



# Research Office Newsletter

## The FY2021 Grants-in-Aid for Scientific Research (KAKENHI) Edition

Grants-in-Aid for Scientific Research (KAKENHI) is considered to be one of the most prestigious and well-known research grants in Japan, and accounts for more than 50% of competitive funds provided by the Japanese government. The Research Office is proud to announce that for the first time, an APU faculty member, Professor YOTSUMOTO Yukio, has been awarded the Grants-in-Aid for Scientific Research (A) with a grant amount of approximately 38 million Japanese yen. Read on to find out Professor YOTSUMOTO's thoughts on his successful application. The other successful FY2021 KAKENHI projects shall also be featured thereafter. Congratulations to all KAKENHI awardees!

### Grant-in-Aid for Scientific Research A

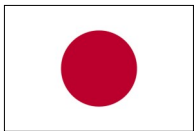
#### Professor YOTSUMOTO Yukio, College of Asia Pacific Studies

#### *A Comparative Study on Creating Sustainable Communities through Tourism in Depopulating Areas During the COVID-19 Pandemic Era*

This research project is a comparative study on sustainable community development in depopulated areas that aim to revitalize their communities through tourism during the COVID-19 pandemic era. The study considers the following countries: Japan, South Korea, the United Kingdom, Germany, Italy, and New Zealand. The socio-economic impact of COVID-19, as well as general perceptions regarding community revitalization via tourism, will be revealed. Additionally, the process of community regeneration from the COVID-19 pandemic will be investigated, and a sustainable community model based on post-COVID-19 tourism shall be presented.



Faculty Database Profile



#### The roles other APU project members play in this project:

As mentioned above, this research project investigates the concept of sustainable community development in depopulated areas in mainly six countries, namely Japan, South Korea, the United Kingdom, Germany, Italy, and New Zealand. Each Co-Investigator shall oversee fieldwork in a different country. More specifically, Associate Professor YOUN Seung Ho is in charge of Korea, Associate Professor JONES Thomas E., the U.K.; Professor VAFADARI M. Kazem, Italy; and Visiting Professor COOPER M.J.M, New Zealand. The remaining four co-investigators from other universities are in charge of fieldwork in Japan and Germany.

#### Key factor(s) leading to the success of this application:

The preparatory research stage for this application took place two months before the application submission deadline, during which I invited prominent faculty members (both from APU and other universities) in related research fields to be a part of the project. I believe the make-up of my research team played a significant role in the success of the application.

#### How research outcomes, achievements and experience from previous Grant-in-Aid projects have influenced the success of this Grant-in-Aid for Scientific Research (A) project application:

Two of my previous Grant-in-Aid projects, entitled "An Empirical Study of Factors Impeding Tourism-based Community Development" and "A Comparative Study on Rural Development through Tourism in the Areas of Globally Important Agricultural Heritage System (GIAHS) in Japan", gave me the opportunity to explore and examine the idea of community revitalization. The experience accumulated as a result of conducting research on the same theme over time definitely contributed to the success of this application.





**Professor VAFADARI M. Kazem**  
College of Asia Pacific Studies

*Grant-in-Aid for Scientific Research B*

**Rural Development and Community Resiliency Through Agriculture Heritage Tourism**

This research project attempts to determine the best practices for developing community resiliency against stresses such as depopulation and aging, as well as shocks such as natural disasters and the COVID-19 pandemic. The characteristics of sustainable tourism and their role in rural communities based on Globally Important Agriculture Heritage System (GIAHS) sites in Japan will be compared with that of four other countries- South Korea, Spain, Portugal and Italy. This research will provide specific policy advice for sustainable tourism development based on Japan's GIAHS.



