

# 2013 年度

# 国内実地研修報告書

—愛知県瀬戸市に学ぶ地場産業を生かした地域開発—

## Domestic Fieldwork Report 2013

**Regional Development Reflecting the Role of Local Government:  
Lessons Learnt from Seto City, Aichi Prefecture**

2014 月 3 月  
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名古屋大学大学院国際開発研究科  
Graduate School of International Development  
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## はじめに

名古屋大学大学院国際開発研究科（以下、GSID）では、1995 年以来毎年、本研究科博士課程前期課程カリキュラムの一環として、愛知県もしくは近県の地方自治体ならびに関係機関のご協力を得て、国内実地研修を実施してきました。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 GSID にとって、フィールド調査を通して、日本国内における諸行政課題への地方行政の取り組みや日本の開発経験を学ぶ機会を学生に提供する重要な教育活動であり、海外実地研修とともに研究科共通科目として位置づけられています。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 点です。

2013 年度は、昨年度に引き続き、愛知県瀬戸市の協力を得て 10 月 23～25 日に現地調査、11 月 29 日に結果報告会を行いました。実地研修には、博士課程前期課程 1 年生 18 名（日本人学生 5 名、留学生 13 名）が参加し、3 つのワーキンググループ（WG）に分かれて関係機関でのインタビュー調査、質問紙調査、資料収集を行いました。本実習では、教員 3 名が引率にあたり、5 名のティーチング・アシスタントが運営や通訳等の補助を行いました。また、現地調査に先立ち、事前学習の一環として、瀬戸市商工会議所の加藤滋樹氏に本研究科にお越しいただき、瀬戸市の文化、歴史、産業、社会、教育について講義をしていただいた他、調査の準備や実施に多くの貴重な情報提供や支援をいただきました。これらを通して、学生は各 WG の調査内容を絞り込み、さらに独自に文献・資料を収集して現地調査に備えました。

瀬戸市は、昭和 4 年に愛知県下 5 番目の市として誕生し、平成 21 年には市制 80 年を迎えた。人口は 13 万人を超えます。2005 年に開催された日本国際博覧会（愛・地球博）を契機に工業団地や住宅地の開発が進んだ地域ではありますが、商店街などが位置する旧市街の再活性化や、伝統産業である窯業を活かしながらクローバル時代における産業振興をどう進めるかが大きな課題となっています。また、最近 10 年間は人口が安定的に推移している一方で 65 才以上の老人人口が 18.2%（2005 年）から 25.7%（2013 年）と増加しており、日本全体の平均値とほぼ同じ（2013 年 10 月 1 日現在 25.1%）とはいえ、着実に高齢化が進んでいます。この中で、外国人の人口は、2014 年 3 月 1 日現在で 3,634 名となっており、最近緩やかな減少傾向にあります。

国全体が再生に向けて動き出している中で新たな挑戦のまっただ中にある瀬戸市の協力のもと、本年度の実地研修では、我々調査班の特徴である、多文化の若者たちの新鮮な視点を活かすという観点から、商店街（WG1）、陶磁器産業（WG2）、多文化共生（WG3）をテーマに取り上げて調査を行いました。

研修の企画・実施にあたっては瀬戸商工会議所および瀬戸市役所から多大なご協力をいただきました。実地調査にあたっては、銀座通り・末広町商店街の商店および顧客の皆様、瀬戸焼の製造・販売関係者の皆様、瀬戸市国際センター、地域学校や日本語学校そのほか公的・民間機関の職員の方々および住民

やイベント参加者の方々に、ご多忙の中、多大なご協力とご高配を賜りました。また、瀬戸市での結果報告会は、今回は商店街の中にある NPO・窯のひろばを利用させていただいたことで、おいしい食事をいただきながらのアット・ホームな会として開催できました。日本に暮らしていながら日頃大学以外の地域社会との接点が限定されがちな留学生や、日本の社会について国際的に理解を求める役割を担う必要が増している国内学生の双方にとって、今回の実習は、日本の社会について重層的な理解を得る貴重な機会となりました。同時に、こちらの勝手な思いとしては、私どもの学生の成果が、激変する国際環境の中で、瀬戸市、そして日本がどのような姿で現在の世界の若者に映ったのかについて、少しでも参考になれば、うれしい限りです。今回の調査では、私どもの卒業生、学生やスタッフが、瀬戸市の地域社会とその活動に深く入り込んでいることもわかりました。引き続き、様々な形で瀬戸市と私どもとの交流を進めていければと存じます。どうぞよろしくお願ひいたします。

名古屋大学大学院国際開発研究科

2013年度国内実施研修委員長

米澤 彰純



**View of Shopping Street**



**Setomono Festival**



**Interview and Data Input**

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# 2013 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。こうした学習・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。18 回目となる本年度の DFW は、愛知県瀬戸市に受け入れをしていただいた。現地調査は 2013 年 10 月 23-25 日に実施され、参加学生は 3 つのテーマ別に分かれて、それぞれの視点から瀬戸市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瀬戸市の方々に直接、調査結果のフィード・バックを行えたこと、そして商工会議所、市役所の方々を中心とする関係者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 5 名と留学生 13 名の計 18 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	愛知県幡豆郡一色町	10 (4)
2	愛知県幡豆郡一色町	13 (8)
3	愛知県加茂郡足助町	19 (11)
4	愛知県加茂郡足助町	25 (14)
5	愛知県渥美郡渥美町	36 (25)
6	愛知県南設楽郡鳳来町	23 (14)
7	岐阜県郡上郡八幡町	26 (18)
8	岐阜県加茂郡東白川村	36 (16)
9	岐阜県加茂郡東白川村	32 (15)
10	長野県下伊那郡泰阜村	31 (17)
11	長野県下伊那郡泰阜村	40 (19)
12	長野県下伊那郡清内路村	25 (20)
13	長野県下伊那郡阿智村	28 (17)
14	長野県下伊那郡阿智村	20 (15)
15	静岡県浜松市	31 (21)
16	愛知県田原市	21 (19)
17	愛知県瀬戸市	16 (12)
18	愛知県瀬戸市	18 (13)

(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 3 つの活動から構成される。

#### ■ 事前研修

日時	講師	講義内容
6月5日（水）16:30-18:00 ＜必修＞	名古屋大学 米澤彰純 准教授	「日本の地方行政、瀬戸市の紹介」
6月12日（水）16:30-18:00 ＜必修＞	瀬戸市商工会議所 主事 加藤滋樹 様	「瀬戸市の概要」
7月29日（火）－		
8月2日（金） ＜選択＞ 集中講義	日本パシイワ 会長 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、商店街、陶磁器産業、多文化共生の 3 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 商店街	瀬戸市の商店街は商業的な側面だけでなく、地域共同体に対して様々な役割を果たしている。高齢者の集会や会議の場としての社会的相互作用側面、祭などの行事で観光客を惹き付ける文化的な側面を有している。本調査は、現在再生のための道を模索している「銀座通り商店街」、「末広商店街」の現状の把握に努め、その活性化の可能性を探る。
WG2 陶磁器産業	瀬戸市の陶磁器産業は 1970 年代をピークに、衰退の一途を辿っている。陶磁器産業を活性化するため、瀬戸市は 2012 年「瀬戸市地場産業振興ビジネス」を策定し、瀬戸焼のブランド・イメージの向上、マーケティングの導入、観光業との連携を進めている。実際に、観光業との連携で年に 9 つの瀬戸焼振興のためのイベントを開催している。本調査は、上記の試みがどのように陶磁器産業の再活性化に貢献するかを考察する。
WG3 多文化共生	瀬戸市に住んでいる外国人の数は近年安定または減少傾向にある。2012 年には、3,598 人の外国人が同市に在住しており、市の人口の 2.7% を占める。多文化共生への道を模索している日本社会において、瀬戸市では、外国人居住者との情報共有をどのように図られてきたのかを考察する。

## ■ 現地調査

瀬戸市にて実施された3日間の現地調査の詳細は以下の通りである。

	<b>WG1</b>	<b>WG2</b>	<b>WG3</b>
10月23日 (水) 08:30 -21:00	<ul style="list-style-type: none"><li>・みそかつ（銀座通り）</li><li>・市役所産業課商業金融係</li><li>・銀座通り商店街会長</li><li>・末広通り商店街会長</li></ul>	<ul style="list-style-type: none"><li>・瀬戸市産業課工業係</li><li>・瀬戸市まるっとミュージアム課</li><li>・瀬戸蔵セラミックプラザ</li></ul>	<ul style="list-style-type: none"><li>・ブラジル人学校（Paulo Freire）</li><li>・野田医院</li></ul>
10月24日 (木) 10:30 -21:00	<ul style="list-style-type: none"><li>・銀座通り及び末広通りのお客さん</li><li>・おわりや（雑貨店）</li><li>・つちや（学校制服店）</li><li>・はたや</li></ul>	<ul style="list-style-type: none"><li>・窯元（喜多窯 霞仙）</li><li>・商店街（陶磁器卸・小売）</li></ul>	<ul style="list-style-type: none"><li>・瀬戸国際センター</li><li>・長城飯店</li><li>・日本語オアシス</li></ul>
10月25日 (金) 9:30 -20:00	<ul style="list-style-type: none"><li>・ノベルティグッズ研究会</li><li>・商工会議所</li><li>・窯のひろば</li></ul>	<ul style="list-style-type: none"><li>・ノベルティグッズ研究会</li><li>・商工会議所</li></ul>	<ul style="list-style-type: none"><li>・団地訪問</li><li>・窯のひろば</li><li>・ネパールレストラン</li></ul>

## ■ 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 紹
日時	2013年11月29日（金）18:30-21:00
場所	窯のひろば（銀座通り商店街）
出席者	調査に協力してくださった関係者の皆様
報告者	国内実地研修参加学生
内容	<ul style="list-style-type: none"><li>挨拶（加藤滋樹様 濑戸市商工会議所主事）</li><li>挨拶（米澤彰純准教授 DFW 実施委員長）</li><li>WG1 の報告（20分間のプレゼンテーション）</li><li>質疑応答（約10分間）</li><li>WG2 の報告（20分間のプレゼンテーション）</li><li>質疑応答（約10分間）</li><li>WG3 の報告（各20分間のプレゼンテーション）</li><li>質疑応答（約10分間）</li><li>挨拶（米澤彰純准教授 DFW 実施委員長）</li></ul>

## 4. 担当教員と参加学生の一覧

以下の通り、計 16 名の学生が参加した。男性 9 名、女性 7 名の内訳となっている。

	No.	氏名	専攻	性別	国籍
WG1 商店街 米澤彰純 Ngov Penghuy	1	Tran Thanh Tuan	DICOS	男	ベトナム
	2	Homaam Khalilullah	DICOS	男	アフガン
	3	Ito Kohei **	DID	男	日本
	4	Seo Yeolim	DID	女	韓国
	5	Seng Sokheng*	DID	男	カンボジア
	6	THAN Seyla	DID	男	カンボジア
WG2 陶磁器産業 川島富士雄	7	Suzuki Koji **	DICOS	男	日本
	8	Hassan Noureldin Hussein	DICOS	男	エジプト
	9	Agah Mohd Asif	DICOS	男	アフガン
	10	Lu Longjiang *	DICOS	男	中国
	11	Sufia Jahan	DICOS	女	バングラデシュ
WG3 多文化共生 木下徹	12	Iida Kenzo **	DICOS	男	日本
	13	Safi Hamidullah	DICOS	男	アフガン
	14	Soto Murillo Antonio Leonardo	DID	男	ボリビア
	15	Jaroonruangrit Jutiphorn *	DICOS	女	タイ
	16	Kato Ami	DICOS	女	日本
	17	Piao Yinglan	DICOM	女	中国
	18	Osawa Aki	DID	女	日本

(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

## 5. 本書の構成

本報告書は、名古屋大学大学院国際開発研究科のウェブサイトで公開され、調査地である瀬戸市商工会議所、瀬戸市市役所の調査協力者をはじめ、調査協力者にもお知らせしています。そして、当国際開発研究科のホームページからも閲覧可能となっています。日本の都市の先進的な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みます。

本書は商店街、陶磁器産業、多文化共生の3つの報告書から構成されています。報告書は学生たち自身の手で英語で書かれ、それぞれ和文要約が添付されています。

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員のものではない点にご留意いただきたく、お願い申し上げます。

(文責 Ngov Penghuy)

## 瀬戸市の概要

愛知県瀬戸市は、濃尾平野に広がる尾張丘陵に位置し、中部経済圏の中心である名古屋市の20Km圏内にあります。東西に12.8Km、南北に13.6Kmに広がる総面積約111.6Km<sup>2</sup>の市です。瀬戸市は昭和4(1929)年10月に愛知県下5番目の市として誕生当時約3万6千人でスタートしましたが、その後近隣の村と合併を経験しながら発展、平成25(2013)年4月1日現在では13万2千人で、過去10年はほぼ横ばいで人口が推移している一方で、高齢化も着実に進行しています。

瀬戸市は東西に瀬戸川が流れ、中心部に旧市街地や官公庁などが集中しています。北部、東部、南東部は山地で、特に南東部には「海上の森（かいしょのもり）」とよばれる里山と森林、公園、200以上の小さな湿地がある自然豊かな地域が広がります。南部には市内最大の住宅地である菱野団地があり、北東部には水野団地があります。これらの住宅地のなかには、アジアや南米からの多くの外国人も居住しています。

2005年3月、2005年日本国際博覧会（愛・地球博）が長久手町（現・長久手市）と瀬戸市の2会場で開催されました。のちに瀬戸会場は瀬戸万博記念公園 愛・パークとして開園しています。瀬戸市にはしょうゆ味のいわゆる瀬戸焼きそばがあるほか、五目ごはんの発祥地です。万博からすでに10年近くが経過し、国や世界の経済環境が激変する中で、市内各地域の特性を考慮した「都市再生整備計画」や「社会資本総合整備計画」を立案、実施しています。

瀬戸産のやきものを指す「せともの」はやきものの代名詞となっているように、瀬戸市は日本屈指のやきものの産地として知られています。瀬戸市の丘陵地帯の瀬戸層群と呼ばれる地層からは、良質の粘土やガラスの原料の珪砂が採取されることから、古くからやきもののまちとして栄えました。窯業の隆盛とともに明治時代から鉄道などの交通基盤の整備が進み、人口も増え、市制を施行するまでになりました。

瀬戸でやきものの生産が始まったのは平安時代の中頃と考えられていますが、昭和恐慌、第二次世界大戦を経て、今日へと至ります。瀬戸のやきものの最大の特徴は、時代時代の陶工たちが新しい技術を追い求め、さまざまな様式の上質なやきものを生み出してきたことです。これは今日にも引き継がれ、陶磁器界をリードし続けています。こうした古きに学び新しきを開拓するというマインドが、市のさまざまな取り組みにも生かされています。近年では、製造業としての窯業から、観光資源としての位置付けを高めつつあり、平成24(2012)年から26(2014)年にかけて、「陶祖800年祭」が市の行事として開かれています。毎年9月の第2土・日曜日に開催される「せともの祭」は、全国最大級の陶器の廉売市が行われ、毎年約50万人の人出で賑わう瀬戸市最大のイベントとなっています。近年は観光都市として各種イベントを積極的に行っており、街全体を博物館に見立て「せと・まるつとミュージアム」を開設しています。

こうした伝統文化を生かしつつ国際化の試みも行っています。「やきもの文化がつなぐ国際都市」を目指し、平成8年に中国景德鎮市と友好都市提携を結び、平成15年にフランス・リモージュ市、平成

16年にチュニジア・ナブル市、平成18年に韓国・利川市と姉妹都市提携を結んでいます。瀬戸市の国際交流の窓口として「瀬戸市国際センター」（1997年設立）が設けられています。また、国際センターは、多くのボランティアやNPOなどと連携しながら外国人住民向けの日本語教室を開くなど、地域の多文化共生にも取り組んでいます。

このように瀬戸市は、地域の特性・優位性を活かした地域づくりに努力し、時代の変化に対応している事例であるとともに、現在再び世界環境の転換の中で大きな岐路に立っているという意味で日本の縮図ともいえる様々な課題も抱えています。ひとつが、市中心部に広がる伝統的な商店街の再生です。新しい住宅地が開かれることで市の人口の重心が中心部から周辺部に移り、市内や名古屋市に大型の商業施設が開発されるなかで、代々の個人事業主を中心とする商店街の在り方は、高齢者へのサービス、芸術やコミュニティ活動を中心とする施設が増加するなど、すでに実態として変化しているといえるでしょう。また、窯業で知られる瀬戸市ですが、窯業自体の事業者数は非常に少なくなり、関連産業の展開がすでにその地場産業としての持続に欠かせなくなっている現実があります。他方で、大都市中心部へ統合に伴う瀬戸市からの大学キャンパス撤退や住宅団地の住民の交代などのなかで、伝統的な地域コミュニティの良さを活かしながら、新たなビジネスチャンスを求めてくる人々や、地元産業の有力な担い手である外国人住民などといっしょに、どのように共生していくことができるかも、今後の市の発展を考える上で欠かせない要素でしょう。

私たちの調査では、市民の背景が多様化するなかで、新しい瀬戸市の市民社会の在り方を模索する様々な息吹が見いだされました。本報告書がめざしたのは、世界の様々な国から集まり、各国の様々な経験と視点を瀬戸市に持ち込むことで、新鮮な目で見た瀬戸市の今日の胎動を描き出すことです。ご一読いただき、こうした力強いごめきが少しでも感じ取られたら幸いです。

（本概要是、2012年度の報告書に西川由紀子准教授<2012年度委員長>が執筆したものと米澤彰純准教授<2013年度委員長>が今年度の視点に基づき改訂して作成しました。）

## 参考

瀬戸市ホームページ (<http://www.city.seto.aichi.jp/>)

文責： 米澤 彰純

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# *Working Group 1*

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## **Sustainability of Traditional Shopping Street Business in Seto City**

和文要約

1. Introduction
2. Current Situation of Shopping Street Businesses
3. Challenges and Efforts
4. Successful Cases of Shopping Street Businesses
5. Recommendations
6. Conclusion
7. Acknowledgement

References

Appendix

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## 和文要約

瀬戸市における商店街は、瀬戸の中心市街地に位置し、瀬戸焼の祖・加藤四郎左衛門景正を祀る深川神社を中心に栄えてきた。しかし、現在では全国の他の商店街と同じように、車社会の到来、生活スタイルの変化、大型商業施設の進出等によって、商店街を取り巻く環境は厳しくなっている。その一方で、瀬戸市の商店街は、2005年 の愛・地球博の瀬戸市開催決定を契機に様々な取り組みを行ってきた。だが、その後の商店街はその方向性を模索中であり、今後どのように発展していくべきかを検討する余地が存在する。また、商店街は近隣に住む人々の交流の場としての社会的な側面も有しているため、瀬戸市全体の発展を考える際にも、瀬戸市の商店街の今後を検討することは重要であるといえる。そこで、瀬戸市の商店街の現状と課題を明らかにし、商店街の持続的な発展・活性化を考察するために、中心市街地に位置する銀座通り商店街、末広町商店街に焦点を当て、各商店街の商店店主、商店街振興組合、市役所、商工会議所、NPO法人・市民団体の方々にインタビュー調査を実施した。

