























## Christmas Market in TOYAMA - What is it?

Akemi KANESHIRO-HAUPTAMNN, Takayoshi HIRANO, Hiroshi SUZUKI,  
Midori TAKEZAWA, Takako HAMA

Center for Liberal Arts and Sciences, Faculty of Engineering

*Abstract:* During my life in Germany (1998-2018) and after conducting research on Christmas markets in Germany, Austria, and Switzerland, I visited Christmas markets in Osaka 2019, Tokyo, Yokohama, Fukuoka, and Kosaka 2021 and attempted to clarify their characteristics. In my opinion, these are alike German beer festival *Oktoberfest*. Why such a difference? When I produce a Christmas market in Toyama, what do I need? Specialised food, traditional crafts, a pleasant atmosphere, and receptive students, because they need to discuss their ideas for the Christmas market project. In this article, I will delineate my concept regarding my seminar and practices and what we can do to lead students to enjoy Toyama. This constitutes an experiment for me with my colleagues. German Christmas markets were categorised into five types. One of these types, a small market with local people, constituted an example for the Christmas Market in Toyama. Based on the descriptions of this market, ideas, planning, the day it is held, its aftermath, and projections for future occurrences, you can see that the characteristics of the observer and the beginning of a new culture suggest the following: it is crucial to turn the bad into good without lamenting on the situation and to try again after a failure.

*Key Words:* Christmas market, German culture in Japan, Toyama, cooperation, strength of weak ties