

Local Cuisine/Food and Tourism : Focusing on the Magazine *Shufu no tomo*

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Using *Shufu no tomo* (Housewife's Friend) as a primary source for the analysis of the study—during the period of rapid economic growth from 1945 to 1973, This paper clarifies the ways in which local cuisine/food, as products, are related to tourism and its consumption for the readers of the magazine, especially the housewives.

The women's magazines for housewives, such as *Shufu no tomo*, published many cooking recipes to provide a variety of ideas for home cooked meals that the housewives can supervise. Moreover, the recipes of local cuisine/food published in the magazine in this context were not necessarily linked to “tradition”. However, in the period of rapid economic growth, the nostalgia gaze praised local cuisine/food, and emphasized on its “tradition”. Local cuisine/food were considered to have been passed down through the generations of women to continue with their traditions.

On the other hand, the high-growth period was a time when many kinds of local cuisine/food appeared as products, and among them, the tourism industry consumed the local cuisine and food as products.

Then, how did the “housewives,” the readers of *Shufu no tomo*, get involved with local cuisine/food as products? This paper aims to clarify the relationship between local cuisine/food as products, and housewives as consumers from the viewpoint of family trips, gifts (*Miyage*), and eating at restaurants, using the articles related to tourism in *Shufu no tomo* from 1945 to 1973 as its data.

The results of this study are as follows. First, with the mid-1960s as a turning point, essays and gravures on “travel and food” were like “reading material” and then they transformed into “travel food guidebooks”. Second, in articles on family travel, the articles went from introducing “homemade lunch boxes for housewives” and “cooking for oneself on the road” to providing information on “fresh ingredients” and *Ekiben* available at the destination. In the latter half of the 1960s, the articles began to introduce the names of specific local dishes and restaurants. Third, *Shufu no tomo* considered itself to be an equipment for certifying the authenticity of products through advertisements for places to visit and travel souvenirs for housewives. Fourth, as a result of analyzing articles on eating at restaurants, the distinction between “high-class restaurants = male customers” and “popular restaurants = popular customers, including women” disappeared from the mid-1960s, and articles on

eating at restaurants, which did not focus on household chores or family care became more apparent.

Key words: local cuisine, local food, housewives, tourism, consumption