TANGIBLE - INTANGIBLE HERITAGE(S): AN INTERPLAY OF DESIGN, SOCIAL AND CULTURAL CRITIQUES OF THE BUILT ENVIRONMENT

• Paper / Proposal Title:
Preservation of Language & Culture: Restoring Sustainable intangible Cultural Heritage Through Museum Volunteer Work For Cultural Empowerment / A Critique of Designing Possibilities to Sustain Culture in Tourism

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• Presentation Method. I would like to:
  i. present in person (with a written paper)

• Abstract (300 words):
This paper is based upon the author’s previous research on Karaji Yui which is an intangible Heritage Ryukyuan (Okinawan) Chignon (hair-style) tradition that was worn during the Ryukyu Kingdom in the 14th century. Recently, the traditional life-style or attire is on the way toward revival to represent the Okinawa Prefectural pride. This research has been consecutively continued from 2010 to the present. The author’s previous published research can be seen on the internet for promoting the research as well as promoting the volunteer group being led by Okinawa Prefectural University of Arts’ Lecturer and Karaji Yui Master Shizue Tamaki’s volunteer group’s art in the English Language. The findings of the previous research proved that there is a Socio-Cultural
impact on not only tourism on the island with tourists interested in traditional life-styles of Okinawa but also impacts on bureaucracy as well. However, to make this research possible it is necessary to have the cooperation from the museums as a positive spatial composition within the holistic realm of education. Previously, the author researched and proved that one group can make a change through volunteer work and became the candidates for the Intangible Heritage of Japan. The Karaji Yui Group led by the Karaji Yui Master Shizue Tamaki succeeded in being nominated in the year 2017. The aim of this research is to spread the work of the Karaji Yui group to the world through the power of the architecture of linguistics. English is a global language that can bilingually assist the public realm and sustain Intangible Heritage through volunteer work to make a positive influence on impacting global tourism through the promotion of traditional knowledge. The findings will indicate how individuals can sustain culture with vulnerable resources, as a historical positive critique to promote traditional attire or life-styles as a motif through hospitality in museums for cultural empowerment in tourism.

• Author(s) Biography (200 words each):

Professor Hirona Matayoshi is an Associate Professor in Applied Linguistics at Osaka Seikei University. She earned her B.A in Political Science at Albertus Magnus College in New Haven, CT and her M.Ed. in Curriculum, Instruction and Technology in Education (Applied Linguistics & TESOL) at the Temple University Graduate School (College of Education) in Philadelphia, USA. Professor Hirona Matayoshi is bilingual in English and Japanese as well as Semi-lingual in the Okinawan language (one of the languages designated as an endangered language by the UNESCO “Atlas of the World’s Languages in Danger” since 2009).

Prior to joining the faculty at Osaka Seikei University with the Department of Management and Tourism Business, she was also an Associate Professor at the Graduate School of Language and Culture at Osaka University, and a Lecturer at Rikkyo University, and Sophia University in Tokyo, Japan.

Professor Matayoshi’s research centers around 3 themes examined from a global and longitudinal approach to observe the following themes: The first theme is based upon Bilingual Education that focuses upon the preservation of indigenous languages and cultures such as the Okinawan language as well as culture. The second theme is Applied Linguistics as well as Curriculum Development including governmental policies such as the OECD and how these policies architecturally influence the realm of global education. The third theme is using the first and second themes to examine and assist Intangible Heritage volunteer groups to sustain their cultural heritage which also includes language, art, and cultural architecture through merging all aspects of language to communicate possibilities or critiques to promote cultural business management (tourism) so that culture and language can survive and reconstruct.