

Preface



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It has been generally agreed that tourism, hospitality, and leisure industries are sectors which are high in mutual development and call for integration. In this sense, how to build a permanent network to link researchers from these disciplines so that innovative collaborations will emerge is a critical and urgent issue for us to address. These opportunities are accompanied by a variety of challenges such as how to develop commonly acceptable principles that demonstrate the shared values of cross-cultural or interdisciplinary studies in Japan. Obviously, the Journal of Morisita Memorial Research is planned and edited to serve as a platform which elaborates diverse facets of Japan's regions in terms of their featured cultures, industries, and tourist destinations.

I would like to congratulate everyone who has been contributing his or her expertise and energy to make the inaugural issue of the Journal of Morisita Memorial Research a great success. It's an exciting time for us as this journal is for all of us to found a solid network which connects researchers who are dedicating themselves to Japan's tourism studies. We will continue to meet and bring inspired people together in forums like this, to ensure our network remains at the cutting edge.

Meanwhile, I would like to express sincere appreciation to the Board Chairman of the Morisita Memorial Research Foundation, Professor Masayuki Maruyama, for his efforts in founding and planning this journal which strengthens my involvement with tourism research in Japan. My deepest gratitude extends to Dr. Koji Kobayashi, Dr. Yuichi Hirooka, Dr. Sang Jun Kim, Dr. Hirofumi Miyagi, Dr. Tadayuki Hara, Dr. Masashi Chikahiro, Mr. Naohisa Kakutani, Mr. Hiroyuki Sumita, Mr. Yuji Kondo, Mr. Shigehiro Taniguchi, Ms. Karen Nishioka, Mr. Masaki Toyama, and Mr. Tomonori Oshima, for their scholarly contribution in helping us to fulfil the journal's mission of disseminating visionary and proactive viewpoints of Japan's tourism.

Finally, I would like to invite all who are interested in tourism studies in Japan to join this grand network. I was convinced that the best part of the world lies in the future, not in the past.

About Che-Jen SU, Ph.D

Che-Jen Su holds a Ph.D. in Business Administration from National Taipei University, Taiwan. He is Professor of Restaurant, Hotel and Institutional Management, Fu Jen Catholic University, Taipei Taiwan. Meanwhile, he is Associate Editor of *Service Business: An International Journal*, Regional Editor of the *Journal of Global Business and Technology*, and Associate Editor of the *European Journal of Tourism, Hospitality and Recreation*. Professor Su's international titles include Vice President of the Euro-Asian Tourism Studies Association, Professor of Hanyang University (Seoul, South Korea), Chair Researcher of Morishita Memorial & Research Foundation (Kyoto, Japan), Fulbright Senior Researcher of the State University of New York (Old Westbury, NY, USA), Visiting Scholar of the University of Burgundy (Dijon, France), Visiting Scholar of Wakayama University (Wakayama, Japan), Visiting Scholar of Korea Culture and Tourism Institute (Seoul, South Korea), and Visiting Scholar of the City University of Hong Kong (Hong Kong, China). His research interests are interpersonal influence in tourist contexts, international tourism management, and cross-cultural tourist behavior.

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