調査の結果、商店街の現状として、域内人口の減少や大型商業施設との競合、近年の景気動向による消費の抑制などによって、多くの店舗でかつてより収益が減少しているという意見が聞かれた。加えて、高齢化や後継者不足により、将来の展望が描きにくい状況が明らかになった。これらの状況に対し、積極的な商店では、固定客の維持のためにサービスの工夫を行い、また、新規顧客獲得のために店舗のディスプレイや装飾の工夫、ホームページの活用による他の商店・産業との連携などの取り組みが行われている。

また、商店街に関する組織も、商店街の活性化に対して、様々な活動を行っている。商店街振興組合は、定期的なミーティングを行い、商店街独自のイベント開催によって多くの人々を商店街に呼び込んでいる。市役所は商店街で開催されるイベントに対する補助金や空き店舗に対する補助金・好条件での融資制度などを通して、また商工会議所は講習会や成功事例の視察などを通して商店街のサポートを進めている。特に、今年は国からの補助金によって、両商店街のアーケードの改修が決まるなど、インタビューからは商店街に関する組織の積極的な取り組みの様子がうかがわれた。しかし、各商店によってミーティングやイベントへの積極性に違いがあることや、空き店舗への出店の難しさ、組織内での商店街担当者の定期的な異動などが課題として挙げられるといった意見が聞かれた。

以上の調査結果を踏まえ、私たちのグループは今後の瀬戸市の商店街の発展と活性化を考察するために、他国の成功例を事例として挙げた。一つ目の事例は、ドイツにおける「歩行者志向の商店街(Pedestrian-oriented shopping streets; POSS)」である。この商店街では、人々が生活しやすいような歩行者優先の交通システムが作られている。また、ここには人々が自由に座ることのできる空間がたくさんあり、屋外カフェやレストラン、魅力的な建築物やエンターテイナーによるショーによって、人々が集まりやすい空間となっている。このように、活気あふれる住みやすい商店街をつくるという計画の下で、交通の整備や商店街全体の再構築を行うことで、人々が集まり、安全で快適なコミュニティが形成される。

次は、韓国における「泥のフェスティバル (Mud Festival)」の事例である。韓国の保寧市では泥の化粧品が特産品となっており美容に良いと有名なことから、それを用いた体験型・参加型のイベントを開催することによって、多くの若者と外国人観光客がこの地を訪れる。この成功の秘訣は、若者や外国人観光客を呼び込むためのイベントプログラムの工夫やメディアをうまく巻き込んだことにある。瀬戸市の商店街においても、イベントの際にはターゲットを明確にし、メディアを巻き込みながら戦略的なイベントの開催を行うことによって、より効果的に多くの客を呼び込むことができる。

最後は日本の「100円商店街」の事例である。既に全国 100 か所以上で実施されているこの事例は、「価格設定が 100 円」という決まり以外は全て各商店に裁量が委ねられるため、商店街全ての人が参加できることがその魅力である。1 店 1 店が知恵を出し合いながら、商店街の人々全員で構築していく事業形態であるため、振興組合の活動に積極的に参加できない商店も巻き込んで、イベントを開催することができる。

これらの事例のような活気ある住みやすい商店街モデル作り、戦略的なイベント開催、各商店の参加を進めていくために、私たちは以下の提言を行った。

- ・商店街関係者間の協力の強化
- ・快適で楽しめるコミュニティづくり：コミュニティ同士の連携と魅力的な建築物構築
- ・顧客主体の考えの促進：住宅建設計画、歩行者主体の交通状況の管理、陶器関連の専門店・オフィスの奨励等
- ・高齢者への環境づくり：ショッピングカートの設置や配達サービスの提供等
- ・商店街関連の標識・看板の作成
- ・瀬戸市内地図、観光ガイド資料、ウェブサイトの更なる充実
- ・活性化政策の強化：店舗のデザイン改装等へのサポート
- ・全店舗で使えるポイントシステムの導入
- ・近隣に加え都市部の学校や NPO とのネットワークの構築
- ・個々の店舗顧客のニーズ調査の強化

これらの推進には、公的なサポート、関係者間の協力、各商店の自助努力が不可欠である。商店街の活性化のためには、まず商店街が新たな一歩を踏み出すための人的・資金的なサポートは欠かせない。それにより、活気ある住みやすい商店街モデルを商店街の人々と行政が一体となって作り上げる必要がある。また、関係者間の協力を強め、住みやすく快適なコミュニティをつくるために、商店街をどのような空間にしたいか具体的なテーマを決定し、それに基づいてイベント開催などを行っていくことが必要であろう。そして、最後に重要なのは各商店の自助努力である。商店街の活性化はやはり、個々のお店が主体となるものであり、お客様がどのようなものを商店街に求めているか、よく調査研究し、個々での努力をしていかなければならぬ。

最後になりましたが本調査の実施におきまして、瀬戸市役所の日栄様、瀬戸商工会議所の谷口様・

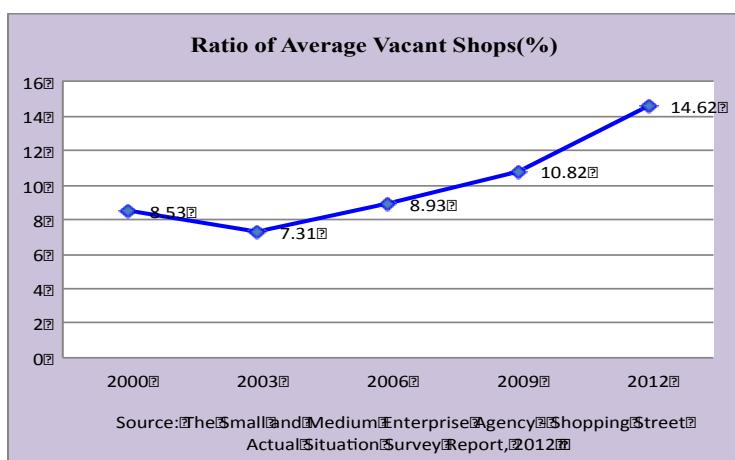
加藤様、銀座通り商店街より振興組合理事長・河本様、尾張屋様、みそかつレストサカエ様、NPO 法人エム・トゥ・エム様、末広町商店街より振興組合理事長・猪塚様、ハタヤ洋装店様、つちや様、ソマー様、双葉屋様、瀬戸ノベルティ研究会様に、ご協力頂きました。また、調査を設定・ご指導をして下さった米澤彰純先生、ンガウ・ベンホイ先生のお陰で無事に国内実地研修を終えることができました。皆様、誠にありがとうございました。

# 1. Introduction

## 1.1 Background

Seto City is famous for its pottery and ceramics. During the Edo Period, this city was a modern area controlled by the Owari Branch of the Tokugawa Clan of Nagoya. In the Postwar Period, the city grew as a bedroom community for Nagoya and as a tourist designation, leading to the growing of businesses and jobs creation for people in the area. Ginza-dori and Suehiro were among other traditional shopping areas in Seto

that were established for people in that community to set up businesses. Connected to Ginza-dori, there is a shrine where pilgrims from all over Japan come to pray for happiness and especially for their healthy businesses. These traditional shopping areas are streets, about a few hundred meters long, with traditional Japanese buildings, relatively



unchanged over the last century, where typical, everyday products are available. Unfortunately, the number of businesses has been decreasing in the last decade. The number of vacant shop increased from 8.53% in 2000 to around 15% in 2012 (The Small and Medium Enterprise Agency, 2013).

This situation raises concerns for the remaining shopping street businesses; particularly, owners of businesses on the Ginza-dori and Suehiro shopping streets in Seto City that are also facing these issues and they doubt about the future of their businesses and of the shopping streets. Since these shopping streets are linked to the daily economic activities of the community, a study on the causes of decreasing business in these areas was conducted.

## 1.2 Problem Statement

Ginza-dori and Suehiro shopping streets are considered to have played important roles for local communities in Seto City. In terms of social interaction, people, especially elderly citizens, use these areas for meetings, discussions and arrange various activities. Apart from community interaction, these areas are also important for cultural purposes, as they are places to hold cultural festivals. Ginza-dori in particular is attractive to local and international tourists. Notably, these shopping streets are considered to be business blocks where shops such as drug stores, grocery stores, cafeterias, pottery shops, shoe stores, clothing shops, alcohol stores, accessory stores, camera shops etc. are situated; however in the last decade, the shopping streets are losing

business momentum. According to a representative from the Chamber of Commerce and Industry, about a quarter of the existing shops were closed on each shopping street and the issues have yet to be solved.

### 1.3 Research Objectives

The aim of this study is to suggest recommendations for business community development for the traditional shopping streets of Ginza-dori and Suehiro in Seto City. In response to the main purpose, the study will work specifically on two objectives:

- Analyze the current situation to identify factors that cause the decrease of business activities through conducting a field survey with owners of businesses, customers, and shopping business related stakeholders.
- Investigate the roles and efforts of business owners, the Shopping Street Association, NPOs, the Chamber of Commerce and Industry and the city office for the sustainability of businesses along the shopping streets.

### 1.4 Research Questions

In response to objectives of this research, there are three questions that have been raised:

1. What are the causes of the decline of businesses along the shopping streets?
2. What have stakeholders (the Shopping Street Associations, NPOs, the Chamber of Commerce, and city office) done for the sustainability of the shopping street businesses?
3. How to revitalize and sustain businesses along the shopping streets?

### 1.5 Research Methodology

In order to achieve the study objective, business related information was initially gathered through online sources and other available documents. In addition to a pre-interview observation in the area of the shopping streets, a three-day series of interviews on site was conducted from 23<sup>rd</sup> to 25<sup>th</sup> October 2013, at Ginza-dori, Suehiro; at the Chamber of Commerce and Industry; at the city office in Seto City; along with desk research. The numbers of the respondents are as follows:

1. Head of Shopping Street Associations: 3 (2 from Suehiro)
2. Shop owners: 7 (4 target shops)

Shops Interviewed			
N	Name of Shops	Type of Businesses	Interview Location
1	Misokatsu Rest Sakae	Restaurant	Ginza-dori
2	Owariya	Grossery Shop	
3	Hataya	Textile and Tylor Shop	Suehiro
4	Tsuchiya	Student Uniform Shop	
5	Seto Novelty Club	Luxy Ceramic Shop	Suehiro
6	Somer Shoe Shop	Shoes Shop	
7	Futabaya	Stationery	

Source: Field Survey, October 2013

3. Customers: 12
4. M to M (NPO): 1
5. Chamber of Commerce & Industry: 1ffd
6. Seto City Officer: 1



Shopping Street Related-Stakeholders		
N	Related Stakeholders	Interview Location
1	Customers	Ginza-dori & Suehiro
2	Head of Ginza dori Shopping Street Association	Seto Park Hotel
3	Head of Tsuehiro Shopping Street	Suehiro Shopping Street
4	M to M (Kama no Hiroba)	Ginza-dori
5	Representative of Chamber of Commerce and Insustry	Hotel
6	City Officer	City Office

Source: Field Survey, October 2013



- a. Desk research was done through reviewing documents provided by the Seto International Center, Chamber of Commerce and online sources.
- b. Interview sites: Ginza-dori and Suehiro Shopping Streets, the Chamber of Commerce and Industry, and city office in Seto City.

## 1.6 Significance and Contribution of the Study

Previous domestic fieldwork has been done in many prefectures such as in Tahara City in Aichi, Hamamatsu City in Shizuoka and areas of Nagano Prefecture on sustainable regional development, the challenges of industrialized cities and the revitalization of marginalization communities. Yet few studies have been conducted in Seto City, especially regarding the shopping street businesses. Therefore, this study will focus on the sustainability of businesses along the Ginza-dori and Suehiro shopping streets. In terms of academic benefit, this study will contribute to the literature on the situation of the shopping streets and the businesses within these locations for further study. For the sustainability of the shopping street businesses, this study will partly contribute to the revitalization of the current businesses by identifying the challenges and the efforts made by owners of the businesses and related stakeholders, especially through the introduction of some

successful business models along the shopping streets as models to the other businesses in the same location.

## 1.7 Challenges of the Study

This study emphasizes the sustainability of shopping streets businesses (Ginza-dori & Suehiro) in Seto City where there is a scarcity of previous studies on such topic. Moreover, information about Seto City is limited and those available are mostly in Japanese. Therefore, to tackle this challenges, a preliminary visit to Seto City, prior the site-survey, was conducted. It was then followed by a three-day site-survey assisted by a Japanese-English translator to gather necessary information for this study.

## 2. Current Situation of Shopping Street Businesses

Continuous decline in the number of customers along these shopping streets, where 43 shops are located, has decreased profitability for many shops, even leading to the closure of some. Other shops were forced to close because owners did not have successors to take over the business. Moreover since the shopping streets are losing its historical charm, local customers are gradually moving to modern shopping malls for purchasing needed commodities. On the other hand, there are also signs that show the opposite happening and

since the shopping malls have opened in 2000, even though many customers are not purchasing their daily needs from these shopping streets, businesses such as coffee shops, restaurants, pottery stores, novelty shops, massage centers, the existing grocery stores, traditional clothing shops, and electronics stores still have some regular buyers.



Events attract many customers to these shopping streets and some businesses benefit; however, the average spending of these visitors are usually below the expectation of the shop owners. One shop owner believes that consumer confidence in economy was significantly reduced after the two great shocks of the Lehman financial shock in 2008 and the Great East Japan earthquake in 2011. These two shocks strongly affected Japanese consumers' confidence, in which they tend to save for future. Yen appreciation in 1980s also affected export-oriented businesses. For instance, the production of novelty goods has been shifted to factories abroad where the goods can be produced cheaper and thus more profitably. Additionally, some shop owners established the budget supporting for current events in the shopping streets in Seto City held by Chamber of Commerce and Industry, and City Office will not help much to the sustaining of shopping street businesses in the long-run; they suggested that the money should be spent on alternative ways

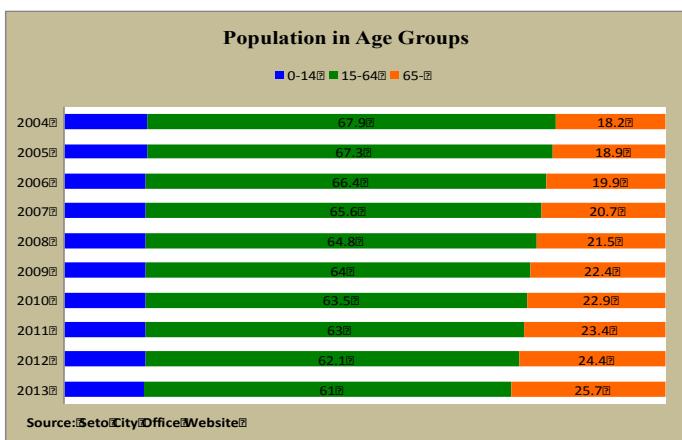
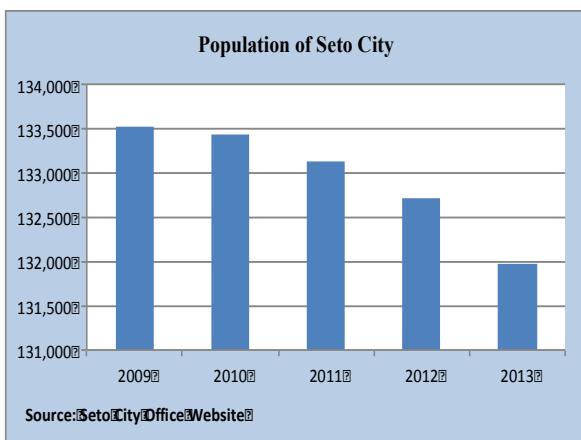
which would be more effective and efficient for sustainability of shopping street businesses.

The Chamber of Commerce and Industry, on the other hand, seems to view that shopping street businesses are no longer independent and tend to depend on the activities initiated by the Chamber of Commerce and Industry for sustaining; for example, the seminars, training sessions etc. have been provided to assist shop owners in many ways. Unfortunately, the turnover due to the closure of businesses continues. Shops in the Suehiro shopping street district, on average, should last for 30 to 50 years, but some shops have been closing within only a few years. Out of the ten shops that have closed in the Ginza-dori shopping street area, only one has been vacated for new business while the nine remaining stores have stayed closed and the owners live inside. During the last two years, eight shops have been closed and eight have been opened. In addition to the supports from the Chamber of Commerce and Industry, the government also provides subsidies for renovation of street arcades, among other things. The sustainability matter is further complicated by the fact that young people and even successors of former owners are not interested in taking over the businesses in these shopping streets. It is because young generations of theirs family tend to look for better paid jobs in the big cities or prefer to work for famous companies rather than working in the shopping streets, in which this way of thought is also supported by some shop owners. Therefore, only a small numbers of shops with successors like Misokatsu Rest Sakae and Tsuchiya are running by the third generation family members, while some other shops are still running by the second-generation family members. Many of the successful shops in the shopping streets, actually, have secondary sources of income from elsewhere; and this can be part of the supports to help sustaining theirs businesses in the current shopping streets. In other words, as a business per se, it may not be self-sustaining in the shopping street area alone, but it may be sustained because of a supportive business in another area of the city. This phenomenon adds to the complication when understanding issues related to the sustainability of these shopping streets.

### 3. Challenges and Efforts

#### 3.1 Shopping Street Business

As it has been observed, many people in Seto City work in Nagoya City or at least outside of Seto City; thus some of their shopping occurs outside of Seto and mostly in big shopping malls. In this way they do not need to purchase much of their daily items from inside the Seto city. Demographic issues, competition with big shopping malls, shortage of successors etc. are commonly becoming the current challenges and problems of most shopping streets in Japan. Since the context of this study focuses on shopping street businesses in Seto City (Ginza-dori and Suehiro shopping streets), challenges and problems of this area are emphasized below.



As of October 1<sup>st</sup>, 2009, the population of Seto City was 133,518, which was considered to be the peak of population growth in this period. Unfortunately, this number has decreased to 131,975 as of October 1<sup>st</sup>, 2013<sup>1</sup>. In business areas of Ginza-dori and Suehiro shopping streets, population is also decreasing annually as people keep moving west near Nagoya where they easily get access to schools, industries, business centers etc. The reduced availability of these public and private facilities causes a decreasing number of customers with the city itself and especially along the shopping streets areas. Based on the Seto City Office website, the ratio of people over 65 years old, which was 18.2% in 2004, became 25.7% in 2013. Simultaneously, aging shop owners and difficulty in finding successors to takeover businesses are becoming the issues of shopping street businesses.

In addition to these, the presence of big shopping mall in Seto City, which is near to the Shopping Street areas, exhausts the business along the shopping streets through competition in services, prices, product variety, location, promotions, etc. According to customers, they find shopping mall is more convenient because

<sup>1</sup> City office homepage of Seto City

it locates near to the station; and this shows that the competition from big shopping mall tighten the businesses along the shopping streets, which decreases profits and affects the closure of businesses in the shopping streets.

