

【資料】

## Research Seminar Report: The Third “Working in Niseko” Seminar

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## Research Seminar Report: The Third “Working in Niseko” Seminar

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The third “Working in Niseko” seminar was held at Hokusei Gakuen University on September 9, 2024. The theme of the seminar was “Youth Mobility and Tourism: Work, Life, and Leisure.” This international seminar invited a keynote speaker from Hong Kong Polytechnic University, along with panel speakers from the Japan Association for Working Holiday Makers (JAWHM) and Niseko Promotion Board (NPB). Together, they discussed current trends and research on youth mobility and shed light on the experiences of international working holiday makers (WHMs) in Japan in particular. The seminar attracted researchers, practitioners, and local graduate and undergraduate students, all of whom contributed valuable insights and experiences that enriched the discourse and deepened the overall understanding of the topic. The seminar proceeded according to the following schedule.

### Program

**Date:** September 9th, 2024    **Venue:** Hokusei Gakuen University (C402, Building C)

12:30 Registration

13:00 Opening Address (Emcee: Mr. Daijiro Yamagishi, Project Assistant Professor, Wakayama University)

13:05 Keynote Speech: Youth Mobility and Tourism: Their Work, Life, and Leisure

(Dr. Honggen Xiao, Assistant Dean and Professor,

School of Hotel and Tourism Management, Hong Kong Polytechnic University)

14:10 Break

14:20–15:50 Panel Discussion

Theme: Youth Mobility and Tourism: Work, Life, and Leisure

Presenter 1: Current Conditions of the Working Holiday in Japan

(Mr. Kotaro Sanada, Public Relations Director, Japan Association for Working Holiday Makers)

Presenter 2: Tourism in Niseko

(Ms. Acme Wu, Chief Marketing Officer, Niseko Promotion Board)

Presenter 3: Working Holiday in Niseko

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Keywords: Working holiday maker, Niseko, Snow resort, Seasonal worker, Mobility, Seminar report

(Prof. Kyoko Morikoshi, Professor, Hokusei Gakuen University Jr. College)

Coordinator: Dr. Hayato Nagai

(Associate Professor, Graduate School of Management, Ritsumeikan University)

Commentator: Prof. Honggen Xiao

(Assistant Dean and Professor, School of Hotel and Tourism Management,  
Hong Kong Polytechnic University)

16:00 Networking Session

16:30 Closing Ceremony

Dr. Xiao's keynote speech, titled "Youth Mobility and Tourism: Work, Life, and Leisure," emphasized the interconnectedness of mobility with tourism and leisure, thereby highlighting the growing relevance of mobility since the late 1990s. His talk delved into the concept of "home" as an anchor for mobility, with examples from China—such as the "lying flat" movement and digital nomadism—to illustrate shifts in work and leisure practices. Key trends—such as "youth nursing homes" in China—were highlighted, along with theories from scholars like Hannam and Sheller on modern mobility. Dr. Xiao concluded by emphasizing the importance of studying home and mobility together, with implications for tourism policy and marketing.

Following the keynote speech, a panel discussion on youth mobility was held, which was moderated by Dr. Nagai. The first presentation, titled "Current Conditions of the Working Holiday in Japan," was delivered by Mr. Sanada from JAWHM. He highlighted Japan's working holiday programs, which are important for promoting international cultural exchange among the youth. Japan has partnerships with 30 regions and countries, with Australia being the top working holiday destination. In the post-COVID-19 era, the number of Japanese WHMs in Australia has surged; however, it was also reported that many face difficulties in finding jobs in the country. In Japan, the majority of international WHMs are from Asia, Europe, and Australia, and many of them work in seasonal tourism and hospitality jobs.

The second presentation was delivered by Ms. Wu, who works for the Niseko Promotion Board. She discussed the current situation of tourism and its development in Niseko, a popular winter destination for Australians and increasingly for North American visitors as well. She discussed the key challenges that Niseko faces, such as seasonal worker shortages and rising accommodation prices. In addition, she highlighted the NPB's activities to develop Niseko as a year-round destination and reduce its reliance on the winter season. Further, she also explained community support programs, such as the Locals Card, in her presentation.

The final presentation was given by Prof. Morikoshi, who reported an ongoing JSPS-funded research examining the role of WHMs in Niseko's tourism industry. The findings thus far indicate that WHMs play a vital role in alleviating labor shortages in tourism, although short employment terms and high costs of accommodation are current challenges. The research is being conducted mainly with WHMs from Australia, the UK, and Canada, and has revealed that the WHMs value the winter sports and international environment but also face high living expenses. In her presentation, she highlighted the need for infrastructure improvements and better working conditions.

The panel discussion was followed by a Q & A session. Participants discussed issues such as

Niseko’s English-centric service environment, the challenge of balancing language skills across seasons, and the high cost of staying in Niseko for Japanese tourists. The participants also suggested that more research on WHMs and rural mobility trends should be conducted in Niseko and other areas in Japan. The seminar concluded with a networking session, which provided a valuable opportunity for attendees to connect and exchange ideas, followed by the closing ceremony.

### **Acknowledgment**

This work was supported by JSPS KAKENHI 20512448.

