

2008 年度
国内実地研修報告書

—長野県阿智村に学ぶ地域再編下の住民と役場の協働のあり方—

Domestic Fieldwork Report 2008

**Collaboration between Residents and Administration under
Community Reintegration, the Case of Achi Village,
Nagano Prefecture**

2009 年 3 月
March 2009

名古屋大学大学院国際開発研究科
Graduate School of International Development
Nagoya University

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はじめに

国内実地研修は、現場での実践的な教育研究活動を重視する国際開発研究科にとって重要な取り組みの一つであり、海外実地研修とともに研究科共通課目として位置づけられている。その主な目的は、1)「開発現場」を知ることの重要性を実感する、2)フィールド調査の基本的な方法や姿勢、調査倫理などを習得する、3)日本の地域開発をめぐる諸問題を学ぶ、4)異なる社会経済的・文化的背景の学生によるグループ活動を通して、国際的環境における共同作業の経験を積む、の4点である。

1995年度の開始以来、愛知県・岐阜県・長野県の自治体に協力を求め研修場所を移動させ、近年は長野県南部の村々を訪れている。2008年度は、長野県下伊那郡阿智村の協力を得て、11月4日から6日にかけて訪問調査、また11月28日には報告会を行なった。参加者は28名(全員博士前期課程1年生、うち1名は法学研究科、日本人学生11名、留学生17名)、経済・行政・福祉・教育の4グループに分かれ、教員5名が引率にあたった。

阿智村は、前年度研修を実施した清内路村に隣接し、両村は2009年度に合併することが予定されている。もちろん分野毎に合併による影響の違いはあるものの、変化の最中にある自治体の様子を学生たちはそれなりに肌で感じることはできたのではないと思う。

今回の研修を通して特に印象に残ったことは、自治体側が私たちのような外部の訪問者を受け入れる姿勢である。昨今は阿智村を訪れる団体が多く(われわれの訪問中も他自治体からの視察団が訪れていたという)、受け入れ側にとって大きな負担であることはまちがいない。それでも、外部からの批判や提言を積極的に取り入れ、村づくりに活用していこうというのが阿智村の意向であるともうかがった。それに関連して、報告会の席でも学生たちの発表に対し、いろいろな励ましの言葉や事実関係のご指摘などをいただき、村の開かれた姿勢を学ぶことができた。

本報告書は、報告会の席でいただいたコメント等も踏まえ、調査の見聞を学生たちなりに咀嚼しなおした産物である。掘り下げ不足の点も残されているが、外部者の視点として阿智村の方々にご覧いただけるものになっていれば幸いである。

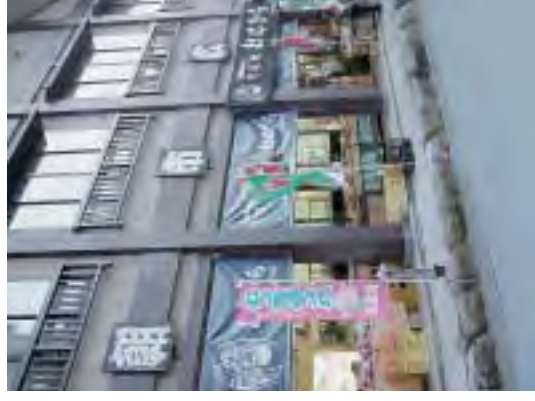
最後に、研修の実施にあたってご協力いただいた阿智村の岡庭村長をはじめ、村役場、特に協働活動推進課の方々、その他お世話になった関係者の方々に、この場を借りて厚く御礼申し上げます。

名古屋大学大学院国際開発研究科
2008年度国内実地研修委員長
東村岳史

集合写真



朝市の様子



村長の講話



特産品



WG1



WG2



WG3



WG4



結果報告の様子



報告会に対する林課長のコメント



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2008 年度 国内実地研修の概要

1. 目的

名古屋大学大学院国際開発研究科は、1995 年以降、正規のカリキュラムの一環として国内実地研修（Domestic Fieldwork、略称 DFW）を実施している。DFW は、1992 年以降本研究科で実施されている海外実地研修（Overseas Fieldwork、略称 OFW）をモデルに考案されたもので、これら二つのプログラムは本研究科が重視する実践教育の支柱となっている。

DFW の主な目的は、日本の地域開発をめぐる諸問題や町おこし・村おこしの取り組みについて現地調査を通じて学ぶことにある。本研究科の修了生の多くは国際開発・協力の実務や研究活動に携わっているが、将来、そうした職務に就く可能性の高い日本人学生や留学生にとって、日本国内での開発事例を学ぶことは発展途上国の開発問題を考える際にも非常に有益であると考えられるためである。そうした学習・調査活動を通して、参加学生が「開発現場」を知ることの重要性を実感すること、そして国際色豊かな構成員でのグループ活動を通して現地調査の基本的姿勢や方法を習得することもまた DFW の重要な目的となっている。

2. 本年度を含む実施実績

これまでの実施実績は下表の通りである。13 回目となる本年度の DFW は昨年同様、長野県下伊那郡阿智村に受け入れをしていただいた。現地調査は 2008 年 11 月 4・6 日に実施され、参加学生は 4 つのテーマ別に分かれて、それぞれの視点から阿智村について多面的理解に努めた。本年度も例年同様、調査終了後に調査地を再び訪れ、結果報告をさせていただいた。それによって調査をお引き受けいただいた村民の方々に直接、調査結果のフィード・バックを行えたこと、そして村役場の方々を中心とする村民の方々に貴重なご意見やご指摘を賜ることができ、大変貴重な機会となった。なお本年度の参加学生は日本人学生 11 名と留学生 17 名の計 28 名で構成された。

■ DFW の実施実績

	年度	研修場所	参加学生数 (内、留学生数)
1	1995 年	愛知県幡豆郡一色町	10 (4)
2	1996 年	愛知県幡豆郡一色町	13 (8)
3	1997 年	愛知県加茂郡足助町	19 (11)
4	1998 年	愛知県加茂郡足助町	25 (14)
5	1999 年	愛知県渥美郡渥美町	36 (25)
6	2001 年	愛知県南設楽郡鳳来町	23 (14)
7	2002 年	岐阜県郡上郡八幡町	26 (18)
8	2003 年	岐阜県加茂郡東白川村	36 (16)
9	2004 年	岐阜県加茂郡東白川村	32 (15)
10	2005 年	長野県下伊那郡泰阜村	31 (17)
11	2006 年	長野県下伊那郡泰阜村	40 (19)
12	2007 年	長野県下伊那郡清内路村	25 (20)
13	2008 年	長野県下伊那郡阿智村	28 (17)

(注) 2000 年度は研修場所の諸事情により実施されなかった。

3. プログラム内容

DFW のプログラムは、事前研修、ワーキング・グループ（Working Group、以下、WG とする）ごとの調査準備、現地調査、結果報告会の 4 つの活動から構成される。

■ 事前研修

日時	講師	講義内容
5月21日(水) 16:45-18:15 <必須>	2008年度DFW委員長 東村 岳史	「日本の地方行政」「地域の調査マナー：これまでの経験から」
5月28日(水) 16:45-18:15 <必須>	阿智村役場 総務課長 佐々木正義 様	「阿智村の概要」
8月4日(月) -7日(木) <選択> 集中講義	国際協力銀行 技術顧問 鹿野和子 様	国内実地研修特論：「日本の地域開発経験の途上国への導入可能性」

■ ワーキング・グループごとの調査準備

本年度は、参加学生各自の興味・関心に応じて、経済、行政、福祉、教育の4つのWGが設けられた。使用言語は日本語及び英語の両方とし、主に参加学生同士で翻訳や通訳を行った。6月から10月にかけて、各WGは担当教員の指導の下、調査準備を重ねた。それぞれの調査課題の設定、調査時の希望訪問先の選定、詳細な質問事項の作成や調査方法の検討作業を進めた。

グループ	調査課題
WG1 経済	阿智村は昼神温泉や治部坂高原などの観光地があり、観光業が村全体の労働者の役半数が従事する重要な産業となっている。一方、基盤産業である農業は年々生産量が減少傾向にある。本調査は「観光業」と「農業」の発展が所得創出に不可欠であると前提に立ち、両者の相互作用を通じた発展の可能性を探ることを目的とする。
WG2 行政	本調査は阿智村の以下の項目において、自治会と行政の役割を検証すると目的とする。1. 住民の定住問題に関する計画過程への参加の度合い。2. 計画過程における住民参加を促すために村役場が採用したアプローチ。3. 定住問題に関する過程における自治体、青年団体、とボランティア団体の役割。
WG3 福祉	阿智村は「高齢者が安心していきいきと豊かに暮らせる村」をめざし、介護予防の推進、社会参加・生きがいくりの推進、相談支援体制、地域で支え合う体制づくりを設定している。しかし、2000年4月から施行された「介護保険制度」と「隣接村との合併」は阿智村の高齢者福祉政策とそのサービスに少なからず影響を与えると考える。本調査は介護保険と隣接村との合併という制度変化に伴って、「政策」、「施設」、と「高齢者」の観点から阿智村に取り巻く高齢者福祉への影響を考察する。
WG4 教育	阿智村は現在、阿智中学校と浪合小中学校、清内路中学校の統合に向けて準備を行っている。教育は未来の村を担う人材を養成する大事な役割を担っている。本調査は、中学校の統合が実現するにあたって生じるとされる様々な要素を明らかにすることを目的とする。

