea market on the 25th of every month. As discussed in detail in Chapter 4, this flea market will fill the unused public space near Yokai SOHO. To attract vendors, the shop association could offer potential vendors a free trial period for the space, with the stipulation that they must also offer yokai branded items within their stall.

Conclusion

The yokai brand has begun disappearing in the past few years, despite continued demand for yokai. To strengthen the brand, we have generated various recommendations to help revive the brand and create an immersive experience for visitors to enjoy. Yokai Street must implement change and strengthen their brand in order to create a cohesive, Yokai Street experience for tourists to enjoy.
Visual Appeal: Regeneration through Aesthetics and Community Spaces

Introduction: The Power of Aesthetic Immersion Experiences

The visual appearance of Yokai Street is, in many ways, very unreflective of the purpose of Yokai Street. Visual appearances matter, especially to tourists. Tourists seek out experiences, and aesthetics are a major contributing component to an experience. Appropriate experience aesthetics result in immersion of the participant, and can improve the richness and quality of the experience (Pine & Gilmore, 1998).

Theme Parks as Exemplary Immersion Experiences

Lessons learned from well designed aesthetic immersion experiences at popular theme parks can inform the aesthetic design of Yokai Street. Aesthetic immersion is a powerful tool, the effects of which can be seen at successful theme parks such as Disney and Universal Studios. The Disney Sea resort in Tokyo has many different immersive, themed areas that are designed to make guests feel as if they have entered another universe. In the resort's Venice themed area (Fig. 4.1), everything from the buildings, canals, and gondolas to the cobblestone paving makes a guest truly feel as if they are in Venice instead of Tokyo. If an experience has a theme, such as the yokai theme of Yokai Street, a visitor needs to be immersed in that theme. The guest should be constantly bombarded with visual cues that are tuned to the experience. Visitors of Yokai Street need to be immersed in a visual yokai theme to enrich the Yokai Street experience.
Fig. 4.1: View from the Venetian Gondola in the Venice themed area of the Tokyo Disney Sea Resort.
Another strong visual tool used by theme parks are large thematic landmarks, such as Hogwarts castle at the Wizarding World of Harry Potter in Universal Studios. The sight of the replica of Hogwarts set into the hill (Fig. 4.2) sends fans straight back to their childhood, evoking strong emotions and memories of the first time they saw the movie The Sorcerer’s Stone. The rest of the area is designed to match the Hogwarts aesthetic to immerse visitors in the world of Harry Potter. The cohesive design of the entire park around Hogwarts castle allows guests to be transported to a world where magic is real for one day. Like Hogwarts, a central yokai landmark located on Yokai Street could help bring the theme and the entire street together.

Fig. 4.2: Replica of Hogwarts Castle at Universal Studios Resort in Orlando, Florida (Cruz, 2015)

Cultural Experiences in Kyoto

Yokai Street is located in Kyoto, which contains many competing tourist attractions that utilize visual aesthetics to sell the experience of traditional Kyoto. One of these attractions is the historic Geiko district of Gion. Gion is the 4th most visited site in Kyoto, according to Japan Guide (“Gion”, 2018), and is praised by visitors as “charming and beautiful”, “gorgeous”, “magical”, “traditional”, and “lovely” by reviewers on TripAdvisor (2018).
The streets of Gion, as seen in Fig. 4.3, are narrow, paved with stone, and surrounded by traditional wooden machiya, or townhouses. Lucky tourists will get to see Geikos and Maikos in full costume on their way to their evening appointments. The traditional setting and an abundance of tourists strolling around in rental kimonos immerses a visitor in the aesthetics of old Kyoto. Tourists visiting Yokai Street will have likely visited other attractions in Kyoto such as Gion, and will expect the shotengai to immerse them in yokai, similar to how Gion immerses them in traditional Kyoto.

![Fig. 4.3: A Street in Gion, Kyoto, a popular tourist spot. (Sorasak, 2017)](image)

The cultivated aesthetic of a place like Gion requires maintenance and regulation. Gion is beautiful, but their beauty has been maintained through regulation of the neighborhood. Even the Starbucks in Gion has to comply with the aesthetic. The Gion location of the international coffee chain is set up to look and feel like a traditional Japanese tea house, as seen in Fig. 4.4. Results from the experience survey conducted by our team (see Appendix A for more details), described the Gion Starbucks aesthetic as “traditional”, “dark”, “wooden”, “Japanese”, “small”, and “cute”, demonstrating that the Gion Starbucks has been completely and successfully integrated into Gion.
Gion's aesthetic is derived from the *machiya* buildings of the district, which is fundamentally different from Yokai Street's aesthetic that is derived from the storefronts and yokai decorations. However, the end result needs to be the same. Tourists will take notice of the cohesive aesthetic of a location, or lack thereof. The shops and activities of Yokai Street need to be fully integrated into the theme in order to completely immerse visitors into the theme.

Other shotengai in Kyoto also provide stiff competition for Yokai Street. One shotengai that is very popular with tourists is Nishiki Market, a historic, traditional Japanese food market. This shotengai is the 14th most visited tourist site in Kyoto according to Japan Guide (“Nishiki Market”, 2018). As seen in Fig. 4.5, Nishiki Market is a narrow shotengai with a colorful arcade covering. When a visitor walks through Nishiki Market, they are bombarded with Japanese language, paper lanterns, and the sights and smells of a historic Japanese food market. Many visitors coming to Yokai Street will expect to be immersed in the shotengai, just as visitors are immersed in Nishiki Market.
The Current Aesthetics of Yokai Street

As seen by the examples of Disney Sea, Universal Studios, Gion, and Nishiki Market, tourist experiences need to have a cohesive, unified aesthetic to provide an immersive experience for visitors. Yokai Street is currently lacking this continuous aesthetic theme. Yokai Street needs to improve its visuals and become more immersive to compete with other Kyoto tourist attractions such as Gion and Nishiki Market.

Fig. 4.5: The entrance to Nishiki Market in Kyoto. (Toshiyuki, 2007).
Fig. 4.6: The entrance to Yokai Street from the East side of the street, just South of Kitano-Tenmangu Shrine.
The current entrance to Yokai Street, as seen in Fig. 4.6, is not welcoming to tourists. Aside from the small banner on the lightpost to the left, proclaiming the words “Yokai Street”, the first big sight along the shotengai is not of yokai, bustling shops, or customers, but of dilapidated residential buildings on the right side of the street. These buildings do not evoke a welcoming feeling or invite customers to continue walking down the street, and the small banner is easy to miss and only accessible to Japanese language readers.

In addition, unlike the Starbucks in Gion, the shops along Yokai Street are not fully integrated into their theme to their full potential. Yokai imagery and art is fragmented and discontinuous along the shotengai. Not every shop is part of the Yokai Street Shop owners association and the theme, and even some of the shops that are part of the association don’t display Yokai statues or Yokai artwork. While the Yokai theme is present, it is not immersive. It is easy to miss, and it does not create a cohesive experience for the visitor.

**Opportunities for Aesthetic Improvement on Yokai Street**

Despite its current state, Yokai Street has many opportunities to improve the visual appearance and aesthetic of the shotengai created by infrastructure that is already in place. These opportunities include:

- Creation of a more obvious entrance banner. This would improve the street’s visibility and create a more welcoming entrance.
- Creation of a community resting space in an under-utilized sidewalk area. This would beautify the entrance area of the shotengai, as well as offer a space for locals and shoppers to sit and rest, filling a need for more public spaces in the area.
- Integrate visually into the Yokai theme. Yokai Street has a theme with a very strong potential which has been limitedly utilized by the shop owners.

This chapter covers recommendations to improve upon these opportunities.

