



# BUDO Tourism



大阪体育大学

SINCE 1965

OSAKA UNIVERSITY OF HEALTH AND SPORT SCIENCES

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Professor / Advisor to the President

A Chief Director of OUHS "BUDO Tourism" Project



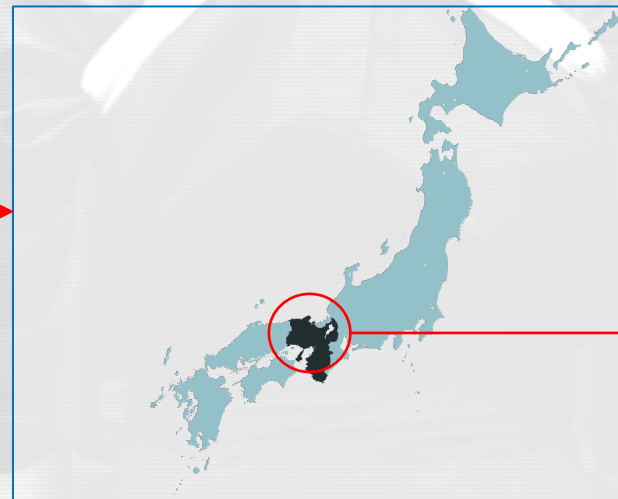
# About OUHS : Osaka University of Health and Sport Sciences



- OUHS was established in 1965
- OUHS has focused on training people with a wide range of education and expertise thus far.
- Currently, about 25,000 graduates are active in various areas such as school education, government, corporations, and sports institutions, and so on.



WORLD

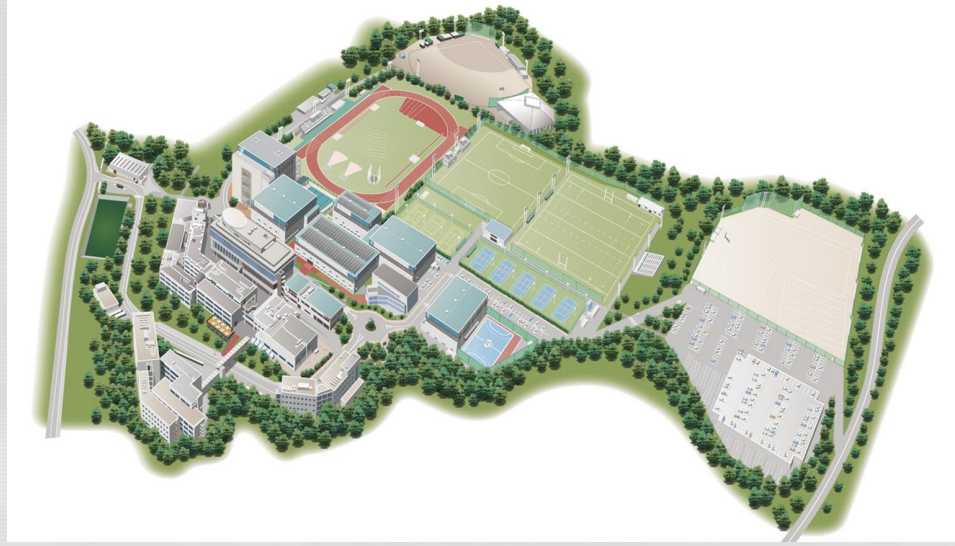


JAPAN



KANSAI region

# About OUHS : Osaka University of Health and Sport Sciences



- Undergraduate Schools
  - School of Health and Sport Sciences
    - Sport Management
    - Sport Psychology
    - Health Science
    - Training Science
    - Physical Education
    - Coaching Science
  - School of Education
- Graduate School
  - School of Sport and Exercise Sciences
- Students: Undergraduate 2,700. Graduate 60



# About OUHS : Osaka University of Health and Sport Sciences



- A total of 48 men and women University teams
- 75% of students are athletes and are belonging in university sports team.





