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The Intersection of Travel, Work and Migration: Challenges and prospects for the case of Niseko, a ski resort in Hokkaido

A u: japan lecture by Atsushi Takeda

Thursday
2023-11-30
18⁰⁰~19³⁰




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After the peak of the ski boom in Japan during the 1990s, many ski resorts either retrenched or ceased operations. However, Niseko, one of the ski resorts in Hokkaido, was an exception. Since 2001, Niseko has been attracting international tourists, particularly from Australia, and has even been referred to as “Little Australia.” As a result, the area has taken on a more Western atmosphere, complete with English signage, Western-style restaurants, and cafes.

The influx of international tourists to Niseko has also created a demand for foreign workers to accommodate guests. During the ski season, a large number of temporary workers come to Niseko to work in the tourism sector. While this is temporary mobility, as they are employed seasonally, there are also people who migrate to Niseko, attracted by the lifestyle. This lecture examines the flow of people to Niseko and its impact on the community, highlighting the voices of local residents

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