Process of Transformation of Kumano as Tourist Site and its Representations

KANDA Koji

This article studies the change in the representation in the process of the transformation of Kumano as a tourist site focusing on various related policies and systems. It was found that in the modern period, Kumano was represented by the scenery of Doro-kyo Gorge and the Nachi waterfall at first, and in the process of selecting Yoshino-Kumano National Park designated in 1936, the scenery of the Kumano coast and Doro-kyo Gorge came to draw attention, and then during the war, the focus was placed on the hallowed grounds and historical sites related to the Nation or the Imperial system. It became clear that in the tourism policy in postwar Wakayama Prefecture, Kumano associated with the coastal scenery gradually came to be regarded as a cultural resource of the inland centering on Kumano Sanzan in association with Mt. Koya-san, and in 1986, Kumano was positioned as a part of the inland Koya Kumano resort area with its coastal area separated. It was also confirmed that Kumano Sankeimichi that had been investigated as a historical route since the late 1970's came to draw attention as a space for leisure in the 1990's, and in the Experience Nanki Kumano Expo in 1999, Kumano Kodo was considered as a symbolic space of the resort. It was found that this caused the movement for the registration of Kumano as a World Heritage site, and Kumano became associated with Yoshino-Omine and Mt. Koya-san with the keywords of a hallowed ground and Sankeimichi while being expressed as a hallowed ground in the Kii mountain range based on its meaning as a World Heritage site as a religious mountain in the Asia-Pacific region. Based on the above, it became clear that as Kumano became a tourist site, it came under the influence of policies and systems created by different social contexts, and the spatial range, the landscape, and the meaning represented by them were transformed significantly depending on the times.

Key words: Tourist site, representation, national park, resort, world heritage