



## **The Role of Geisha's Hospitality in Regional Revitalization: A Pathway to Sustainable Tourism and Well-being in Hachioji**

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### **Abstract**

This research examines how traditional geisha culture contributes to regional revitalization and sustainable tourism development through a case study of the Hachioji Nakacho geisha district in Tokyo, Japan. While the decline of traditional entertainment districts has been widely documented in modern Japan, some communities have successfully integrated their cultural heritage into contemporary tourism frameworks. Through qualitative research methods, including in-depth interviews and participant observation, this study analyzes how the preservation and adaptation of geisha culture creates sustainable pathways for regional development. The findings suggest that geisha hospitality serves as a unique form of cultural capital that can be leveraged for community revitalization while maintaining authenticity and traditional values. This research contributes to the growing body of literature on sustainable cultural tourism and offers practical insights for other communities seeking to preserve traditional arts while promoting economic development.

**Keywords:** Geisha, Cultural preservation, Sustainable tourism, Regional revitalization, Japanese hospitality, Cultural heritage