■ 現地調査

阿智村にて実施された3日間の現地調査の詳細は以下の通りである。

	WG1	WG2	WG3	WG4
11月4日 (火) 11:00 -17:00	<ul style="list-style-type: none"> 村役場表敬 村役場経済活性化課 村役場ふるさと整備課 	<ul style="list-style-type: none"> 村役場表敬 村役場定住促進・開発計画係 	<ul style="list-style-type: none"> 村役場表敬 民生課 (保健センター・娯楽室) 社会福祉協議会 (保健センター・娯楽室) 	<ul style="list-style-type: none"> 村役場表敬 教育課 (コミュニティセンター)
11月5日 (水) 9:00 -17:00	<ul style="list-style-type: none"> JA 阿智支所 阿智の里 (伍和公民館) 伍和生産組合 (栗矢集会所) 肥後観光農園 	<ul style="list-style-type: none"> 伍和自治会 (コミュニティセンター) 浪合自治会 (浪合支所) 	<ul style="list-style-type: none"> 特別養護阿智荘 幸寿苑 寿楽苑 (社会福祉協議会) 阿智温泉養護園 	<ul style="list-style-type: none"> 浪合小中学校 通年合宿センター サマーキャンプ
11月6日 (木) 9:00 -15:00	<ul style="list-style-type: none"> 治部坂観光センター 屋神エリアサポートガイドセンター 	<ul style="list-style-type: none"> ゆずり葉の会 (NPO 事務所) ボランティア (社会福祉協議会) とくさ会 安心コールベルの会 	<ul style="list-style-type: none"> デイ・サービス えんばな・老人短期 ボランティア (社会福祉協議会) とくさ会 安心コールベルの会 	<ul style="list-style-type: none"> 阿智中学校

■ 結果報告会

結果報告会の詳細は以下の通りである。

項目	詳細
日時	2008年11月28日(金) 13:00-15:00
場所	阿智村役場、コミュニティホール
出席者	林茂伸課長をはじめ役場の方々や調査にご協力いただいた方々
報告者	DFW 参加者
内容	ご挨拶 (東村岳史 DFW 委員長) WG1・2 の報告 (各 15 分間のプレゼンテーション) 質疑応答 (約 15 分間) WG3・4 の報告 (各 15 分間のプレゼンテーション) 質疑応答 (約 15 分間) ご感想 (林茂伸課長) ご挨拶 (東村 岳史 DFW 委員長)

4. 担当教官と参加学生の一覧

以下の通り、計 28 名の学生が参加した。男性 17 名、女性 11 名の内訳となっている。

グループ 担当教員	No.	氏名	コース	年度	性別	国籍
WG1： 経済 川島 富士雄 (9名)	1	Kulkarni Mandar Vijay *	DID	M1	男	インド
	2	Nguyen Duong Quoc	DICOS	M1	男	ベトナム
	3	岩崎恵美子	DICOS	M1	女	日本
	4	三富聡江	DID	M1	女	日本
	5	Hasyirun Niam	DID	M1	男	インドネシア
	6	Kochar Gaurav	DID	M1	男	インド
	7	Khodori Eko Purwanto	DID	M1	男	インドネシア
	8	村上武	DID	M1	男	日本
	9	小谷将之**	DID	M1	男	日本
WG2： 行政 山田 肖子 (8名)	1	Bagus Hidayat	DICOS	M1	男	インドネシア
	2	Shakir Ullah Shakir	DICOS	M1	男	アフガニスタン
	3	Dwi Joko Budiharto **	DICOS	M1	男	インドネシア
	4	Abellera Eilen May Velasco	DICOS	M1	女	フィリピン
	5	Hnin Hnin Yu	DICOS	M1	女	ミャンマー
	6	古藪真紀子 *	DICOS	M1	女	日本
	7	枝井宏栄	DICOS	M1	男	日本
	8	坂口葵	法	M1	女	日本
WG3: 福祉 東村 岳史 (7名)	1	呉宛亭	DICOS	M1	女	台湾
	2	寧雪松	DICOS	M1	男	中国
	3	Sultana Maksuda	DICOS	M1	女	バングラデシュ
	4	Md. Rafiul Islam *	DICOS	M1	男	バングラデシュ
	5	軽部敬史 **	DICOS	M1	男	日本
	6	永井美智子	DID	M1	女	日本
	7	Wisnungkara Yoshua	DID	M1	男	インドネシア
WG4： 福祉 大名 力 (4名)	1	武藤友実 **	DICOM	M1	女	日本
	2	會田幹哉	DID	M1	男	日本
	3	張慧婧*	DICOM	M1	女	中国
	4	Rezaee Alireza	DICOM	M1	男	イラン

(注) ** グループ・リーダー * グループ・サブリーダー

DID：国際開発専攻、DICOS：国際協力専攻、DICOM：国際コミュニケーション専攻、法：法学研究科

M1:修士1年生

5. 本書の構成

本書は、調査地である阿智村の調査協力者をはじめ、国際開発・協力や調査研究活動に関係する約 150 もの国内の諸機関にも送付されている。日本の農村地域における開発事例の貴重な記録としても、本書が有効に活用されることが望まれる。

本書の構成は以下の通りとなっている。4 つのグループ別の報告書が経済、行政、福祉、教育の順に続く。英語報告には和文要約が、和文報告には英語要約が添付されている。

なお、本書に示された見解、提言、批判などは筆者である学生のものであり、本研究科または担当教官のものではない点にご留意いただきたい。

(文責 Ngov Penghuy)

阿智村の概要

阿智村は長野県南部に位置する山間の村である。面積約 170 平方キロメートル、その 9 割は山林原野で占められている。西は恵那山を境として岐阜県中津川市および木曽郡南木曾町に接し、北は清内路村、東は飯田市、下條村、南は阿南町、平谷村に接している。標高約 500m から 1200m までの山間地に 52 の集落が点在する。人口 6462 人（2008 年 10 月 1 日現在）、高齢化率（65 歳以上人口）は 28.9%、近隣の自治体と比べて際立ってというほどではないものの、少子高齢化は今後も進行することが予想され、福祉サービスの提供や若者の定住支援などの施策は重要な課題となっている。

村の沿革を見てみると、近隣の自治体との併合・分離を何度かくりかえして現在に至っている。1956 年（昭和 31 年）のいわゆる昭和の大合併時に、会地村、伍和村、智里村の 3 村が合併し、旧阿智村が誕生した。また 2006 年（平成 18 年）には浪合村と合併し、新阿智村がスタートした。そして 2009 年には清内路村との合併が予定されている。平成の大合併による地域再編は現在も進行中であるといえよう。合併にともなって生ずる行政組織や学校などの再編、住民生活への影響は今後とも注目されるところである。

村の産業は、昭和 40 年代頃までは稲作や養蚕を中心とした農業が主体であった。その後従事者数は減少したものの、農業が経済・文化・福祉・環境・教育等多分野に関わる産業であることから、村では農業を「基盤産業」と位置づけ今でも重視している。

農業に代わって発展してきたのが製造業である。村が工場誘致に取り組んだ結果、自動車製造関連・プラスチック加工関連企業が進出、1991 年（平成 3 年）には製造品出荷額が約 280 億円に達するまでとなった。

現在村において「基幹産業」と位置づけられているのは観光業である。中核となる昼神温泉郷の歴史は意外と新しい。1973 年（昭和 48 年）、国鉄中津川線のボーリング調査中に温泉が湧出、その後温泉街として発展した。名古屋から中央自動車道を通って 2 時間足らずで到着という利便さのため、これまで中京地区からの観光客が多かったが、今後は関東方面からの集客に力を入れようとしている。その他にも、3 つのスキー場、治部坂高原、園原の里などの施設があり、近隣自治体と比べて観光資源に恵まれているせいもあって、村内従業者の役半分が第 3 次産業に従事している。

また観光振興につながる村づくりの取り組みとして、「全村博物館構想」があげられる。これは歴史遺産や豊かな自然、伝承などの多様な資源を結びつけ、地域の魅力を高めていこうというねらいである。

なお村づくりへの住民参加に関しては、阿智村は自治組織の活動が盛んな自治体として各地からの視察が相次ぐようになった。これは岡庭一雄氏が 1998 年（平成 10 年）に村長に就任後（現在 3 期目）推進されてきたもので、住民に自治会の立ち上げを要請、2002 年度末までに 6 つの自治会がつけられた（その後合併した浪合地区を含め現在 7 つ）。村の基本

理念「住民一人ひとりの人生の質を高められる、持続可能な村づくり」のもとに、村と自治会が対等な関係において、住民の要望や理想にかなった地域づくりを進めるという協働のあり方である。重点施策は（1）地区が行なう事業、（2）村と協働で行なう事業、（3）村がおこなう事業、の3つに分類され、年度別の事業実施計画も自治会が作成する。2003年（平成15年）からは5カ年の地区計画が立てられ、各自治会が作成した地区計画（平成20年度—24年度）は、阿智村の第5次総合計画にも組み込まれている。

その他全村的な課題について住民参加を促す制度として「村づくり委員会事業」がある。これは5人以上の住民が集まれば村づくり活動の支援が受けられるという開かれた仕組みで、障害者の通所授産施設の建設や図書室の開設もこの制度を利用して進められた。

このように、少子高齢化という他の中山間地域に共通する問題を抱えながらも、観光資源や歴史文化遺産に恵まれ、また活発な住民自治活動による村づくりのあり方が注目されるなど、阿智村の地域開発には興味深い取り組みがいくつも見出せる。今後とも他の自治体関係者や学生・研究者たちの訪問が続きそうである。