**A New Entrance Banner**

*We recommend suggesting to the shop owners association to improve their current banner sign at the entrance of Yokai Street.*

While Yokai Street currently has banners marking the start and end of the street, as seen in Fig. 4.6, reviewers have stated that the street was difficult to find, despite the Yokai Street banners hanging on the street’s many light poles (Foster, n.d.). The current large entrance banners on
Yokai Street are subtle and only located on one side of the street. They have not been refreshed in several years and have become faded from sunlight. New entrance banners or signs will make the entrances to the street more visible and welcoming.

**Current Banners of Yokai Street**

Fig. 4.7: **Top Left:** Banners hanging at the Nakadachiuri entrance of Yokai Street; **Top right:** Street signs at the Gozen dori entrance of Yokai Street, which connects Yokai Street to Kitano-Tengmangu Shrine; **Bottom:** Banners hanging at the Nishioji dori entrance of Yokai Street.

Yokai Street currently has 3 major entrances that bring foot traffic to the street: Nakadachiuri intersection, Nishioji dori intersection, and Gozen dori intersection.

**Nakadachiuri Intersection:** This side of Ichijo dori, as seen in the top left of Fig. 4.7 opens to a large intersection with Nakadachiuri and is open to car traffic. It currently has one large side
entrance banner on the side near Yokai SOHO. This entrance already has street light infrastructure that may benefit the installation of new banners.

**Nishioji Intersection:** This side of Ichijo dori, as seen in the bottom of Fig. 4.7 connects Ichijo dori to Nishioji dori, a major street. It currently has one large side entrance banner next to Jizoin temple. This entrance already has street light infrastructure that may benefit the installation of new banners.

**Gozen dori Intersection:** Gozen dori is a small side street that connects Ichijo dori to Kitano-Tenmangu Shrine. It is a small intersection and currently contains direction signs to the two nearby shrines, but no Yokai Street banners, as seen in the top right of Fig. 4.7 This entrance does not have current infrastructure to support new banners.

**Entrance Signs and Banners in Other Shotengai**

To understand what type of entrance sign would be best at these three entrances, we examined examples of what other shotengai have done. Many shotengai have overhanging entrance signs or banners to welcome shoppers and let them know they’re entering the shotengai district. These signs take many forms, including complete arcades such as the one at Nishiki Market (Fig. 4.5). Yokai Street does not have an arcade, and does not have the infrastructure to create an arcade because it is a street with car traffic, so we focused on shotengai without arcades.

Other streets without arcades have many forms of entrance banners, such as permanent archways, overhanging signs and banners, and more subtle side banners like Yokai Street’s current signs (Fig. 4.7). An example of an archway can be seen at Harakuju’s Takeshita Street on the left of Fig. 8, and an example of an overhanging banner can be seen on the bottom right of Fig. 4.8 at Nishijin Chuo Shotengai in Fukuoka. Another example of entrance signs can be seen at Cinema Street in Kyoto (Fig. 4.8, top right), a cinema themed shotengai similar to Yokai Street. This shotengai has installed permanent “Cinema Street” signs on either sides of the street.
The Options for Yokai Street

The following options are the most feasible possibilities for Yokai Street to refresh its entrance banners and are inspired from Yokai Street’s current banners, Cinema Street, and Nishijin Chuo Shotengai.

Fig. 4.8: **Left:** Archway at the entrance of Harajuku’s Takeshita Street in Tokyo; **Top Right:** Permanent signs on either side of the Street at the entrance of Cinema Street in Kyoto. (Let’s Live in Kyoto, 2018); **Bottom Right:** Banner at the entrance of Nishijin Chuo Shotengai in Fukuoka. (Nissy-KITAQ, 2008)
Option 1 (Fig. 4.9): Create 2 new banners similar to the current banners as seen in Fig. 4.6 and Fig. 4.7, and install them on either side of the street at each entrance (similar to the layout of the Cinema Street signs, Fig. 12). Infrastructure is already in place for this option on one side of the street at the Nishioji and Nakadachiuri intersections. The current banners are old, faded and hard to spot. New banners would update Yokai Street’s look, and adding a second one on the other side of the street would increase visibility. This option is the lowest cost of the proposed upgrades and would have medium impact compared to the current banners. The banners would need to be replaced in an estimated 3-5 years due to fading from sun damage, as seen in the current banners in Fig. 4.7.
Option 2 (Fig. 4.10): Create an overhanging banner to hang over the street similar to Nishijin Chuo Shotengai on the bottom right of Fig. 4.8. The light poles down Yokai street provide partial infrastructure to support these banners. This option has a mid-range cost estimate compared to the other two options and would have high impact. The banners would need to be replaced in 3-5 years due to fading from sun damage, as seen in the current banners in Fig. 4.7.

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**Overhanging Banner**

**Cost Estimate**

¥33,000 per banner; variable for new light pole

**Cost Rating**

Low  |  Medium  |  High

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**Impact Rating**

Low  |  Medium  |  High

---

**Longevity Estimate**

3-5 years

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Fig. 4.10: Option 2: Overhanging Banner Summary. Cost estimates from (Mojoprint, 2018).
Option 3 (Fig. 4.11): Create permanent signs, similar to those of cinema street on the top right of Fig. 4.8. Current light pole infrastructure may be able to be utilized as supports to offset the cost of this option. This option would be the highest cost of the proposed options, and would have medium impact. This option would be the longest lasting as it would require less maintenance than the canvas banners.

Our Recommendation: Option 2: Overhanging Banner Overhanging banners such as those in Nishijin Chuo Shotengai will refresh Yokai Street’s entrance signs and increase their visibility. While this option would cost more than refreshing the current side banners, it is not the most expensive option and would have the most impact relative to the cost.

A New Community Space

We recommend petitioning the Kyoto City Government to add a park to Yokai Street.

Adding public space to Yokai Street would be beneficial for regeneration. Northern Kyoto has a lack of green space and parks, and the area surrounding Yokai Street specifically has no parks within short walking distance. As seen in Fig. 4.12, there are only two small parks near Yokai Street. The park south of Yokai Street near Tenjin River is approximately 400m from Yokai SOHO; the park to the north of Yokai Street is approximately 800m from Yokai SOHO. These parks are sandy, small, and out of the way. The largest green space near Yokai Street is Kitano
Tenmangu Shrine, which is an inappropriate place for eating or playing because it is a religious site. The area immediately surrounding Yokai Street contains no public spaces for locals or visitors to relax and socialize.

In Tokyo, there are small parks on nearly every other city block, that are similar in size to spaces available on Yokai Street. The Tokyo park shown in Fig. 4.13 is a small park with a children’s slide and seating areas. Small parks like this one are not large or extravagant, but they provide an essential function: open space for residents that live in the congested city of Tokyo. This park demonstrates that even small parks can have a high impact on the community.
Fig. 4.13: A small park in Tokyo set into a city block.
Public Spaces in Revitalization

Public spaces have huge potential to contribute to revitalization along Yokai Street. Beautification of public spaces has been used around the world as a component of revitalization plans. In Seoul, South Korea, the government cleaned up the Cheonggyecheon stream (Fig. 4.14) as part of a revitalization of downtown Seoul, which had fallen into decay after a new highway created noise pollution in the area, driving residents and businesses away. Cleaning up this public space made the area more attractive and contributed to its rejuvenation; it is now a desired location within the city (Amirtahmasebi R., Orloff M., Wahba S., & Altman A., 2016).