In response to the situation, owners of businesses have made the following efforts:

- Maintain customer loyalty and good relationships with customers, take notice of shopping habit/taste of customers, proactively stock new products, maintain the quality of products and services, etc.
- Create homepages to promote products and businesses, cooperate with other shopping street areas and industry and using the Internet for promoting business activities.
- Disseminate news of shopping street events through verbal advertisement (shop owners to customers).

### **3.2 Seto City Office**

To promote business activities in the shopping street, the City Office has been giving subsidies for half of the rental fee of the shop for one year to the new tenants to start new businesses in vacant shops; however due to this limited period of time, some withdrew their efforts after a while and left the shops vacant. For vacant shops, it is not easy to rent to others because the owners of the shop also live there and, with the importance of one's privacy along with the amount of rental fees needed, they are not simply convinced to rent their place to those who want to do business in their shop. Moreover, different titles of ownership for the business, the shop, and the land complicate the revitalization of the shopping street areas for business purposes. In addition, the shortage of parking lots and budget for building maintenance are all challenges for the city office for revitalizing the shopping street. More efforts have been seen by:

- Promoting events in shopping streets through media advertisement (newspaper, pamphlet, brochure etc.)
- Supporting shopping street events by contributing 10% of the total expenditure of events
- Providing financial support to new shops along the shopping streets by subsidizing 50% of the shop's rental fee, maximum to 50,000 yen, for one year<sup>2</sup>
- Subsidizing fees for shopping street renovation accounting for 1/3 of total cost; maximum to one million yen.
- Assisting shop owners in getting loans from the City Office

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<sup>2</sup> So far 23 vacant shops have received support.

- Introducing the e-money program called Manaca Shopping.<sup>3</sup> At the time of this research, 15 shops are using this shopping system. This program aims to attract more customers to the shopping streets by diversifying payment methods as well as to compile information of customers for strategic planning.

### **3.3 Chamber of Commerce and Industry**

Apart from the City Office, the Chamber of Commerce and Industry has been working to revitalize and to promote business activities in the shopping street areas. Events such as the Seto City Hina Dolls Tour, Seto Exposition Commemoration Park ‘Ai Park Memorial’ Event, Seto Touso Festival, Setomono Festival, etc. have been organized annually. However, the benefits from these big events are not shared equally among all businesses, only portions go to some businesses in the shopping street areas, for instance souvenir businesses. Other efforts by the Chamber of Commerce and Industry to revitalize the businesses in shopping street include the following:

- Holding meetings with shop owners, twice a year, to discuss the situation in the shopping street areas, to exchange information about the support programs, and to listen to concerns/requests of shop owners.
- Holding training sessions for shop owners once a year to advise how to exhibit/display their products in an attractive way
- Holding a compulsory seminar on success stories of other shopping streets in Japan once a year to provide good lessons/experiences of other successful shopping streets to shop owners.
- Providing consultation to shop owners on how to apply for support/subsidies.

### **3.4 Shopping Street Association**

For sustaining businesses in Ginza-dori and Suehiro shopping streets, Shopping Street Association has initiated meetings that create opportunities for shop owners to exchange ideas for improving their business situation. However, there was not full participation at the meetings because of several reasons: the different interests and ambitions of each shop owner; labor shortage of each store during business hours; and the fear of financial loss for paying membership of the association. This indicated that there were not adequate resources, both people and capital, to work on revitalizing their business conditions. Even so, many efforts have been initiated:

- Organizing meetings with shop owners to discuss plans and strategies to sustain business

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<sup>3</sup> Shopping program using credit chargeable card to do shopping. This card is used for transportation payment and purchasing a numbers of consumable good among; it is popular among Japanese people especially in big city

- Holding events and calling for owners to participate
- Reducing the number of vacant stores<sup>4</sup>
- Holding events/festivals to attract customers. For example, during summer festivals, they use good music, games, and experienced promoters to attract young customers.

## **4. Successful Cases of Shopping Street Businesses**

Shopping street businesses exist in many parts of the world; and different countries may have different history of shopping street businesses development; for example, failure and success factors may vary from regions within the same boundary. However, success stories are important because there can be good lessons to learn and they can be the models for other shopping streets facing challenges to revitalize their conditions. Therefore, for this research study, three successful shopping street cases from Germany, Korea, and Japan will be presented as below.

### **4.1 Pedestrian-Oriented Shopping Streets (POSS) of Germany**

#### **4.1.1 Brief Overview**

People increasingly prefer to live in communities where they can enjoy a quality of life; for instance, having options of housing types, availability of health facilities, parks for doing exercise and availability of convenient public transportation connecting to workplaces, schools, shops, hospitals etc. A typical case of a livable community can be represented by the pedestrian-oriented shopping streets (POSS) in Munich's Kaufingerstraße-Neuhauser Straße (street) in Germany, where it has been designed by connecting the shopping street to public transportation to minimize the use of private automobiles for transportation. Architecture and such as things as pedestrian paths, public spaces, water fountains, sculpture, shops, restaurants etc. in which visitors and passengers are attracted by the charm of the shopping street enhances the community.

#### **4.1.2 Critical Success Factors**

Some factors that make Munich's Kaufingerstraße-Neuhauser Straße (street) able to attract visitors are as follow:

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<sup>4</sup> Recently, Ginza-dori shopping street succeed in opening a new restaurant in vacant shop, working with students (the association invest the capital and student invest ideas and labor)

- The density of housing and commercial buildings crowds the area.
- There are street entertainers and music that provide enjoyable entertainment for visitors.
- The place is sufficiently connected to a variety of public transportation networks, pedestrian, bicycle paths and shopping street areas, etc.
- Historic buildings are among other attractions.
- A number of small shops with different and specialized goods create products for a variety of customers.

#### **4.1.3 Lessons Learnt for Seto's Context (1)**

- Conceptual design for the shopping streets: connect the area to public transportations, public and private facilities, with the availability of parking lots, pedestrian for passengers etc.
- Underlying idea is to turn shopping streets into a comfortable, lively, attractive and safe place where people can socialize, while enjoying their shopping experience.
- Build attractive physical appearances such as sculptures, water fountains, signs etc.
- Regular Street Art-Performances, with entertainers and musicians, could make the shopping street a lively, enjoyable, and attractive place.

### **4.2 Boryeong Mud Festival of Korea**

#### **4.2.1 Overview**

The International Festival and Event Association (IFEA) organize the Boryeong Mud Festival, which is popular for both local and international tourists. It is held to promote the Korean cosmetic industry. The festival sells mud soaps, shampoos and other cosmetic products. The Boryeong Mud Festival has been held at Daecheon swimming beach where there is a unique shell-powered sandy beach only found in Eastern countries. Tourists can swim here and massage with a mudpack at the same time. There are many events such as mud wrestling, mud king test, mud fireworks fantasy, mud sliding, and a photo competition. This event has the ability to attract a large number of inbound local and international tourists. The number of foreign tourists is about 85,000 and the total number of visitors is about 2,260,000 people during the event period (about 7~9days). This huge attraction is well known because of the advertising such as articles and pictures about Boryeong Mud Festival published in worldwide publications such as the Huffington Post and AP of America; the Toronto Sun of Canada; India times of India; the Guardian of England; Herald Sun of Australia, and so on.

#### **4.2.2 Critical Success Factors of This Event**

In regards to events, people might feel bored if they can just observe. But the Boryeong Mud Event was organized to provide an active, exciting, and energetic experience to people who participate. This means that besides observing, visitors can join the activities of splashing around in the mud and cooling off from the summer heat.

Below are the factors, which have been made to attract young people and foreign tourists to this spectacular event.

- To connect the events to the world, Boryeong City utilizes its sister city relationships.
- All promotional items are written in foreign language and easily understood by visitors.
- WOM (Word-of-Mouth) communication and virus marketing are successfully formed through online media such as Power Blog, YouTube, and Facebook, which attracted a great deal of business and publicity.
- To promote visitors' participation in activities, incentives such as free lunch coupon or souvenirs were provided to those who engaging in the activities.
- To improve the quality of products (mud cosmetics), the event is aligned with a famous cosmetic company in Korea and for the development of higher quality products.
- Recruiting young volunteers to contribute in the event, so that the volunteers can gain good working experience for one thing, while the costs of event can be reduced for the other, which helps reducing the cost of organizing the event.

#### **4.2.3 Lessons Learnt for Seto's Context (2)**

- To attract young people into shopping street areas, events should be more active, exciting, and energetic through involving visitors in the event's programs or activities.
- A well-known source of media such as Power Blog, YouTube, and/or Facebook should be used as the sources to advertise upcoming events because through these channels people can easily access the information about shopping street events.

## **4.3 Successful Domestic Case - 100 Yen Shopping Streets**

### **4.3.1 Overview**

According to Asahi Shimbun dated May 29, 2009, an NPO in Shinjo City, Yamagata Prefecture devised 100-yen shopping streets for the activation of the shopping street businesses in their community. These 100-yen shopping street businesses are basically organized twice a month, with the participation of more than 90% of businesses outlaying along the shopping street. The shops are located side by side along the shopping street, where merchandise for the sale are displayed in front of the store. Once customers enter the shopping street, they tend to keep walking until the end of the shopping street. Such kind of idea was initiated because the purchasing behavior of customers has been noticed to becoming more price-sensitive. In Japan, people realize that 100 yen is the lowest sale price; and this kind of price does attract people. Currently, 100-yen shopping street are making profits from selling the 100-yen products without any subsidies of the government.

### **4.3.2 Critical Success Factors of the Event**

- It was a unanimous decision to create the 100-yen shopping street. This also ensures that all shopkeepers actively participate in it.
- It was a plan resulting from mutual interest rather than the pursuit of self-interest. Shop owners tried to listen to the opinions of others before making decisions and created mutual interest through cooperation and communication.

\*\* For lessons learned for Seto City: Active participation of all members of the shopping streets in Seto City is needed for interactive communication and business operations.

## **5. Recommendations**

Base on the result received from the field work surveys (see Appendix) and the lessons learnt from shopping street business activities of other countries mentioned above, the following suggested recommendations should be a starting point to consider for the revitalization of the shopping street businesses in Seto City.

- Promote housing schemes in Seto City, connect shopping streets with public transportation system, and manage transportation flow.

- Encourage the establishment of ceramic professional offices and ceramic-related sectors for more employment opportunities
- Develop mutual assistance between shopping street related-stakeholders on policies and budget supported for revitalization shopping streets and shopping street businesses.
- Create comfortable and enjoyable shopping streets with the availability of space for community gathering and attractive architecture.
- Introduce the shopping streets in the Seto City map, tourist guide materials and website, etc.
- Create guidance signs to build visitors' awareness about the shopping streets and shipping streets businesses.
- Emphasize on customers' purchasing behavior, theirs demands and tastes of products and services.
- Provide shopping carts and delivery services for old age customers.
- Introduce point cards system for shopping.
- Extend social networks with city schools, universities and NGOs, etc., by adding shopping streets into their activities lists.

### **Framework for Revitalizing Shopping Street Businesses**



## **6. Conclusion**

The declining businesses along the Ginza-dori and Suehiro shopping streets in Seto City have raised concerns for the business communities in those two areas. To prevent further loss of businesses, shop owners and related stakeholders have been working hard to revitalize the business conditions and to make the shopping

street areas more profitable for doing business, as well as good community living spaces. However, the situation has not been improving. Therefore, to contribute to solving these problems, a three-day field work study was conducted to interview shops owner and shopping street related stakeholders to find out the challenges of the shopping street businesses in these two areas. From this research, issues regarding demography, public facilities and infrastructure, and competition from big shopping mall were found to be shrinking opportunities for shopping street businesses. For sustaining and revitalizing the business condition in these areas, it is worth to learn from successful cases of shopping street businesses in Korea, Germany, and other shopping streets in Japan. Importantly, active collaboration between the shopping street business community and related stakeholders should be strengthened in order to exchange experiences and ideas to promote the ongoing development of the business community. Last but not least, above-suggested recommendations are ideas contributing to the sustainability of the shopping street businesses in Seto City.

## **7. Acknowledgement**

This report would not have been possible without the supports and encouragement from individuals who contributed time, knowledge, assistance, and documents during our fieldwork research. First of all, we would like to express our thanks to the Graduate School of International Development (GSID), Nagoya University, for arranging this domestic fieldwork program to Seto City and special thanks go to our group adviser, Associate Professor Yonezawa Akiyoshi and Assistant Professor Ngov Penghuy for their energetic, supportive, and constructive supervision and coordination for our group for the successful completion of this field work and report. Second, our grateful thanks also go to the representative from the City Office, Ms. Hiei Mina, and representatives from the Chamber of Commerce and Industry, Mr. Taniguchi Toshihito and Mr. Kato Shigeki for their valuable time spent in interviews with our group, as well as sharing their insight. Third, ours thanks also go to Kama no Hiroba, the Head of Ginza-dori and Suehiro Shopping Street Association, and particularly, shop owners who all were kind and cooperative when participating in the interviews. This collaborative environment significantly contributed to the achievement of the results of this research study. Last but not least, we would like to express our thanks to our translator, Mrs. Kajiura Mayumi for her great support for coordination communication during the interview; also ours thanks go to Ms. Erin Sakakibara who assisted us with English Check of ours report. This program not only brought us knowledge, but also provided us a chance to learn how to do fieldwork interviews and report writing. In addition, as international students from diverse countries and backgrounds, this program provided us a chance to work together in exchange of

knowledge and experiences, and especially to build good networks, friendship, and mutual understanding.

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## Appendix

### DFW - Survey Questionnaire

#### Shop owner

(Male      Female)

(Age range: about.....)

1. Why do you run your business in this shopping street?
2. Who are your customers?
3. Does your business run well or not, recently?                  Yes                  No

*What is the problem about current situation for your business performance?*

*(Ex. Service, convenient facilities, price, products, others)*

4. What have you done to improve your business?
5. Do you have good connections with other shops?
6. Have you received any assistance from the local government?
7. How do you think about the current situation of the shopping street?
8. What do you expect from the local government to revitalize the shopping street?
9. Do you have anyone to continue your business in the future?
10. How do you think about the future of the shopping street?
11. From your opinion, what should be done to revitalize the shopping street?

#### Customer

(Male      Female)

(Age: about.....)

1. Where do you live and work? (Are you originally from Seto City?)
2. Are you a regular or familiar customer to shopping street?
3. What do you come to shop for in this shopping street? (daily consumption goods, or any particular product)
4. How do you get to this shopping street?
  - a. By car
  - b. By motorbike
  - c. Public transportation
5. Beside the shopping street area, where do you usually go for shopping?
  - a. Supermarket
  - b. Convenient Store
  - c. Other.....
6. What do you like about Shopping Street? And what you don't like?

- a. If like, why?
- b. If not, why?

### **Head of Shop Street Association**

1. What do you think about the current situation of the shopping street?
2. What are the reasons causing the current situation of the shopping street?
3. What policies have been applied to the shopping street?
4. What type of businesses do you think are running successfully? Are there any successful businesses in the shopping street?
5. Are all the shop owners members of the association? If no, how many?
6. How do shopping street associations work with shop owners and shopping street related-stakeholders to revitalize the current condition? (i.e., the city office, the chamber of commerce and others?)
7. What are the challenges that the shopping street associations are facing?
8. What do you think about the future of shopping street?

### **M to M - Kama no Hiroba (NPO)**

- 1- What do you think about the current situation of the shopping streets and your community?
- 2- What roles have NPOs played in promoting the shopping street community?
- 3- Do you have any interaction with others NPOs regarding shopping street community development?
- 4- What challenges does your NPO face working with the members?
- 5- What activities have you initiated for this community?
- 6- How do you encourage community members to participate in your activities?
- 7- How does your NPO work with the head of shopping street associations, the city office, and chamber of commerce to develop the shopping street areas?
- 8- Have you received any assistance from local authorities and chamber of commerce for your activities? If so, what are they?
- 9- What do you think about the future of the shopping streets?
- 10- What things do you expect from the stakeholders related to the shopping streets in regards to contributions for the sustainability of the shopping streets?

### **Seto City Office**

- 1- What do you think about the current situation of the shopping streets?

- 2- What are the reasons causing the current situation of the shopping streets?
- 3- What policies have been applied to the shopping streets?
- 4- How does the city office work with related stakeholders?
- 5- What do you think about the future of the shopping streets?
- 6- It is understood that an Abenomics “project” will renovate the roof of the shopping street. Are there further potential plan(s) for developing the shopping street?

**Chamber of Commerce and Industry**

- 1- What do you think is the current situation of the shopping streets?
- 2- What do you think are the reasons causing the current situation of the shopping streets?
- 3- So far, what kind of assistances has the chamber of commerce done to help revitalize businesses along the shopping streets? How do shop owners perceive the assistance?
- 4- How many festivals and events does the chamber of commerce initiate in the shopping street areas annually?
- 5- Among those festivals and events, which are considered to be the most successful? If there any successful events or festivals, what factors caused the success? For those which are not, why?
- 6- Are there any advertisements placed through media and publications?  
Among these advertisement methods, which ones are most effective?
- 7- How do shop owners react to the initiatives (activities initiated by the chamber of commerce)?
- 8- Among the business activities that the chamber of commerce works to promote, which businesses do you think are most profitable?
- 9- For the future, does chamber of commerce have any revitalization plans for business development in the shopping street areas?