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その他阿智村関連資料

阿智村ホームページ <http://www.vill.achi.nagano.jp/index.htm>

(最終アクセス 2008年12月17日)

第 1 章

Income Generation through Tourism Sector in Achi Village -Interaction between Agriculture and Tourism-

和文要約

1. Introduction
 2. Agriculture
 3. Tourism
 4. Linkage between Agricultural sector and Tourism sector
 5. Conclusion
- Reference

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〈和文要約〉

阿智村は長野県南部下伊那郡に位置し、人口 6,439 人(2007 年)を抱える。従事者の割合で見ると、第一次産業が 18.9%、第二次産業が 30.1%、第三次産業が 51.0%である。第一次産業のうち農業従事者が 97%を占め、村では特に農業を村の経済、文化、福祉等生活のあらゆる側面を支えていることから「基盤産業」と定めてその活性化に取り組んでいる。また、村には昼神温泉、園原の里、治部坂高原などの観光地があり、多くの産業にとって重要な収入源となっているため、観光業は「基幹産業」と位置付けられている。今回の国内実地研修では、村の経済を特に支えている農業と観光業に焦点を当て、インタビュー調査を通じてそれぞれの村の経済における役割・課題を分析し、提言に結びつけることを目的とした。

農業

阿智村では、夏秋(かしゅう)きゅうり、アスパラガス、トマト、市田柿など多くの品種の農作物が収穫されている。特に、村役場と農家によって運営されている「堆肥センター」では、畜産業から提供される家畜の排泄物を利用して堆肥「あち有機いきいき」が作られている。その堆肥を利用して栽培された農作物には「阿智村農産物認証」マークを付ける独自の認証制度を構築し、農産物のブランド化を試みている。

阿智村の農業の課題として農家人口の減少と高齢化、及び遊休地の増大が挙げられる。昭和 40 年には農家人口は 5,216 人であり、全体の農家が占める割合は 64.8%であったが、平成 17 年にはその数は 2,774 人まで減少し、割合も 36.5%に落ちている。また、従事者のうち 65%が 65 歳以上であり、若年層の参入が課題となっている。並行して経営耕地の総面積も減少の一途を辿っている。昭和 40 年当時の経営耕地総面積は 648.93 ヘクタール(ha)であったが、平成 17 年には 244.33ha にまで落ち込んでおり、平成 20 年現在で 174ha が遊休地として未使用の状態である。

農家人口の減少と高齢化の課題に対しては、新規の農業従事者を増やす必要があり、農業の収益性を向上することがその鍵になると考える。そのために、1. 阿智認証制度の普及と広報活動の活性化、2. 定期的な市場調査の実施の 2 点を提案したい。既存の認証制度を利用し、「阿智村産」の農作物の市場価値を高めて単価を向上させるために、積極的な広報活動が欠かせない。また、消費者がどのような農作物を求めているかを常に把握し、「売りたい農作物」と同時に「買いたい農作物」を作っていくことが重要であると思われる。

遊休地の課題に対しては、その活用方法として 1. オーナー制度の導入、2. 食品関連民間企業へのリースの 2 点を提案したい。前者に関しては、阿智村でも観光農園等で既に導入されているシステムであるが、外部者に農地を 1 年毎の契約で貸し出し、自由に農業を楽しんでもらうという制度である。また、同様に食品関連会社へ土地を貸し出すことによって、企業は自社の原材料を自らの土地で調達可能になり、村側も外部の力を借りることで遊休地を生産的な土地に変えることができると考える。

観光

阿智村には 1. 昼神温泉、2. 園原の里、3. 治部坂高原、4. あららぎ高原の大きく 4 つの観光地があり、全体で年間約 150 万人が阿智村を訪れている。観光資源としては、温泉の他、春の桜や秋の紅葉、冬にはスキー場が利用可能となる。また、観光農園もあり、季節にはリンゴ狩りなどができる。阿

智村では役場とホテルが出資して設立された「株式会社昼神温泉エリアサポート」という第三セクターの企業があり、そこでは昼神温泉と阿智村全体の観光プロモーションやツアーの提供などを行っている。

現在観光業が抱える課題として、観光客数の漸減と観光客の消費額の減少が挙げられる。阿智村の観光客は多くが愛知県、静岡県を含む東海圏からの来訪であり、大きな市場を抱える関東圏や関西圏においてはその知名度は低い。また、阿智村には上記に挙げたような観光地はあるが、それぞれが離れた立地でアクセスが困難なため、「見るところが少ない」という印象を与えている。これらの課題に対応するために1. 観光プロモーション活動の拡大、2. 各観光地と地域資源との連携による付加価値の向上、3. 観光プロモーション活動への住民参加の促進、の3つの面から提案をしたい。

阿智村の観光業のプロモーション活動には昼神温泉エリアサポートが中心的な役割を果たしているが、その要請に対して人材が不足している。阿智村全体として観光プロモーションを専門に行う人材の増員、育成が重要である。また、各観光サイトのウェブサイトの充実を図ることで東海圏以外の外部の人々が容易に情報にアクセスできるようにすることも観光促進の上で不可欠と考える。

2つ目の提案として、各観光地が観光客を誘致するために、地域資源（例えば農産物）などとの連携を結ぶことが挙げられる。観光客がその観光地を楽しむ他に、その地域で採れる農作物や加工食品などを販売することで、その観光地に向かう理由が増えることになり、新たな収入源にもなる。

3つ目の提案は観光産業への地元住民、特に農業従事者の参加である。農家にとっても観光産業は大きな収入源になり得、観光業は阿智村の農作物を利用することで観光地としての独自性をアピールすることができる。そのために村役場としても観光政策に住民参加の観点を常に含めることが重要である。

農業と観光の相互作用

阿智村では、阿智村産農作物で作られた加工食品を朝市で観光客に販売したり、観光で訪れた人々がリンゴ狩りを楽しんだりなど、農業と観光業が補完しあう部分がある。しかし、観光の側面で見ると、阿智村では観光客の一人当たり消費額が宿泊客で12,282円、日帰り客で1,887円であるのに対し、同じく温泉地を抱える岐阜県飛騨地方の同消費額は宿泊客で31,249円、日帰り客で7,758円と大きく異なる。すなわち、阿智村の観光業には観光客の消費額を向上させる余地があるということであり、そこに農業が貢献できると考える。観光業と農業が補完し合いながら阿智村全体の収入を向上させる方法として3つ提案したい。1つ目が「夜市」の実施、2つ目が「道の駅」の建設、そして3つ目が朝市の活性化・プロモーションである。

既存の朝市に対し、「夜市」では朝市とは違った一品料理や飲み物を提供することで新たな観光の名所となる可能性がある。そのため、それらの飲食物を阿智村産の農作物で提供することで農家にとっても新たな収入源となる。

道の駅の建設には様々な困難が生じるのが常であるが、観光客の主な来訪手段が自家用車である阿智村の観光産業にとっては、道の駅はその効果が特に大きいと言える。また、お土産や阿智村産農作物を販売する新たな市場としての役割、阿智村の広告塔の役割も期待できる。

朝市は阿智村の観光産業、農業の双方にとって重要なマーケットであるが、更に活性化を促すことにより規模を拡大できる可能性があると考えられる。昼神温泉朝市組合と役場の連携により観光客への朝市に関する情報発信と、農家への朝市の活用プロモーションを行うことがその目標達成に重要である。朝市の参加条件の明確化や、組合、役場の責任所在の明確化などがその際に不可欠となる。

1. Introduction

1-1. General Information of Achi Village

Achi-village is located in Shimoina, the southern part of Nagano Prefecture and surrounded by mountains with an altitude ranging from 600 to 1,200 meters. The location of the village allows access to either neighboring Iida City, or for those who prefer much larger cities, Nagoya City, which is only 1.5 hours south. In the year of 1988, the total population was 6,060 and now in the year of 2007 is 6,493. However, just like other rural mountainous areas, the issue of an aging society is a serious problem in Achi. Now about 34% of villagers are over 60 years old.

About 60% of the population works in the industrial sector. The following table 1.1 shows the number of people engaged in each sector. In the service sector, there are 28% of total workers in the village in the year 2000, and 34% in the year 2005. They work in many tourist sites such as Hirugami hot spring, ski resort, and so on. Therefore, Achi Village recognizes the service sector as the “Key Industry” in the economy of the village. On the other hand, even though the share of the workers in agricultural sector is not big, Achi Village recognizes the agricultural sector as the “Core Industry” in the economy because for the village, the agricultural sector has a relationship not only with the economy, but also with the culture, social welfare, environment, and education.

Table 1.1: Number of people engaged in each sector

Sector	Primary Industry			Secondary Industry			Tertiary Industry						Others	Total	
	Agriculture	Forestry	Fishery	Mining	Construction	Manufacturing	Wholesaling, Retailing	Financing, Insurance	The Real Estate Business	Shipping, Information Communication	Electricity, Gas, etc.	Services			Public Service
2000	527	18	5	2	354	811	453	27	3	111	15	937	86	1	3350
2005	617	10	8	1	312	699	365	23	1	92	15	1144	75	2	3364

Source: The Achi Statistical Yearbook 2007

1-2. Acknowledgement

We wish to express our heartiest gratitude to all interviewees who had to take time out from their busy schedules answer our queries. We had the chance to experience Achi Village’s hospitality and found it to be of extremely high standards. Although we were the ones who approached the interviewees, the kind of personal and detailed response we got was overwhelming. We also thank all our professors, especially Professor Kawashima, who had the additional responsibility of guiding us and leading us in the right direction, for their valuable support and suggestions both before and after the visit. We also wish to extend our heartiest gratitude to the village municipality employees for arranging and organizing the complete schedule up to the minute details, thus making it easy for us to concentrate only on our research. Lastly, we also would like to thank other groups for sharing their insights about Achi Village with us.