# BUDO Tourism

# What is BUDO?

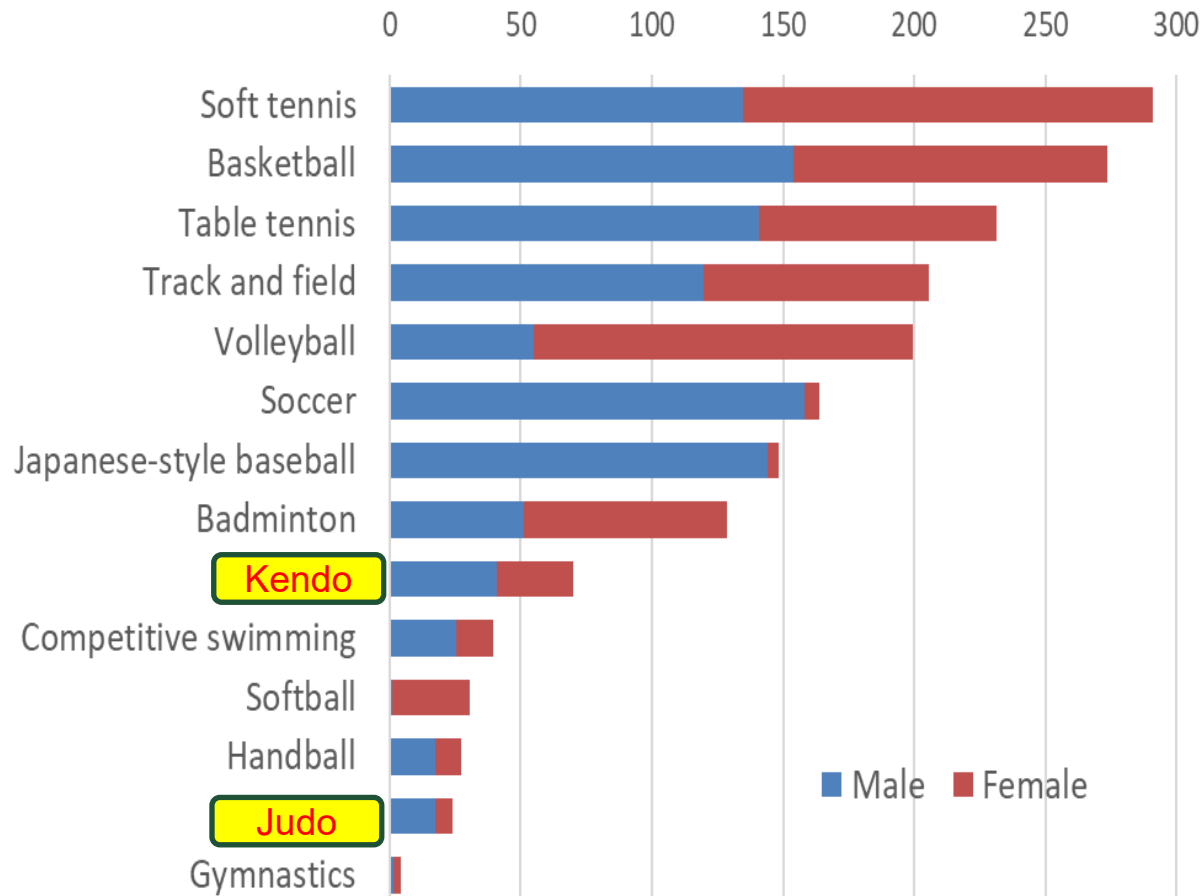


- BUDO is the traditional martial arts in Japan.
- BUDO is a form of Japanese physical culture that has its origins in the ancient tradition of Bushido which is “the way of the Samurai”.
- Types of BUDO  
Kendo, Naginata  
Judo, Karate, Aikido, Kyudo, Sumo,,,,