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# *Working Group 2*

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## **Role of Events in Promoting the Pottery Industry in Seto City**

和文要約

1. Research Structure
2. Introduction
3. Perception of the Stakeholders in Relation to the Events
4. Sharing Information among Stakeholders for Promoting Pottery Production
5. Analysis of Research Finding: Data Analysis
6. Recommendations
7. Acknowledgement
8. References

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## 和文要約

瀬戸市は日本中に瀬戸物の産地として知られている。実際、陶磁器産業は瀬戸市の産業の中で中心的役割を果たしていた。しかし、1970年代後半から製品出荷額、事業所数、従業者数等は減少し続けている。

このような現状は、陶磁器産業の利害関係者へ懸念を与えており、現在はこの問題を克服し、再び陶磁器産業を活性化させようとする試みがある。瀬戸市は2012年、「瀬戸市地場産業振興ビジョン」を策定発表した。同ビジョンでは、陶磁器産業が中心に据えられており、瀬戸焼のブランド・イメージの向上、マーケティングの導入、観光業との連携などが謳われている。瀬戸物が陶磁器の総称であるのに対し、瀬戸焼とは瀬戸市でつくられる瀬戸物のことである。つまり、瀬戸焼とは有田焼、美濃焼等と同じ瀬戸物の1種である。観光業との連携は瀬戸市地場産業振興ビジョンで謳われている政策の1つであり、そこでは瀬戸市への観光客を瀬戸焼の購買者と捉えている。実際に瀬戸市では、年に9つの瀬戸焼振興のためのイベントが開催されている。これらのイベントを通じ、瀬戸市への観光客を増やし、陶磁器産業の再活性化へつなげるという試みなのである。

本研究は、これらのイベントがどのように陶磁器産業の再活性化に貢献するかを調査するものである。この目的のために研究課題は次のように設定した。

『瀬戸焼推進のためのイベントは、瀬戸市の陶器産業の再活性化及び発展に貢献することができるか』

調査方法はインタビューとアンケート調査を採用した。インタビュー対象者は瀬戸市地方自治体・商工会議所・瀬戸焼生産者組合の担当者、組合から独立した瀬戸焼生産者、小売店である。アンケート調査は、瀬戸焼推進のためのイベントの1つであるせともの祭（2013年9月14日）の参加者に対して、無作為にアンケート調査を行い、49の回答を得た。

これらの調査を通じて、我々は以下の問題点を発見した。

1. 瀬戸焼と瀬戸物の違いが認識されていない。地場産業振興ビジョンでは瀬戸焼のブランド化が訴えられているが、実際にはブランド化は進んでいない。
2. 陶磁器関係者がそれぞれ異なる考え方をしており、ブランド化の認識が統一されていない。どのような方法でブランド化を推進するか、考えが統一されてない。
3. 陶磁器関係者同士の交流が不足している。

これらの問題点を受けて以下の政策を提案する。

1. クールジャパン機構を活用し、瀬戸焼の輸出を進め、瀬戸焼のブランド化を図る。
2. 陶磁器関係者間で情報が共有できるシステムを確立する。
3. 資源を集中し、象徴となるようなイベントをつくる。

# **1. Research Structure**

## **1.1 Background**

Seto City is located to the northeast of Nagoya City in the Aichi Prefecture. It is well known all over the country by its traditional industry of pottery production called “Seto-mono”. With its long history, the pottery industry, since its establishment, has been a significant economic contribution to the development of the city. The share of pottery production in the economic structure of the local industry is relatively high compared to other sectors. But recently, due to various challenges, the contribution of the industry at the local level is continuously shrinking. According to the last DFW report in 2008, the number of facilities has been reduced to less than 40% of the number in 1978. In addition, the number of persons engaged in the business is 30% lower than that of 1978. The decline has posed a concern for all pottery stakeholders and there are attempts to address these challenges to get the industry back on track.

Currently, the local government has developed a promotion plan called “Seto-shi Jiba Sangyou Shinkou Vision” (Vision for promoting local industries in Seto City) (hereinafter referred to as “the Vision”). The plan proposed adopting various policies, specifically aimed at promotion of the pottery industry, on different related aspects, including enhancement of the brand, improving innovation and marketing, and organizing events.

Launching events, as mentioned above, is one of the proposed plans and aims to contribute in the revitalization of pottery production. It is believed that events can contribute in revitalizing the industry through engaging producers and customers. In addition to that, events can contribute to the overall economic infrastructure of the city through interacting with various entrepreneurs and other economic activities. This research paper focuses on how events can contribute in the revitalization of the industry. For this purpose the research questions have been developed as follows:

## **1.2 Main research question**

What contribution can events make in promoting and achieving sustainability of the traditional pottery industry in Seto City?

## **1.3 Sub-research questions**

1.3.1 What is the basic structure of production and marketing?

- 1) What is the actual structure of the production chain?
- 2) What are the traditional marketing strategies?

1.3.2 What is the contribution of collaboration with events so far?

- 1) What is the current trend of events in Seto City?
- 2) What is the perception of the participants in Seto pottery events?

- 3) What is the perception of the pottery stakeholders regarding events?
- 4) What is the contribution of the local government or other stakeholders in relation to the promotion of events?
- 5) What degree of collaboration has taken place with regards to events thus far?

1.3.3 What can be done further? Results of a critical assessment of the efforts so far and policy recommendations:

- 1) To what extent has the Vision been implemented?
- 2) How to make pottery accessible to tourists?
- 3) How to make pottery products more attractive to tourists? and ultimately to broader consumers?

#### **1.4 Research objectives:**

This study seeks to achieve the following objectives:

- 1.4.1 To examine the role of events in promoting the pottery industry in the Seto City.
- 1.4.2 To evaluate the attitude of the pottery producers with regard to events.
- 1.4.3 To identify the policies of the local government in organizing events in Seto City.
- 1.4.4 To make policy recommendations for further promotion of the pottery industry through collaboration with events.

#### **1.5 Methodology**

##### *A. Data collection methods*

Data will be collected by:

- Interviewing:
  - Tourists
  - Pottery producers
  - Relevant local authority
  - Pottery Museums and Shopping Street (Shotengai)
  - Setomono Festival in September 14 and 15 September 2013?
- Reviewing documents and policy papers

##### *B. Data analyzing method*

The collected data will be analyzed through the descriptive data analyzing methods.

## **2. Introduction**

Pottery products, as the main industry of Seto City, engage different stakeholders in the sector, expanding the chain of production. Usually, the conventional flow of products begins with the producer and then goes through channels of distributors (wholesaler/retailers) to sellers in the market. Therefore, the chain of production seems linear in which the producer and the customer are at either end of a chain and where there seems to be little possibility for manufacturers to reach directly to customers. Despite this, producers are able to sell directly to buyers through such means as holding events, selling at roadside stations, and selling through online sites. On the other hand, distributors have a strong and widespread network that facilitates the distribution of products to various customers. Distributors, who reside between producers and buyers in the chain of production, are intensively involved in the marketing activities. They deliver products to sellers and customers through various networks. Other stakeholders, like the local government and chamber of commerce and industry provide subsidies, information, and marketing facilities for products.

Although, there might be different ways of marketing pottery, holding events and festivals seem to play a significant role in pottery marketing, as it provides chance for all stakeholders to be engaged in their various aspects. During events, producers meet customers and sell products; distributors and sellers may find more customers; more visitors and tourists come to the city; and the local government and chamber of commerce gain more experience in better managing of next events. Based on this important role that events play, our group conducted this study to elaborate on the role of events in promoting the pottery industry in the Seto City. In the study, the group approached stakeholders to get their comments and record their perceptions by distributing questionnaires and conducting face-to-face interviews. In addition, the group reviewed number of documents related to the subject.

For better management, as well as taking into account the importance of both perceptions and sharing information among relevant stakeholders, the data and feedback is divided into parts, each containing its own sub division. These two parts will be followed by analysis of the data and recommendations.

### **3. Perception of the Stakeholders in Relation to the Events**

#### **3.1 Value and significance of these comments**

This section begins by portraying the perception of the pottery stakeholders, as well as tourists whom we interviewed in the Seto City. The study includes five categories of the stakeholders namely: Seto local government officials, members of the chamber of commerce and industry, Seto pottery producers, Seto pottery sellers, and tourists who joined the Setomono Festival (Setomonomatsuri). Through interviewing the above-mentioned stakeholders, we found a difference in their expectations and perception related to their connection to the ongoing promotional activities of the pottery industry, which might have impact on the activities and their effectiveness.

#### **3.2 Events organizers**

The group interviewed three parties: the Industry Division of Seto City, Marutto Museum Division of the Seto City government, and the Seto Chamber of Commerce and Industry, who are mainly involved in organizing events. In addition, they play significant roles in the industrial sector as whole. For instance, the Industry Division of Seto City plans and evaluates the entire industrial situation of the city, including traditional industries in Seto. The Marutto Museum Division of Seto City plans activities, including date and content of events and festivals. Similarly, the Seto Chamber of Commerce and Industry deals with events, especially the Setomonomatsuri. The questions given to them on areas of event management, possible affects of events on pottery, and their expectations of events.

### **3.2.1 Industry Division of Seto City**

The Industry Division of Seto City developed the strategy called "Vision for Promoting Local Industries in Seto City" in March 2012, to revitalize the local industries, especially pottery and its related industries, in Seto. The aim of the initiative is to attract visitors and conduct outreach activities and to strengthen the uniqueness of Seto's pottery vision. In this regard, the local government, as mentioned in the interview, uses the Internet and distributes posters to enhance the visibility of Setoyaki. In addition, the industry division launches joint food programs with local restaurants in which Setoyaki are used for serving food. The local government official added that the Setomonomatsuri (pottery festival held every year in September) would effectively contribute in introducing the image of Setoyaki, as many visitors and tourists attend the event. But, there is one shortcoming. Visitors and tourists who attend the event might not be able to distinguish between Setoyaki (pottery solely produced in Seto city) and Setomono (pottery produced outside of Seto), because there is no unique or special brand for Setoyaki to denote a difference from Setomono. The government official accepts the lack of differences between the two products, but added that through holding events and festivals, everyone who comes to know Seto eventually becomes familiar with the features of Setoyaki. Therefore, the local government pays more attention to promoting an industrial revival through these activities and to enhance the visibility of the city as whole.

### **3.2.2 Marutto Museum Division of Seto City**

The Marutto Museum Division of Seto City, which also functions as the Tourism Association of Seto, takes part in launching nine major events featuring pottery every year, involving sales, displays and other aspects. Among these nine festivals, there are five special activities for visitors, mainly during September and November. The division pays attention to the subcategories of ceramics. For example, during the Setomonomatsuri in September, the main products are porcelain (染付). In April there is a pottery festival for the founder of pottery industry, Touso Toshiro. At the same time, the division organizes bus-tours to the Kama Meguri to invite tourists and visitors to the production sites and also prepares designing programs by which tourists are provided a chance to work practically to design pottery. There is also a program for young women

to take photos of pottery and exhibit them. According to the Marutto Museum Division of Seto City, these programs and activities are held to have a positive effect on the revival of the pottery industry in Seto.

### **3.2.3 Seto Chamber of Commerce and Industry**

The Seto Chamber of Commerce and Industry is responsible for managing the Setomonomatsuri. The chamber tries to use the opportunity to project the image of Seto City and for this reason, it closely works with all relevant parties and uses media for publishing and broadcasting news about events and festivals that are held in the Seto City. For instance, Kato-san, an official of the chamber, said in 2012 newspapers reported 63 times on Setoyaki. He also raised the issue that about 10%-20% of the merchants who participate in the Setomonomatsuri are from places outside Seto; and that more than 40% of the commodities exhibited in the event are not produced in Seto.

## **3.3 Event participants**

The participants of events and festivals are mainly from three groups: pottery producers, pottery distributors, and consumers (tourists).

### **3.3.1 Producers**

Generally speaking, there is little chance for pottery producers to open shops and sell their products. Instead, they sell their products to wholesalers and then they are sold to retailers, who in turn sell to final consumers. However, there are exceptions, such as pottery producers associations, events and selling online in which producers are selling directly to buyers.

In the interviews with the producers, we found that due to their lack of direct contact with consumers, the Setomonomatsuri and other events are fairly valuable for them. During the events a large number of consumers come to Seto and producers can have direct contact with them. But they also mentioned that Seto is not a tourist destination, and therefore doubted that the survival of the city could depend on the tourism industry. However, the producers still expect the events can contribute in introducing and projecting the image of the city. Some producers indicated that selling pottery products in overseas markets is a potential way to contribute to the pottery industry of the area and added that there is a growing interest for some restaurants overseas to serve Japanese food using Japanese pottery. Although the number of restaurants is not currently high, it constitutes a potential market that needs to be expanded. The producers want the government to introduce Seto pottery overseas by combining with Japanese culture, especially food culture.

Hiroshige Kato-san, another producer we interviewed, is using several unique methods to sell his pottery. He once had his own factory, but closed down seven years ago due to operational difficulties. After that, he developed a way to sell his products that differs from other producers. He no longer sells his products to retailers, but instead sells directly to consumers. He uses the Internet and other social media, seeking sales

markets both inside and outside of Japan, selling directly. He even has a certain amount of overseas orders. He said that the events such as the Setomonomatsuri, provide him with a unique chance to sell, find more customers and contact visitors to have their view his products. He tries to promote his own brand to win more consumers.

### 3.3.2 Distributors

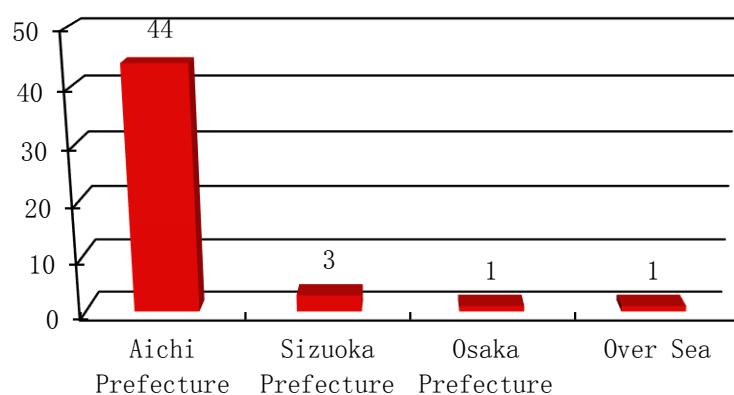
We also interviewed a variety of shops selling Setomono. They have mixed views about holding events. Some distributors said that the Setomonomatsuri is helpful for sales, while others believed that it doesn't have lasting effects. These distributors commented that the Setomonomatsuri does not really help sell the products because, according to them, during the events the market is flooded with products, many of which come from outside of Seto. This makes the chance for selling local products more and more difficult. Some sellers added that the visitors who participate in the festivals do not have enough knowledge of Setomono, therefore they cannot understand the high prices. What the visitors generally expect from participating in the event is to enjoy their time.

### 3.3.3 Tourists or consumers

The questionnaire survey focused on the tourists who participated in Setomonomatsuri. The survey was conducted on September 14, 2013, the day of Setomonomatsuri. The event was chosen mainly because there were many tourists and visitors available compared to ordinary days, when tourists are not prevalent. The Setomonomatsuri is the largest annual pottery promoting campaign in Seto and has the largest number of participants. More than 400,000 people attended in the event, therefore, it became the first choice for our study.

In the survey, the visitors and tourists were randomly chosen and questionnaires were filled by 49 participants, of whom 44 were from Aichi Prefecture (See Figure 1).

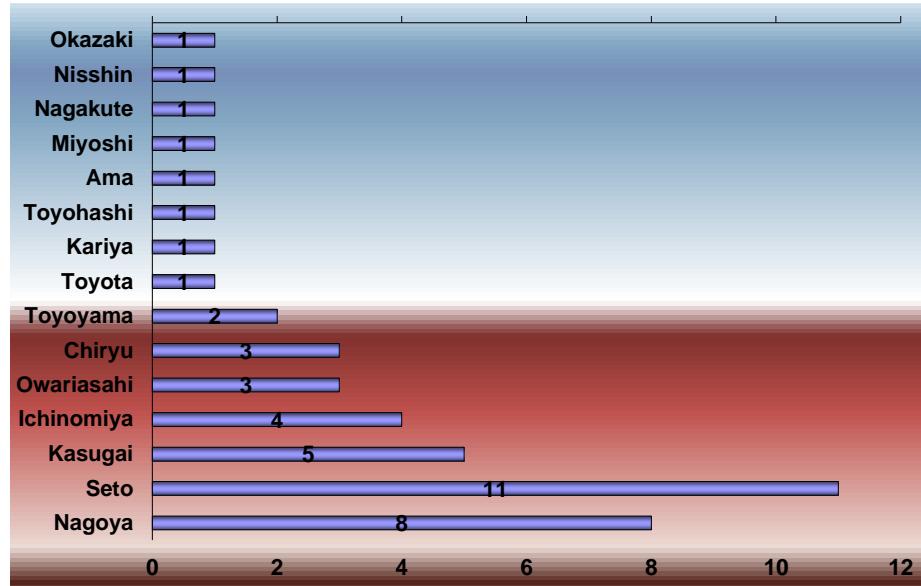
Figure 1: Origin of Tourists by Prefecture



This figure shows that the Setomonomatsuri had very few participants from outside Aichi Prefecture, and the only overseas participant was a Brazilian-Japanese person who had already settled in Japan. Eleven people

surveyed were local Seto residents. The local attendees accounted for 23% of the total sample. According to the data given by the Marutto Museum Division of Seto City, the total number of participants in this year's Setomonomatsuri was about 400,000 people; the proportion of people attending from the Seto area is about 25%. The proportion of those surveyed is in line with the actual situation (See Figure 2).

Figure 2: Origin of Tourists in Aichi Prefecture



The age range of tourists who participated in the survey is shown in Figure 3. It illustrates that the vast majority of respondents were between the ages of 30-70.

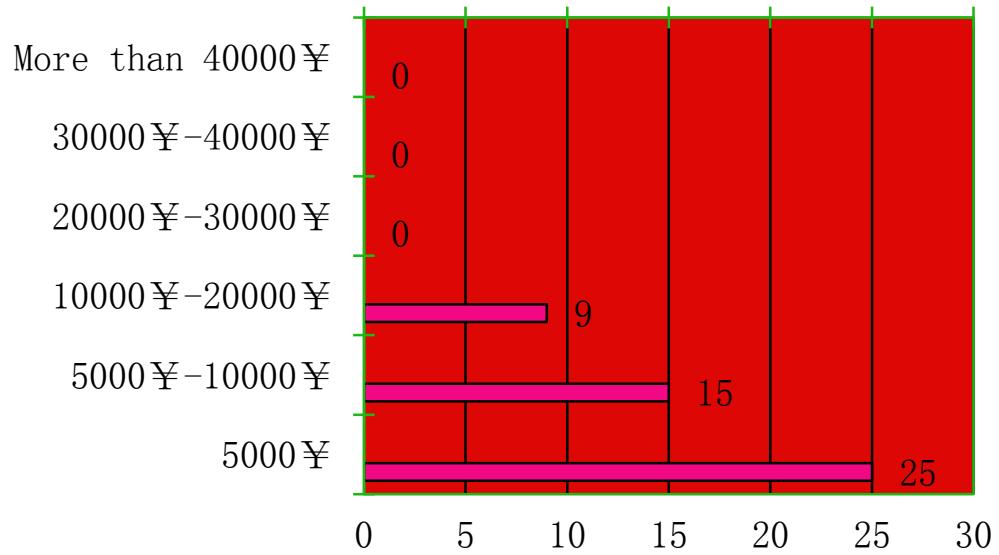
Figure 3: Age Structure of Tourists



The study found that the main reason and motivation for why tourists joined the Setomonomatsuri was to buy cheaper goods. The figure also shows that the majority of participants wanted to spend less ¥5,000 for

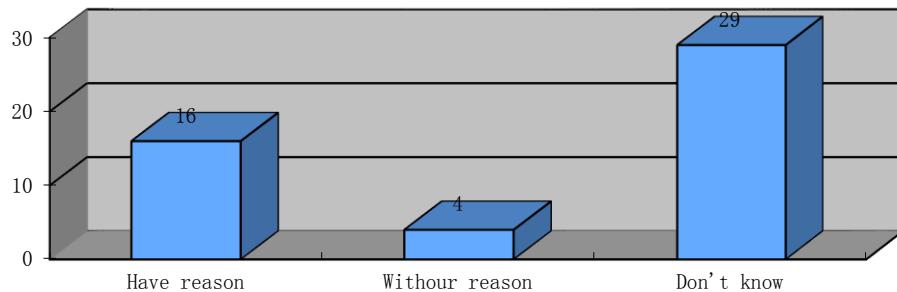
purchasing pottery at the event (See Figure 4).