Johannesburg is another city that has utilized public spaces to drive revitalization. To revitalize the inner city area, which fell into decay after the city council moved to another location, taking many jobs and residents with it, the city created City Improvement Districts (CIDs) to manage public spaces (Amirtahmasebi R., Orloff M., Wahba S., & Altman A., 2016). The city has since created and renovated many parks, and continues to do so today. This past month, 3 new parks

Fig. 4.14: The renovated Cheonggyecheon stream in 2015 (Pegrum, 2015).
were launched in the inner city district, one of which is seen in Fig. 4.15 (“Three new parks launched in Jan Hofmeyer”, 2018). In part due to creation of public spaces, areas managed by CID’s have become the most coveted living areas in the inner city (Amirrahmasebi R., Orloff M., Wahba S., & Altman A., 2016). Creation of public spaces increases the value of both residence buildings and businesses in the surrounding area.

![Fig. 4.15: A new park in the inner city district of Johannesburg, launched in December 2018 (Joburg City Parks and Zoo, 2018).](image)

The addition of public spaces is also common in shotengai revitalization projects. Many shotengai that have undertaken revitalization projects have created some form of community space as a component of their revitalization plan. We examined 30 case studies of shotengai revitalization and found that 8 out of the 30 case studies added some type of community space intended to serve as a space where shoppers can rest and socialize, as seen in Fig. 4.16.
These case studies emphasize the importance of community resting spaces and events. Many of these shotengai as seen in Table 4.1 used vacant shops—underutilized spaces on the street to create community spaces for shoppers to relax and socialize. Minamisanriku Sansan Shopping District, Shin Tottori Ekimae Area Shopping District, Daiei-dori Shopping District, Takanabe-cho Shopping District, and Miyako-shi Suehiro-cho Shopping District added some form of space to serve as a resting space for shoppers, which is essentially the same function provided by a park. In addition, Utsunomiya Orion-dori Shopping District, Taketamachi Shopping District, Miyako-shi Suehiro-cho Shopping District, and Izumi-cho 2-chome Shopping District all created spaces intended to be used for events. As demonstrated by these shotengai, community resting spaces and events spaces are important. Yokai Street already has assets that provide event space. What Yokai Street lacks is a public space where shoppers, students, or locals can sit and relax without having to purchase an item at a restaurant. A park would rectify this need.

**Opportunity on Yokai Street**

Yokai Street already has infrastructure that could support a park. Yokai Street currently has an underutilized asset right at the entrance of the street—a wide stretch of sidewalk in front of the government owned housing buildings that does not get much traffic because there are no shops.
along this stretch of sidewalk. The space was utilized for temporary stalls in the past, but these stalls are no longer in business and this space is only used once a year during the Yokai Parade. Additionally, there is space for the park to be extended into the street to match the width of the flower beds that are currently extended into the street. This extension would not affect the functionality of the street as it would maintain the same functional width for cars as it currently has. The site of the proposed park, as seen in Fig. 4.16 is approximately 400 square meters.

As seen in the left image of Fig. 4.17, this stretch of sidewalk along Yokai Street is visually unappealing and uninviting to visitors walking down the street. The dilapidated housing building in the background dominates the scene, and the overgrown shrubs on top of the rock wall also detracts from the appearance. Replacing this sidewalk with a park would add more value to the area.
A mock-up of the proposed park could look like can be seen on the right of Fig. 4.17 with grass, benches, and Yokai statues and photo board. This is only one possibility of what the park could look like. Other features could include, but are not limited to:

- dirt paving similar to many children’s playgrounds in Japan
- paving such as the Tokyo park as seen in Fig. 4.13
- a small swing set or slide similar to the Tokyo park in Fig. 4.13
- permanent Yokai statues
- fencing with Yokai murals

The designer of this park should rely in input from the shop owners association and the chonakai as to what fetures these organizations would in the park.

**A Note About Noise and Events**

This proposed park would be beneficial for many reasons. It would provide a public space for tourists and locals to sit and relax while visiting Yokai Street. A child-friendly park would benefit families and may attract younger families to the area. A park would also improve the
visual appearance of Yokai Street’s entrance and make the street more welcoming to visitors. In addition, a park petition is a low-risk action. If the petition to build the park succeeded, the government would be in charge of building and maintaining the park, requiring no funds and little responsibility beyond the initial petition. The installation of a park would be a home run for Yokai Street.

Proposing a new park may still have roadblocks, however. Informal conversations with our sponsor, Benoit Jacquet, has indicated that residents surrounding Yokai Street can be very sensitive to noise and outsiders in their neighborhood. They may be apprehensive about the addition of a park that would draw more people to the street, and resistant to the establishment of more events along the street. Several counterarguments can be presented to help make residents more receptive to the idea of a park.

First, the park is at the entrance of the street. It is far away from the Nishioji and of the street and would have low impact on residents living near this end of the street. Second, noise from the park should subside in the evening as parks are typically utilized by daytime shoppers and families with kids, both of which would likely not be out past 20:00. Third, there is a koban police station very close to the location of the proposed park location. Police officers could quickly and easily respond to any night time disturbance caused by juvenile delinquents or other parties.

**Next Steps**

The following actions should be taken concurrently to start the process of petitioning the Kyoto City Government to add a public park to Yokai Street:

1. Contact the Kyoto City North Greenery Management Office. They are in charge of park management in Northern Kyoto and will be able to provide information on how to petition for a new park.
2. Propose the idea to the Shop Owners Association; the support of the shop owners association would likely strengthen the petition
3. Propose the idea to the Chōnaikai. Residents surrounding Yokai Street are likely to benefit from the addition of a park and their support would also help the petition.
4. Follow up with the North Greenery Management Office to take any steps they require to petition for the creation of a new park.
Visual Integration of the Yokai Theme

We recommend suggesting increased visual integration of the Yokai theme to the shop owners association.

The Yokai theme has lots of potential. In a survey of 30 foreign tourists we conducted in the Kyoto Station area (see Appendix B for more details), 29 out of 30 respondents indicated interest in Yokai-inspired pop culture such as Pokemon or Spirited Away, and 18 out of 30 respondents indicated an interest in Yokai culture. Tourists like Yokai, and the expectation for a Yokai themed shopping street is that visitors will see lots of Yokai. While there are yokai statues and yokai artwork on yokai street, there simply isn’t enough.

One of the main issues facing Yokai Street’s visual integration is the discontinuous nature of the yokai theme. Not all the shops along the street have yokai statues or decorations, and as a result, the yokai theme is not pervasive throughout the street. Fig. 4.18 shows a stretch of Yokai Street that contains no yokai imagery. A visitor would not be able to easily tell they are on Yokai Street based on the visual imagery present in this frame. In order for tourists to fully experience Yokai Street, they need to be able to feel as if they are immersed in the yokai theme.
Fig. 4.18: A stretch of Yokai Street with no visible Yokai imagery.
Yokai Street is not the only location in Japan that has used yokai to attract tourism. The town of Sakaiminato in Tottori prefecture, the birthplace of the famous manga artist Shigeru Mizuki, has also used yokai and the history of Mizuki’s life to revitalize the town through tourism. Permanent statues of yokai from Mizuki’s art are scattered throughout the town, one of which is seen in Fig. 4.19 The yokai statues are pervasive throughout the town, which contains over 100 bronze statues in total (Waters, 2016). While Yokai Street is a shotengai and not a town, it still needs to have sufficient amounts of Yokai theming to draw tourists, and therefore needs to have more dense yokai imagery to fit a similar amount of yokai as an attraction such as Sakaiminato into one street.

![Statues of Shigeru Mizuki's yokai characters in Sakaiminato, Japan](image)

Fig. 4.19: Statues of Shigeru Mizuki’s yokai characters in Sakaiminato, Japan (bluegreen405 via Flickr, 2012).

