

【Short Communication】

A Case Study of the Influence of Rural Tourism on Farm Village Endogenous Development

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1. Introduction

Rural tourism efforts expand widely in Japan, which include agricultural-products outlets, food-processing and sales, farmhouse inns, farmer's restaurants, and farm village experiences. Conventional perspectives on local rural economic development have included the stimulation of agriculture and public works. These conventional economic development aimed at the large-scale and efficient businesses. Rural tourism for local development differs from this conventional style. Rural tourism use specific and diverse regional resources. This resource use have important role for local development.

Rural tourism is discussed in the framework of endogenous development theory. According to Miyamoto (1989), endogenous development is "...performed by people's own initiative and used many resources which are inherent in an rural region." Several major criteria for endogenous development are pointed out as follows. (1) Its central purpose is rural amenity conservation. The development is considered in the context of preserving the natural resource and rural landscape in the region. (2) Local residents use local technology, industries, and culture for their businesses on endogenous development. (3) Locally added-value on endogenous development isn't limited to a specific industry. This added-value is induced on many other industries in the region. Various industrial linkages need to increase locally added-value on many local industries. (4) It is needed for the endogenous development to increase residents' participation into decision making group on capital and land development. In case we apply these criteria above to rural tourism, we can point out three important criteria. These are as follows: (1) There need to be significant connections between ru-

ral tourism and other local industries; (2) management for rural tourism need to be conducted by local residents; and (3) rural tourism development need to have strong linkage with environmental conservation activities.

We will conduct the case study analysis of rural tourism in Miyama-town (Kyoto prefecture), Yachiyo-town (Hyogo prefecture), and Asuka-village (Nara prefecture)¹⁾. We will discuss the differences between the actual condition which drown by the case analysis and ideal condition for endogenous development. And in the conclusion, the paper turns to a discussion of the general subject and direction of rural tourism for endogenous development.

2. Three Viewpoints of Case Analysis

Three conditions for ideal rural tourism which contribute to endogenous development are local resident's participation, environmental conservation, and local industrial linkage. Each is described here.

(1) The Role of the Industrial Linkage in Rural Tourism

Miyazaki (2002) pointed out that it is important for endogenous development to form the industrial linkage between rural tourism and the other industries in the region. A strong rural tourism program strengthens industrial linkages between rural tourism and other local industries. Through this process, rural tourism induces intermediate demands of local industries. Industrial linkages between rural tourism and other local industries also are increased whole employee incomes in the region. By doing this, rural tourism contributes to endogenous development.

Rural tourism do the business with many local industries on intermediate demand stage. Especially, the

relation between rural tourism and agricultural industries is strong. There are many rural tourism aiming to resolve several agricultural problem, which are reduction in farmers, farmer's income, farm land and so on. In addition, rural tourism is conducted in the framework of "chisan-chisyo" (to produce locally, to consume locally). Therefore, we need to discuss the relation between rural tourism and local agriculture. More about the linkage between a rural tourism and regional agricultural program needs be said.

(2) Role and Function of Urban Residents

Moritomo (2000) points out importance of local residents participation in the decision making for rural tourism plan. Moritomo says that local residents participation in rural tourism plan is needed for endogenous development. Moritomo discusses necessity for local community-based management in rural tourism. In this management system, local residents can participate to the decision making for rural tourism plan. While Moritomo focused on the role of the "local resident" in community-based management, he provided no insight into the role of urban residents. Rural tourism considers local resources to the public goods. In rural tourism, public goods management by local and urban residents is aimed. In other words, we need to discuss the role and function of urban residents in rural tourism plan.

(3) Environmental Conservation and Rural Tourism

Hobo (1996) discusses the importance of promoting partnerships and exchanges with urban residents who benefit from the multi-functionality in rural areas. This functionality includes natural environmental preservation, landscape conservation, national land conservation, and cultural conservation. Hobo points out that it is important for endogenous development that rural tourism

use the multi-functionality in rural area. Moreover, Ohe (2002) suggests that the use of multi-functionality in rural tourism leads to farm management diversification. Here, attention is paid to the relationship between rural tourism and natural environmental preservation.

3. Outline of Three Case Study Area

(1) The Case Study Region

Table 1 shows statistical data on each site (Miyama-town, Yachiyo-town, and Asuka-village). Miyama-town is in a mountainous agricultural area and is typified by its high rate of elderly person and farm households. In contradistinction, Yachiyo-town and Asuka-village have more young populations and non-farmers than Miyama-town. Farmers and non-farmers increasingly live together in the latter two communities. Both have a new function as bedroom communities.