This report is dedicated to all the people of Achi Village and everyone involved. We sincerely hope that our efforts will be found to be useful.

1-3. Background of our Research

As students of GSID, we learn about regional development and problems associated with it, in theory. But the practical aspects of development are not exactly what one would expect them to be. Thus, it is very important to have hands-on experience of the process, and while doing so we come across the complexities and intricacies associated with it and we learn to tackle them.

We did some initial research and found that municipal office still considers agriculture a core industry, even though the number of people engaged in it continues to decrease, due to problems like aging, lack of arable land, etc. We also found that tourism sector in Achi Village, which still continues to enjoy relatively high revenues is also likely to face problem of stagnation in future.

All this made us realize that although Achi Village faces several problems, the main problem requiring immediate attention was revival of Agriculture without obstructing the existing system.

Therefore we concluded that it would be good if we can find some ways for the agricultural and tourism sectors to complement each other's growth and in the process generate income and provide more employment opportunities to the residents of Achi Village.

1-4. Research Objectives

Our research objectives are summarized into three parts:

1. To clarify the current situation of the agricultural and tourism sectors in Achi Village
2. To explore possible linkages between these sectors in Achi Village
3. To provide suggestions for generating income through the agricultural and tourism sectors

1-5. Research Question

Following the above mentioned research objectives we have set the following research questions:

1. What is the role of the agricultural and tourism sectors in Achi Village's economy and how to increase income from these sectors in future?
2. Can the agricultural and tourism sectors complement each other to promote the economy in Achi Village?

1-6. Research Methodology

Before conducting fieldwork, we did some literature review in order to obtain basic information and statistical data of the economy of Achi Village and each site. Furthermore, we have learned what might be the characteristics and problems of the local economy. Our field research includes two methodologies; direct interview and observation, for data collection. Our main method is interviewing persons in charge at each site, such as the chief of each department in Achi municipal office and the head of each site.

1-7. Itinerary of our visit

	4 - Nov - '08		5 - Nov - '08		6 - Nov - '08	
9:00			Municipal Office Agriculture Support Center (営農支援センター) Chief Mr. HASEGAWA		Zibuzaka Tourism Center (治部坂観光センター) CEO Mr. ITO	
10:00						
11:00	Municipal Office (阿智村役場) Mr. OKANIWA, Village Head		Achi-no Sato (あちの里) President Mr. KAWAUCHI		Hirugami hot spring Area Support (屋神温泉エリアサポート) Senior Managing Director Mr. KINOSHITA	
12:00						
13:00						
14:00	Municipal Office Dep. of Economic Promotion (経済活性課) Manager Mr. OKANIWA		Goka Productive Cooperation (伍和生産組合) Mr. IHARA, Mr. IHARA, Mr. KINOSHITA			
15:00	Municipal Office Dep. of Village Maintenance (ふるさと整備課) Manager Mr. KAWAUCHI		Fertilizer Center (堆肥センター)			
16:00			Higo Tourism Farm (肥後観光農園) Mr. and Ms. HIGO			
17:00			Visitors Center Hahakigi-kan (ビジターセンター 「はゝき木館」)			

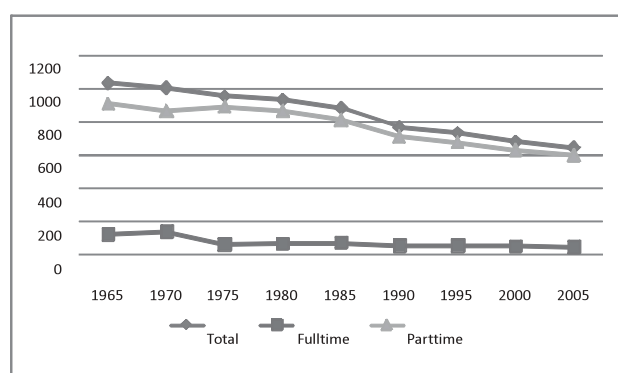
2. Agriculture

2-1. General Information

Agriculture is one of the main income sources for Achi Village. The municipal office of Achi Village has set out agriculture as the core industry for the economy of Achi in their 5th Comprehensive Plan from 2008 to 2017 and has been focusing on promoting this sector. Their priority of achievement is divided into three parts: First, to prevent the occurrence of unused farmland; second, to promote developing human resources through cooperation with agriculture-related to organizations or institutes; and third, to promote utilization of local resources for agricultural development. Principle agricultural products in this village are Kashu-cucumber (夏秋きゅうり), asparagus, tomato, sweet corn, Japanese ginger, rice, apple, Ichida-persimmon (市田柿), green pepper and so on. Especially cucumber is one of the most famous products of Achi Village, which is largely distributed to several markets, not only for local use, but also outside of the village.

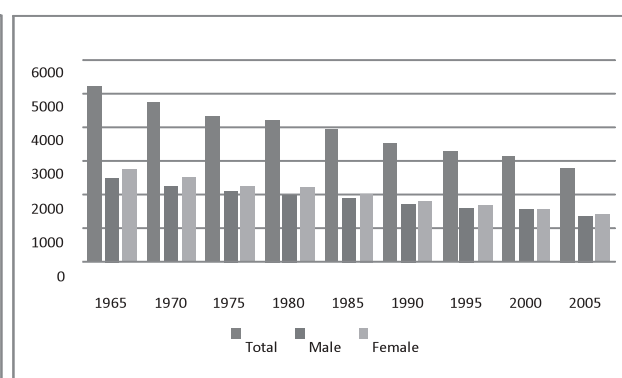
According to statistical data published by the village, the number of people engaged in agriculture was 617 in 2005. While the number of farmers increased from 2000 to 2005, the number of households and family members decreased during the same period as seen in Figure 2.1 and 2.2. Total number of farm household is decreasing and lack of successors is a looming issue. Commercialized farmland totaled 244.33 ha in 2005 and 56.9% of it is used for rice fields, 27.1% for fields of other agricultural products, and 16.0% for fruit orchards. As we discuss in the latter section, total farmland area has been decreasing and this trend continues.

Figure 2.1: Number of farm households



Source) Statistical Data published by Achi Village

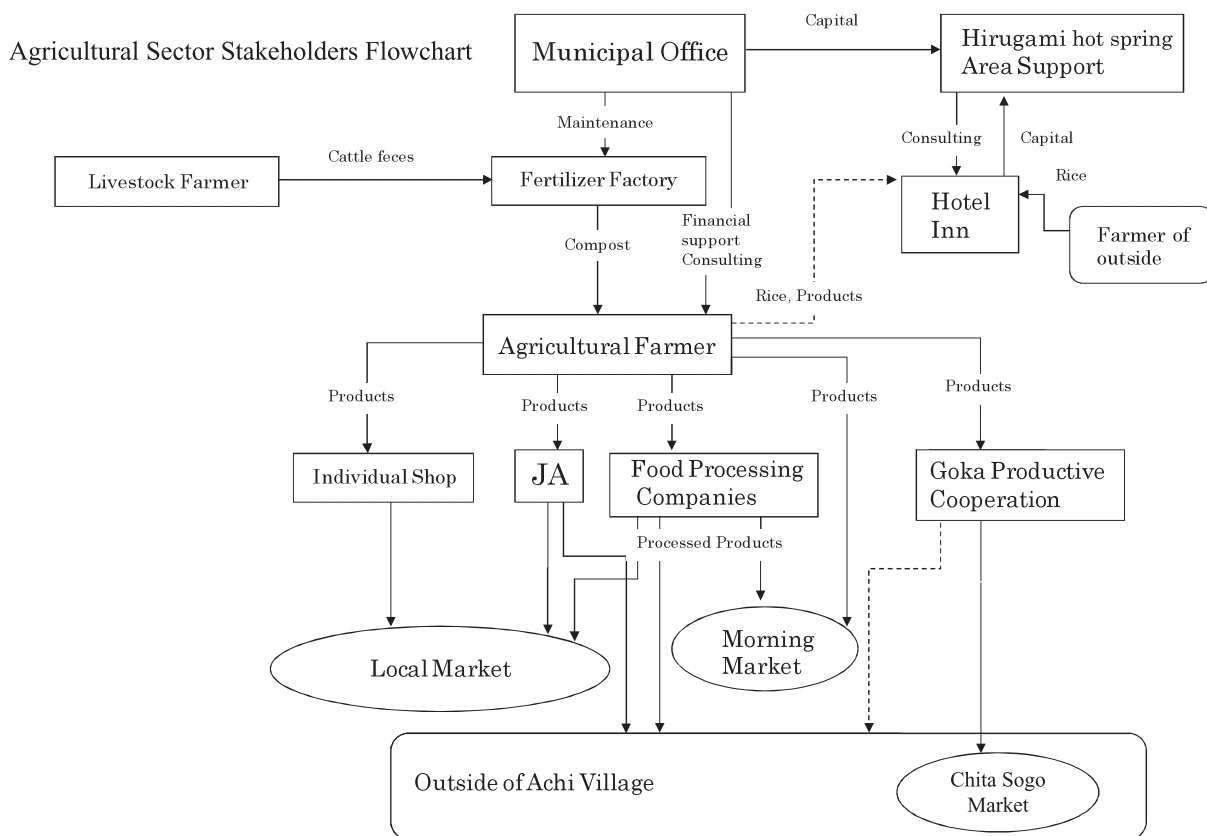
Figure 2.2: Number of persons in farm households



Source) Statistical Data published by Achi Village

2-2. Characteristics of Sites through Interview and Observation

We describe the flow chart of stakeholders of agricultural sector in Achi Village. This chart depicts the relationship between each actor and the flow of money, products, etc.



