

JAPAN TRIP REPORT

The International Joint Seminar & Visit to Shin-koto Incineration Plant Tokyo

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Marketing Analysis

Nakamise Dori

Nakamise Dori is famous for its temples and shops. The area is always filled with local and international tourists. All Japanese culture and traditions can be seen in this particular area, such as foods, rare items, and all other things. According to history, Nakamise Dori was different than it is now. It was previously destroyed during the World War II and not to mention several disasters such as earthquakes that occurred in the past. But then the stores and the street were rebuilt and stayed as it is now in this era. The street contains more than 90 stores and eateries as well as souvenir shops. It is a tourist favorite spot with many varieties of Japanese antiques that are even rare in Japan, there it is always full with visitors from around the world.

The shops that sell souvenirs target both domestic and international tourists. The items that are sold vary from authentic and useful souvenirs. Rare traditional items can possibly be found such as chopsticks, geta, yukata, wooden combs, and folding fans.

In order to explore Nakamise Dori, it is best to explore the area by foot. Both sides of the pathway are filled with stalls that are filled with colorful Japanese style goods. Woodblock prints, Buddhist scrolls, and many other traditional food and sweets are among the items that attract either local and tourists. Even when the shops are closed, it transformed into a beautiful landmark that is too good to be missed. The street is easy to be accessed with various public transportation. These are the most famous items sold in Nakamise Dori:



1. Mini Lanterns

There are many lanterns surrounding the Sensouji Temple. It is easy to find small lantern and what it makes it special is that you can fold and stow them away.

2. Charms with bells

A tool for Buddhist worship. Inside it there are charms that are used for specific purposes, such as protection..

3. Wind Chime

The sound of of wind chime is symbolic especially during the Summer. According to their culture, before there were air conditioning, the people of Japan would feel the coolness by hearing the sound of wind.

4. Tabi Socks

Socks that have the front end split in two sides.

5. Chopsticks

In Japanese cuisine, chopsticks is very popular. The chopsticks that are sold in the street have various design and engraved calligraphy.

Cultural Analysis

There are many positive values from Japanese culture that can be applicable to daily life. But it is essential to understand that Japan is a country where its people are very obedient. The people of Japan are very obedient towards the rules that are given to them. Their culture also teaches them to live in order and peace. That is the reason why Japanese are very concerned with cleanliness and harmony. We can see in the street of Tokyo where there are not so many trash can but yet the street is all clean. This is because every time the they want to throw a garbage, they need to hold it until they meet a trash can. Another point about Japanese culture is about time. They respect time and therefore being late is intolerable. Smoking in public are is also prohibited until you can find a smoking area. The rules are given specifically, and people are obedient with the rules that are given to them.

According to history, the reason behind why in this modern era the Japanese people are so obedient and live in order comes a long way back in the empirical era. They believe and religion is Shinto. In their religion and from their ancestors teaching, they are thought to be obedient and respect the elderly. These values is cherished until now modern Japan. The values are practiced and passed since a young age. Discipline, respect, and obedience are thought from early age in school. The school system in Japan, when they are still in elementary school are more about life values knowledge. Character are built since young age in order to prepare them to become a good human being in the future.

The Japanese people still embrace and preserve their culture very well. It can be seen in the streets and temple many youngsters using the traditional Yukata. It is hard to believe in this era of modernization and influence from the west, yet the people of Japan still know the root of their culture. It all comes to what their believes (which is Shinto), and the culture that is given from their ancestors. The government has invested their people in moral and value of life, the way of living in harmony. They invested in the children since a very young age.



Company Visit

Shin-koto Incineration Plant

The most common problem of a city in this modern era is the management of waste. Especially in urban and big cities around the world, the problem of waste management cannot be denied. From plastics to organic waste, without good management it would be hard to be processed. One of the solution is to turn those waste into energy, renewable energy. Many countries such as Sweden and Norway use waste to generate electricity. Even Sweden has to import waste from its neighboring country to generate partial of their electricity generator. However, the point of having a facility is not only about the electricity but how we can dispose the waste into beneficial purposes.

The Shin-koto incineration plant is managed by the Clean Authority of Tokyo. All waste from certain district are collected a process in the incineration plant. Different materials are separated before burned into various categories which eventually can be useful and recycled. The Incineration plant produce ash as a result of burning waste which eventually can be useful for hardening the pedestrian area, highway, and even building. The vapor from the burning then can generate the turbine to produce electricity. The electricity that is produced by this incineration is capable to run the whole facility systems.

The good thing about Shin-koto incineration plant is that they also educate the citizens especially the students about the process. Through campaign they educate the citizen about the importance recycle and the separation of different type of waste. The awareness of the citizen could help the process much easier because from the beginning, the waste are already separated so the garbage truck would be much easy to categorize the waste. This collaboration between the citizen and the authority has made the whole process of waste management

become more effective and efficient. In the other hand, it needs the involvement of every stakeholder in order to make the system works properly.