Asuka-village has about 830,000 annual tourists, Miyama-town 490,000, and Yachiyo-town 230,000 respectively. Tourists are drawn to Miyama-town to see traditional private houses with thatched roofs, many of which have been enrolled on the national registry for preserving this building style. Asuka-village has abundant historical cultural heritages, such as the Takamatsuzuka Old Mound, Kitora Tumulus, and the ruins of the Asuka pond. Because of their abundant historical and cultural resources, Miyama-town and Asuka-village have been introduced on numerous mass media. As a result, many urban people visit these communities annually. Yachiyo-town, on the other hand, has relatively few special cultural and historical resources and, as a result, draws fewer tourists.

(2) Rural Tourism in the Case Study Region

In Miyama-town, there are five main rural tourism

Table 1. Statistical data on three case-study regions

	Miyama town	Yachiyo town	Asuka village
Type of Agricultural Area	mountains agricultural area	mountains agricultural area	Intermediate Agricultural area*
Population (1996, persons)	5,479	6,320	7,272
Rate of Farm household (2000)	49.6%	30.1%	29.9%
Rate of elderly person (2000)	33.0%	22.6%	23.0%
Number of Visitors (10 thousand persons)	49	23	83

* : Areas other than mountains and plains agricultural areas.

activities. These include the hotel and restaurant, manufacturing and sale of mineral water and tea drinks, direct sales of agricultural-products, preservation activities of traditional private houses, and manufacture and sale of forest-products goods. Rural tourism in Miyama-town features activities which use local environmental resources (water and forests) and the processing and sales of agricultural and forest products. These activities suggest that tourism in Miyama-town can be characterized by the processing and sales of agriculture-and-forestry products which make use of local natural resources.

In Yachiyo-town, several main rural tourism activities have been established. These include a community farm with accommodations, restaurants, agricultural food production and sales, camp site and a wedding hall. Rural tourism here is characterized by the enjoyment of agricultural experiences and outdoor recreation in natural environment.

In Asuka-village, there are 24 rural tourism activities including the presence of a rice terrace owner system, community farm, farm experiences, outlets for agricultural products, manufacture and sale of agricultural-products processed goods, and a restaurant. In Asuka-village, rural tourism activities are more broadly than either Yachiyo-town or Miyama-town. Rural tourism in Asuka-village is characterized by agricultural and traditional cultural experiences.

Rural tourism in Miyama town takes account of strong connection among rural tourism, regional agriculture and environmental conservation. In Yachiyo town, visitors from other urban area take much important roles and functions in tourism management plans. Tourism in Asuka village is not only characterized by much roles and functions of urban residents, but also has strong connection between rural tourism and regional agriculture. We can say that these three region's tourisms above in our paper are appropriate case studies for discussing with the three conditions for endogenous development (connection between rural tourism and regional agriculture, roles and functions of urban residents, and environmental conservation).

4. Characteristics and Subject of Rural Tourism in Study Region

Table 2 is classified and arranged by the three features of rural tourism in the three case-study regions—the connection between tourism and regional agriculture, role and function of urban residents, and use of environmental resources.

(1) Solution of Agricultural Problems by Connection between tourism and regional agriculture

Connections between rural tourism and regional ag-

Table 2. Characteristics of rural tourism in the three case-study regions

Items	Miyama town	Yachiyo town	Asuka village
	strong	weak	medium
Connection between tourism and regional agriculture	<ul style="list-style-type: none"> • Direct sales of local agricultural products • Agricultural products sales with brand-value • Coordination with set aside measures 	<ul style="list-style-type: none"> • Direct sales of local agricultural products • Bean-curd processing with local soy-beans 	<ul style="list-style-type: none"> • Direct sales of local agricultural products • Local brand Agricultural products sales
Role and function of urban residents	few	medium	much
	<ul style="list-style-type: none"> • Participation of forest volunteers 	<ul style="list-style-type: none"> • Participation in several local events • Decision-making in rural tourism plans 	<ul style="list-style-type: none"> • Decision-making in rural tourism plans • Design of rural tourism events • Participation in community-based manageme
Use of environmental resources	Active	Inactive	Inactive
	<ul style="list-style-type: none"> • Use of water resources • Use of forest resources 	Not identified	Not identified

riculture in Miyama-town is shown by the direct sales of local agricultural products, local brand agricultural products sales, and tied-up policy between tourism and farm land set-aside measure. The tied-up policy form a critical connection between rural tourism and regional agriculture in Miyama-town. Miyama-Meisui Corp. is a rural tourism business that manufactures and sells mineral water used local natural groundwater, and tea drinks made by local barley. In Miyama-town, a part of barley farming are conducted as the set-aside measure and cultivated at this set-aside farm. The amount of set-aside farm for barley cultivation is about 26.9 ha. This shows strong connection between rural tourism and regional agriculture in this area.