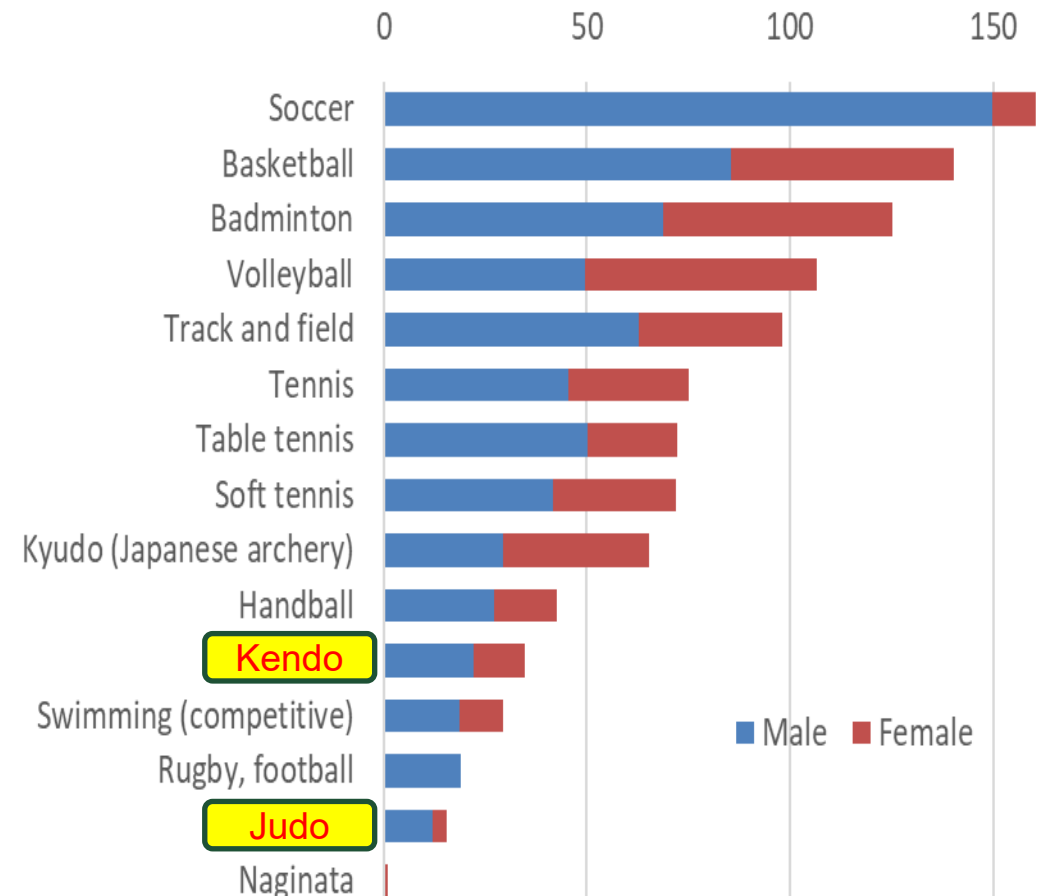
# Kendo population in junior high and high schools

Number of sports club members  
at **junior high schools** in Japan 2021 (in 1,000s)



※ Data from Nippon Junior High School Physical Culture Association

Number of male sports club members  
at **high schools** in Japan 2021 (in 1,000s)



※ Data from All Japan High School Athletic Federation

# Kendo Championships



- ◆ These championships are knockout tournaments that decides the best kendo team and player in each category.