Arrow in the chart means flow of present relationship and dotted arrow means proposed flow between stakeholders.

Here we would like to describe the activity of each actor and how they are linked to each other.

a. Municipal Office of Achi Village (阿智村役場)

In the municipal office, Department of Village Maintenance (ふるさと整備課) takes responsibility for promoting the agricultural sector. They support agricultural farmers directly and indirectly. Financial support is provided by the municipal office directly to farmers who want to buy new machines or fertilizer. Or, they promote branding of Achi Village through a certification system. Agriculture Support Center which is a section under Department of Village Maintenance provides consulting services and facilitates spreading the usage of compost, “Achi Yuki Ikiiki” and brands of agricultural products.

b. Agriculture Support Center (営農支援センター)

This center, one of the lower sections of Department of Village Maintenance, which is located within the JA building is engaged in promoting agriculture at the practical level in two ways; the first is a consultancy service for farmers. Achi municipal office receives inquiries or complaints about agricultural activities from local farmers at the counter and Agriculture Support Center offers practical advice. The second role of the center is to facilitate spreading of the usage of “Achi Yuki Ikiiki” and to promote agricultural branding. Their problem consciousness is based on the thought that agriculture, a core industry for Achi Village, is now facing some difficulties and must be better reinforced.

c. Fertilizer Factory (堆肥センター)

The fertilizer factory, which was established in 2005 plays an important role in promoting compost named “Achi Yuki Ikiiki (あち有機いきいき)” which is made of feces of livestock fed in Achi, for cultivating agricultural products. In 2003, the Organic Farming Promotion Association (有機活用農業振興会) was built for the purpose of stable supply of organic compost made from local resources. This association consists of 500 farmers of both arable land and animal husbandries at the beginning of November 2008. Animal husbandry farmers provide feces of cattle as raw material of the compost and other members procure that compost. Those feces are delivered by husbandry farmers’ trucks to the factory directly, mixed with sawdust, agitated several times and fermented for 100 days. 700 two-ton truckloads of compost are provided per year, and it is sold at ¥10,000 per two-ton truck. This factory is managed by husbandry farmers as voluntary staff. Arable farmers who want to buy this compost can apply procurement at the Agriculture Support Center (営農支援センター). When applying for an Achi-brand certificate, the agricultural product must be cultivated using “Achi Yuki Ikiiki” compost.

One current problem is that there are few suppliers of feces though the demand of compost is great. Only 9 husbandry farmers are members of the association for supply material, and therefore, the amount of supply is limited.

d. Achi-no Sato (あちの里)

Achi-no Sato is one of the food processing companies which was initially started as a third sector firm. They provide products which are made of local or domestic vegetables. Their main product, for instance, is tomato juice made of tomatoes cultivated in Achi Village and sold in local areas, and outside of the village as well. They also contract with marketing company which advertises Achi-no Sato products on the magazine and receives order for them. Their predominant markets are the Morning Market in Achi Village and mail-ordering by word of mouth. A total of 9 workers are working in the company and most of them are part-timers, mostly women who are housewives. The company hires them to utilize their skills, ideas or knowledge of Japanese food processing. Those female workers also sell the products by themselves in the Morning Market. They are trying to create new products or business chances day by day, but not willing to expand their market drastically because they do not want to become a mass-production company. They utilize mainly local resources as their philosophy. If they begin mass-production, however, it may be inevitable to procure resources from outside to a large extent. Hence, they make an effort to keep the company its current size.

e. Goka Productive Cooperation (伍和生産組合)

This private organization was established 20 years ago by local farmers for the purpose of building a new supply channel for agricultural products. They manage this organization by themselves. The main business of the organization is to provide a connection between local farmers and markets outside of Achi Village, especially Chita Market (知多南部総合卸売市場). This organization manages three consolidating spaces in Achi Village and farmers deliver their products there directly. Assembly service comes from Chita Market to the place, collects those products and sells them in the market. The main traded products are every kind of vegetable and fruit which do not meet JA’s standards (e.g. shape, quantity, etc). The number of members is

around 100, and 35 to 40 of them utilize this distribution system. The total sales amount is around 40 million yen per year and 5% of sales are collected by this organization as commission and management fees.

2-3. Promotion of Agriculture in Achi Village

Two elements might provide us hints of how to better promote agriculture and vitalize Achi Village. The first thing is branding of products, and the second is commercialization of unused land.

2-3-1. Increasing Productivity by Branding Promotion

Limitation/Challenge

In accordance with the principle of increasing the main product supply in Achi Village, new challenges of branding promotions should be taken into account. Along with a closer relationship between customers and producers, the basic requirements for agricultural products are becoming stricter nowadays. In order to deal with the situation, it is very meaningful to reconsider the special local products and how to enhance their quality by adopting good products.



Certification Mark

The existing branding system in Achi Village can be considered a kind of value-added method applied in order to cope with price competition. For the purpose of branding, it is important to clarify the definition of the quality and establish the methods of the measurement beforehand. There is a regulation in Achi Village stating that only those products which are produced using Achi Yuki Ikiki (compost) can be identified with the special seal.

The value of a brand is relative to its awareness among consumers. It is important and meaningful to let consumers be aware of the specific good image of the area. However, Achi certification mark has not been expanding well until now for some reasons. First, about 80% of agricultural products are sold through JA. Consumers cannot recognize the certification because even if farmers qualify for the certification, the certification will not be shown on the products when they go through JA. For this reason, those products are distributed to the market as a brand of JA-Minami Shinshu. Due to the better sales connectivity of JA, farmers prefer to sell through JA, thus in the process, lose the benefits of selling their products as Achi's products. At present, only Kashu-cucumber is sold as Achi's product because of its popularity. Secondly, there are few husbandry farmers who supply fertilizer to make compost in Achi Village because of the high-price of crude oil and elevated food cost made it difficult to raise farm animals. That is why it is unlikely that production of agricultural products with certification mark will increase if there is not enough compost. Thirdly, the problem is the seal cost which is posted on each product. As there is no steady compost promotion and Achi brand has not been clearly recognized outside the village, some farmers think it does not offer any to put the seal on the products. Therefore, it is important and meaningful to let consumers be aware of the specific good image of the area although it requires a relatively long time.

Recommendation

With the precondition of branding, it is important to confirm some key factors beforehand, such as high-value products, quality standards and the system of guarantying quality. Not only to focus on how to send products to usual consumers, but it is also necessary to pay attention to advertising, both of the brand name and the product's value to potential consumers. It is because consumers generally believe that well-known branded products have better quality or more attributes than unbranded products and they have a positive experience with the product. It is also indispensable to let consumers understand the value of the brand and the products. However if the above plan fails, then it would be difficult to draw out consumer's differential behaviors even though the value of products is quite high.

In order to increase new demands and supplies in the market and to know the trend of market demand of agricultural products, Achi Village's concerned people should also think about conducting market research. Firstly, they should ask "what are the most desired products in the market?", and they should also analyze "what are the most sellable products in markets of urban areas". Because the purchasing power in urban areas is relatively higher than that in rural areas. Lastly, they should discuss the issue of, "how could the most desired products be cultivated in Achi Village" and the feasibility of introducing the relating products.

2-3-2. Commercialization of Unused Farm Land

Limitation/Challenge

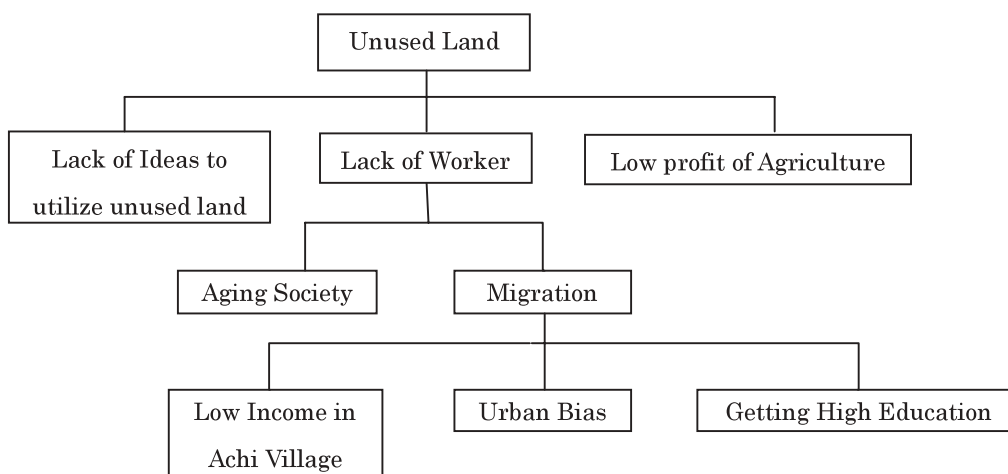
Achi Village faces a severe problem of decreasing farm land as any other village in Japan. The number of farm lands tends to decrease every year. The rate of decreasing farm lands is around 11.0% on average. The following table shows the trend of the total area of agriculture and the percentage of its decrease from 1965 to 2005 in Achi Village.