Figure 4: Tourists' Budget during Setomonomatsuri



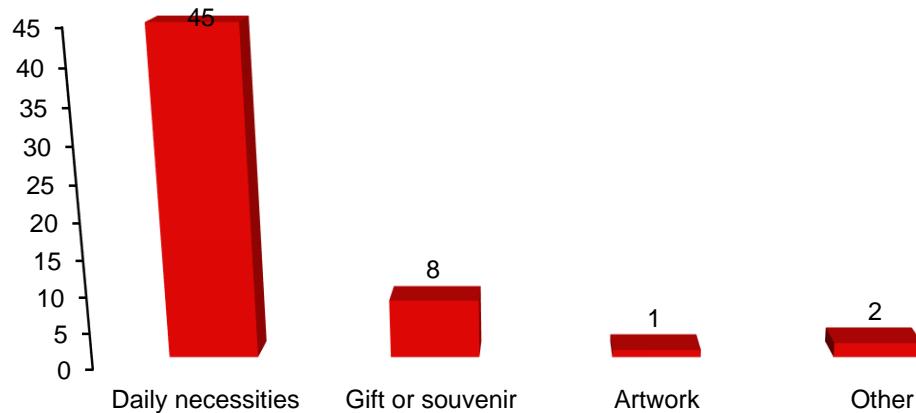
In addition, tourists were hoping to find novel designs of goods or goods produced as 'Seto pottery.' However, the majority of tourists did not know how to distinguish or determine whether or not the pottery was produced in Seto. When asked further about the distinction between Setomono and Setoyaki, less than half of the respondents indicated that they knew and could describe the difference (See Figure 5).

Figure 5: Distinction between Setomono and Setoyaki



As to the purpose of purchasing goods, most of the respondents answered that they buy pottery for daily necessities (See Figure 6). Thus, for most of the consumers when purchasing goods, the primary concern was price and personal preferences.

Figure 6: Motivation



#### 4. Sharing Information Among Stakeholders for Promoting Pottery Production

The production chain through which pottery is manufactured, distributed and delivered to the market for purchase engages various stakeholders in various stages of the process. Stakeholders who directly or indirectly engage in the pottery industry include manufacturers, wholesalers, retailers, the local government (industry division), and the chamber of commerce and industry. Although the type and area of their tasks vary from one to another, when it comes to the process of production – from the very beginning to the last stage - all play a certain role in the different stages of the same chain. Indeed, stakeholders, in addition to fulfilling their given task, also interact, exchange views, and share information among themselves on various issues relating to pottery, which is believed to contribute positively to the promotion of the pottery industry. The information might be shared via several formal or informal ways, such as holding meetings, exchanging views while meeting each other casually, approaching customers to know their preferences regarding the products, establishing channels between stakeholders, etc.

It is expected that sharing information among stakeholders plays a role in promoting the pottery industry at least in two ways: providing incentive for developing new policies through analyzing information, and fostering the marketing of products through analyzing the preferences of customers. Therefore, while conducting our survey, we asked for comments and perceptions of representatives among the stakeholders regarding the sharing of information on issues related to the pottery industry.

##### 4.1 Mr. Oba - in charge of industry

We began our interview with Mr. Oba, who is in charge of the manufacturing industry in the Seto City Hall and asked his ideas regarding the sharing of information among stakeholders. In response, he said that every two months a meeting is held among stakeholders. In the meeting they talk and share ideas about the

issues relating to pottery. He also added that there is no possibility for exchange of information between manufacturers and consumers. According to him, distributors (wholesalers/retailers) mainly deliver the finished products to sellers and to customers; therefore there is no chance for producers to meet purchasers to understand their perceptions and ideas that might be useful for production in the future. However, Mr. Oba indicated that in a few cases some producers directly sell their products to customers, at such places as different pottery festivals held every year, where producers and customers can interact.

#### **4.2 Mr. Yamada - in charge of tourism**

Mr. Yamada is responsible for attracting tourists at the Marutto Museum Division of Seto City. During the interview he stated that there is sharing of information among parties involved in the pottery industry, however, like Mr. Oba, he did not name any specific mechanism for this information sharing. Meanwhile, he said that his main area of focus is to communicate with outsiders and provide them information about city. According to him, pottery is one of incentives through which tourism can be promoted in the city. In addition, he mentioned an interesting point that seems to be effective for providing a closer and deeper interaction between manufacturers and buyers. Mr. Yamada said that during the November event called Yururi Kama Meguri, a bus tour is organized for visitors to take them to the production sites. At the production sites visitors can exchange views and interact with producers through watching, buying, and experiencing making pottery. This initiative appears to be important from two standpoints. First, from the perspective of sharing information, it provides a unique opportunity for producers to know more about preferences and views of consumers and visitors. Second, it is also important in the sense that has the potential to change the relationship, from simply visiting and watching products being made, to a deeper interaction with manufacturer. This is done through engaging the visitors in series of practical activities such as making and coloring pottery. In this regards, it is noteworthy that Mr. Oba raised an issue regarding this potential. He stated that although a high number (three million) of visitors participate in the events each year, some of them just enjoy the atmosphere and do not buy or visit pottery shops. For this category of participants a bus-tour might be good chance to enjoy their experience and at the same time, get them in touch with pottery related activities.

From explanation above, it is understandable that the main target for Mr. Yamada is to promote tourism in the city as whole and therefore, he focuses more on visitors. Since there is a program to engage visitors with producers, it helps sharing information at least between these two sides (producers and visitors), which is potentially important. As the programs of such kind would contribute to promotion of pottery industry, it is recommended that the measures be taken to increase the capacity of the program to provide more opportunity for more visitors to see production sites.

#### **4.3 Mr. Ito - manager and retailer**

Mr. Ito provided information on various issues related to pottery, including sharing information among stakeholders. As the person in charge of the Setogura Ceramic Plaza (hereinafter the Ceramic Plaza), a pottery store run by the Aichi Pottery Producers Association, he is both managing and selling products. Mr. Ito pointed out that there are different mechanisms for sharing information, but added that in the meetings, the chance for sharing information does not exist. He further said that it is difficult for producers to directly meet purchasers and that usually distributors provide feedback to the manufactures. According to him, the Ceramic Plaza is the place where producers and buyers meet and exchange views on products. Though, the number of producers and customers who meet in the shop might not be high, it is at least a good chance for both sides, especially for producers to have a view from consumers, as well as for Mr. Ito, as seller, to know the preferences of the customers. Generating and then circulating such information to other stakeholders contributes in making better decisions for promoting pottery as a whole. He also mentioned that since events play a positive role for promoting pottery production, an attempt should be made to provide enough information to people outside the community and foreigners about such events. Because, according to him, the events are localized and many people might not know about such events.

#### **4.4 Mr. Hiroshige Kato - manufacturer**

Among our interviewees, we also included a producer's perception of sharing information, and chose Hiroshige Kato San, a manufacturer of pottery. From his explanation, we found that at least there are two areas for him to engage in coordination and sharing information with other stakeholders, especially with customers. First, as producer, he used to be a member of one association called the "Akazuyaki Association" but left the association, because according to him, the meetings held by the association were mainly time-consuming without tangible outcomes. The membership was also accompanied with a number of restrictions on market and production. Second, after he stopped working with association, he initiated his own way of coordination and created channels for sharing information, which seems more successful than the former. Based on this way, he tries to reach customers and collect their views and feelings regarding his products and then utilize those feelings and views for better managing and designing pottery in the future. For having customers' view, he uses two following methods. First, he employed a woman professional designer with financial support of the local government. The professional designer tries to reach customers to collect their experiences, preferences and view on different categories of pottery. According to Mr. Kato, since most of the customers are women, the designer can easily approach them and in return, women customers provide useful information, due to having relatively rich experience in the household. This contributes in shaping new perspectives for the innovation of products. Third, Mr. Kato makes an effort to get purchasers' and visitors' views directly. In doing so, he actively participates in the pottery festivals and interacts and exchanges views with visitors and customers on issues related to pottery. He believes the feeling that he receives from visitors and purchasers of his products, is very useful for the future design of his products. In addition, he launched an English-website,

which helps him to receive views, comments, orders and contact from both inside and outside of Japan regarding his pottery. Mr. Kato's initiative for sharing information has resulted in success and it also reveals the importance of information and exchange of views for promoting pottery product.

#### **4.5 Mr. Shigeki Kato - in charge of events**

In the series of our interviews, a number of questions, including questions regarding the sharing of information among pottery stakeholders in the Seto City, were referred to Shigeki Kato, who is in charge of organizing events in the Chamber of Commerce and Industry of Seto City. In response to the question on exchanging information, he said that the information is shared among the involved parties, but for doing this, there is no exact program or mechanism. Mr. Kato also added that the aim of sharing and exchanging of information does not necessarily mean that someone who is engaged in the pottery industry is aware of the various relevant issues and may not have the ability to share with others. However, he emphasized and valued sharing of information among stakeholders, especially information that comes from visitors and customers. In this respect, he said that he sometimes goes out on the street with his colleague to directly interact and capture the views and perceptions of ordinary citizens relating to the different aspects of local industry, particularly the pottery industry. Since the area of his task focuses on events and festivals, he involves in all events which are held in Seto City, as well as a number of festivals held outside the city. According to his experience, events and festivals play a salient role in both projecting an image of the city and promoting the pottery industry.

#### **4.6 Distributors (wholesalers/retailers)**

In order to have views from distributors (wholesalers/retailers) regarding sharing information and coordination, we approached a number of them. All three distributors, whom we met, told that they share information and preferences regarding pottery products directly with producers and tell them what kinds of products they want. Mr. Morimoto, the owner of Morimoto Toen, one distributor, pointed out that in some cases, a number of customers who choose to buy pottery are not fully familiar with how to use the pottery. According to him, the design of many products reflects cultural features that are linked to social attitudes. Therefore, there is a need for the customer to know these cultural manifestations so that he/she can properly use the products.

Overall, though all interviewees commented that there is sharing of views and information between pottery stakeholders, there was no reference to a specific or comprehensive mechanism for this aim. For instance, Mr. Oba indicated that the meetings that are held between stakeholders every two months is a chance for sharing information, while Mr. Ito complained that there is no chance to share information among more individual manufacturers, distributors and city officials. At the same time, we found out that there are a number of fragmented mechanisms for exchanging views and information, which do not necessarily cover all relevant stakeholders, and thus information seems to be shared within a limited circle of parties, while others remain

uninformed. The sharing information gap between manufacturers and customers looks wider, partially because of the characteristics of the chain of distribution. However, there are a few cases that provide chances for exchanging information between the two sides. For example, Mr. Ito said that in the Ceramic Plaza producers and customers could meet each other and exchange ideas regarding pottery products. Similarly, Mr. (H) Kato, a pottery producer, either by himself or through a professional designer, makes intensive efforts to approach customers and visitors to get their feelings and perceptions regarding pottery, which he believes is very important for his production. These patterns of sharing information, as well as initiatives like the organization of events that welcome consumers to production sites and bus-tour programs seem to be significant, especially for producers, and would help them to utilize feedback that they get from customers to bring innovation to their products. But, there is still gap in sharing information, mostly between producers and customers that needs to be addressed.

## **5. Analysis of Research Finding: Data Analysis**

From a global perspective, local festivals are increasingly being used as instruments for promoting tourism and boosting the regional economy. This is often reflected in the level of public assistance made available to them. However, in the case of Seto City, and based on the acquired data, it was difficult to assess the extent of the contribution of the festival to the promotion of the pottery industry and consequently to local economic growth. Our research looked at local festivals that take place in the city. On the foundation of detailed data on public assistance and visitors/tourists expenditure patterns, it goes beyond the basic impact analysis framework. Based on our analysis, the results show a modest but positive contribution to the growth of the pottery industry, suggesting some justification for public assistance for local festivals as a tourism strategy. Policy implications related to increasing the volume of visitors and their spending will be discussed in the recommendations part of this paper.

In the context of Seto City, we have realized that the use of local festivals as an instrument for tourism development has been growing in recent years. As Felsenstein & Fleischer (2003:385) claim: “*While in some instances local cultural or other cultural related events have been revived or repackaged as tourism events, in other cases new festivals have been invented and promoted for the particular purpose of the depiction of new visitors to the city. Argumentatively; the most obvious reasons for the popularity of the local festival as a tourism promotion tool are that (1) festivals increase the demand for local tourism (Smith and Jenner 1998), and (2) successful festivals can help recreate the image of a place or contribute toward the exposure of a location trying to get on the tourism map (Kotler, Haider, and Rein 1993)*” Hence; we will start our analysis by illustrating the findings on pottery products.

In this regard, it was quite clear that distinction between Seto-mono and Seto-yaki is invisible. Interviews with different stakeholders indicated their uncertainty of type of the pottery product, whether it is a Seto-mono or a Seto-yaki. It was emphasized in various occasions during this research that Seto-mono is not particularly

distinguished by specific characteristics as a product, which may suggest that much more effort by industrial chain members is needed, either to explain the lack of specific highlights of the product, or indicate other marketing advantages that would promote the Seto-mono as a competitive product.

This research puts much emphasis on the Marutto Museum Division as a key player in organizing and promoting events in the city. Activities like bus tours that visit the highlights of the city seem to be attractive to tourists, as stated by interviewees in the Marutto Museum. However, according to our survey on tourists' impressions, ideas for promotion have not yet been done on a scale that stimulates a comprehensive overview of the event's impact on promoting the pottery industry. It is stated that representatives of the Marutto Museum Division participate in meetings with other stakeholders, where all of representatives share information and ideas cohesively. On the other hand, it is impressive to realize that the Marutto Museum Division has considered making specific customization to the structure of events, and is trying to reach new potential groups of tourists. For instance, allocating an event for young female tourists indicates the desire to create a diverse market for the pottery industry through tailor-made events. The variety of needs for different potential customers is something that should be considered by all stakeholders in Seto City. Festivals and events are a substantial outlet for producers and wholesalers; hence, it is a potential tool for facilitating a competitive environment for other activities in the city, such as restaurants and other products apart from pottery and ceramics.

## **5.1 Seto Chamber of Commerce and Industry**

As the main organizer of the sanctioned events, the Seto Chamber of Commerce and Industry is making a package of initiatives to promote the pottery industry in particular, and the image of Seto City as a whole. However, it is observed that there are limited ways to measure the impact of festivals on the traditional industries of pottery and ceramics. As stated earlier in this report, newspaper and other media sources had promoted events and festivals as well as other related activities in the city throughout the year. Yet, there is no substantial assessment of how events have contributed to the enhancement of the pottery industry. The commercial viability of pottery products during different parts of the year, except festivals and events periods, is indicated through reports obtained from the Seto Chamber of Commerce and Industry. The commercial benefits gained by the industrial chain during festivals are dramatically influenced during events, though specific statistical figures are not available to indicate the exact increment of interest for producers, wholesalers and outlets/shops. In other words, to what extent the events and festivals have contributed to the promotion of the pottery industry and pottery business is not clear.

## **5.2 Producers**

Evidence supporting the main hypothesis of this research is obtained through interviews with pottery producers, as they have stressed the fact that events are an exceptional opportunity for them to communicate

directly with buyers/consumers. One of the producers has said that he rarely had a chance to make direct contact with buyers/consumers. Apart from events and/or festivals, producers are associated with the demands set by wholesalers, who decide the types, design and amount of pottery products that a producer should make. As one of the interviewed producers indicated that festivals are a good chance to exchange views about the Seto-mono design and characteristics with tourists, which is quite difficult to occur during other times of the year. This supports the argument that events are not only supporting the pottery industry, but it also creates a link between producers and end users who would be part of the promotion mechanism outside Seto City.

The other distinctive example is Mr. Kato's case, discussed earlier. In this example it is incomplete to relate the success of his business to events and festivals taking place in the city, as he rather depends on personal networks and initiatives unrelated to the Seto-mono arena. The reason that this case is analyzed in this report is that it provides a different view to promoting the pottery business apart from conventional factors that other product-chain members rely upon.

### **5.3 Distributors**

Among shop owners/distributors in the city, we realized that there are contradicting points of view on the effectiveness of events/festivals to promote the pottery industry. While one opinion sees them as a source of sustenance to the pottery business, another opinion believes that events are not significantly contributing to the vitalization of the pottery industry in the city. The second opinion supports this argument by stating that pottery products are not genuine any longer, since global economy has influenced the authenticity of certain traditional products and provided other cheaper alternatives across borders. It is believed by some retailers that many buyers prioritize price over authenticity of the product, as in many cases, buyers' knowledge about the origins of the pottery is rather limited. However, this debate is rooted in a broader global dilemma in which cheaper, imported products substitute for local, authentic ones. In fact, this claim emphasizes the need that producers have to be able to address potential buyers directly. In this way they can acquire first-hand knowledge of the end-users' preferences and economic prioritization regarding the value of pottery and ceramic products.

### **5.4 Tourists – Consumers - Buyers**

This research has put much prominence on tourists/consumers representing a turning point of the current situation of the pottery industry. Our interviews with tourists show that the majority came from Aichi Prefecture. This finding indicates that most visitors during events and festivals come from Aichi Prefecture. The absence of visitors from farther cities could be attributed to the costly transportation expenses to and from Seto City, but such an argument is easily contradicted by the fact that other cultural festivals in Japan, in Osaka for instance, attract a substantial number of visitors from all over Japan, some even traveling by plane, incurring high travel expenses. These facts suggest a need to consider redesigning the festivals in the city, with serious consideration to the demands of visitors based on their age, economic class and in some cases, gender.

On the other hand, it also illustrates the point that pottery related festivals are either well promoted and published within the region, or that visitors living in Aichi prefecture are well aware of the existence of such a festival regardless of promotion efforts done by Chamber of Commerce, Pottery Association and other actors. We have focused on the classification of age and economic level of tourists as part of our efforts to grasp a holistic view of the impact that tourists have on the sustainability of the pottery industry.

The age distribution of the survey sample during the festival is showing limited participation from younger people within the region. We could argue that festivals do not appeal to this demographic, or the type of products offered does not attract younger people enough to purchase, unlike older people. However, the earlier initiative to address the participation of younger women is a positive step forward, and it also reflects a deeper consideration of market needs and a flexible vision to expand the type of visitors targeted, to have a more inclusive marketing policy.

The research has shown that the tendency towards buying Seto-mono and Setoyaki are highest among visitors from outside the city, which could be regarded as positive sign of how the festivals have contributed in attracting such buyers/costumers to the pottery market. But still, the geographic limitation exists, especially because most of the tourists/visitors come from within Aichi Prefecture.