Faculty Database Profile



**Professor BEISE-ZEE Marian**  
College of International Management

*Grant-in-Aid for Scientific Research C*

**Understanding and Improving Public Attitudes in Japan towards Corporate Takeovers by Chinese Firms**

This research project assesses public attitudes towards international business decisions such as international takeovers, shifting manufacturing abroad or changes in corporate brand name. The data is collected via a discrete choice experiment. The choices among sets of similar products produced by different companies reveal the public preferences and attitudes towards international business decisions. This analysis can offer insights into how public attitudes towards multinational firms are formed and offer recommendations about how to respond to negative public attitudes towards shifts in manufacturing locations and takeovers by foreign firms.



Faculty Database Profile



**Professor NATSUDA Kaoru**  
College of International Management

*Grant-in-Aid for Scientific Research C*

**Environmental Regulations in the EU and New Developments in the Automotive Industry**

Taking into account Porter's hypothesis that environmental regulations encourage and induce innovation, this research project seeks to first analyze the mechanisms and appropriateness of automotive environmental policy decisions in the European Union (EU), which has the strictest automotive environmental regulations in the world. Secondly, the project will elucidate corporate strategies adopted by European and Japanese automakers to keep in line with the environmental regulations. Furthermore, the impact of environmental regulations on the automotive industry as a whole (including supply chains) will be analyzed from the viewpoint of Global Value Chains. Lastly, new movements in the electrification of vehicles shall be examined.



Faculty Database Profile



**Associate Professor HASUDA Takashi**  
College of Asia Pacific Studies

*Grant-in-Aid for Scientific Research C*

**Research on Maps of Southeast Asia in History Textbooks: Focusing on Maps about the Red Seal Ship Trade and Japanese Quarter**

For the purposes of this research project, map illustrations on Red Seal Trade Ships (Shuinsen) and Japanese Quarters featured in History textbooks used in Japanese junior high schools and senior high schools since the 1980s will be collected and examined. In addition to the aforementioned contents, the process from creation to publication and distribution of said illustrations will be elucidated. The context of these map illustrations will be considered in relation to academic trends, academic theories and the social circumstances surrounding textbook publication.



Faculty Database Profile



**Associate Professor**  
**TATEYAMA Hirokuni**

Education Development and Learning Support Center

*Grant-in-Aid for Scientific Research C*

**Fundamental Research on the Introduction of Cultural Anthropology into High School Education**



Faculty Database Profile

The purpose of this research project is to understand how cultural anthropology may be practically introduced into high school education in Japan. More specifically, the project aims to determine what aspects of cultural anthropology should be taught and how they should be taught in Japanese high schools. In addition to assessing the successes and failures of prior attempts in Europe, the relationship between cultural anthropology and high school education in Japan will also be analyzed. Potential problems for the introduction of cultural anthropology into high school education in Japan will be identified, and a viable proposal suggested.



**Lecturer ITOI Kiyu**

Center for Language Education

*Grant-in-Aid for Scientific Research C*

**Exploring Discursive Language Practices and the Role of Translanguaging in Japanese University Classrooms**



Faculty Database Profile

Taking into account an increasing number of international students at universities in Japan, the implementation of active learning, the introduction of academic courses taught in English at Japanese universities and the adoption of new appropriate and effective teaching methods must be examined. This research project aims to examine what types of teaching methods are effective in promoting self-initiated, interactive and deep learning in students, and to develop and propose such methods. To achieve that, the following research questions will be explored in relation to university classes taught in English: (1) How and when is translanguaging used? (2) The role of translanguaging in co-constructing knowledge and establishing effective communication between classmates during in-class discussions and activities. (3) The usefulness of translanguaging in the process of meaning-making.



**Professor KUBO Takayuki**

College of Asia Pacific Studies

*Grant-in-Aid for Early-Career Scientists*

**Research on Enhancing Global Competitiveness of Regions through the Formation of Tourism Industry-Based Hot Spring Clusters**



Faculty Database Profile

This research project focuses on local and global regions that contain hot springs and seeks to determine how such regions may achieve global competitiveness through the formation of tourism industry-based hot spring clusters. The relationships between hot spring/hot spring-related companies and organizations (including businesses connected to the tourism industry) within the same region shall be evaluated. After which, the potential of forming high value-added hot spring clusters in hot spring regions with a competitive advantage in Japan, Europe and Oceania will be assessed. Based on the main aim of creating a hot spring cluster in Beppu City, this project endeavors to enhance the global competitiveness, innovativeness and resilience of areas within Japan.