Table2.1: The Total Area of Agriculture and the Percentage of Decreasing (unit: ha)

	1965	1970	1975	1980	1985	1990	1995	2000	2005
Total Area	648.93	603.07	507.71	484.04	459.35	405.89	388.38	361.81	244.33
The rate of decreasing		7.1%	15.8%	4.7%	5.1%	11.6%	4.3%	6.8%	32.5%

Source: The statistical yearbook of Achi Village in 2007

Chart2.1: Problem Tree for Unused Land



In addition, there are 174 hectares of unused land in Achi Village including prospective unused land. There are several causes of increasing unused land.

The first cause of the decreasing farm land is, like other villages, Achi Village has been suffering from and increasingly aging society. The ratio of the elderly people (65 years and over) has surpassed 29% and the ratio of the productive age people, which means from age of 14-64 years old, has been rather constant at about 66.3% of total population. However, the composition of labor force may pose a hindrance to agricultural productivity in the future. The ratio of productive age people who are engaged in the agricultural sector is only 35.1% of total agriculture labor force. It can be observed that aging problem is far greater in the agricultural sector than the whole of Achi Village. The Table 2.2 shows the percentage of population by age in agricultural sector and Achi Village as a whole.

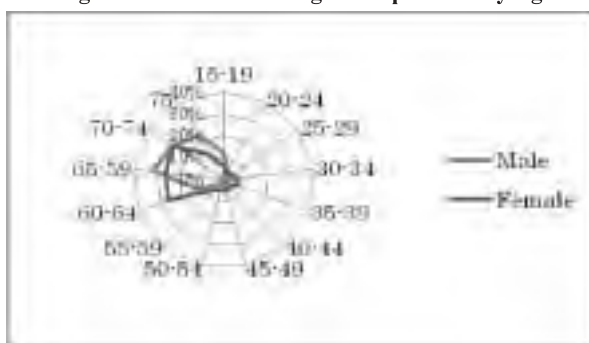
Table2.2: Age Structure of Whole Population and Agriculture Sector

Age	15 - 64	65 -
Population	66.3%	33.7%
Population who are engaged in Agriculture	35.1%	64.9%

Source: The statistical yearbook of Achi Village in 2007, “The Agricultural Consensus 2007” by MAFF

The second cause of decreasing farm land is the lack of labor due to migration of productive young people to big cities and from the agricultural sector to other sectors. The anxiety of getting income through farming, the opportunity of getting higher education, and the lack of interest in the agricultural sector, are the main reasons for young people to migrate to big cities and other sectors. Figure 2.1 shows the ratio of population engaged in agriculture to the whole population in Achi Village.

Figure 2.1: The Percentage of Population by Age



Source: The statistical yearbook of Achi Village in 2007, “The Agricultural Consensus 2007” by MAFF

As mentioned above, the agricultural sector is mainly formed by elderly people. This situation may aggravate the productivity of local crops in the future. Achi Village may need to import crops from other areas in order to meet the demand of agricultural products. Achi municipal office has considered this threatening situation. They have tried to reduce unused land. Nowadays, they are succeeding in reducing unused land. They expect to reduce 7 hectares of the unused land in the following five years, adding to the recent 8 hectares saved. The

Agriculture Support Center also tries to tackle these issues by using two solutions. One solution is the scheme of producing organic agricultural products which are profitable by utilizing special fertilizer. Another solution is so called “agriculture without much ado”. The purpose of this scheme is not profit generating, but mainly protecting the farm land from degradation.

Recommendation

There are two recommendations to tackle the goals of decreasing unused land and increasing the number of farmers, which are: (1) the owner system of agricultural field, and (2) farm land leasing agreement for private companies. Firstly, Achi Village has already used the owner rate system for some fruits, such as apples and pears. This system can be duplicated by vegetable and rice farms. There is an example of the owner system for rice farms in Awara City, Fukui Prefecture. Table 2.3 shows the owner system which is provided by Higashiyama Green Tourism in Awara City, Fukui Prefecture.

Table2.3: The Owner System

Area	The Number of Compartment	Fee	Stuffing Charge	Remarks
250 m ²	24	¥45,000	---	By hand
500 m ²	12	¥90,000	Separately	By Machine
1000 m ²	6	¥180,000	Separately	By Machine

Source: Higashiyama Green Tourism

Each owner of the rice field can experience the cultivating and harvesting activity, and get the production of that area. As a result of this system, this city can utilize the land effectively. This system can be introduced to Achi Village.

Secondly, the Achi municipal office can develop farm land leasing agreements for private companies. The main purpose of this agreement is inviting private companies to utilize the unused land as productive farm land. The private companies can lease unused land from farmers in the period of the cultivating season. They can hire labor from outside areas to produce high quality products under the supervision of the municipal office with some incentives. Achi Village can get benefit from decreased unused farm land and the farmers can maintain ownership of their farm land.

3. Tourism

3-1. General Information

The tourism industry is the platform of industrial promotion for the village. The municipal office sees promotion of tourism in Achi Village as one of the plans for sustainable development. In terms of tourism promotion, Hirugami hot spring is the force to attract tourists and the Hirugami hot spring is expected to become a popular brand. In specific plans to attain the objectives of the 5th Comprehensive Plan from 2008 to 2017, there

are seven schemes. They are: (1) Promoting Hirugami hot spring (2) Strengthening organization in tourism promotion (3) Promoting Tourism sites where Tosando Route connects (4) Strengthening tourism resource in Namiai Area (5) Activation by utilizing local products (6) Promoting sightseeing menu through experience and attracting tourists (7) Strengthening function to dispatch information. Those schemes are for aiming at 1.34 million to more than 1.4 million tourists. However, there are some doubts about the future prospect of Achi Village, e.g. municipal office of Achi Village worries that the number of tourists who visit core tourism sites such as Hirugami hot spring which attracts half the total number of tourists which Achi Village’s Comprehensive Plan aims at, is trending downward.

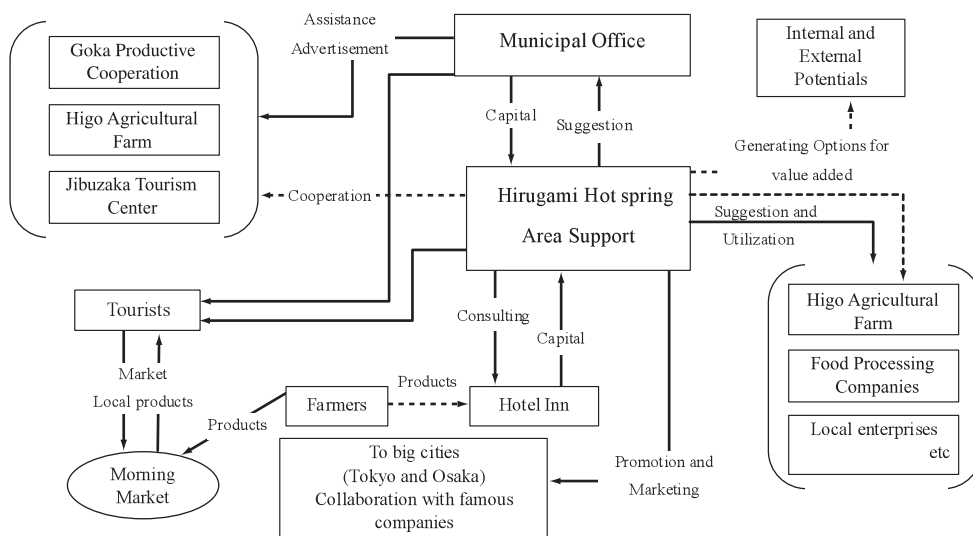
In order to accomplish the goal, a Comprehensive Plan is required with a multi-dimensional approach, not only quantitative measures in traditional ways but also a qualitative measure is necessary. The Comprehensive Plan advocates coordination among industries in villages which act synergistically regarding industrial promotion, however, such coordination is immature because each industry implements their own measures by themselves in the present situation in Achi Village. Therefore, how each organization and enterprise develops business, adds value and dispatches information to the outside, is a challenge.

We describe the flow chart of stakeholders in the tourism sector of Achi Village. This chart depicts the relationship between each actor and the flow of money, products, etc. Those stakeholders are mainly our interviewees so the picture is drawn from interview and observation.

3-2. Characteristics of Sites through Interview and Observation

This section mentions characteristics of each site, mainly where we visited and shown in the stakeholder chart.

Figure3.1: Tourism sector stakeholders chart



Arrow in the chart means flow of present relationship and dotted arrow means proposed flow between stakeholders. For example, Hirugami hot spring area support shows suggestion to utilize products of Higo agricultural farm and food processing companies, etc., and there is a proposed plan between Jibuzaka tourism center and Higo agricultural farm.

a. Municipal Office of Achi Village (阿智村役場)

In terms of tourism sector, the Department of Economic Promotion (経済活性課) takes responsibility for promoting the tourism sector. The department is in charge of tourism, business and industry and also the department is closely working with the chamber of commerce and industry. The department supports maintenance of infrastructure, scenery and environment in good condition. Now they are also considering how to make tourists stay for a longer period in Hirugami area. The office also plans seasonal events, like fireworks in summer, etc., to attract more tourists and to make them return repeatedly. As for the promotion of tourism, the target is mainly domestic market. The department focuses on the promotion of tourism in big cities like Kanto and Kansai Areas in order to attract the people living in these areas, For example, one third of population in Japan is gathered in Kanto area which is the largest area in Japan. They prioritize to stimulate the domestic market than attracting the foreign market though they recognize the current trend of increasing foreign tourists. The unique and effective advertising methods are through JR and through posters of famous shops.

b. Higo Agricultural Farm (肥後観光農園)