## **5.5 Sharing information among stakeholders**

The feedback provided by different stakeholders namely, Mr. Oba, in charge of industry, Mr. Yamada, in charge of tourism promotion, Mr. Ito, a manager and seller at the Ceramic Plaza, and finally Mr. Shigeki Kato, in charge of events organization, indicates a lack of a mechanism for information sharing among stakeholders. Though Mr. Oba stated that a meeting is held every two months to share information and exchange ideas, he didn't specify any sort of mechanism that regulates, governs and comprehends the outcome of such meetings. On the other hand, Mr. Ito said that the chances to create direct links between producers and buyers are very limited, except during festivals, which he regarded as a "good opportunity" for both producers and buyers to exchange views about products. The comprehensive vision of Mr. Yamada, who looks at the pottery industry as a part of Seto City's attractions, is in agreement with the argument that festivals remain an essential opportunity for other activities in the city to flourish, besides Seto-mono. While Mr. Yamada has emphasized the importance of the bus-tour as an attractive highlight, festivals held during the year are more likely to attract more visitors to the city, as welcoming and inviting tourists to observe pottery manufacturing on location. Many visitors see this as the most appealing part of their visit. Yet, as Mr. Yamada mentioned, a substantial proportion of visitors to Seto City do not actually buy pottery products and their main purpose of to visit is to enjoy activities and observe various aspects of entertainment during festivals but the analytical evidence does not support this statement. However, our survey sample indicates that most of the visitors tend to purchase pottery products during their visit, depending on their financial capabilities and contribute in one way or another to vitalizing the pottery business.

Considering the point of view of Mr. Shigeki Kato, it is obvious that events and festivals are a vital tool, not only to promote the pottery industry, but in preserving the cultural identity of Seto City as a whole. Though he mentioned that information sharing among stakeholders is happening without a specific mechanism, he pointed out another significant factor. He tends to walk around the designated areas where commercial activities take place and pottery products are being offered for sale. As a result of such “walk-through” activities, he manages to collect a variety of opinions and first-hand observations that allows him to formulate his ideas when designing forthcoming festivals or events. He said that very few officials make direct contact, or observe the ongoing activities, which we observed to be an important step towards acquiring more uninterrupted information directly from sellers, producers and buyers.

## **6. Recommendations**

Through analyzing the data that was collected on evaluating the role of events in promoting the pottery industry in the Seto City, the report came up with a number of recommendations that could contribute in promoting the pottery industry. The recommendations include measures that contribute directly or indirectly in addressing the gaps found within the scope of the topic.

### **6.1 Sharing Information**

While conducting the survey, although interviewees that favored sharing information referred to a number of mechanisms and channels, their functionality and comprehensiveness do not include all concerned stakeholders, especially manufacturers and customers. Mechanisms look fragmented, and necessary information seems to be shared within a limited circle of parties, while others remains uninformed. To address this shortcoming, there should be a mechanism that not only gathers and analyzes data and information, but also share it with relevant parties, especially between manufacturers and customers. Indeed, it should be very important for producers to know the general behaviors and perceptions of customers regarding their products so that producers can reflect those preferences in their products and make pottery more favorable and attractive. In addition, regularly sharing information would generate a tendency for innovation and novelty of products that in turn, would play a role in sustaining and promoting competitiveness of products in the relevant market. Since market conditions as well as customer’s preference change continuously, it needs a special organization to trace and analyze the trend of changes, as well as their possible implications on products. This recommendation even makes more sense when taking into account the fact that the majority of pottery producers in Seto City are aged, and either might not be willing to, or unable to approach their customers regularly to get their perspectives. Instead, it is useful the task be assigned to a special organization.

### **6.2 Promoting image of events**

The events, which are held in the Seto City on different occasions, especially for pottery, appear to be

localized in the sense that the majority of visitors come from neighboring cities. The survey conducted by the group at an event held on September 14, 2013, also found that the majority of visitors came from local areas in Aichi Prefecture. In addition, Mr. Ito, manager of the Ceramic Plaza, indicated that the events are localized and according to him there is a need to promote the events beyond Seto City and provide enough information for people outside the community and foreigners. Therefore, there is need for the measures to be taken to promote the image of events beyond Seto City to attract more tourists and visitors from neighboring prefectures and all over the Japan.

### **6.3 Initiating and enhancing the capacity of special programs**

During data collection, a number of special programs related to the pottery industry in Seto City were noted, which appear to play a salient contribution in promoting the pottery industry and will continue to do so if the number and capacity of such programs are enhanced. For instance, organizing an event to visit production sites (*Kama Meguri*) and providing a chance for producers and customers to meet in the Ceramic Plaza to exchange views on pottery production are the two samples of these special programs. The *Kama Meguri* event program, which invites visitors to production sites, creates an avenue for sharing information in the way that it provides opportunities for producers to know more about preferences and views of consumers and visitors regarding pottery. Furthermore, it is also important because it moves a number of visitors to a deeper interaction with manufactures through engaging them in series of practical activities, such as making and coloring pottery. Similarly, a program allowing producers and customers to meet in the Ceramic Plaza is also important, because it provides a chance for producers and buyers to exchange views and the producers may get to know the customer preferences. These two programs, or other programs of such kind, can play a significant role in promoting the pottery industry if their number and capacity is enhanced in order to afford more chances for visitors to visit sites and exchange views with stakeholders. Therefore, it is proposed that measures should be taken to promote the number, as well as the capacity, of such programs.

### **6.4 Participation in the *Cool Japan* Project**

Almost all relevant stakeholders believe that there is need for Setoyaki to have its own brand and uniqueness to differ it from other pottery in the market. That is why the local government attempts to improve the brand of Setoyaki through organizing a number of events and festivals. Promoting the brand of Setoyaki provides the products with the capability to compete effectively both in internal and external markets. However, during survey from customers, the study found that the brand of Setoyaki was far less well known than expected. Not only foreign costumers, but also local customers from neighboring regions are unable to clearly recognize the difference between Setoyaki and Setomono. Therefore, it shows that the efforts to enhance the brand of Setoyaki through events have not been effective so far. It might be because customers are unfamiliar with the cultural background of Setoyaki.

In order to improve the brand, it is suggested that the Setoyaki participates in the *Cool Japan* project. The *Cool Japan* is a national strategy to promote Japanese products and culture in foreign countries. The project budget for FY2013 was around 460 million yen, which was allocated to ten programs. A similar idea can be found in the project by Kaijirushi, which was adopted as one of the FY2013 projects of the *Cool Japan*. It tries to combine Seki knives with Japanese food culture and launch both overseas (経済産業省「平成 25 年度クールジャパン戦略推進事業の事業概要」23 頁). Although *Cool Japan* focuses on overseas markets, it also would affect the internal markets through reporting and broadcasting by the media. For example, the case of Dassai in Iwakuni, Yamaguchi Prefecture, provides a good lesson in this regard. Dassai sake did not have brand recognition in Japan, when it started gaining notoriety in overseas markets. However, because of its popularity overseas, people in Japan came to know the product and it became famous in domestic markets as well. If Setoyaki products can use same strategy, it would contribute in introducing and promoting the brand in both domestic and overseas markets. When taking into account the cultural features, as well as the production aspects of Setoyaki, it may be more relevant than other products for support by the *Cool Japan* project.

## 7. Acknowledgements

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# *Working Group 3*

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## Multicultural Co-existence in Seto City: Information Sharing with Foreign Residents

和文要約

1. Introduction
2. Literature review
3. Research Method
4. Questionnaires: Results and Discussion
5. Interviews: Results and Discussion
6. Conclusion and Suggestion
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# 和文要約

## 1. 調査背景

グローバル時代の到来と共に、法的に登録されている人数に限定しても、200万人以上の外国人が日本に在住している。実際、この数字は2008年以降若干減少傾向にあるが、それでも20年前と比べずっと多くの外国人が日本で暮らしている。愛知県に在住する外国人の数は東京と大阪に次いで全国3位である。本調査の対象都市である同県の瀬戸市に住む外国人の数も、全国の傾向と同様に2008年までは増加してきており、2009年以降は外国人人口の数は横ばいの状態が続いている。2012年には、3,598人の外国人が同市に在住しており、この数は市の人口の2.7%を占めている。近年、日本社会では多文化共生の傾向が進みつつある。瀬戸市も様々な多文化共生の取り組みを行っており、1997年に瀬戸市国際センターが設立されて以降、瀬戸市国際センターを中心とし、同市における国際交流、イベント、外国人居住者の生活に関する相談など、幅広い情報の提供や日々の様々な活動に取り組んでいる。

## 2. 調査目的

瀬戸市や日本国内の自治体で行われている様々な多文化共生の活動について、私たちのグループで事前調査を進める中で、グループ内で一つの問題意識を共有するようになっていった。それは、外国人居住者との情報共有の重要性である。まず、情報共有の重要性について意識させられた理由は、文献調査を行う中で、多文化共生社会実現のために外国人居住者との情報共有の重要性があげられていたためである。また、（外国人居住者でもある）私たちのグループメンバーの外国人の学生が瀬戸市や愛知県、日本国内の多文化共生に関わる活動や資料を事前調査している際に、多文化共生に関わる活動やレポートを見つけても、それらの多くは日本語で書かれており、英語やその他の外国語に翻訳されているものが少なく、日本語が読めないグループメンバーにとっては情報源にはなり得なかった（情報が共有できなかった）ためである。

そこで、私たちのグループは多文化共生社会を実現する上で、瀬戸市に暮らす多くの外国人居住者も情報共有において困難な状況に直面している可能性があると考えた<sup>5</sup>。その上で、文献調査と理論的考察により、全体の構造が下記の概念図のような捉え方をすることができるという前提に立ち、実際の多文化社会実現の上での問題がどうなっているのかを、情報共有の現状を中心に調査した。具体的には、瀬戸市で外国人居住者が生活するうえで、問題が解決されている、または問題が発生していない現状（AとD）と、生活していくうえで何らかの問題が発生している現状（BとC）を、情報共有と

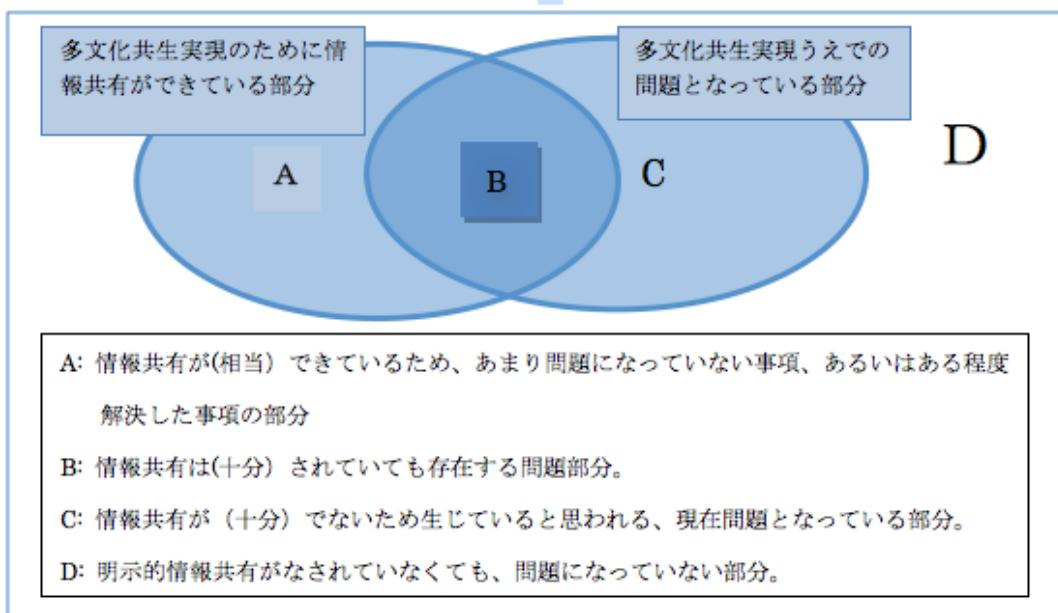
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したがって、情報共有に関して日本語の能力による障害をそれほど持たないであろう、いわゆる在日韓国・朝鮮人のオールドカマーの人々は、本レポートにおける瀬戸市に住む外国人居住者として対象としていない。

いう視点から整理した。そして、情報共有状況が改善されれば、問題状況の改善する可能性のある部分である C がどのような広がりを見せていくかを明らかにしようとした。

概念図：瀬戸市における多文化共生社会を実現するための情報共有と問題群の関係<sup>6</sup>



### 3. 調査方法

本調査では、情報共有における、情報提供側と情報受信側双方から量的・質的データを集めた。文献調査は主に前述の概念図の作成のため、また、アンケート調査とインタビュー調査はそれぞれ、情報受信側と情報提供者側の情報を分析するために行われた。インタビュー調査は瀬戸市国際センター、NPO 窓のひろば、日本語教室、ブラジル人学校のパウロフレイレ地域学校瀬戸校、そして野田医院で実施された。また、アンケート調査は瀬戸市に住む 18 歳以上の外国人居住者を対象とした。

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概念図における A、B、C の関係を、外国人居住者との関係で、問題としてよくあげられるゴミの分別を例として説明すると、市役所、町内会、またはその他の市における各構成員によって、外国人住人とゴミの分別に関する情報共有が相当できた結果、ゴミの分別がきちんと行われている状況が A の状態である。次に、ゴミの分別に関する情報共有は十分されているけれど、それでもゴミの分別が改善されていない状況が B の状態である。そして、情報共有が十分でないため、ゴミの分別ができない状況が C の状態である。また、明示的情報共有がなされていなくても、問題になっていない状況が D である。すなわち、瀬戸市における各構成員の意識的、無意識的努力と協力により、多文化共生社会が実現されている部分であり、差別などが顕在化せず、外国人居住者が瀬戸市に長期滞在できている状況などが D の状態である。

#### 4. 調査結果

アンケート調査とインタビューの結果によると、瀬戸市に住んでいる外国人居住者（情報受信側）が日常生活で必要な情報がある際は、多くの場合、必要な情報を知っている人物や機関を直接訪問し、口頭で確認しているということがわかった。さらに、瀬戸市に住んでいる外国人居住者は自分たちの日本語の会話能力は日本語を読む能力より高く、英語で書かれた文章よりは日本語で書かれた文章の方が読むことができると認識していることがわかった。一方、瀬戸市では（情報提供者側は）外国人居住者に対して、主に二つの方法を利用して情報を提供していることがわかった。それは、文字による伝達と会話による伝達であった。文字による伝達には、看板、パンフレット、ウェブサイト、郵便物などが含まれる（概念図の A の部分。）

また、インタビューを行った情報提供者側間の相互の協力は、瀬戸市国際センターと日本語教室、及び、窓のひろばと野田医院で行われていたが、公的機関や非公的機関を超えた外国人居住者に関する情報提供者間全体としての情報提供・共有に関わる連携というのは、まだ存在していない状況である<sup>7</sup>。

#### 5. 考察

まず、アンケート調査の回答者の瀬戸市滞在の平均年数が 8 年であったこともあり、アンケートやインタビュー調査からは、新しく日本や瀬戸市に来た外国人居住者を除き、瀬戸市で生活していくまでの基本的な日常的な情報で困っているという印象はあまり受けなかった（概念図の D にあたる部分。）また、文字や会話による伝達方法は、ある程度有効であるが、いくつかの問題が存在することも考えられた。

一つ目の問題は、文字による情報提供は外国人居住者たちが日本語を読み取る能力が必要であり、その力が十分でない場合、文字による情報提供では不十分な場合があり（概念図 B の部分。）その結果、情報を必要とする外国人居住者のところまで届かないことがあり得る（概念図の C の部分。）二つ目の問題は、会話による情報で、これは外国人居住者が最も利用している手段だが、情報を広めるためには豊富な情報を持っている人との人脈が必要であり、それには様々な関連組織や人々の交流を促す必要がある。

#### 6. 提言

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本文では全体的に見ると、公的と非公的機関による協力が不十分であると述べた。しかし、実際には、瀬戸市国際センターが主催となり、日本語教室の関係者や瀬戸市にある公立の学校の先生達の参加による、外国籍児童のための情報共有のためのミーティングが開催されるなど、協力関係が進みつつ分野も既に存在している。

情報提供者・情報受信者としての公的機関、非公的機関、外国人居住者との間での情報の流れをよりスムーズにするためのネットワークの強化のため、そして概念図の C の部分を改善するため、以下の 2 点を示唆させていただきたい。第一は、外国人居住者に最も利用されている会話による伝達の「口コミ」という手段をより活用することである。もちろん、口コミは本調査で外国人居住者は友人や知人を情報源にしていることからも現在も比較的よく使われていることがわかる。しかし、文字による情報提供が多く、外国人居住者との接点が少なくなりがちな公的機関などが、もし、外国人が多く集まる場所やその場を通して、いわゆる顔が広いと呼ばれる外国人キーパーソン達に情報を率先して伝えることができれば、情報共有の速度がより速まることが予想される。第二に、外国人居住者向けの文字による情報提供は、やさしい日本語、簡単な日本語によって提供されるよう心がけることが望まれる。

最後に強調しておきたいことは、日本の他の自治体と比較しても、瀬戸市における外国人居住者との情報共有はよくなされている。しかし、瀬戸市に住む異なる文化背景、異なる母語を持っている人々と共に生活し、多文化共生のまちづくりを行う上で、より速く、多くの情報にアクセスすることができる外国人居住者の数が増えることで、地域社会の一員として外国人居住者の活躍の場が瀬戸市において更に広がり、日本人居住者と共に外国人居住者も地域活性化のより一層の役割を担うことが期待できるのではないだろうか。

#### ＜謝辞＞

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# 1. Introduction

## 1-1. Background Information

Today there are more than 2 million legally registered foreigners living in Japan. Though the number has been slightly decreasing since 2008, it is still a significant number compared with 20 years ago. The number of foreigners who live in Aichi Prefecture is ranked third, following Tokyo and Osaka (法務省 2012). The number of foreigners who live in Seto City is increasing year by year.<sup>8</sup> In 2012 there were 3598 foreigners living in Seto, accounting for 2.7% of the city's population. (瀬戸市 2013).

Seto is very famous for pottery production, which is one of the traditional industries in Japan. In addition, Seto has other types of industry due to its location. Located next to Toyota City, Seto is convenient to access via roads and train. Thus, there are not only Toyota related factories in Seto City, but also a demand for unskilled labor to work in the factories in Toyota City. Therefore, the characteristics of foreign residents in Seto are fairly similar to those in Toyota.

In Seto, there is a school for Koreans called as Chousengakkou, a resource that Toyota City doesn't have. Therefore, Koreans account for the largest number of foreign residents in Seto City, with 1,092 North and South Koreans, followed by 572 Brazilians, 557 Peruvians, 569 Filipinos, 495 Chinese, and 313 others (瀬戸市 2013). Similar to people of Japanese descent from South America living in Toyota, most of these foreign residents live in public housing. Having a Brazilian school as a community-gathering place in the public housing area helps to create the Brazilian community, but other groups do not have such a visible community in the area.

Nowadays in Japanese society, there is multicultural coexistence happening. This means that communities do not consist of only Japanese people, but also of foreigners with various backgrounds. Seto has been consistently following this trend since 1997. In 1997, Seto established the Seto City International Center (SCIC), which aims to provide a wide range of information for international exchange in Seto and engages in various activities daily.<sup>9</sup>

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Since the economic crisis in 2008, the number of foreign residents living in Seto City has decreased from 3,825 residents in 2009 to 3,598 residents in 2013 (瀬戸市 2013).