While Yokai Street’s current aesthetic is not sufficient for a tourist attraction, Yokai Street has a really strong platform to build on to increase their visual integration. Fig. 4.20 shows a collage of all the Yokai statues and art once present on Yokai Street compiled into one frame. As seen in
the collage, Yokai Street has a lot of assets to build on. They have a well-developed, quirky art style, as well as a relationship with a yokai art professor, Junya Kono and his art group at Saga University of Arts in Kyoto, which has produced art for Yokai Street in the past and could potentially create more art for the shotengai.

Yokai Street also has a reserve of several yokai statues and art boards, including the ones seen in Fig. 4.21 below, that are not currently being used and are stored in the shop association office. Yokai Street could easily start improving their visual aesthetic by displaying their unused yokai art, with a long-term goal of creating more.
Another problem blocking the visual integration of Yokai Street is that the majority of the yokai imagery disappears when shops are closed. Most of the yokai statues are brought into their respective shops while the shops are closed. The Nishiki-Kagetudo Tea Shop is one of these shops, and the drastic difference between opened and closed storefronts can be seen in Fig. 4.22. When the stores are closed, Yokai Street ceases to be Yokai Street, which is a huge continuity issue because shops have different opening and closing hours.
Yokai Street may be able to draw inspiration from other shotengai to rectify this problem. An example of a shotengai that successfully maintains its aesthetic after closing hours is Takeshita Street in the Harajuku district of Tokyo. As seen in Fig. 4.23, the store shutters are covered in a mural, perpetuating the Harajuku aesthetic even after shops are closed. This concept could be applied to Yokai Street. Covering the store shutters in yokai art would keep Yokai Street looking alive, even after store hours.
Like the magical sight of Hogwarts, a central landmark can also bring a theme together. On Cinema Street in Kyoto, the shop owners erected a large statue of an old Japanese movie hero in 2013 to bring the street together around their movie theme. This statue, which can be seen in Fig. 4.24, is 5 meters tall and serves as a local landmark. However, as a representative of the shop association of Cinema Street stated, it is not enough to simply have the landmark. The street has held constant movie themed activities to keep the statue current and relevant to the street (METI, 2014). Yokai Street has faced similar issues with their smaller scale yokai statues. The yokai theme needs to be pervasive in visuals and events in order to give the yokai statues relevancy. Like Cinema Street, Yokai Street may also benefit from some sort of central yokai attraction to draw the yokai theme together. As seen in Fig. 4.23, Yokai Street has a yokai souvenir shop that is located in a central intersection in the shotengai, which could serve as a centralizing yokai landmark.
The first step to further integrate Yokai Street into their theme would be to begin utilizing the reserve of yokai artboards and yokai statues to take advantage of all the resources Yokai Street currently has. To further integrate Yokai Street’s aesthetic with their yokai theme, we provide the following recommendations that could be carried out by the shop owners association in collaboration with Saga Art University students:

**Produce more artboards.** Produce more artboards and display them along the street to create a stronger pervasive sense of the yokai theme. This recommendation draws inspiration from immersive theme parks, as well as locations like Gion and Nishiki Market, and will strengthen the aesthetic of Yokai Street.

**Create yokai statues for every shop on the street.** Produce new yokai statues for every shop on the street, regardless of shop association membership. Shop association membership is a limiting factor to the continuity of the yokai theme, and attempting to convince all the shops to join is an unrealistic short-term goal. This recommendation draws inspiration from theme park experiences and the town of Sakaiminato, Japan.

**Create a style guide for shops.** Create a style guide for shops in the shotengai. The purpose of this recommendation is to implement regulation of shops similar to those in Gion. This will help individual shops integrate into the theme, and has been done by other shotengai during revitalization projects to improve the overall aesthetic of the shotengai (METI, 2014). This recommendation draws inspiration from Gion, which has successfully integrated places such as Starbucks into its aesthetic through regulation.

**Create yokai murals.** Create yokai murals on the storefront shutters of association shops. This recommendation draws inspiration from Takeshita Street in Harajuku and will allow the shops to display their yokai theme after closing hours.

**Make Hachimanya Wonder Shop a Centralizing Landmark and Community Event Space.** Transform the souvenir shop into a centralizing yokai landmark through the addition of a large statue representing the mascot of Yokai Street. This would provide Yokai Street with a centralizing visual, as there are currently no large statues of its mascot. This recommendation
draws inspiration from the movie hero statue on Cinema Street and the yokai statues of Sakaiminato, Japan.

In addition, the Hachimanya Shop can be utilized as a centralizing community event space. As discussed earlier, the case studies of revitalized shotengai emphasized the importance of community event spaces. Hachimanya has a unique position, both as a central location in the shotengai and a central force and also as part of the yokai brand. We recommend utilizing the Wonder Shop as a Yokai community center to hold yokai themed events. For example, they could transform the building into a haunted house on Halloween night. Implementing frequent events along Yokai Street will strengthen the community of Yokai Street, and by extension, the yokai aesthetic and brand.

Through these changes inspired by other experiences found in Japan, Yokai Street can incorporate concepts utilized by well designed immersive experiences such as Disney and Universal Studios to create a more cohesive experience design for visitors.
A New Northwestern Kyoto Tourism Plan

In the previous chapters, we learned that Yokai Street has a powerful brand and ample cultural and infrastructural assets and opportunities ripe for the taking. However, a majority of these recommendations are Yokai-specific; they look *inward* at what Yokai Street can do to achieve regeneration on its own, instead of *outward* at how Yokai Street could achieve regeneration as part of a greater plan across the Northwestern Kyoto region.

It is our conclusion that, on its own, Yokai Street is unlikely to achieve its tourism goals through *only* the Yokai-specific recommendations in this document. Collaboration with outside organizations was a central theme in the thirty different shotengai regeneration case studies we reviewed — nearly every one of these regeneration case studies stressed the importance of collaboration with community organizations, student organizations, non-profit organizations, neighboring shotengai, or the local government.

The city of Kyoto has proposed a "Northern Kyoto Tourism Plan" that promises to bring more tourists to areas of northern Kyoto that are often overlooked by visiting tourists. However, this plan is anchored on the Kitano-Tenmangu Shrine. This is a problem if Yokai Street’s goal is to participate in a plan in that will capitalize on the roughly 28 million foreign visitors to Japan (Japan Tourism Statistics, 2018) — our research has shown that Kitano-Tenmangu Shrine is primarily a destination for *domestic* tourism, and is not particularly well-known by *foreign* tourists.

Therefore, we believe a new Northwestern Kyoto Tourism plan is needed. This tourism plan would include Yokai Street and other significant domestic *and* foreign tourism draws like Kamishichiken, Kinkaku-Ji, Ryoan-Ji, Kitano-Tenmangu Shrine, and Daishogun Hachijinsha Shrine.

In this final chapter of our report, we discuss this new Northwestern Kyoto Tourism and how it could be formed around a single statement:

Visit Heian-Kyo, the Original Kyoto
The Need for a New Northwestern Kyoto Tourism Plan

A Northwestern Kyoto tourism plan would bring more visibility to historical assets such as Yokai Street, improve accessibility of Yokai Street and other assets to foreign tourists, and reduce tourism pollution in other regions of Kyoto.

For tourists staying in other regions of Kyoto, it can take a lot of time to travel to Kinkakuji. Traveling from Kyoto Station to Kinkakuji via public transportation can take anywhere from 35-50 minutes in one direction, as seen in Fig. 5.1. It would be advantageous for tourists to explore other areas of Northwestern Kyoto when they’re already traveling far to see Kinkakuji. Most tourists, however, are not taking advantage of this opportunity.

Fig. 5.1: Bus routes from Kyoto Station to Kinkakuji Temple.
A “Hidden Northern Kyoto” tourism plan will educate tourists on hidden historical assets in the Northwestern Kyoto area and encourage tourists to visit less crowded areas such as Kitano-Tenmangu Shrine and Yokai Street.