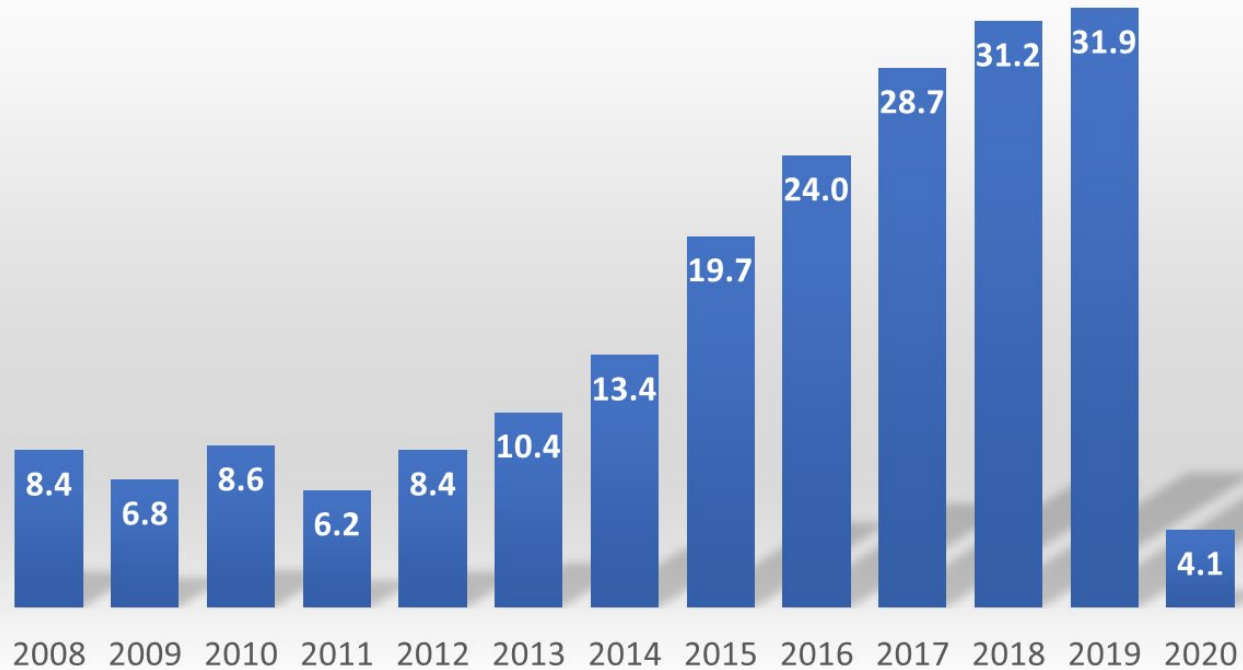
Title of Championship	Host city
World Kendo championship (team & individual)	
All Japan Kendo championship (individual)	Tokyo
All Japan Kendo championship of teachers (individual)	Each prefecture hold in turn
All Japan Kendo championship of company team	Tokyo or other place
All Japan Kendo championship of police officer (individual)	Tokyo
All Japan University Kendo Championship (team & individual)	Tokyo, Osaka, other place
Inter-high school Kendo championship (team & individual)	Each prefecture holds in turn
Inter-junior high school Kendo championship (team & individual)	Each prefecture holds in turn



# Background 1: Trends of international tourists

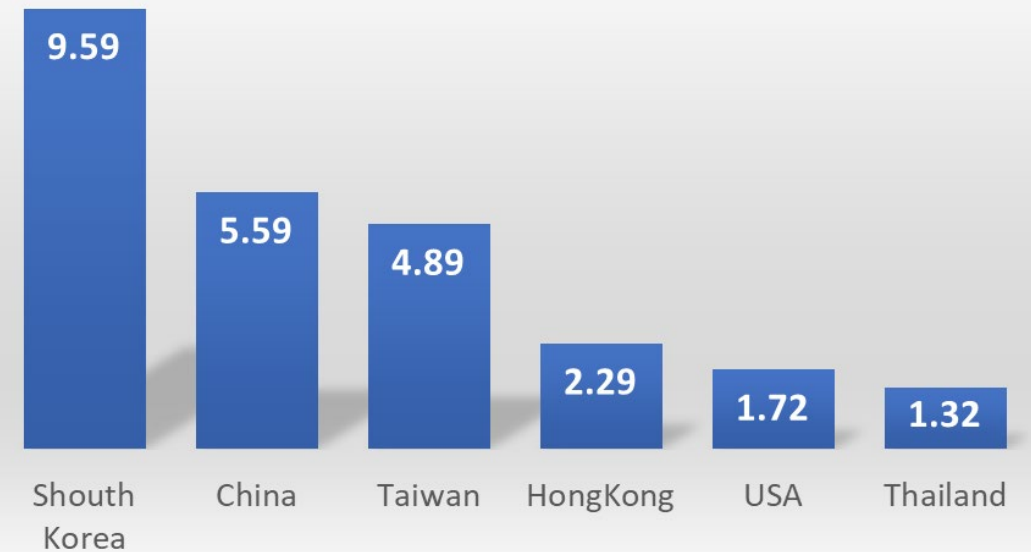


Number of international tourists visiting Japan (in million)



Data: JNTO (Jaoan National Tourism Organization)

Top 6 foreign countries and regions visiting Japan in 2019 (in million)