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According to the SCIC, one of its aims is to conduct many programs such as Japanese language classes, publishing a monthly information pamphlet named '*Konnichiwa*,' and providing consultation services, etc. (瀬戸市国際センター 2013).

## **1-2. Awareness of the Issues**

Preliminary research was done regarding multicultural and coexistence issues in the area of information sharing with foreign residents for Seto and other local government cases. Members of the research group, who are also foreign residents, surveyed particularly Seto City along with the greater Aichi Prefecture and other local governments in order to assess the level of multicultural and coexistence activities in the area. Reports and surveys relating to the multicultural and coexistence activities were identified. However those reports and surveys were written in Japanese and are of little use to people who cannot read Japanese. Moreover, the amount of information written in foreign languages relating to Japanese multicultural and coexistence activities is limited, so this research could not utilize the information well.

This situation has revealed the importance of information sharing with foreign residents in order to achieve a society of multiculturalism and coexistence.

## **2. Literature review**

### **2-1. Multiculturalism & co-existence**

In the past, Japan has been a country with national policies that create a strong disjunction between Japanese nationals and migrants. Japan has been clearly defined as a homogenous nation. Yet recently, the Japanese government has been promoting multiculturalism to integrate foreign residents into Japanese society. This effort has also influenced local governments. Local governments have been trying to create a new meaning of community by integrating Japanese and migrant residents. In so doing, many local governments use the term “Tabunka Kyosei,” (多文化共生) in order to deal with the increasingly diverse populations of each community.

Tabunka Kyosei is a term that was invented in Japanese Society in the late 1990s. Tabunka Kyosei policies address the issues of migrant life in Japanese society with a view to the positive contributions that migrants make to their local communities (Flowers, 2012). The Tabunka Kyosei policy results in the view of Japanese society shifting from a differential exclusionary and assimilationist model to a multicultural model. Actually, there are many scholars that have tried to define Tabunka Kyosei in English, but it is difficult to define because the Japanese context is different from that of other countries. The term Tabunka Kyosei has been widely translated into English as “Japanese multicultural coexistence”, thus distinguishing it from similar terms such as “multi-cultural” or “multi-ethnic” in scope of definition. As Nagy (2009) indicates, the focal point of the notion of multi-coexistence is the whole set of policies and practices toward immigrants, and is not limited to immigration policies alone.

The trend for multicultural coexistence experienced one of its peaks when both the Foreigners Earthquake Information Center and the Tabunka Kyosei Center were built in January 1995 to address the damages and confusion caused by the Great-Hanshin-Awaji Earthquake (Nagy, 2009). Some Japanese municipal governments began to carry out plans for Tabunka Kyosei in the beginning of 2001, yet Aichi

Prefecture only started using the term when addressing integration issues in 2004. Since that time, prefectures, cities, and towns have all formulated Tabunka Kyosei plans, policies, plazas, information rooms, and centers tailored to the specific needs of the area (Flowers, 2012).

## 2-2. Tabunka Kyosei in Aichi Prefecture

A new plan of Tabunka Kyosei took effect from 2008-2012 with the purpose of creating mutual understanding of each culture's values. By doing so, Aichi Prefecture supported the activities encouraging Japanese and migrants to learn together, work together, and live together in a peaceful community. During the implementation, Aichi Prefecture investigated public comments about Tabunka Kyosei. Below are some public comments made that relate to the information issues.

Public's comments	Aichi government's comments
Various foreign languages have been used widely in public transportation.	As your statements, it is desirable that not only the administration, but also the private sectors provide multi-language services. In the plan, we did not encourage the private sector to embrace multi-language services, so we have added it into policy direction 2.
Various foreign languages have been used widely in housing agency and hospital services.	
Mobile phone companies should improve documents and make it more convenient	
It is difficult to understand how to separate the rubbish by type	The local government will try to find a way to provide information to foreigners more effectively.
It is difficult to understand official documents.	
The local government should build a place in the community, where we can learn Japanese manners, customs, etc.	
It is important to promote 「EASY Japanese」 widely	Based on the comment, the local government will try hard to promote 「EASY Japanese」

Source: <http://www.pref.aichi.jp/cmsfiles/contents/0000059/59910/taiou.pdf>

From the public comments, it was apparent that the local governments put forward many efforts to achieve the ideal of a Tabunka Kyosei community. Although members of the community may notice that the community has been changing due to the Tabunka Kyosei plan, there are still issues that need to be fixed, in particular the method of providing information.

## **2-3. The significance of information sharing between Japanese and foreign residents**

An analysis of Wilson's Information Behavior Models leads us to conclude that migrants are in a situation in which the factors creating the need for information are numerous, and that they will use information in order to be better integrated into the community in which they live (Wilson, 1981; Wilson and Walsh (URL)). But information sharing is not only important for migrants. Cross-cultural understanding cannot be achieved solely through language; it also requires an understanding of what is not expressed by words. In other words, the cultural context is also important. Information sharing inside of a community leads to a more shared cultural context (Kido, 1999). Moreover, we know that cross-cultural understanding is essential to reach mutual prosperity (Takahashi, 2005). We understand, therefore, that information sharing is important for building mutual prosperity between foreign and Japanese residents inside the community.

Recently, immigrants have experienced significant information challenges (Courtinois, 2008). Access to information access for migrants can be obtained through two channels: learning the local language, and provision of information in the languages of migrants. The access to information has direct impact on the earnings of migrants, and therefore on their social position as a community members as well (Dustmann, 1994). Moreover, in a collaborative community, tacit and explicit knowledge should be shared. The process of acquisition of these two types of knowledge is unique to each individual, and group consciousness and community consciousness is created in a shared spiral-up movement (Nonaka and Takeuchi, 1996). This process is an important factor of community efficiency, and overlaps the members of the community regardless of nationality distinction. In that process, foreign migrants and Japanese become information seekers and information providers to each other. In that context, information providing by the local authorities also plays an important role, since the characteristic of local authorities as an information provider can essentially be identified in the type of information provided as well as in its information accuracy and precision degrees (Tokyo Municipalities Autonomy Research Institute, 2007).

## **2-4. Identifying the relationships between information sharing and problem areas in order to achieve multicultural coexistence in Seto City**

It is assumed, therefore, that foreign residents living in Seto face similar information sharing problems. On this premise, an overall structure to our argument is described in the conceptual diagram (see 「概念図」 in the above section of summary in Japanese) derived from the literature review and theoretical studies. The main research focus is on the real problems of achieving a multicultural coexistence society by focusing on information sharing.<sup>10</sup> The research was conducted and discussed using the conceptual diagram as the premise.

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As an example to explain the conceptual diagram and the relationships of A, B, C, and D, the separation of garbage serves well. In A's case, the separation of garbage was done because information sharing was achieved from sources such

In this research, the public sector included the Aichi Prefecture office, Seto City office, and Seto City International Center (SCIC) as formal institutions, thereby defining the information provided by the public sector as formal information. All information outside of this public sector will be defined as informal information, obtained from informal institutions in this research. This dichotomy is created because the public sector has the responsibility to provide available information for all citizens, including foreign residents living in Japan, while other initiations are not required to do so.

In addition, in the dichotomy of formal and informal institutions, Japanese residents and foreign residents are also actors as information providers and receivers. Therefore, the information from both Japanese and foreign residents has also been obtained, since a necessary achievement for a multicultural coexistent society exists in the contributions made by various actors, not just those of formal and informal institutions. Surveying formal and informal institutions and Japanese and foreign residents in Seto City helped clarify the relationships between information sharing and problematic areas that must be addressed in order to achieve multicultural coexistence at the practical level.

### **3. Research methods**

#### **3-1. Research question**

The literature revealed many problems that occur due to lack of information. It was assumed that the more that people, both Japanese and migrants, are able to access the information, the more they can participate as active members of the community and contribute to achieving a multicultural coexistent society. Consequently, a main question and two sub-questions were proposed as follows:

##### Main question

- What is the most effective way to share information among various community members in order to promote a multi-cultural coexistence?

##### Sub-questions

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as the city government, a neighborhood association, and the residents and others.

In B's case, information sharing was achieved, but separation of garbage was not achieved. Even if information were obtained, the problem was whether or not it created action.

In C's case, information sharing was not achieved, so separation of garbage was not achieved.

D's example is a case that demonstrates that a visible discrimination or exclusion of foreigners has not happened due to either conscious or unconscious efforts by Seto City's members to achieve a multicultural and coexistent society. The fact that the average time of respondents' stay in Seto is eight years indicates that foreign residents feel comfortable in staying in Seto on a long-term basis.

- How do foreign residents provide and receive information in Seto City?
- How do formal and informal institutions provide and receive information in regard to foreign residents?
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### **3-2. Methodology**

The research was conducted using a questionnaire and semi-structured interviews from October 23<sup>rd</sup> to October 25<sup>th</sup> of 2013 in Seto City. The questionnaire was in Chinese, Spanish, Portuguese, English and Japanese. Questionnaires were distributed to 59 respondents. Also, 6 interviews were conducted with the following: the staff of the Seto City International Center; the staff of NPO *Kama no Hiroba*; teachers of a Japanese class; foreign residents; the doctor at Noda Clinic; and the owner of a Peruvian restaurant. Therefore, respondents represented both ‘formal and informal institutions’ and ‘Japanese and migrants’, and expressed opinions from both providers’ and receivers’ sides.

### **3-3. Questionnaire**

One of the main objectives of the questionnaire was to understand the most commonly used sources of information for foreign residents living in Seto. The categories of information were:

- Job hunting
- Health care
- Education
- Japanese language training
- Legal procedures
- Community events
- Housing

The questionnaire asked *where* the respondents got information for each category and *why* they used this for their information source. As seen in the sample below about *Travel*, respondents selected answers for each category from the answer choices and assigned numbers from 1 to 3 in the blanks, ranking the most useful as “1”. Answer choices are not exactly the same for each category; the Appendix explains the details of the questionnaire that was used.

### **3-4. Results of questionnaires**

Thirty-two foreigner residents living in Seto were surveyed. Only individuals above 18 years of age were considered for our sample. Twenty questionnaires were collected in person during the fieldwork, and 12 were sent later by post and received on November 5th.

### **3-5. Interviews**

One of the main objectives of our interviews was to understand how institutions relating to foreign residents are playing roles as providers or receivers of information. Different types of questions were asked for each institution, but the basic questions for all were:

- What kinds of problems are foreigners facing?
- What difficulties is your institution facing when dealing with the foreigners?
- Do foreigners ask you to translate information such as pamphlets, websites, and so on?

To answer our second sub-question, “How do formal and informal institutions provide and receive information in regards to foreign residents,” the results of the interviews conducted at the SCIC and in Japanese classes, the Brazilian school, Noda Clinic, and NPO *Kama no Hiroba* are discussed in Chapter 5. The next chapter discusses the results of questionnaires that answer the first sub-question, “How do foreign residents provide and receive information in Seto City?”

## 4. Questionnaires: Results and discussion

### 4-1. Profile of the sample members

The average age of the migrant informants was 35 years old, with an age range of 21 years to 49 years old and a gender composition of 21 women and 11 men. The majority came to Japan for reasons related to work. The average length of residence in Japan was 11 years, while the average time residing in Seto City was 8 years. The diversity of nationality of the sample members is outlined in Table 1:

**Table 1: Nationality of sample members**

Brazil	10	China	5
Peru	13	Philippines	2
Venezuela	1	Nepal	2

The kind of visa that the members had was also diverse, as shown in Table 2:

**Table 2: VISA types of sample members<sup>11</sup>**

Working	5	Permanent	13
Family	4	Resident	9

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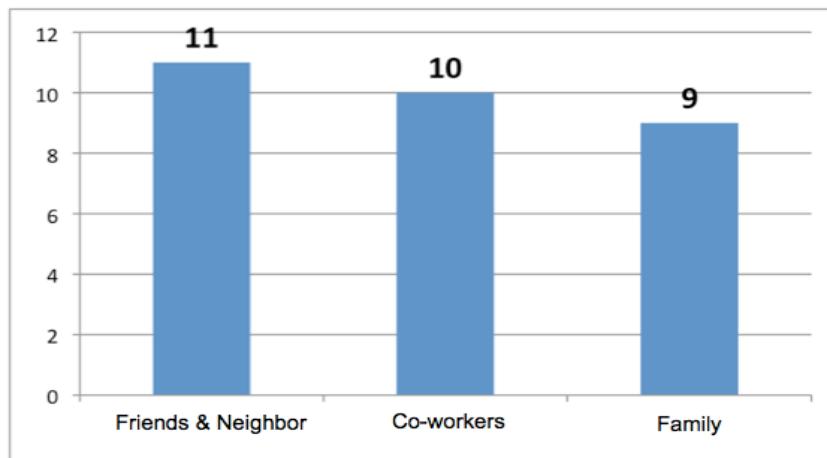
Table numbers represent respondent answers. ‘Working’ refers to working visa, ‘Permanent’ is permanent residence visa, ‘Family’ is spouse or dependent visa, and ‘Resident’ is residence visa.

## **4-2. Sources of information used by foreign residents in Seto**

### **4-2-1. Job-hunting**

As Figure 1 shows, in the case of job hunting, the most commonly used sources for information were friends and neighbors, co-workers, and family.

**Figure 1: Finding jobs<sup>12</sup>**



### **4-2-2. Health Care**

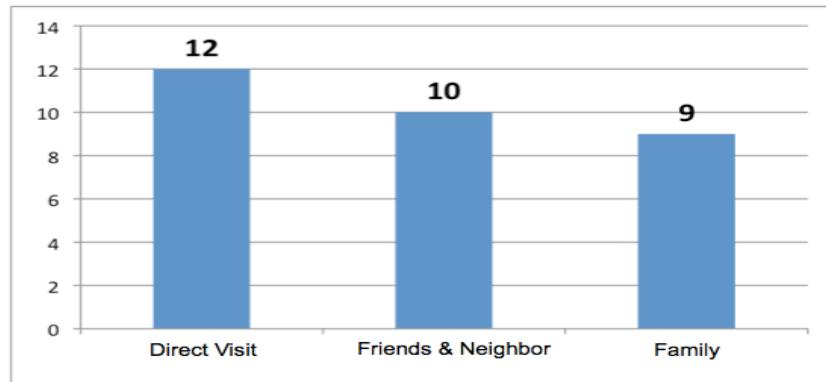
In the case of healthcare, the top three ways to find information were going directly to a hospital, friends and neighbors, and family.

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In Figures 1-8, the number of ordinate represents how many respondents selected the answer.

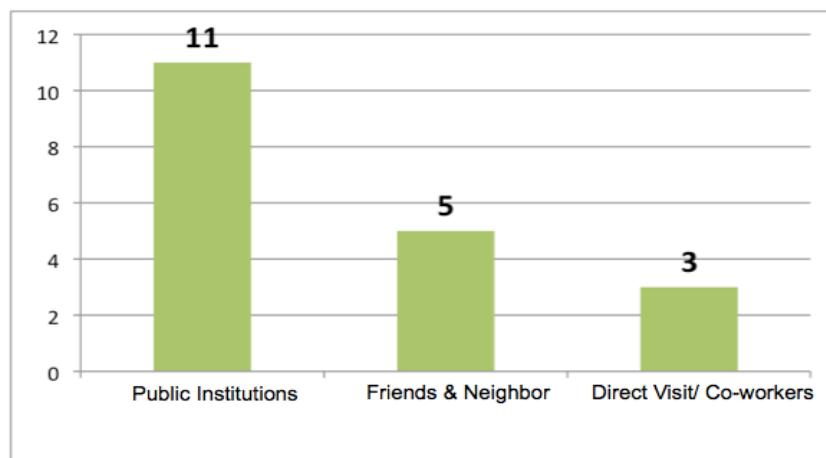
**Figure 2: Health care**



#### 4-2-3. Education

The information sources most used to look for information about education were public institutions.

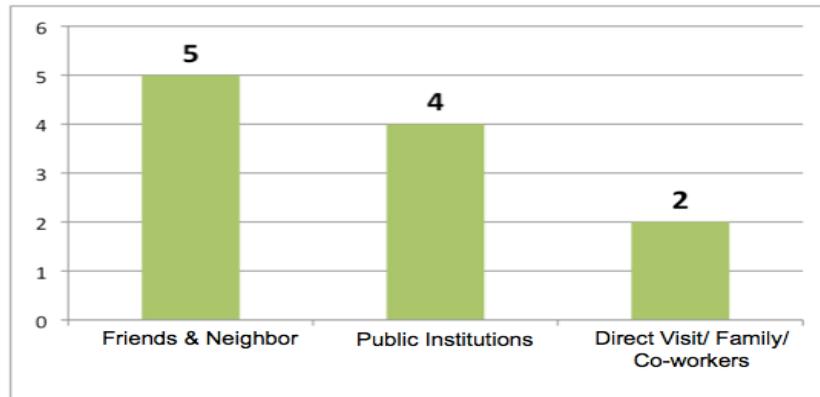
**Figure 3: Education in Japan**



#### 4-2-4. Japanese language training

The most used sources of information for training in Japanese language were friends and neighbors and public institutions such as the City Hall or the Seto City International Center.

**Figure 4: Japanese language school**



#### **4-2-5. Legal procedures**

The three most commonly used sources of information about legal procedures were public institutions such as City Hall, family and co-workers, and friends and neighbors, as shown in Figure 5.

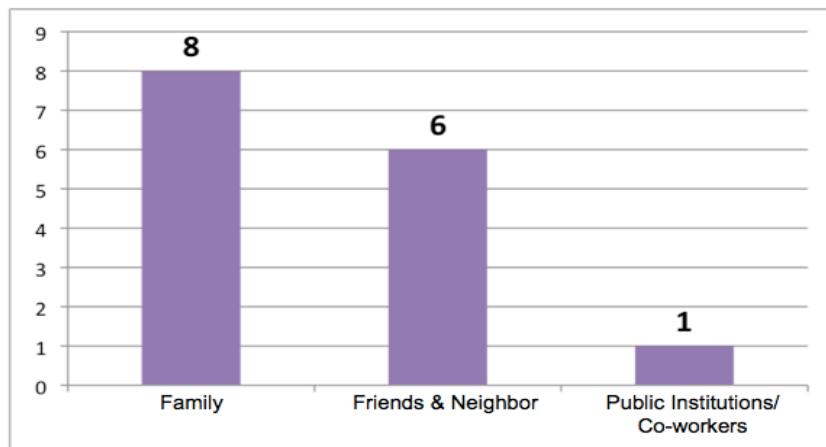
**Figure 5: Legal procedure**



#### **4-2-6. Community events**

The most common sources of information for community events were family, friends and neighbors, and public institutions.