**Underwhelming Popularity of Northern Kyoto's Historical Assets**

Assets in Northwestern Kyoto are very underutilized, despite their beauty and strong history. Due to this underutilization, certain historical assets in Northwestern Kyoto lack visibility and therefore also lack accessibility to tourists. Yokai Street gains very little traffic from tourists. Daishogun Hachijinja Shrine and Kamishichiken also gets very little traffic from tourists, and Kitano-Tenmangu Shrine is only popular among domestic tourists.

In addition, the current plan to revitalize tourism in the Kitano region of Northwestern Kyoto is insufficient. According to our sponsor, Benoit Jacquet, the local government's plan to promote tourism in the Kitano region is centered around Kitano-Tenmangu as a central anchor, which makes complete sense from a Japanese perspective. Kitano-Tenmangu is very popular with domestic tourists, and is visited by students from all over the country who come to pray for academic success.

The drawback of this plan is that it ignores the thousands of foreign tourists that visit Kyoto every year. While Kitano-Tenmangu is a great asset and definitly has a place in a Northwestern Kyoto tourism plan, it is not an effective anchor point for foreign tourists, as demonstrated by the underwhelming popularity of Kitano area tourism assets.
The foreign tourist demographic should not be overlooked. As shown in Fig. 5.2, 28 million foreign tourists visited Japan in 2017. Approximately 75% of these tourists were from East Asian countries and 11% were from Western cultures (Japan Tourism Statistics, 2018). By failing to market to foreign tourists, Northwestern Kyoto is ignoring millions of potential visitors. A demographic this large cannot be overlooked.

Northwestern Kyoto tourism plan needs to cater to the foreign tourist demographic as well as the domestic tourist demographic. One way to do this is to emphasize the history of Northwestern Kyoto. As detailed in our chapter "The Aura of Yokai Street", Northwestern Kyoto is the entrance to Heian-kyo, the old capital of Japan. The area is rich with historical assets, including Yokai Street, Daishogun Hachi Jinja Shrine, Kitano Tenmangu Shrine, and Kamishichiken. As indicated by our research on experiences, tourists seek out experiences. Kitano-Tenmangu by itself is not an experience, however it could be an experience if combined with other historical assets in the area as a rediscovery of old Kyoto.
Low Accessibility of Historical Assets

As mentioned in our previous chapter "The Aura of Yokai Street", accessibility of certain historical assets in Northwestern Kyoto is low. This is, in part, due to the low visibility of the area. In addition, many of them do not have much foreign language accessibility, such as the Daishogun Hachi Jinja Shrine museum. Many restaurants in the area, including restaurants along Yokai Street, also have low accessibility to foreigners, which decreases the likelihood that a tourist will stay and consume Northwestern Kyoto for an extended period of time.

Outside Restaurant Inoue, which is the most popular restaurant in the shop association according to the Taishogun website (“Restaurant Inoue”, 2018), the majority of advertised menu items are completely in Japanese, and completely inaccessible to foreigners as seen in Fig. 5.3. Foreign tourists may be discouraged to linger in Northwestern Kyoto due to the lack of infrastructure available to support foreign language accessibility.

Fig. 5.3: Signs in the window of Restaurant Inoue are almost completely in Japanese (“Restaurant Inoue”, 2018).
A Countermeasure to Tourism Pollution

A new Northwestern tourism plan will encourage tourists to visit less popular areas of the city, relieving tourism pollution and improving experiences for tourists. As discussed in the introduction, tourism pollution is an issue that has been plaguing Kyoto City in recent years. Popular tourist attractions such as Kinkakuji, Gion, and Nishiki Market have become very congested with tourists. Excessive congestion damages the atmosphere of a location and reduces the pleasure of the experience for tourists. The Kyoto Tourism Bureau is attempting to encourage dispersion of tourists to less popular areas to relieve congestion. A Northwestern Kyoto tourism plan can help serve as part of this solution.

Current Tourism Paths in Northwestern Kyoto

Tourists traveling to Northwestern Kyoto skip the area containing Kitano-Tenmangu Shrine and Yokai Street. Instead, they visit Kinkakuji, Ryoanji, and Ninnaji Temples, which are located more than 1 kilometer north-northwest of Yokai Street. These 3 landmarks are protected UNESCO World Heritage Sites and are located within a 15-minute walk from each other, connected by Kinukake-no-michi Road.

Tourists are unlikely to stray from this path because the current tourism infrastructure is designed to keep tourists along this path. The promotion association of Kinukake-no-michi Road has a tourism plan designed for tourists to promote the 3 World Heritage Sites and the shops and restaurants between them. They have an English accessible website (https://kinukake.com/en) with information for tourists, including a map of the area as seen in Fig. 5.4. The map displays the location of local landmarks, transportation, local shops and restaurants, toilets, and convenience stores, as well as anecdotal information about notable locations. Kitano-Tenmangu Shrine is located on the edge of the map, while Yokai Street is cut off. Due to the tourism infrastructure built up around Kinkakuji, Ryoanji, and Ninnaji, tourists will need to be incentivized to stray from this path and visit the area surrounding Yokai Street and Kitano-Tenmangu Shrine.
Yokai Street's Current Tourism Plan

The shop owners association already has infrastructure in place to create a Hidden Kyoto tourism plan. However, it needs to be heavily modified to be accessible to foreign tourists. Their brochure, as seen in Fig. 5.5, shows recommended historical assets in Northern Kyoto, however, it is completely in Japanese.

Fig. 5.4: English accessible version of the Kinukake-no-michi Road area (Kinukake-no-michi Road Association, 2018).
Translations of the 12 locations highlighted are as follows:

1. Jobon-Rendai-ji Temple
2. Senbon Rimakado Shogoji Temple
3. Syakuzō-ji Temple (Kuginuki-jizo)
4. Shonenji Temple (Cat Temple)
5. Iwakami Shrine
6. Seimei-Jinja Shrine
7. Ichijo Modoribashi (Ichijo Bridge)
8. Kitano Tenmangu Shrine
9. Daishogun Hachi Jinja Shrine
10. Ryuhonji
11. En-no Matsubara
12. Ichijo-dori (Yokai Street)
The current brochure establishes a strong foundation to build on, with excellent visual appeal and a good focus on Yokai Street. However, we see a wide range of opportunities to improve this brochure for the benefit of foreign tourists, with some of our preliminary recommendations including:

1. Add English and Chinese language support; the current map is only in Japanese.
2. Add pictures and short anecdotes for each location, similar to those found in the "Hidden Gems of Kyoto" booklet, which is more extensively discussed in our chapter "The Aura of Yokai Street."
3. Add information about urban assets surrounding yokai Street, similar to those found in the Kinkake map in Fig. 5.4. These could include convenience stores, public restrooms, transportation, foreign-friendly restaurants, and shops nearby Yokai Street.

If the current Yokai Street map were modified to incorporate these recommendations, it would be off to an incredibly strong start in implementing a Hidden Northern Kyoto Tourism plan.

A Hidden Northern Kyoto Guidebook

We recommend creating a "Hidden Northern Kyoto: Visit Heian-Kyo, the Original Kyoto" guidebook similar to the "Hidden Gems of Kyoto" pamphlet we discussed in our chapter "The Aura of Yokai Street". This guidebook would market market historical assets in Northwestern Kyoto as a rediscovery of the original Heian-Kyo capital, building upon Northwestern Kyoto’s history as the entrance to Heian-Kyo.

The Hidden Northern Kyoto guidebook should contain the following information, inspired by the “Hidden Gems of Kyoto” booklet and the map of the Kinukake road area.