A similar direct connection appears in Yachiyo-town where direct sales of local agricultural products is conducted. First, Mister-Kouboh-Yachiyo²⁾ is involved in many direct sales of local agricultural products. Mister-Kouboh-Yachiyo buys vegetables for processing food from 15 local farmers. Characteristics of these local farmers who ship vegetables to Mister-Kouboh-Yachiyo include: (1) products shipped to Mister-Kouboh-Yachiyo aren't for commercial sale, these are produced as subsistence products for farmers themselves; (2) most of these farmers are elderly; and (3) generally the vegetables for Mister-Kouboh-Yachiyo are both small in quantity and varied in type. The production size of farmers shipping their products to Mister-Kouboh-Yachiyo is small and most of these are noncommercial farmers. As a result, the potential impact on improving regional agricultural structure is limited.

Second, in Yachiyo-town, bean curd made by local bean is sold at local restaurants and gift shops. However, since these bean curd sales are not conducted in context of the policy that contributes to the conservation of agricultural resources, as in Miyama-town. The extent of this activity on regional agriculture is narrower. We can say that the connections between tourism and regional agriculture in Yachiyo-town is weak.

In Asuka-village, rural tourism contributes to agricultural structural improvement as in Miyama-town. This is accomplished through direct sales of locally grown agricultural products and local brand agricultural products sales. The connection between rural

tourism and regional agriculture is formed, in large part, by the outlet activity for agricultural products. Two main outlets in Asuka-village are Asuka-no-Yumeichi and Asuka-Yume public corporation. These outlets are managed by "the public corporation for local development³⁾". Total sales for these outlets amount to 135 million yen, or 86% of total main rural tourism sales. This clearly indicates the important position of both outlets to rural tourism in Asuka-village. The number of farmers and farmers groups shipping their products to Asuka-no-Yumeichi and Asuka-Yume public corporation are 80 and 230 persons or groups, respectively. As a result, agricultural structural improvement is shown by outlet sales. Overall, the connection between rural tourism and regional agriculture are strongest in Miyama-town, while the connection in Yachiyo-town and Asuka-village is weak and medium, respectively.

(2) Role and Function of Urban Residents

Participation as a forest volunteer is one activity of urban residents visiting Miyama-town. Volunteer activities is conducted with the Asiu-Nameko corporation⁴⁾ at its secondary natural forest there. This activity particularly focuses on shiitake mushroom cultivation and the exercise of charcoal-burning. University students from Kyoto-city mainly participate in this activities. These people who participate these activities are not only consumers of agricultural products, but also supporter of forestry households and forestry organizations.

Urban residents enjoying rural tourism at Yachiyo-town participate in several local events and assist in discussion on various decision making plans for rural tourism. In Freuden-Yachiyo⁵⁾, which manages a community farm with accommodations, urban residents who use the community farm manage the Freuden friends group⁶⁾. The Freuden friends group members' activities include: (1) participation in traditional local events; (2) planning and management of the Thanksgiving festival; and (3) attendance at board meeting conducted by the Freuden-Yachiyo management corporation.

In Asuka-village, decision making for rural tourism plans, the design for events related to rural tourism, and participation in community-based management

are activities of urban residents engaging rural tourism. About 50 residents participate in the rice terrace owner system⁷⁾ and manage the owners' association. Firstly, Some association members hold executive management positions in this owner system. Typical owners' association activities include: (1) participation in local events; (2) attendance at board meetings of the rice terrace owner system; (3) the design of rural tourism events; and (4) participation in activities designed to improve environmental conservation. Secondly, this owners' association members involve in volunteer activities for supporting community-based management in Asuka village. The members participate in weeding activity on regional farmland and management activity for keeping Japanese pampas grass landscape.

The leader of this owners' association is urban resident visiting Asuka village. He works for research institute on history and traditional culture about Asuka village. His continuous works in Asuka village seem to be the base of his owners' association activities. It shows that the relation between historical resource and rural tourism is strong in Asuka village.

The role and function of urban residents in Miyama-town is few. Their activity is limited to participation because urban residents are not involved in rural tourism decision making activities. In Yachiyo-town, some rural tourism efforts are done by the cooperation of both rural and urban residents. As compared with Miyama-town, urban residents in Yachiyo-town have a greater role and function in rural tourism activities. Urban residents in Asuka-village are more involved in rural tourism activities than Miyama-town and Yachiyo-town. Some urban residents visiting Asuka-village are given an executive management role and make decisions about rural tourism plans and events. In addition, urban residents visiting in Asuka-village serve labor force for community-based management. In this way, the range of roles and functions of urban residents is wider in Asuka-village, medium in Yachiyo-town, and narrow in Miyama-town.

(3) Use of Environmental Resources

Rural tourism using environmental resources can only see in Miyama-town. Rural tourism activities using environmental resources in Miyama-town are asso-

ciated with water resource use and forest conservation. This paper discusses the activities of Asiu-Nameko Corporation and Miyama-meisui Corporation as a case of rural tourism in Miyama-town using environmental resources.

