（様式）

専攻分野及び研究計画

Field of Study and Research Plan

Name (in alphabet)

(氏名 (ｱﾙﾌｧﾍﾞｯﾄ)) ZO , HERMANN MANAMPISOA

(Surname) (Given name) (Middle name)

Nationality

（国 籍） MADAGASCAR

 ≪Guide for Creating a Field of Study and Research Plan Sheet/作成要領≫ 

(1) As this sheet is one of the most important references for selection and university placement, outline your field of study and specify your research theme and plan in line with the following items 1 and 2. If plagiarism or fraud is discovered after selection, the selection will be cancelled retroactively.

本様式は選考及び大学配置の重要な参考となるので、下記の項目 1 及び 2 に沿って専攻分野の概要及び研究計画の詳細を具体的 に記入すること。なお、採用後に不正、盗用等が判明した場合は遡って採用を取り消す。

(2) This sheet must be typewritten or written in block letters. If possible, please write in Japanese.

記入はタイプ又は楷書によるものとする。相当の 日本語能力を有する者は日本語により記入すること。

(3) This sheet must be created within two pages. Additional materials maybe attached if necessary. Both a single-side and dual-side printing will be acceptable.

本様式は2ページ以内で作成すること。ただし必要な場合は別紙を付してもよい。印刷は片面印刷、両面印刷のどちらも可。

|  |
| --- |
| 1. Past and present field of study (これまでの専攻分野） |

"I hold a Bachelor's degree in Tourism Management from Huzhou University. My studies focused on destination marketing, which led to a thesis titled 'Study on travel motivation of Chinese outbound tourists traveled in Madagascar' that explored Demographic Profile of Chinese Tourists, Travel Behavior & Preferences, Factors Influencing Destination Choice, Perception of Madagascar, Competition and Positioning, and Marketing Strategy Recommendations."

|  |
| --- |
| 2. Research theme and plan in Japan（渡日後の研究テーマ及び研究計画）  Describe articulately the research theme and plan you wish to carry out in Japan. Specify particularly the ultimate goal(s) of your research in Japan.（日本において希望する研究テーマ及び研究計画を明確に記入すること。特に研究の最終目標を具体的に記入するこ  と。） |

(1) Research theme（研究テーマ)

**Title:** Sustainable Tourism Development in Rural Japan: Leveraging Cultural Heritage for Community Resilience

Why Japan?

Japan's unique mix of native culture and modern tourism strategies UNESCO world heritage sites like Shirakawa-go is an ideal case study.

Address gaps: Japan is facing problems like rural depopulation and overtourism, which aligns with my interest in sustainable solutions.

Ultimate Goal:

To establish a model for community-based tourism models that can be replicated globally, particularly in developing countries with the same issues.

(2) Research plan（研究計画）

Phase 1: Literature Review & Data Collection (Months 1–6)

Study Japan's policies Cool Japan strategy, and academic papers on rural tourism.

Conduct field surveys in Hokkaido to interview stakeholders (local authorities, NGOs, and tourists).

Phase 2: Analysis & Model Development (Months 7–12)

Compare Japan's strategies with Madagascar's tourism challenges using SWOT analysis.

Create a proof-of-concept digital platform for cultural tourism using Japanese tech partners.

Phase 3: Dissemination (Months 13–24)

Publish scholarly work in academic journals, for example, Journal of Sustainable Tourism.

Make recommendations to JNTO and the tourist board of Madagascar.

Methodologies:

Qualitative: Interviews, case studies of successful initiatives, and Kyoto guesthouses in Edo-era.

Quantitative: Tourist surveys of satisfaction, economic analysis of impact.

Expected Outcomes:

A reproducible model of intangible heritage preservation with growth in local economies.

Improved Japan-Madagascar tourism relations.

Key Points to Emphasize:

Alignment: Describing how my past work is an organic continuation to this research.

Japan's Relevance: Highlighting unique strengths, Japan's omotenashi hospitality skills.

Impact: Highlighting tangible gains for Japan as well as for Madagascar.