- Pictures of each historical asset
- Historical significance and anecdotes about each location
- Specific activities a tourist can do at these locations
- Hours, admission fees, and bus stop information about each location
- A map of the general area, displaying locations of all assets, along with other urban assets such as convenience stores, bus stops, train lines, and public toilets

The pictures, historical anecdotes, and activities will entice tourists to visit these lesser-known tourist attractions, while the hours, admission fees, and transportation information will make them accessible to tourists.
Key Historical Assets

In addition to Yokai Street, we recommend utilizing the following historical assets (some of which are covered in more detail in our chapter "The Aura of Yokai Street") of Northwestern Kyoto to produce this tourism booklet:

1. **Daishogun Hachi Jinja Shrine**: This historic shrine has remained in the same location at the entrance to Heian-kyo since the Heian period. Dedicated to the ancient god of stars and direction, it was revered by ancient Daishogun and powerful members of the court. Historic artifacts from the Heian period are preserved in the shrine’s museum.

2. **Kitano Tenmangu Shrine**: This shrine was built in the Heian period to appease the angry spirit of the scholar Sugawara no Michizane. Today, it is revered by students across the country who flock to it to pray for academic success. It is also known for its monthly flea market, and beautiful plum blossoms in the spring.

3. **Kamishichiken**: Located immediately outside Kitano Tenmangu Shrine, Kamishichiken is the oldest of Kyoto’s licensed Geisha districts. This district dates back to the Muromachi era and is quieter and less crowded than Kyoto’s most popular Geisha district, Gion. Kamishichiken can be marketed as a less crowded, more historic version of Gion.

4. **Hirano-Jinja Shrine**: This shrine is located north of Yokai Street on Nishioji dori. It was moved from its original location in Nara to Heian-kyo when the new capital was founded in 794. During the Heian period, the shrine had a close relationship with the Imperial family and is now known for its beautiful cherry trees ("Hirano Shrine", 2018).

5. **Kuginuki Jizo Shakuzoji Temple**: Located north of Imadegawa dori, this temple is dedicated to pain, or rather the alleviation of pain. It is popular with the elderly who come to pray for their ailments. The peaceful temple grounds are also popular with mothers and children as an escape from the city ("Kuginuki Jizo Shakuzoji Temple", 2018).

6. **Bonus - Nekodera (Shonenji Temple)**: While this temple is newer than the previous assets and does not completely fit the historic Heian-kyo narrative, its fascinating history and novel dedication to cats is likely to be a hit with many tourists. Located Northeast of Kitano-Tenmanhu, Shonenji temple was dedicated to the spirit of the 3rd head priest’s cat, which as legend goes, came to the priest in a dream and told him how to save the temple from financial ruin. Today, the temple holds memorial services for deceased pets. Pet owners can visit this temple to pray for the well-being of their pets, as well as buy charms for long healthy lives of their pets ("Shonenji Temple", 2015).
Additional landmarks in the area, as well as landmarks listed in the current yokai tourism pamphlet as presented earlier may also be included, as seen fit.

**Historic Heian-Kyo: The Experience**

This new tourism plan will create an *educational* and *esthetic* experience for tourists in Kyoto. The Historic Heian-Kyo experience will compliment experiences already consumed by tourists throughout the city. An example of one of these parallel experiences is as an educational audio tour of Nijo Castle about the esthetics and architecture of Tokugawa era palaces. As indicated by the existence of tours such as this one and our research on tourists visiting Kyoto as discussed in our chapter "The Aura of Yokai Street", a market for these types of experiences clearly exist. The Historic Heian-Kyo tourism path will fit neatly into the market for consumption of historic Japanese culture.

The Heian-Kyo experience will also diversify the historical culture experiences offered in Kyoto, because one does not currently exist in the Kitano region of northwestern Kyoto. An experience that ties together historical assets located near the northwestern gate of historic Heian-Kyo can function as a refreshing new offering to the region. In addition, many of the historical culture experiences in Kyoto such as the Nijo Castle audio tour are one-off experiences that does not link the history and culture of the attraction to its surroundings. These experiences can become tedious when visiting in sequence because of their similarity in format. The tourist begins to tire of this discreet formula of visiting one attraction, touring it for an hour, checking it off on their list, and moving onto the next attraction.

Our proposed tourist plan will provide a fresh take on these well-worn historical culture experiences found all over Kyoto. Instead of visiting one location, paying admission, and following a path marked by the procession of tourist crowds, the tourist is given the tools to discover a hidden path of historical assets that tell a story—the story of Heian-Kyo and northwestern Kyoto over the eras. Through this new experience, the tourist is unchained from crowds, free to explore at their own pace, and given the opportunity to discover the hidden restaurants, cafes, and souvenir shops of Yokai Street along the way.

**Coming Together to Work Together**

The Hidden Northern Kyoto experience draws from all of our research and recommendations to create a path forward for Yokai Street in the context of the Northwestern Kyoto Area. Our goal was to provide recommendations for urban regeneration within Yokai Street by focusing on tourism and experiences; however, to do this we had to look outward to the rest of Kyoto.
Historical and cultural experiences are abundant in Kyoto. The examples mentioned in this report—Gion, Nishiki Market, Kikaku-Ji, Nijo Castle, Daishogun Hachijinja Shrine, Kitano Tenmangu Shrine—only scratch the surface of the assets available within Kyoto, let alone Japan. We leveraged these assets to inform our recommendations for improving Yokai Street.

Equally as abundant, though, are Yokai Street’s assets: From infrastructure to branding, and historical anecdotes to visual esthetics, Yokai Street has an incredible strong foundating to build upon to create a single, cohesive Yokai Street experience for visitors. Our proposed larger tourism plan, "Hidden Northern Kyoto: Visit Heian-Kyo, the Original Kyoto," will leverage Yokai Street as a key asset among a community of assets in the greater Northwestern Kyoto Area. Through collaboration, we believe Yokai Street’s Aura and experience will be transferred to tourists from across the world.

We assert change happens through small steps taken towards a greater goal over many years. We believe that, in time, and through the recommendations in this report, Yokai Street will realize its goals of urban regeneration and improved tourism.
References


The Workers of Daishogun Hachijinja Shrine


Appendices

Appendix A

Experience Evaluation Framework

The Experience Evaluation Framework is a questionnaire that is designed to help us analyse and determine the attractiveness of an experience. The major pieces of information that we gathered from this questionnaire was what experience based aspects are commonly seen in experiences, what esthetics are commonly seen in experiences, and satisfaction with the experience. Since satisfaction with the experience can be biased, we collected the visitor’s opinions of the experience before and after to examine if there was any change in their attitude.

Question 1

<table>
<thead>
<tr>
<th>Location</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cafe Frosch</td>
<td>4 (11.4%)</td>
</tr>
<tr>
<td>Chao Chao gyoza</td>
<td>2 (5.7%)</td>
</tr>
<tr>
<td>Glon</td>
<td>2 (5.7%)</td>
</tr>
<tr>
<td>Golden moja hall</td>
<td>2 (5.7%)</td>
</tr>
<tr>
<td>Jam Jar Cafe</td>
<td>2 (5.7%)</td>
</tr>
<tr>
<td>Kyoto station Ramen...</td>
<td>2 (5.7%)</td>
</tr>
<tr>
<td>Noorani</td>
<td>2 (5.7%)</td>
</tr>
<tr>
<td>Starbucks in historic...</td>
<td>2 (5.7%)</td>
</tr>
<tr>
<td>Tenjin-san Flea Ma...</td>
<td>2 (5.7%)</td>
</tr>
</tbody>
</table>
Question 2
Question 3
Describe the experience in 3 words.

Question 5
What would you do to make this experience better?

