



*The Center for Advanced Tourism Studies (CATS) at Hokkaido University, established in 2006 as Japan's first national university institute dedicated to tourism studies, pursues three core missions: international and interdisciplinary research, collaboration among the public, private, and academic sectors, and graduate-level education. We explore how tourism and cultural exchange can address the complex challenges facing local communities in our changing society, while fostering skilled professionals in both research and practice.*

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Tourism Development, Destination Management, Cultural Heritage, Critical Tourism Studies, Tourism Education, Art Festivals, Regional Revitalization, Indigenous Tourism, Anthropology & Sociology of Tourism, International Cooperation & Global Tourism Policy, Tourism Geographies, Mountain/Arctic/Snow Tourism, Architecture, Urban & Landscape Planning, Popular Culture, Contents Tourism & Media, Multiculturalism, Migration & Living Spaces, Religion, Folklore & Tradition in Tourism



## Research & Collaboration

CATS conducts joint research with domestic and international partners and shares outcomes through public events and symposia.

## Mission & Vision

CATS advances tourism studies through academic exchange, regional development, and global cooperation.

## Graduate Education

CATS focuses on Tourism Creation in its graduate programs, including Japan's first certified Destination Manager Training, to develop future DMO leaders.