The main products are various fruits such as apple, pear, Japanese pear and grape, and each fruit has many varieties. The best season is from August to November. There are some farms where tourists can enjoy those fruits in Achi Village. Those farms set up an association “Apple picking association (リンゴ狩り組合)”. Members of the association talk about their business such as thinking about breed improvement to deal with warming temperatures and setting the same fee. As for characteristics, the Higo agricultural farm is located in high altitudes, 800 meters which is relatively higher than other farms. The farm considers it a strength. Although recent climate change has impaired the taste, and the number of tourists is declining, the farm maintains the price of their fruits while others are forced to change. The sales and number of customers in Higo agricultural farm have been stable over the past years. Although the number of farmers is one of the most serious issues, Higo agricultural farm does not have a lack of employees. The owner answered that he has no problems in management but the health for the owner is a concern. Mostly tourists come from the Chubu region, Nagoya and Hamamatsu, to visit the farm. Tourists are mainly families. Tourists do not usually come by package tour because drivers are not willing to take the narrow roads. Around 60% of the total income comes from the Morning Market, 30% from the tourist farm and the rest from A-coop which is a supermarket, and 10 % are others.

c. Jibuzaka Tourism Center (治部坂観光センター)

The center manages the tourism industry in Namiai Area. The center is open throughout the year and holds events in four seasons because of the importance of off season. Tourists can enjoy lotus flower and azaleas in spring, cosmos in summer, red leaves in autumn and skiing in winter. Most of the tourists come from

Chubu region like Nagoya, Toyohashi and Hamamatsu cities. Therefore the focus of tourism promotion and all PR activities are in Chubu. The municipal office helps promote tourism in Namiai Area and distributes pamphlets and also discount tickets. Although the center makes an effort to attract tourists throughout the year, income depends on skiing, which composes 80~85% of annual revenues. Since the number of tourists has declined in the last ten years and the number dropped to half of that in peak, the revenue became 280 million yen recently, while the highest revenue was 580 million yen. Therefore, it is a difficult situation for the center because at least 300 million yen is necessary to manage. The center wants to develop networks with local farmers to sell their products. For this, whenever the owner meets people from Higo farm they discuss such possibilities. It is effective for this center to sell local fruits such as apples because tourists often ask for local food products. Vegetables are difficult to preserve for a long time but fruits are easier so the connection would be reinforced.

d. Hirugami Hot Spring Area Support (昼神温泉エリアサポート)

The center plays an important role to promote tourism. This support center was established to make management responsive to the changes of the times and expand market area. The function of the center is to attract more tourists and improve quality control based on 'building image' strategy of Hirugami hot spring and to act as an engine for local revitalization. Area Support center uses its profits and financial contribution from Iida Shinyo Kinko (飯田信用金庫), the municipal bank and Japanese Inns for sustaining operations. They are trying to promote awareness about Achi Village (Hirugami hot spring) by conducting promotional campaigns. It does not cost much and results are good. They do promote by using methods yearly when hotels have available accommodation. The support center considers big cities, Tokyo and Osaka to be one of the main markets in future for the PR activities. Some foreign tourists have also started to come, especially tourists from Shanghai can afford relative high expense in Japan's trip, but the center has no special promotions for foreigners so far as municipal office does. Quality management and promotion activity to develop a management network among hotels, improving investment environment are the priority areas of the future plan.

3-3. Promotion of Tourism in Achi Village

There are three elements which would promote tourism efficiently and vitalize Achi Village. They are:

(1) Promotion-Awareness about Achi Village (2) Value addition (3) Participation of locals.

3-3-1. Promotion- Awareness about Achi Village

Limitation/Challenge

Most tourists come from Aichi and Shizuoka Prefectures neighboring Achi Village. The number of tourists from bigger cities is relatively low despite the big population because the awareness about Achi Village is quite low in Kanto and Kansai Areas. The name Hirugami hot spring is popular in Chubu Area like Aichi and Shizuoka Prefectures though. That is a limitation of the tourism market for the village. Therefore no matter how many tourists come to Achi Village, the market itself is still the same. When people come to know about Achi

Village or Hirugami hot spring, the market will become bigger and it can be expected that the number of tourists will increase. Therefore the municipal office and Hirugami hot spring area support started aiming to expand the market. They apprehend that low awareness in big cities about Achi Village would mean that Hirugami hot spring has room and potential to attract more tourists. In order to attract tourists, the tourism sector focuses on the domestic market and attempts to advertise Achi Village, especially Hirugami hot spring, to people from big cities like Kanto and Kansai Areas.

However two limitations interrupt this promotion activity. One is lack of employees in the municipal office. Second is limited advertisement expenditure. Promotion of Achi Village is important to attract tourists but interviewees mentioned that the advertisement rate in big cities was considerably high so it is hard to inform Achi Village through advertisement. Then they have advertised in unique and effective ways for economical reasons. To tie up with major enterprises is one way. For example, if you buy a said product, there will be a lottery and the winner will get a chance to stay in Achi Village for free. They are also doing it through JR, Lotte, a major eye-glass company, etc. The chief of department, Okaniwa said that the strategy of promotion in big cities is working well. The slow response is a little bit of a fear though. The chief of economic promotion department explained that promotion would take time to get good results, however that plan did work and was playing a successful role. Promotion is attempted not only big cities but also in the Tokai Area, including Aichi and Shizuoka Prefectures. They try a balanced promotion not to forget attracting tourists in their neighborhood.

Recommendation

Although workable promotions are conducted by the municipal office and Hirugami hot spring area support, lack of officers engaged in tourism in Achi Village and limited advertisement expenditure is a bottleneck in promotion activity. Therefore the effort by every enterprise to promote will become a key to vitalize Achi Village. The way that each enterprise advertises by themselves for instance, enriching Internet sites, is appropriate. Actually information about tourism sites and events in Achi Village is available. The tourism board of Achi Village focuses on tourism projects by introducing them in various ways, which include not only introducing events, accommodation plans and products using water of Hirugami hot spring but also advertising pink ribbon campaign for enlightening the importance of detection, staging and treatment of breast cancer at an early stage by lending a cloth to blanket scars and providing reserved baths.

But information about where tourists were able to have traditional and popular food in Achi Village was not sufficient in our observation. Promotional activity by each enterprise seems insufficient to attract tourists as found from this research. In terms of promotional activity, such strategy conducted by Achi Village is going well. The interviewees who engaged in promotion felt the promotion was successful. That promotion should be kept.

3-3-2. Value addition

Limitation/Challenge

Even though Achi Village is famous for Hirugami hot spring, an interviewee told us that some of the

impressions of Achi Village by tourists were that there were few sites to see. This may suggest that there are actually few attractive sites or tourists who do not know such sites because of insufficient advertisement, despite the information which introduces historical places and the events on Internet web sites. Sites must give incentives to tourists, and promotional activities should be continued (See 3-3-1 Recommendation). The municipal office and Hirugami hot spring area support recognize the value and attempt utilizing local resources such as food or scenery and introduce them as value addition into sites in Achi Village by introducing and selling local food at tourist sites or using local products at local sites. However such attempts are not pursued well in Achi Village. A difficult thing is cooperation among sites such as hotel and farmers or food companies in Achi Village, because which products should be used mainly depends on cost. How that cooperation will go well is the next challenge to be solved.

Recommendation

In order to attract tourists, value addition will be efficient because value addition becomes an incentive to induce tourists to visit. Even if tourists did not feel attracted to a site, sites with added value would be more attractive for tourists and the number of tourists would increase. That value addition has an impact on tourists and people, so it is an important and efficient method. No matter how well they utilize resources, the number of tourists will not increase until people, travel agencies or media come to know about Achi Village. However the importance of value addition does not change and should be conducted as before because value addition can leave bigger impressions and those will be spread by word of mouth.

3-3-3. Participation of locals

Limitation/Challenge

There are four limitations in promotional activities, particularly to gain the participation of locals. In order to activate participation of locals, those four issues should be solved. Now their problems are difficult to solve but when thinking about attracting tourists and the future for tourism in Achi Village, participation of locals is a vital element.

Firstly, through our interviews we realized that most of the Japanese hotels in Achi Village were “owned and managed by outsiders” Does this mean that locals are not interested in tourism of Achi Village? It may also imply that locals do not know how to conduct business or do lack resources, either way it would mean that they are letting an income generation opportunity simply escape. Secondly, we also noticed that some Japanese Inns in the village do not use local products. The reason given was the high cost of local products. Does this mean that they can sell the same products at high price in a market without any problem? Thirdly, it was found through one interview that involvement of local people is limited to the employment. This implies that local people are not able to fully explore the possibilities, which arise through tourism and therefore not reap ample benefits from it. On the other hand, while the municipal office and Hirugami hot spring area support raise the importance of tourism, there are few voices which wish to activate tourism of Achi Village, from interviews, because people who obtain benefits appear to be limited. Therefore, the interviewee said that people in Achi Village seem to have no interest in tourism. Fourthly, local people do not have any resources to utilize in tourism production, except farm

products at present.

Recommendation

If local farmers can get into regular contracts with the Inn owners for selling their products, they may be able to save on distribution channel costs and also earn a regular fixed income. Not only that the partnership thus created will help in widening their reach, because their products will then be accessible to tourists from all over Japan, this will also help in the recognition of their products as products of Achi Village (See Branding in Chapter 2). There should be an incentive for inn owners to even consider buying local products and in this regard the role of the municipal office becomes very important. The municipal office can consider providing financial support to farmers, when they choose to give free trials or trial discounts to inns. To date, local inns have chosen not to use local products because of high costs. But if this is done then Inns will get a chance to use local products at lower prices, which may help build a long term relationship between the two, and thus help the Achi economy.

