This article discusses the Yamato Museum, officially known as the Kure Maritime Museum, in Kure City, Hiroshima Prefecture. Established by the city government, the museum mainly presents the shipbuilding technology in the city from the pre- to post-World War II period. More specifically, as implied by its nickname, Yamato Museum, the focus of the exhibition is on the construction and military activities of the Imperial Japanese Navy's gigantic battleship “Yamato.” Though these characteristics caused some controversy, it opened on April 23, 2005. Contrary to the apprehension of many people concerned, it has attracted numerous visitors; the total number reached eight million on March 17, 2013, eight years after its opening. Compared with other local historical museums whose annual visitors in general amount to only tens of thousands, the Yamato Museum enjoys extremely high popularity, which has drastically changed the tourism and community strategies of Kure and surrounding areas. This article aims to reveal the details of these changes caused by the establishment of the Yamato Museum.

Key words: Yamato Museum, military and war museums, peace museums, Kure City, tourism