

## The 1st Practical Tourism Study Tour Report Visit to Kamakura

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In conjunction with the “Tourism Strategy Project”, which learns the big view and expertise in tourism from prominent lecturers, the Tokyo Metropolitan Public University Corporation occasionally conducts "Practical Tourism Study Tours" aimed at visiting and touring actual sightseeing spots.

This year, which is the final year of the project, the influence of COVID-19 unprecedentedly blows the tourism industry which has been still in a tough situation. Under these circumstances, we will conduct three tours to explore the possibility of utilizing micro-tourism and technology, which are attracting attention as a new opportunity in the tourism industry.

Micro-tourism was proposed early by Mr. Yoshiharu Hoshino, CEO of Hoshino Resorts, who will be invited as a lecturer at the 3rd Tourism Strategy Project and is attracting attention as a way of tourism that strike a balance between the prevention of infection and the local economy. The ideal way of tourism in COVID-19 period is that “tourism should not be the cause of pandemic””, and there has been a movement in various places to make local residents and neighbors enjoy areas where the risk of infection is low.

On Thursday, October 29, 2020, we visited Houkokuji Temple, Ichijo Ekan Sanso, Kenchoji Temple, and Tsurugaoka Hachimangu Shrine to learn the history and culture of Kamakura. Kamakura is accessible from Tokyo in one hour, and it is a treasure trove of Japanese historical heritage and a model of micro-tourism.

### Houkokuji Temple

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Houkokuji Temple is one of the temples which belong to Kenchoji Temple of Rinzaï Sect, established by Tengan Eko (Butsujo Zenji) in 1334. It is said that Butsujo Zenji built "Kyukoan" there and spent a quiet life such as practiced and absorbed in poetry in his spare time.

The founder of this temple is the Ashikaga Ietoki (grandfather of Ashikaga Takauji), but Uesugi Shigekane, the ancestor of the Takuma Uesugi family who had power in the Muromachi period, is also said to be involved in the founding of the temple. And it is also the place of Ashikaga Kubou' demise in the Kanto region. It is famous for moso bamboo forest, which is said there are 1,000 bamboos since ancient times, and so it is also called "Bamboo Temple".

After passing through the Yakuimon Gate, there is a gentle trail approach to the shrine. To the right of the trail is a thatched-roof bell tower with a main temple its behind. In the bamboo garden, there are exuberant thick and tall moso bamboos introduced from China, and behind bamboos there are towers, tomb of Ashikaga Ietoki and Ashikaga Yoshihisa. There is a "Kyukoan" in the bamboo forest, and you can enjoy matcha tea, have a view of the bamboo garden, where the sun light passes through the trees.

Yakuimon Gate



Moso bamboo forest with 1,000 bamboos



Ichijo Ekan Sanso

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It was run by Ichijo Ekan (Kaneto, Akiyoshi), the ninth son of Emperor Go-Yozei and carried out as a Sessho (regent) and Kanpaku (chief adviser to the Emperor) twice. There is a record that a tea ceremony was held in this mountain villa in 1646 about 370 years ago (early Edo period). Originally it was a guest house of the Ichijo family villa built in leafy mountain village located in Nishigamo area in Kyoto, and was dismantled and reconstructed in Kamakura in 1959. Garden stones and dry garden style have also been moved with the building at the same time . In 1964, it was designated as an Important Cultural Property of Japan, and in 2017, the garden was opened to the public.

## Garden of Ichijo Ekan Sanso



## Kenchoji Temple

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Kenchoji Temple, the sango (literally “mountain name”) is Kofukusan, and the official temple name is Kencho Kokoku Zenji. The temple is the top of Kamakura’s Five Great Zen Temples (so called the Kamakura Gozan), and the head temple of Rinzai sect Kenchoji. It was built in 1253 by Hojo Tokiyori, the fifth regent of the Kamakura shogunate, and is the first Zen temple in Japan.

It is said that Rankei Doryu, who opened Kenchoji, introduced pure and strict Zen form of Song Dynasty in China. The Kenchoji gathered many monks as a national Zen sect, and once there were more than 1,000 monks as a place for learning Chinese culture.

When you pass through the entrance, the Somon gate, a number of important cultural properties such as Sanmon gate, Butsuden (Buddhist sanctum), Hatto (Sermon hall), Karamon gate, and Temple bell, which are national treasures, are enshrined. And the garden is designated as a historical place of scenery.

## Kenchoji Temple - Sanmon gate



A garden designated as a historical place of scenery.



### Tsurugaoka Hachimangu Shrine

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The origin of Tsurugaoka Hachimangu Shrine began when Minamoto Yoriyoshi, the ancestor of Minamoto Yoritomo who was the founder of the Kamakura shogunate, re-enshrined the Kami from Iwashimizu Hachimangu Shrine in Kyoto. Yoriyoshi was a devoted follower of Iwashizu Hachimangu, and enshrined Hachiman kami as the clan deity of the Minamoto clan at Yuigahama in Kamakura.

In 1180, when Minamoto Yoritomo established the base of the shogunate in Kamakura, the first samurai government, he moved the shrine associated with his ancestors to the present location and enshrined it. Tsurugaoka Hachimangu was revered as the guardian deity of the shogunate, Kamakura and the eastern Japan.

The shogunate held important festivals such as Hojoe(horseback archery), Sumo and Bugaku (traditional Japanese music and dance), which have been carried on to this day, in the grounds of the shrine. Tsurugaoka Hachimangu used to be the spiritual and social center of the eastern Japan.

Tsurugaoka Hachimangu has Main Shrine (Jogu) located on the middle of the Mount Daijinyama and a Wakamiya (Gegu) located under the Great Stone Steps, and it has the form of upper and lower shrines. In 1191, the shrine was burned down in the fire, and after that , it was reconstructed as it is today. The precincts are designated as national historic sites, and many important cultural properties and national treasures are enshrined.

## Tsurugaoka Hachimangu Shrine - Main Shrine Roumon (Great Gate)



although that was a half-day tour and short time, we were able to rediscover the charm of Kamakura with a local guide. Micro-tourism is expected to develop new customers and repeat customers by having local residents and neighbors discover the local charm and characteristic and being attached to it.

In the Tourism Strategy Project, we plan to conduct research on case examples of micro-tourism activities in various regions, and to share them with you, so please look forward to it.