

# **From Ritual to Tourist Attraction: The Solo Travelers in Sumiyoshi Matsuri, Osaka**

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## **Abstract**

The Sumiyoshi Matsuri is a famous festival of Osaka with inheritance of traditional rituals and gorgeous scenes. The characters, songs, buildings and portable shrines that come into the ritual scene make you feel that you are in history. This paper tried to use the Sumiyoshi Matsuri as an example to explore how the solo travelers could find the attraction of such a festival.

Japanese Matsuri is for fun or entertainments to modern tourists. I expect that readers can learn from this paper that show how Japanese rituals of a local festival would become non-daily experiences. This research would also explain how solo travelers of different cultures and backgrounds would obtain joy and peace from the ritual. As such, the research object is the experience of travelers. This paper collects information regarding rituals and solo travelers from different sources, e.g., the internet, books, and magazines. The author interviewed five solo travelers who attended in the Sumiyoshi Matsuri. I collected their points of view in relation to their participation in the Sumiyoshi Matsuri. Simply put, this paper was to discuss the attractions of Sumiyoshi Matsuri through the lens of the solo travelers. It showed why travelers visited Sumiyoshi Matsuri rather than other Matsuri in other cities in Japan.

Keyword: Ritual, Tourist attractions, Solo Travelers, Sumiyoshi Matsuri