**Associate Professor**  
**ROUX Petrus Willem**

Education Development and Learning Support Center

*Grant-in-Aid for Early-Career Scientists*

**Cultivating Cultural Intelligence (CQ): Designing a Pedagogy for the 21st Century**



Faculty Database Profile

This project applies a unique interdisciplinary framework to investigate the development of cultural intelligence (CQ) in undergraduates at an international university in Japan. Combining instructional design (ID) theory and educational technologies in a blended learning and hybrid-type classroom format, the project investigates the use of online learning technologies and traditional methods of experience-based learning to develop the CQ of students at said Japanese university.



**Associate Professor**  
**YOUN Seung Ho**

College of Asia Pacific Studies

*Grant-in-Aid for Early-Career Scientists*

**On Being Community Members: Exploring Psychological Mechanisms of Community Identity Construction through Community-Based Tourism**

This psychology-driven research project is an investigation into how Community-Based Tourism (CBT) and a sense of community identity are interrelated. CBT is a new type of tourism planned and implemented by host communities, and delivers wider benefits to the community. This research develops an empirically supported and theoretically sound understanding of the psychological process through which local citizens build their sense of identity via CBT. By comparing two different cultural contexts facing social problems, this research will deepen the current understanding of the role of CBT in the sustainability of a local community.



Faculty Database Profile



**Assistant Professor**  
**HIRANO Miharu**

College of Asia Pacific Studies

*Grant-in-Aid for Early-Career Scientists*

**Research on the Changing Functions of International Institutions for Preventing and Resolving Water Conflicts**

Dispute settlement under international law does not always lead to the resolution of conflicts. Conflicts over water often involve disagreements of perceptions and deep-rooted value clashes among the parties involved, and scientific bases of decisions can also be contested. Therefore, international institutions established based on treaties have adopted various "soft" measures to prevent and resolve water conflicts. This research project takes a holistic view of the functions of international institutions in preventing and resolving water conflicts, and examines whether their roles could be theorized as the dynamic process of conflict management.



Faculty Database Profile



**Assistant Professor SUN Yiyang**

College of Asia Pacific Studies

*Grant-in-Aid for Early-Career Scientists*

**How to Transform and Upgrade Hotels in Japan to JP Hotel+ in the Post-COVID-19 Age**

The introduction and adoption of AI-related robotics technology in hotels in Japan is now becoming increasingly necessary to meet the hygiene needs of consumers in the post-COVID-19 age. This research project intends to examine the extent to which AI-related robotics technology should be utilized by ryokans, resort hotels, budget hotels, and city hotels in Japan to mitigate the hygiene concerns of consumers while maintaining "Omotenashi". Through matching the needs of consumers and hotel managers, upgrading hotels in Japan to JP hotel+ in the post-COVID-19 age can be achieved.



Faculty Database Profile

**FY2022 Grants-in-Aid for Scientific Research Applications**

The Grants-in-Aid applications for FY2022 have been brought forward by approximately one month compared with previous years. The applications for **Grant-in-Aid for Specially Promoted Research** and **Grant-in-Aid for Scientific Research (S/A)** opened on 1 July 2021. The applications for **Grant-in-Aid for Scientific Research (B/C)**, **Grant-in-Aid for Challenging Research (Pioneering/Exploratory)**, and **Grant-in-Aid for Early-Career Scientists** are scheduled to open in early August.

APU faculty members interested to apply may opt to have their applications looked through by other faculty members in similar research fields (if available) and Research Office staff prior to final submission. For inquiries regarding Grant-in-Aid application support, please do not hesitate to contact the APU Grants-in-Aid Team at [reo@apu.ac.jp](mailto:reo@apu.ac.jp).