As for branding, holding food contests can also be considered. Actually Achi Village does hold some food contests. Such contests are very useful in giving local products widespread recognition, thus helping in branding.

4. Linkage between Agricultural Sector and Tourism Sector

As mentioned in chapter 1, the agriculture sector is a “Core Industry” and the tourism sector is a “Key Industry” in Achi Village. Chapter 2 and 3 talk about each sector separately. However, these sectors have and should have a link. Therefore, this chapter talks about the linkage between the agriculture sector and tourism sector.

Current Situation/Limitation/Challenge

It can be observed that there are two aspects of the relationship between the agriculture sector and tourism sector: supply of Achi Village products, such as food and souvenirs, to hotels in the Hirugami hot spring and Morning Market. Achi Village tried to supply local agricultural products to hotels in Hirugami hot spring. However, hotels which are both private and village-run purchase foods from suppliers in Iida City because they

provide unique food such as steamed rice or cutting vegetables with low price. Hence, the attempt by Achi Village to supply food to hotels did not succeed. Further, even though hotels provide the space of souvenirs, those areas are occupied by mainly non-Achi Village products.

Picture4.1: The Scene of the Morning Market



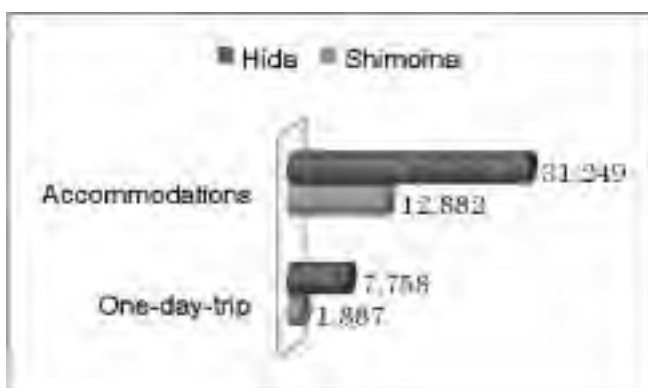
The Morning Market is another aspect of the relationship between the agriculture sector and tourism sector. This market is mainly for tourists who stay at the Hirugami hot spring. Farmers who are members of the

Morning Market Association (昼神温泉朝市組合) can sell their agriculture products or crafts in the Morning Market. For farmers, this market is an important source of income. One farmer said that the amount of income from the Morning Market was approximately 60 percent of total income. Besides, this market is also important for food processing companies. The head of Achi-no-sato which is a food processing company said that they test new products in this market and research customers' needs and wants. The municipal office provided the building to promote this market which is shown in picture 4.1. A brown wall with black roof is the building which was constructed by the municipal office. When it is raining, sellers can move to the back side which has a long roof to avoid rain.

However, one of our interviewees pointed out that the Morning Market closes the membership to non-villagers and accordingly, there is no competition to improve quality of products. Even though the morning market is a good income source for sellers, many farmers don't know the advantage of the market. Also, there isn't enough information for tourists, such as, "when and where is the Morning Market held?" and, "what kinds of products does this market have?" Especially, for those who come to Achi Village for the first time, it is hard to access information on the Morning Market itself.

From our observation, there are not enough places for tourists to spend money, such as eating places and souvenir shops. The figure 4.1 shows the comparison of tourist consumption between Hida Area which contains some tourist sites in Gifu Prefecture and Shimoina Area. Hida Area includes Takayama City, Hida City, Gero City and Shirakawa Village. Shimoina Area is composed of Iida City, Achi Village, and Seinaiji Village, etc.¹ In Hida Area, one tourist who stays overnight does spend 31,249 Yen on average and one who comes on a one-day trip

Figure4.1: Tourist Consumption



Source: The author made by using the statistical data of Gifu-Pref. and the Nagano-Pref. tourism statistical data

spends 7,758 Yen on average. On the other hand, in Shimoina Area, one tourist who stays overnight spends 12,882 Yen on average and one who comes on a one-day trip spends 1,887 Yen. The size of those areas is different; therefore, they cannot be compared with each other simply. However, it is obvious that the tourists in Shimoina Area don't spend much money compared with Hida Area. That is, the average amount spent by each tourist of Achi Village is low. In that case, how Achi Village can make tourists consume more during the stay at Achi Village is important.

Recommendation

In order to provide suggestions about the limitations, as discussed above, related to the area of linkage between tourism and agricultural sector in Achi Village, two aspects can be set for analysis. First, "how can consumption per tourist be increased?", and second, "how can the number of tourists be increased?" According to

the statistical data, the number of tourists visiting Achi Village in 2007 was about 770,000. For example, if we assume that they spend 1,000 yen or more in some way, then about 800 million yen of new income will be generated. While improving individual consumption, it could also be considered as a possible way to create additional income by expanding overall number of tourists

Total income from tourism sector (I) could be calculated by multiplying consumption per tourist (c) by total number of tourist (N) as $I = cN$. Increasing c means to achieve the first aspect, and increasing N means of second aspect.

How can c and N be improved on earth? To answer to this question, we would like to suggest three ideas. First is to establish a Night Market in addition to the Morning Market. The second idea is to establish a roadside station. The third one is to facilitate the existing Morning Market. Each suggestion has a relationship with both the first and second aspects, that is, c and N .

Figure 4.2: The Pattern of Tourism



Source: Tourism Statistical Data of Nagano Prefecture 2007

The main purpose of the Night Market is to provide opportunity for tourists, especially for younger people who sleep late in the night to enjoy local food other than Morning Market. According to questionnaire survey for tourists conducted by Hirugami hot spring area support center, two predominant preferable things of Hirugami hot spring area are the quality of hot water and taste of food, whereas Achi Village does not have many restaurants for having dinner. Convenience stores are also located far from Hirugami hot spring area and they are hard to access. If there is a place to have light meals at night time, tourists who want to enjoy walking around and

watching illuminated cherry blossom or autumn leaves will be expected to buy those meals. Since considering the policy of the village to preserve landscape, the Night Market should only take place during peak season of tourism, especially from March to May and from September to November. Further, this would be good promotion space for agricultural products cultivated in Achi Village.

Regarding construction of a roadside station, there are two reasons of recommendation. First, there is no railway in the village, and access is limited to car or bus. Many of the tourists visit for a one-day-trip by car according to the statistical data. Further, the main tourists come from Chubu Area, especially Aichi Prefecture which is located two hours away from Achi Village by Chuo Expressway unless you take a rest somewhere on the highway. Therefore if there is a roadside station in Achi Village which contains restaurants, souvenir shops and/or relaxation space, drivers will have an opportunity to stop by there and get relaxed after a long highway run. In order to attract tourists, especially one-day-trippers, effectively, the roadside station should be located alongside of Route 256 between Sonohara Interchange which is the nearest entrance and Hirugami hot spring area.

The second reason is that a roadside station could become a billboard of Achi Village or Hirugami hot spring. It would provide several kinds of information about the village and its properties, or sell dozens of processed food or souvenirs. One more advantage of a roadside station is that because most tourists visit by car, they can bring a certain amount of souvenirs home conveniently, from door to door. A roadside station could also play the role of parking space. Improving convenience of traffic can contribute to increase the number of repeaters.

The third suggestion, facilitating the current Morning Market, is also crucial for Achi Village's economy as we mentioned above. More aggressive advertisement and promotion activities for both villagers and tourists would excavate a new market within Morning Market. To achieve these activities, Morning Market Association should take initiative to promote activities and make partnerships with Achi municipal office. A partnership with the municipal office would make it possible to expand advertisement activities and facilitate the new entrance of sellers.

5. Conclusion

In our research, we found that both the agriculture and tourism sectors form an integral part of Achi Village economy. Both the sectors are equally important, one being driven by social and cultural considerations and the other by economic considerations. We also tried to give suggestions for improvements. All the suggestions were explained in detail in preceding chapters. In agriculture, we suggested use of high quality products for branding and commercializing of farm land by implementing (1) the owner system of agriculture field and (2) farm land leasing agreement for private companies. In tourism, we suggested (1) improvement in promotional activities (2) value addition (3) participation of local people.

We also felt that there were certain aspects of both tourism and agriculture complementing each other, which were neither fully developed nor completely ignored. For this purpose, we gave our suggestions such as establishing a Night Market, establishing road side stations and facilitating the existing Morning Market. All our suggestions are based on our initial study, subsequent research and analysis of the data collected through interview, questionnaire and other material available. What we have suggested may or may not be fully acceptable to everyone in Achi Village. There may be certain reservations, but we feel that if not all but some are accepted and implemented, much improvement could be seen in terms of income generation.

Last but not least, as it is with any other economic activity, investment for future growth is essential. According to a very important economic principal, "one should not expect future profits but prepare for future losses", it is important that Achi Village should also plan for the future. In this regard, preservation and upkeep of presently available resources like land, hot springs, and climate are extremely important. The main thing that tourists look forward to in Achi Village is its clean fresh air, greenery and healthy and peaceful environment all around. Therefore efforts should be made to preserve these resources for future generations.

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ⁱ The definition of Shimoina Area in this statistical data is composed of:

Iida City(飯田市), Matsukawa Town(松川町), Takamori Town(高森町), Anan Town(阿南町), Seinaiji Village(清内路村), Achi Village(阿智村), Hiraya Village(平谷村), Neba Village(根羽村), Shimojyo Village(下条村), Urugi Village(売木村), Tenryuu Village(天龍村), Yasuoka Village(泰阜村), Takagi Village(喬木村), Toyooka Village(豊丘村) and Ooshika Village(大鹿村).