Some members of Asiu-Nameko Corporation are also members of the local forest conversation group. The representatives of the group say: "We want to use forest products from our local natural forest which has been a source of subsistence for a very long time." Such activity reflects the relation between rural tourism and forest conservation. Miyama-meisui Corp., which manufactures mineral bottle water and tea drinks, was recently established, as stated earlier. The main reasons of establishing the corporation are the expansion of local movements toward using soap made from waste oil and enactment of the town legislations for firefly protection. In this way, tourism activities in Miyama-town have important relations between rural tourism and natural resources conservation.

(4) The Subject of Rural Tourism for Endogenous Development

There are large differences in the impacts of rural tourism and its association with cultural, historical, and natural resources. Miyama-town rural tourism has strong connections with regional agriculture, and an active use of environmental resources. But there is a very limited role and function of urban residents there. Rural tourism here needs to have more agricultural experiential opportunities. These experiential opportunities seem to give urban residents larger role and greater function on rural tourism management.

In Yachiyo-town, urban residents play a larger role and have a greater function in rural tourism but their connection with regional agriculture is weak and the use of environmental resources is not identified. It is necessary for rural tourism in Yachiyo-town to promote activities which contribute to the resolution of agricultural and environmental problem such as promoting new farmers, improving agricultural income, and supporting farmland and environmental conservation efforts. In Asuka-village, rural tourism has many characteristics reflecting the greater involvement of its visiting urban residents. However, currently, there are no activities that focus on environmental resources.

Asuka-village has conducted rural tourism based on its regional historical heritage. Efforts need to be made to include activities with a focus on environmental conservation.

5. Conclusion

This paper discussed rural tourism using case study information drawn from Miyama-town, Yachiyo-town, and Asuka-village. In order for rural tourism to contribute to endogenous development, three conditions must be met: (1) There needs to be a strong connection between rural tourism and regional agriculture; (2) a wide range of roles and functions for urban residents engaging rural tourism is needed; and (3) rural tourism must be associated with environmental resource use. In this study, none of the three communities met these all.

Rural tourism for endogenous development has been actively promoted over the last decade. But this seems to reflect an overly optimistic attitude on the part of people engaged in rural tourism related research and outreach. In general, it appears to reflect the belief that rural tourism can accomplish endogenous development without fail. What is forgotten is that rural tourism is just one out of many ways for promoting endogenous development. Planners and managers of rural tourism activities should inventory, identify, and define opportunities for tourism related endogenous development, and in the process indicate what the most adoptable conditions and systems for endogenous development might be. Each of the three conditions identified in this paper are essential factors if rural tourism is to play the role to contribute to endogenous development. We intend to continue our work in this area and identify other essential factors related to a proper evaluation of the role of rural tourism on endogenous development.

1) We conducted interviews with representatives working in rural tourism businesses. Dates of interviews were: Oct. 10, 2001; Dec. 6-7, 2001; Nov. 18-19, 2002; Mar. 12, 2003; May 17-20, 2004; Aug. 9-10, 2005. The descriptions in this paper were drawn from these interviews. We take full responsibility for all descriptions in this paper.

- 2) This group was established by 20 local women. Its main efforts include the manufacture-and-sale of agricultural-products processed goods and management of a restaurant.
- 3) This corporation was established in 1998. The main work of this corporation is promoting farm use, support of activity for agricultural production, and policy making for using local resources. This corporation is given a role as coordinator in rural tourism activities.
- 4) This corporation manufactures and sells forest-products processed goods, such as mushroom products, wood products and so on.
- 5) The main works of Freuden-Yachiyo are its community farm with accommodations and coffee shop. The area of one community farm unit is 250 m² and there are 60 community farm units.
- 6) All persons borrowing community farms are members of this group. This group has some roles such as notifying Freuden-Yachiyos' members about events event information (Nakamura 2002).
- 7) The main activities of the rice terrace owner system are rice field farming and community farms experience. Sizes of those works are 72 units for the experience rice farm (1a/unit), and a 100-unit community farm (30m²/unit).

Reference

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摘 要

都市農村交流による内発的發展を行なうためには、地域農業との連携、都市住民の役割と機能の拡大、地域環境資源利用の三つの条件を満たすことが求められる。そ

こで、本報告では、都市農村交流の取り組みについて、上記した三つの視点を踏まえた検討を行ない、都市農村交流の課題と方向性について議論した。事例として、京都府美山町、兵庫県八千代町、奈良県明日香村で取り組まれている都市農村交流を取り上げた。各事例を検討した結果、三つの条件すべてを満たす事例は無かった。都市農村交流の今後の課題として、これら三つの条件を組み込むための方策を検討していく必要がある。