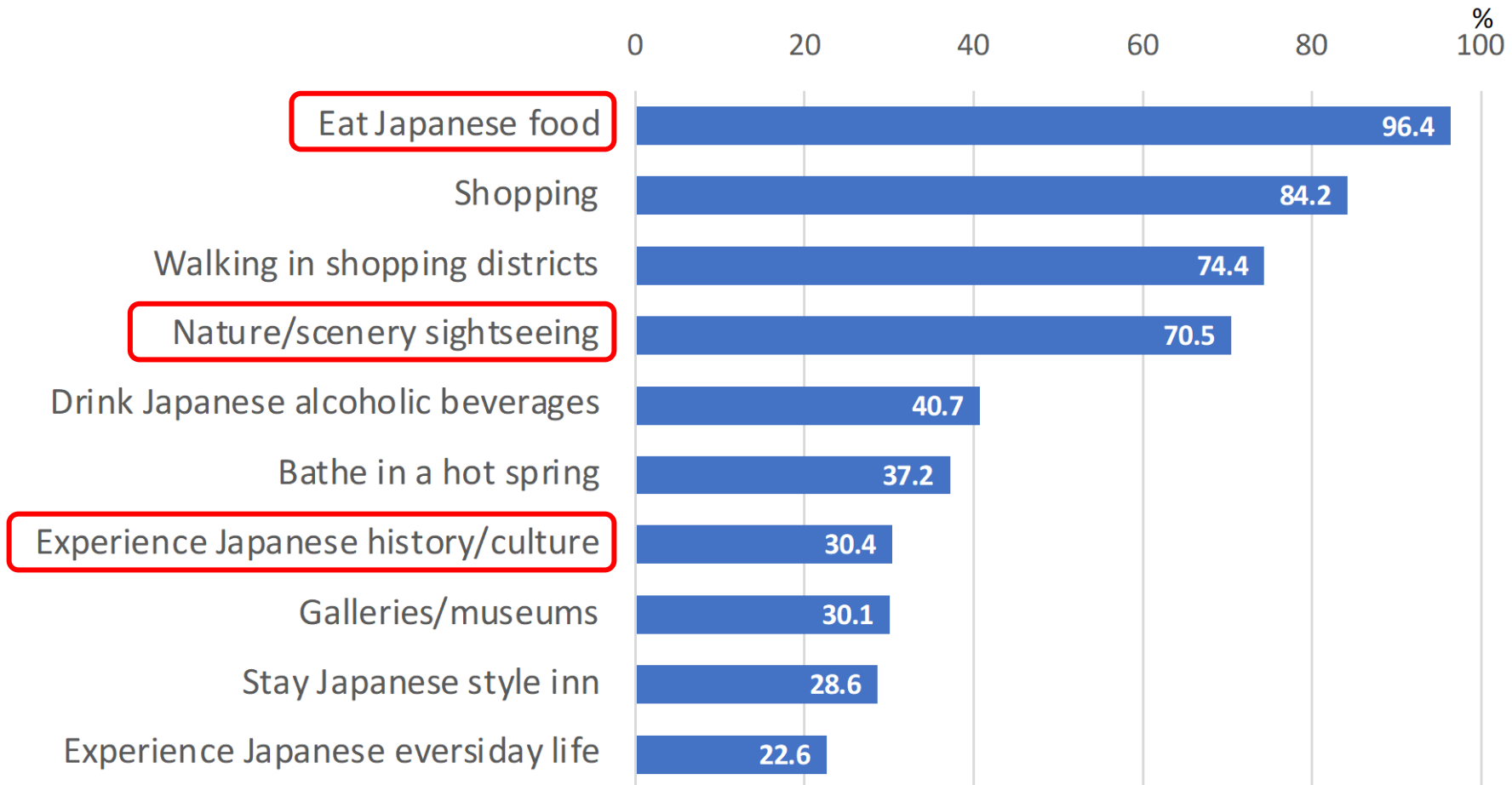


Data: JNTO (Jaoan National Tourism Organization)

## Background 2: Popular activities in Japan



Top 10 popular activities among foreign tourists visiting Japan in 2020



Data: Japan Travel Agency "International Visitor Survey"



- The traditional, spiritual, and sub culture of Japan



Source: Website of AT-X, Inc. <https://www.at-x.com/program/detail/10744>



# Background 4: Popular destination for tourists

## Culture of KANSAI (関西) region

Osaka (大阪)



Kyoto (京都)



# Why BUDO Tourism is ?



- As a part of the traditional and spiritual culture of Japan, “BUDO” trains the mind and body, develops character, and builds respect.
- “BUDO Experiences & Tourism” allows foreign tourists to experience the wisdom and skills developed by these warriors and immerse yourself in the local samurai culture.