<table>
<thead>
<tr>
<th>Suggestions</th>
<th>Mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>More English menu/signs/words/service</td>
<td>7</td>
</tr>
<tr>
<td>More seating/space</td>
<td>4</td>
</tr>
<tr>
<td>More gluten-free food/menu/vendors</td>
<td>3</td>
</tr>
<tr>
<td>Cheaper food prices</td>
<td>3</td>
</tr>
<tr>
<td>Go when less crowded</td>
<td>3</td>
</tr>
<tr>
<td>Go during the happy hour</td>
<td>2</td>
</tr>
<tr>
<td>More variety of food</td>
<td>2</td>
</tr>
</tbody>
</table>
What part of this experience would you keep the same?

34 responses

- everything
- The entrance and service.
- The service and food
- The aesthetics and swift service
- The lighting and the decor.
- The variety of vendors
- The English speaking staff were great!
- The traditional seating
- The staff, the atmosphere, the ramen
- The people were fun and welcoming, and the music was entertaining
- The variety of shops, the noise, the greetings.
- The different food and little trinket vendors
- The environment was quiet and peaceful
- The warm staff and aesthetics.
- Be in a small group to be able to find a table
- The staff, food, and services
- The gyoza
- Traditional aesthetics
- Food quality
- Music, atmosphere, coffee
- Go in a small group
- Food and service
- the garden
- Music
- The magic and coziness of it

Question 8
Does this experience remind you of any other experiences you've had? If so, what?

22 responses

Since it's a Starbucks, it's similar to many Starbucks in Japan.

The Yokai Parade

No, this is unique

the yokai parade

Festivals in my hometown

The Starbucks in Gion; similarly quiet and rustic.

Other cafes- cafe frosch, cafe knot, Pinnata

Other cafes- cafe knot, english night at cafe frosch

Gion Starbucks

Fire ramen and Kazu Ramen, because they were also small ramen shops that served you bar style.

Collingwood Auction and Flea market in New Jersey

None come close.

551 horai

The gyoza place near izumiya near yokai soho

Other Starbucks in Japan

MT Everest, that Indian place near Gion, any other Indian restaurant in Japan

Mt. Everest restaurant

Tokyo Station ramen

gion starbucks

Jamb jar

JamJar cafe, a little bit

Similar to yume no katare

Question 9
Overall satisfaction with quality of product

Question 10

Overall satisfaction with service

Question 11
**Overall impression of experience**
35 responses

<table>
<thead>
<tr>
<th>Rating</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>2</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>3</td>
<td>1</td>
<td>2.9%</td>
</tr>
<tr>
<td>4</td>
<td>2</td>
<td>5.7%</td>
</tr>
<tr>
<td>5</td>
<td>15</td>
<td>42.9%</td>
</tr>
<tr>
<td>6</td>
<td>17</td>
<td>48.6%</td>
</tr>
</tbody>
</table>

**Question 12**

**Would you visit this experience again?**
35 responses

- **Yes**: 33.5% (97.1%)
- **No**: 2.5% (2.9%)

**Question 13**
Question 14

If you would visit this experience again, how soon would you do it?

34 responses

- 55.9% would visit again within one week.
- 41.2% would visit again within one month.
- 2.9% would visit again within one year.

Question 15

Do the aesthetics reflect the experience’s purpose?

35 responses

- 100% of respondents answered in the affirmative, indicating that the aesthetics do reflect the experience’s purpose.
Do you have any other feedback?

14 responses

<table>
<thead>
<tr>
<th>Feedback</th>
</tr>
</thead>
<tbody>
<tr>
<td>They have an English menu</td>
</tr>
<tr>
<td>Also pretty cheap.</td>
</tr>
<tr>
<td>The guy who took our order also looked like he was the owner and he was like 25 (young). He talked to us in what little English he could speak, which added to the experience. The food was fantastic, if a little pricier (800 for ramen compared to other places that are cheaper)</td>
</tr>
<tr>
<td>The front of the shop was really plain making it seem like a regular shop. Maybe add a little flair to it to attract and show off their experience.</td>
</tr>
<tr>
<td>The ramen itself was a bit nerve wracking since it also smelled really strong, but as this was supposed to be a yokai ramen it is kinda fitting.</td>
</tr>
<tr>
<td>Surprisingly pleasant and nice to eat at.</td>
</tr>
<tr>
<td>Signed, Tony</td>
</tr>
<tr>
<td>They know englishhhhhhh</td>
</tr>
<tr>
<td>The prices are a bit much</td>
</tr>
<tr>
<td>It was weird but fun.</td>
</tr>
</tbody>
</table>

Question 16
Appendix B

Yokai Street Tourist Survey

In order to gain reliable information about visitor interest and travel methods, we created a Tourist Survey. This survey was tested upon English speaking tourists to gauge their interest in yokai pop-culture, Meiji-Era yokai, and Yokai branded Shotengai. The survey also asked tourists to explain why they came to Japan and Kyoto specifically and how they planned their trip. With this information we could create recommendations that align with their interests and figure out if Yokai Street’s online presence was attracting tourists.

Why did you decide to visit Japan?
30 responses

<table>
<thead>
<tr>
<th>Reasons</th>
<th>Mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism</td>
<td></td>
</tr>
<tr>
<td>Honeymoon</td>
<td></td>
</tr>
<tr>
<td>My mother has a conference in Japan</td>
<td></td>
</tr>
<tr>
<td>Holiday sightseeing</td>
<td></td>
</tr>
<tr>
<td>Holiday</td>
<td></td>
</tr>
<tr>
<td>tourism; to learn about Japanese culture</td>
<td></td>
</tr>
<tr>
<td>To study Japanese</td>
<td></td>
</tr>
<tr>
<td>Sightseeing</td>
<td></td>
</tr>
<tr>
<td>Exchange program</td>
<td></td>
</tr>
<tr>
<td>Exchange student</td>
<td></td>
</tr>
<tr>
<td>Family</td>
<td></td>
</tr>
</tbody>
</table>

Question 1

Why did you decide to visit Kyoto?

<table>
<thead>
<tr>
<th>Reasons</th>
<th>Mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Old city/history</td>
<td>5</td>
</tr>
<tr>
<td>Culture</td>
<td>3</td>
</tr>
<tr>
<td>Tradition</td>
<td>3</td>
</tr>
<tr>
<td>Reasons</td>
<td>Mentions</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>Fall foliage/tress</td>
<td>3</td>
</tr>
<tr>
<td>Sightseeing</td>
<td>3</td>
</tr>
<tr>
<td>Part of a travel plan</td>
<td>3</td>
</tr>
<tr>
<td>Temples</td>
<td>2</td>
</tr>
<tr>
<td>World Heritage Sites</td>
<td>2</td>
</tr>
</tbody>
</table>

**Question 3**

Did you use any of the following resources when planning your trip?

23 responses

![Chart showing resource usage](chart.png)
Are you planning on visiting...

17 responses

- Kinkaku-ji (The Golden Pavilion) - 14 (82.4%)
- Kitano-Tenmangu Shrine - 10 (58.8%)

Question 4

Yokai are supernatural monsters, spirits, and demons from Japanese folklore. Yokai folklore has influenced and inspired many works of pop culture. Would you consider yourself interested in...

28 responses

- Pokemon - 27 (96.4%)
- Spirited Away - 23 (82.1%)
- Pom Poko - 9 (32.1%)
- Yokai Watch - 4 (14.3%)
- Inuyasha - 13 (46.4%)
- Natsume’s Book of Friends - 9 (32.1%)
- Mushishi - 9 (32.1%)
- Deathnote, Devilman, Fullmetal Alchemist - 1 (3.6%)
- No Interest - 1 (3.6%)

Question 5
Do you have an interest in Japanese spirits and ghosts?

