

RESEARCH ON PRESERVING AND PROMOTING THE HERITAGE
OF JIDAI MATSURI (FESTIVAL OF AGES) IN KYOTO, JAPAN

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Abstract:

The changes of communal festivals under the cultural and historical impacts including objective factors (space and time) and subjective ones (subject, ideology, human resources, financial resources) have been considered as a matter of fact. However, along with the changes of the modernized society, communal festivals should be conserved and their values should be promoted in terms of intangible cultural heritage. It is necessary to preserve their authenticity in religious beliefs, and at the same time, promote their roles in developing local and national economies. Therefore, this study aims to examine some methods used in preserving and promoting the heritage of Jidai Matsuri (Festival of Ages), one of the most famous historical festivals in Kyoto, Japan.

Key words: Communal festival; Preserving; Promoting; Intangible cultural heritage; Authenticity; Jidai Matsuri.