# OUHS BUDO Tourism & Experiences

Osaka University of Health and Sport Sciences

# The purposes of “OUHS BUDO Tourism”



- To expand University brand image by using BUDO assets of OUHS.
- To educate students of Budo player as a person who create future's Budo value.
- To educate students of sport management as a person who create future's sport tourism and business.
- To contribute to development of Japanese traditional culture tourism as the university which has Budo assets for over 50 years.
- To contribute to community development.



# About BUDO Tourism Project

## ■ Project team

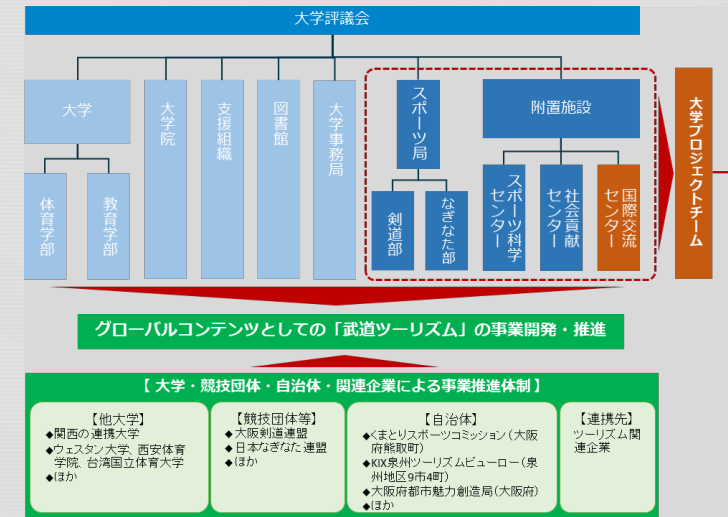
- A chief director, directors (professors)
- Coaches of Kendo and Naginata (professors)
- Support staffs (office workers)
- Graduate and undergraduate students of sport management
- Students of Kendo and Naginata players

## ■ Partners

- JTB(Japan Travel Bureau) Communication Designs: Tour Agent
- KIX Sensyu Tourism Bureau: Nonprofit organization in south part of Osaka prefecture

## ■ Target market

- Foreign Tourist visiting Kansai region and interesting in Budo, Samurai, Ninja, traditional culture (foods, architectures, religion) and sub-culture such as animation.







大阪体育大学「本物の武道がここに」PR動...