30 responses

Question 6

A shotengai is a Japanese shopping street that typically serves a local population and has many types of stores including restaurants, specialty food stores, clothing stores, and more. Yokai Street is in Northwest Kyoto near Kinkakuji and Kitano-Tenmangu. If you are planning to visit this area, would you be interested in taking a small detour to visit a small yokai themed shotengai?

30 responses

Question 7
<table>
<thead>
<tr>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>No idea</td>
</tr>
<tr>
<td>Stick to a certain era, theme and the traditions</td>
</tr>
<tr>
<td>A culture that I haven't been exposed to</td>
</tr>
<tr>
<td>Local (not tourist) restaurants + shopping</td>
</tr>
<tr>
<td>Spectacular show/parade, good food/drink, link to stories</td>
</tr>
<tr>
<td>History of Yokai, through some kind of exhibition maybe? Yokai-themed shops</td>
</tr>
<tr>
<td>Explanation of spirits and how they went from weird to cute</td>
</tr>
<tr>
<td>Yokai street food</td>
</tr>
<tr>
<td>It is easy to get to</td>
</tr>
<tr>
<td>History and information on yokai</td>
</tr>
<tr>
<td>Info on Yokai</td>
</tr>
<tr>
<td>Information on Yokai</td>
</tr>
<tr>
<td>Clothing store, ice cream, Taiyaki, Souvenirs</td>
</tr>
<tr>
<td>Yokai</td>
</tr>
<tr>
<td>Lots of Yokai Attractions something like Disneyland</td>
</tr>
<tr>
<td>Yokai related items</td>
</tr>
<tr>
<td>Weird and abnormal things</td>
</tr>
<tr>
<td>Weird and abnormal items and food</td>
</tr>
<tr>
<td>Ghost stuff</td>
</tr>
<tr>
<td>Ghost related items and activities</td>
</tr>
<tr>
<td>Ghosts</td>
</tr>
</tbody>
</table>

**Question 8**
Appendix C

Tourist Map User Testing

In order to help us create a decent tourist map, we conducted preliminary user testing for the two different drafts of the tourist map that we created for Yokai Street. This testing was conducted upon English speaking tourists to see if they can navigate through Yokai Street using each draft and afterwards getting their feedback on which of the drafts they think is better and clearer, and which parts of each draft they would keep the same or improve. This user testing was very helpful in creating the final tourist map for Yokai Street.

**Question 1**

A: Tell me the name of 3 restaurants on Yokai Street

4 responses

| Soba, food drink wonder, coffee hive (retroactively withdrew soba, make legend more clear) |
| Inoue, noorani, il piatto |
| Inoue, yamada deep fry, noorani |
| Inoue, aizen coffee, yamada deep fry |
A: How many temples and shrines are located near Yokai Street?

Question 2

A: What shop could you visit if you are interested in buying yokai souvenirs?

Question 3
A: Use the map to navigate to the Yokai Shop Association Office
4 responses

Success!
5:45
4:50
6:15 (got a little lost)

Question 4

A: Use the map to navigate to a local shrine
4 responses

Success ~35 seconds
60 seconds
50 seconds
30 seconds

Question 5

A: How easy was it to find locations on this map?
4 responses

<table>
<thead>
<tr>
<th>Score</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>25%</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td>25%</td>
</tr>
<tr>
<td>3</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>4</td>
<td>1</td>
<td>25%</td>
</tr>
<tr>
<td>5</td>
<td>2</td>
<td>50%</td>
</tr>
<tr>
<td>6</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>

Question 6
A: How easy was it to navigate using this map?

4 responses

A: How visually pleasing was this map?

4 responses

Question 7

Question 8
B: Give me the name of one location that offers temporary lodging
4 responses

Ichie guesthouse: 3 (75%)
Kitano hakubaicho inn: 1 (25%)

Question 9

B: If you are in the area on the 25th of the month, what event could you experience?
4 responses

Flea market: 2 (50%)
Tenjinsan flea market: 2 (50%)

Question 10
B: What landmark is located next to the nearest bus stop?

4 responses

- Kitano Tenmangu shrine
- Kitano-Tenmangu
- Tenmangu shrine
- Kitano-Tenmangu shrine

Question 11

B: Use the map to navigate to a location where you could buy coffee

4 responses

- 2 (50%)
- 1 (25%)
- 1 (26%)

1:15

40 seconds

~33 seconds

Question 12
B: Use the map to navigate to a shop that sells ice cream. When you complete this task, we will buy you ice cream!
4 responses

<table>
<thead>
<tr>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:30</td>
</tr>
<tr>
<td>3:40</td>
</tr>
<tr>
<td>3:30</td>
</tr>
<tr>
<td>4:35</td>
</tr>
</tbody>
</table>

Question 13

B: How easy was it to find locations on this map?
4 responses

- 1 (25%)
- 2 (50%)
- 3 (0%)
- 4 (0%)
- 5 (50%)
- 6 (25%)

Question 14
Question 15

B: How easy was it to navigate using this map?

4 responses

Question 16

B: How visually pleasing was this map?

4 responses
Question 17

Which map did you like best?
4 responses

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>75%</td>
</tr>
<tr>
<td>B</td>
<td>25%</td>
</tr>
</tbody>
</table>

Question 18

Why did you like this map the best?
4 responses

- Easiest to navigate, easier to judge where you are. Map B was easiest to find things on
- There's a color-coded legend, drawn out landmarks, liked bend in road from map A. helped to know where you are
- Has the kink in the street-helpful for navigation, 2D, likes color on map B
- Less cluttered, streets are easier to find
If you were given a task to improve this map, what would you keep the same?

4 responses

<table>
<thead>
<tr>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Above view, temples and shrines are bug and landmarks, straight text</td>
</tr>
<tr>
<td>Legend, river, landmarks</td>
</tr>
<tr>
<td>2D, accurate in shape and distance of streets, cute mascot, compass, street names</td>
</tr>
<tr>
<td>Highlighting shrines, compass, mascot drawing is cute, street names, clear street directions</td>
</tr>
</tbody>
</table>

Question 19

If you were given a task to improve this map, what would you change?

4 responses

<table>
<thead>
<tr>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make key stand out more, color code locations</td>
</tr>
<tr>
<td>Add bend in road- make it more accurate, add Japanese because some shops did not have English signs</td>
</tr>
<tr>
<td>Add color, make text go in same direction, put a box around legend and add label, a little crowded- make it physically bigger, add grid and information about shops like American tourist maps</td>
</tr>
<tr>
<td>Make lettering go the same direction, too many places, improve spacing (yokai office looks too far away)</td>
</tr>
</tbody>
</table>

Question 20
Do you have any other feedback to give?

4 responses

<table>
<thead>
<tr>
<th>Feedback</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don't like the slant on map B, makes it hard to see where you are, likes symbol legend and color legend, likes ice cream symbols, maybe add in additional landmarks like flower beds, etc. to help find where you are, add locations of yokai statues to map would help</td>
</tr>
<tr>
<td>Pretty clear and easy to maneuver, liked ice cream symbols, liked categorization of assets</td>
</tr>
<tr>
<td>Likes legend and colors of map B, nice to see some things that aren't on yokai street</td>
</tr>
<tr>
<td>Colorblind people would have a hard time with map B (but color coordination is good and he liked it), both maps are cluttered (make map larger?) - take away some stuff, add more information like drawings b/c can't read Japanese names, top down viewpoint is better, improve consistent spacing</td>
</tr>
</tbody>
</table>

Question 21
Appendix D

QR codes

These QR codes contain links to both sample designs that we created within Zazzle's Customization feature. The first QR code is linked to the sample design for Yokai Magnets and the second QR code is linked to the sample design for Yokai Candy Tins.

Yokai Magnet

Yokai Candy Tins