後で見る 共有

見る YouTube

**「本物の武道がここに」 PR動画**

OUHS BUDO PR MOVIE / 5:02



## 1. BUDO Experiences at OUHS

- Kendo or Naginata



「なりきり剣士体験」PR動画

BUDO Experiences PR MOVIE / 1:32

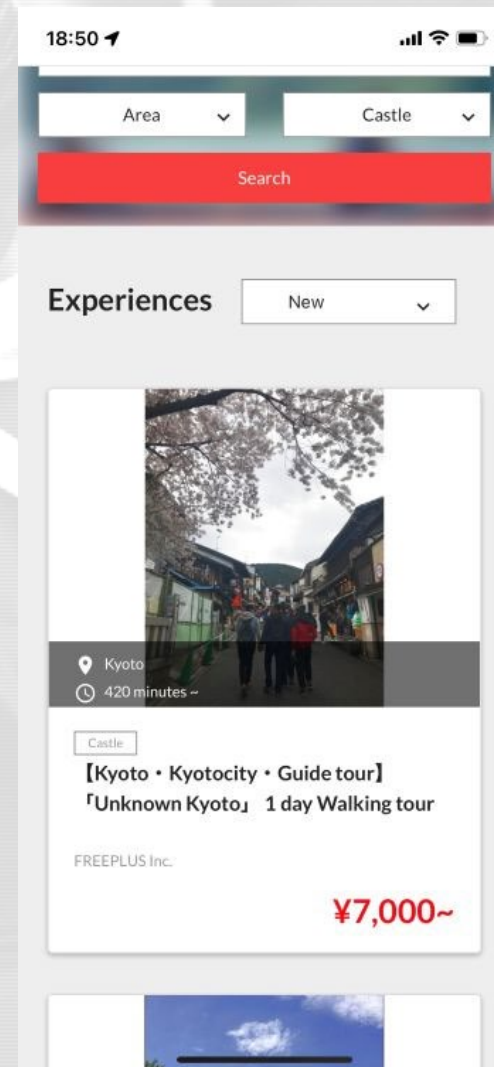
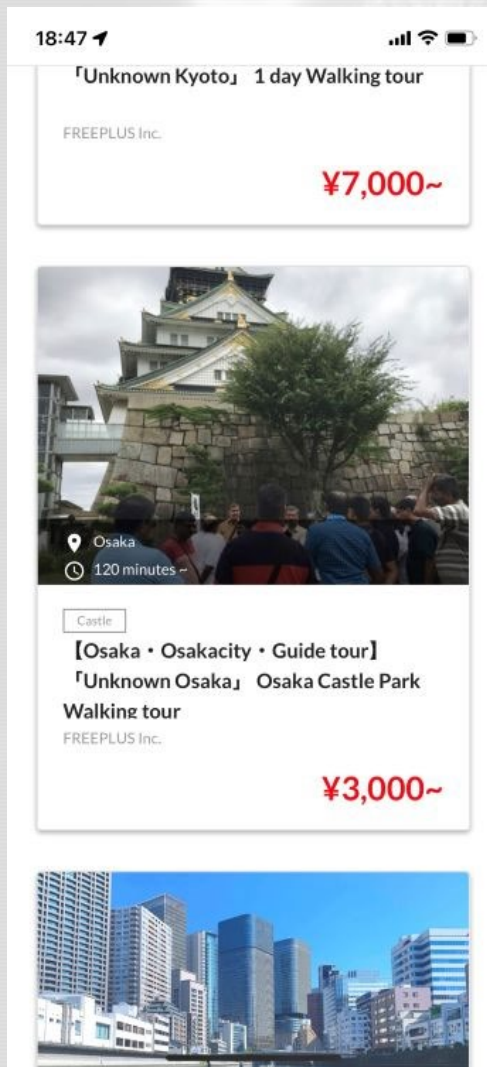
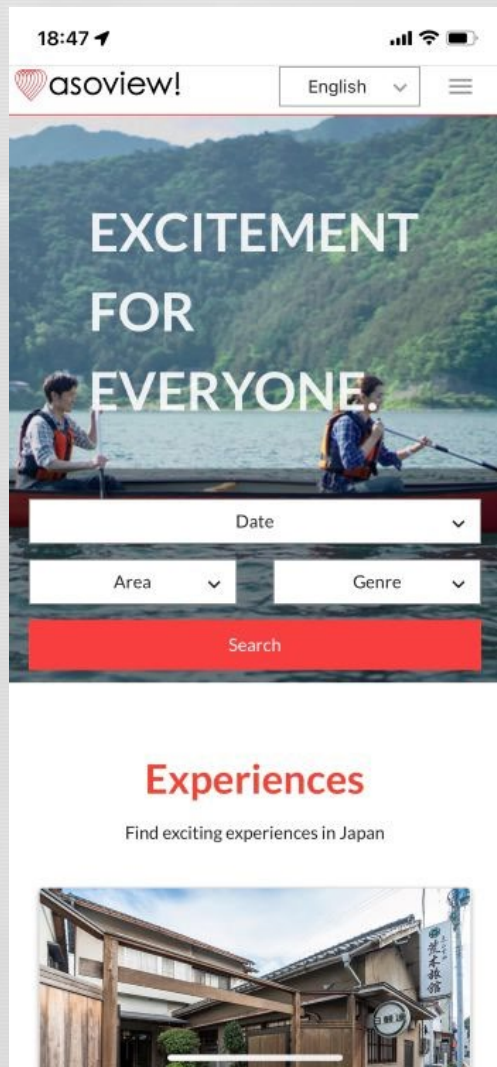


## 2. BUDO Tourism

- Visiting Kisiwada Castle
- Visiting Shipporyuji (七宝龍寺)
- Visiting Sakai Plaza of Rikyū and Akiko
- Having lunch at Gofuso (五風荘)



# BUDO Experience sales site (preparing for sale)



# Thank you!

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