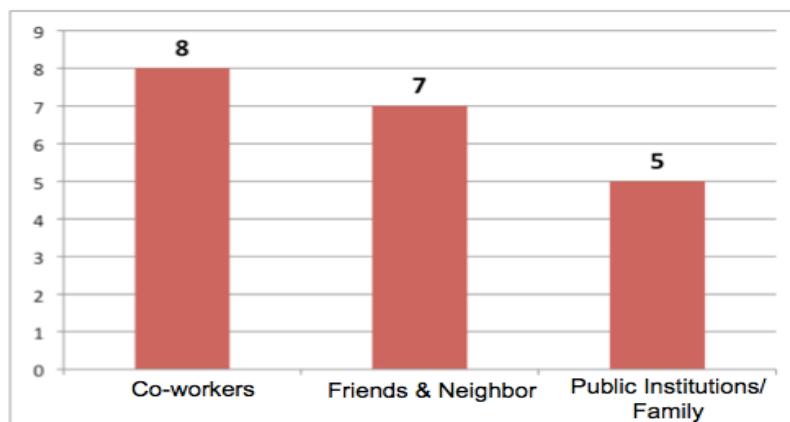
**Figure 6: Community events**



#### **4-2-7. Housing**

In the case of information for housing, the most used sources were co-workers, friends and neighbors, and the City Hall and family.

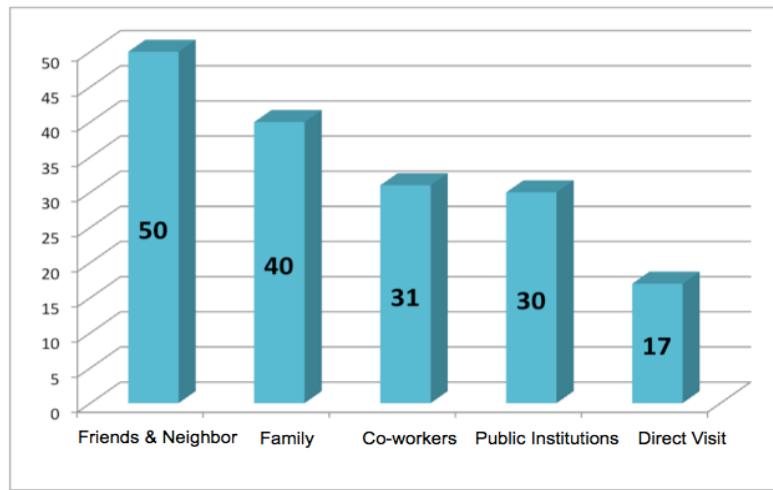
**Figure 7: Housing**



#### **4-3. Findings**

After summarizing the answers of the previously mentioned categories, the three most used sources of information were found to be friends and neighbors, family, and co-workers. Figure 8 summarizes the answers to all questions.

**Figure 8: Summary to all questions**



This means that the members of the sample rely much more on human connections than any other source of information. An interesting point to highlight is that despite the fact that the response ‘internet’ was provided as one of the choices alongside ‘friends and neighbor,’ ‘family,’ and ‘co-workers,’ etc., respondents did not select ‘internet’ as a source for any of the given categories.

#### **4-4. Characteristics of the responses**

##### **4-4-1. Language skills**

The members of the sample were also asked to assign a number from 1 to 5 to the level of conversational and reading and writing skills they think they have for Japanese and English languages. The average results by nationality are shown in table 3.

**Table 3: Language proficiency of sample members by average Score**

Native Language	Numbers	Japanese (Speaking)	English (Speaking)	Japanese (Reading)	English (Reading)
Portuguese	10	2.7	1.57	1.8	1.33
Spanish	13	2.92	1.92	2	1.57
Chinese	5	2.6	1.2	2.2	1.86
Nepalese	2	1.5	3	1	3
Tagalong	2	2.5	3.5	1.5	4
<b>Average</b>	<b>(Total) 32</b>	<b>2.69</b>	<b>1.9</b>	<b>2.09</b>	<b>1.93</b>

#### **4-4. Findings**

Two important findings can be observed from this table. First, contrary to the stereotype that most Japanese people have about foreigners, the members of the sample evaluated their English skills as lower than their Japanese skills in both speaking and reading. The second important observation is that respondents rated their Japanese conversational skills higher than their Japanese reading skills.

#### **4-5. Discussion**

To answer the sub-question, “How do foreign residents provide and receive information in Seto City,” see the findings above. As for the results of questionnaire, the members of our sample depend substantially more on human connections for information than on any other source. In addition, the Japanese conversational skills of the people surveyed are higher than their Japanese writing (and reading) skills. From these findings, it is understood that the tendency for foreign residents living Seto is to obtain needed information through face-to-face communication. Directly visiting institutions or people that have the information they need not only helps to ensure that the information gained is reliable, but also reduces the need of having to read in order to obtain the information they are seeking. Therefore, direct visiting and talking is the most common way for foreign residents to receive information.

### **5. Interviews: Results and discussion**

#### **5-1. The varieties of foreign residents and institutions in Seto City**

From the results of questionnaires above, we focus on how foreign residents receive information on an individual basis. In addition, the sub-question, “How do formal and informal institutions provide and receive information with foreign residents,” will be answered at the end of this chapter.

Sharing information concerning daily life has been one of the main challenges for foreign residents seeking to adapt in Japanese society. In regards to provision of information for foreign residents, the Seto City local government, Non Profit Organizations, networks of foreign residents, and the Japanese community are working to provide information essential for foreigners living in Seto City. However, the approach of each organization varies. These organizations are regarded as formal and informal sources of information for foreigners.

The term multicultural coexistence is broad in the context of Seto. While the majority of foreign people are Koreans, who are familiar with the language and culture of Japanese society, other foreigners, for instance Brazilian, Peruvian, and Nepali nationals, are not. There are various formal and informal organizations involved in the provision of information to foreign residents living in Seto. Each organization follows special mechanisms and focuses on specific groups of foreign residents; they operate as community volunteers, international centers, nonprofit organizations and networks among foreign residents.

## **5-2. Results of interviews**

### **5-2-1. Community volunteers and Japanese language schools**

At the community level, the local community in collaboration with primary schools has established informal organizations. At the heart of such organizations are Japanese language classes to help foreign students carry on with their school assignments. These Japanese classes do not follow a particular curriculum. Foreign students get together after school hours in a class or community hall to complete their assignments with the help of community volunteers. According to the interviews, unlike the international center, the Japanese language classes do not provide information to foreign residents in particular. However, in some rare cases, teachers have been asked by either students or their parents to help direct in filling in forms or guide class participants to understand information written in Japanese, as in the case, for instance, of completing applications for housing and the like.

Though the language classes do not provide information directly to foreign residents, they have an indirect effect that enables foreigners to solve their language problems. In addition, according to the interview with the head of *Harayama Danchi's* School, children who attended the language schools, though not well motivated, tended to help parents as translators in hospitals, shops, and so on.

### **5-2-2. Seto City International Center, SCIC**

The Seto City International Center serves as a branch office of the Seto City government and is the formal center for providing consultation services, Japanese language class,<sup>13</sup> and a monthly information pamphlet named '*Konnichiwa*.' The SCIC provides consultations on a weekly basis about issues relating to the life of foreigners in Seto. Help such as assistance in filling forms and giving advice about various aspects of living in Seto are some of the services provided. When foreign residents need information, the SCIC is able to support them by giving them the information directly or giving them resources to find the information they need. The SCIS functions based on the networks it has established among schools and the Japanese community. The SCIS regards its focused volunteers as associated Members, and classifies them as individual members, group members, and private company members. SCIS provides its services by coordinating with Japanese volunteers who have diverse skills and areas of interest in doing volunteer work. According to SCIS

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At the practical level, SCIC disseminates information about the Japanese class to foreign residents, but does not provide the Japanese class directly by itself. In Seto city, there are four Japanese classes; We conducted interviews with two of them. These Japanese classes are technically under the direction of SCIC and shared information between SCIC and each Japanese class.

information, volunteers have registered to assist in the following areas:

- Interpretation
- Translation
- Teaching Japanese language
- Assistant for SCIC's events
- Sightseeing guide
- Home stay

Information about the SCIS activities is important for foreign residents, and thus its public relations division works to reach out to foreign residents. This is important so that people who need information will have a clear idea about what the SCIS can help them with, reducing loss time. In some cases, like legal or visa issues, it is probable that foreign residents are unsure whether or not the SCIS can assist them. Clear information about the services of SCIS helps foreigners spend time efficiently and use other networks to find out the particular information they seek. Actively promoting the SCIS can also have a direct impact to motivate more volunteers to join. Despite this active PR, the research did reveal that there are foreign residents in Seto that were unaware of the organization yet in need of some of the assistance available from the SCIS.

### **5-2-3. Ethnic or home-country group network and communities**

Other informal institutions are the informal networks that have been established among foreign residents from their same home countries, such as communities and networks established by Brazilians, Peruvians, Filipinos, Nepalese, and Indians, and so on. These networks facilitate easy access of information to foreigners by enabling veteran foreign residents to assist newcomers by providing guidance and information according to their needs.

Information provided by the international center for Brazilian residents helped to establish their community, holding cultural events, gatherings, and celebrations. This community provides a platform for the newcomers to get information from established residents and is considered an informal organization that helps foreign residents adapt to living in Japanese society

On the Japanese side, communities also take some initiative in establishing non-profit organizations like the *Kama no Hiroba*, aiming to harmonize the sense of multicultural coexistence among foreigners and Japanese living together in Seto City. The NPO holds various events and community gatherings in various areas and for certain occasions. However, the participation of foreigners has yet to equal that of the Japanese residents.

## **5-3. Discussion**

The answer to the second sub research question, "How do foreign residents provide and receive information in Seto City," cannot be elaborated upon simply. First, the methods by which formal institutions

provide information—the SCIC in the case of this research--are usually twofold. The first one is by providing written information by way of billboards, activity reports, websites and homepages, posted mail, and monthly or yearly information pamphlets, which are the main tools for providing information to the foreign residents of Seto. The second method is by providing information face-to-face. As for the written information, SCIC provides information to foreign residents through its monthly information pamphlet, *Konnichiwa*, volunteer activity reports, and the SCIC homepage. It provides information and at the same time receives information from foreign residents through consultations as an example of the second type of dissemination.

According to interviews on both sides, it was learned that cooperation between formal and informal institutions for information sharing about foreign residents has yet to develop. However, cooperation among formal intuitions and cooperation among informal institutions has been developing; there is just not yet any crossover. While the SCIC, the Japanese classes and the Japanese public school teachers have been meeting a few times a year to share the information regarding the children of foreign residents, the NPO, *Kama no Hiroba*, the Noda Clinic, and other informal institutions and volunteers have planned free medical check-up events for foreign residents in Seto City. These informal intuitions and Japanese resident volunteers provide and receive information with foreign residents through face-to-face communication rather than written methods.

The research indicated that formal institutions, informal institutions and foreign residents' groups have not built relationships for cooperation. Both formal and informal institutions have not completely assessed the situation of foreign residents and the foreign resident groups do not contact them as a first priority because they often turn to their community for information first. In regards to supplying information and whether or not that information reaches foreign residents, the efforts by formal institution should be evaluated. Compared to their efforts of supplying information, receiving information from foreign residents is somewhat weaker. On the other hand, informal institutions are also lacking in ability to supply information, despite their advantage in receiving information from foreign residents more actively. Therefore, both sides have strong and weak points for providing and receiving information from foreign residents.

## **6. Conclusions and Recommendation**

### **6-1. Effectiveness of communication methods**

As a process to answer of the main research question, “In order to promote a multicultural coexistence, what is the effective way to share information among various community members,” the two sub-research questions have been answered in Chapters 4 and 5. In chapter 4, it was found that directly visiting and talking is the most common way that foreign residents provide and receive information. In Chapter 5, it was found that formal institutions have relative strength in supplying information compared to receiving information from foreign residents. On the other hand, informal institutions have an advantage at receiving information from foreign residents more actively. To answer the main research question, we discuss the effective way of information sharing in next paragraph.

As we discussed above, the institutions that supply information to foreigners in Seto City are currently classified by two types of communications: those based on written material and those based on oral communication. In this chapter, we examine this distinction more deeply. The methods based on written material are mainly the following: billboards, pamphlets, websites, postal mails and sending written information to associated institutions that have contact with foreigners. The methods based on written material are effective in that they avoid concentration of information on specific targets and are able to provide information to many people with limited staff. Although they are useful to some extent, they also have some limitations.

One limitation is that it is necessary to deliver the reading material to targeted people so that they can actually read the information. In many cases the written information simply does not reach all of the targeted people. Another problem of trying to communicate through written material is that it might be written in a language that readers cannot read.

Communication methods based on oral communication, most commonly “word of mouth,” solves the problem of the language barrier of reading. However, the limitation of this method is that its potential for spreading information depends on an abundance of human networks. As described in Chapters 4 and 5, the results of our survey suggest that foreigners living in Seto rely on human networks, i.e., face-to-face or oral communication in order to gather most of the information they need for their daily life. Thus, it is important to utilize and enhance present human networks for the purpose of effective information sharing.

## **6-2. Possible tactics for improving “word of mouth” effectiveness**

Most foreigners living in Seto have formed communities of members of the same nationality or language. In these communities there are individuals who are very well known among the other members. In many communities there might be more than one such person. These key individuals are connected to more members of the community than the average member. Thus, they have a higher potential to spread news faster.

The institutions that supply information to foreigners can benefit from the potential to spread news through these key persons. By detecting and establishing a relationship with the key members of each community, information could then be spread to other community members. Besides, those key persons can also provide valuable feedback to the institutions that provide information concerning the best ways to do it and the most relevant topics for their communities<sup>14</sup>.

The networks that currently exist are already the main sources of information for foreigners. However,

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At the same time, we also need to consider unintended deflection of information during the processes of providing and receiving information among a limited number of actors.

they can be improved and extended to make the information flow more effectively. The creation of more human networks in every community and among communities should be encouraged.

Additionally, it is important to state that not only should the networks between information providers and foreigner communities be encouraged, but also the networks among information suppliers should be extended and strengthened. The institutions that supply information to foreigners in Seto are diverse in nature. Among the information suppliers there exist public institutions, civil society institutions, and private enterprises. Despite their diverse nature, they can coordinate to share information in order to help each other spread their messages.

Each of these suppliers of information likely has its own connections to the members of the community. Thus, if one information supplier sends the information to all the other suppliers, they can benefit from the connections that the others have. In this way the information will be spread more effectively than by using only the people with which they have connections.

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Once again, we would like to state our gratitude to everyone involved in this research and hope that this work will contribute to make our world a better place in which to live.

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## 9. Appendix

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### Questionnaire

1. After coming to Seto City, have you ever searched for a job? Please check ✓one of the following .

1.1 When you were searching for a job, where did you get the information from? Please put the numbers from 1 to 3 in to the blanks, setting the most useful information source as “1”.

You do not have to put any numbers to the information source you never used before.

1.2 Please answer about the information source that you placed at number “1” in the question 1.1. Why did you select that information source? Please check ✓all of the following .

2. After coming to Seto City, have you (or your family members) ever received any medical service in a Japanese hospital? Please check ✓one of the following .

2.1 When you needed information about hospitals, where did you get the information from? Please put the numbers from 1 to 3 in to the blanks, setting the most useful information source as “1”.

You do not have to put any numbers to the information source you never used before.

2.2 Please answer **about the information source that you placed at number “1”** in the question 2.1. Why did you select that information source? Please check **✓all of the following □.**

3. After coming to Seto City, have you (or your family members) ever attended or are planning to attend a school in Japan (Japanese private/public primary/junior high/ high school, colleges, international schools, school for foreign children etc.)? Please check **✓one of the following □.**

3.1 When you needed information on access to education in Japan, where did you get the information from? **Please put the numbers from 1 to 3 in to the blanks, setting the most useful information source as “1”. You do not have to put any numbers to the information source you never used before.**

3.2 Please answer **about the information source that you placed at number “1”** in the question 3.1. Why did you select that information source? Please check **✓all of the following □.**

4. After coming to Seto City, have you (or your family members) ever attended a Japanese language class? Please check **✓one of the following □.**

4.1 When you needed information on Japanese language classes, where did you get the information from? **Please put the numbers from 1 to 3 in to the blanks, setting the most useful information source as “1”. You do not have to put any numbers to the information source you never used before.**

4.2 Please answer **about the information source that you placed at number “1”** in the question 4.1. Why did you select that information source? Please check **✓all of the following** .

5. After coming to Seto City, have you ever gone through any legal procedure (for tax, visa, marriage/divorce etc.)? Please check **✓one of the following** .

5.1 When you had to go through a legal procedure (for tax, visa, marriage/divorce etc.), where did you get the information from? **Please put the numbers from 1 to 3 in to the blanks, setting the most useful information source as “1”.**

**You do not have to put any numbers to the information source you never used before.**

5.2 Please answer **about the information source that you placed at number “1”** in the question 5.1. Why did you select that information source? Please check **✓all of the following** .

6. Have you ever participated in any events (such as festivals) in Seto City? Please check ✓one of the following □.

6.1 When you wanted to know about any events in Seto City, where did you get the information from? Please put the numbers from 1 to 3 in to the blanks, setting the most useful information source as “1”. You do not have to put any numbers to the information source you never used before.

6.2 Please answer **about the information source that you placed at number “1”** in the question 6.1. Why did you select that information source? Please check ✓all of the following □.

7. Have you ever searched for a place to live in Seto City? Please check ✓one of the following □.

7.1 When you were searching for a place to live, where did you get the information from? Please put the numbers from 1 to 3 in to the blanks, setting the most useful information source as “1”.

You do not have to put any numbers to the information source you never used before.

7.2 Please answer **about the information source that you placed at number “1”** in the question 6.1. Why did you select that information source? Please check **✓ all of the following** .

8.1. Is there any other information which is essential to live in Japan? If so, what is it?

( \_\_\_\_\_ )

8.2. Where do you obtain the information you mentioned in 8.1?

( \_\_\_\_\_ )  
\_\_\_\_\_ )

8.3. Is there any information which is essential to live in Japan, but was difficult to obtain? If so, what was it? And why was it difficult to obtain?

Kinds of information : ( \_\_\_\_\_ )

Reasons : ( \_\_\_\_\_ )

8.4. Have you ever visited Seto City International Center?

9.1. What is the purpose of your visit to Japan?

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9.2. What is the type of your visa?

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9.3. How long have you been living in Japan?

..... years ..... months

9.4. How long have you been living in Seto City?

..... years ..... months

9.5. Are you planning to stay in Japan forever or do you have plan to go back to your country? **Please check ✓ one of the following** .

9.6. What is your nationality?

-----  
9.7. Please check✓ your gender.

male      female

9.8. What is your age?

.....years old.

9.9. Who do you live with?

-----  
9.10. Please tell us about your language ability (Speaking, Reading, and Writing). **Please check ✓ one of the following.**

< <u>Speaking level</u> >	Very good	good	Not so good	poor	Very poor
Japanese	<input type="checkbox"/>				
English	<input type="checkbox"/>				
Other language ( <b>Portuguese</b> )	<input type="checkbox"/>				
Other language ( )	<input type="checkbox"/>				

< <u>Reading level</u> >	Very good	good	Not so good	poor	Very poor
Japanese	<input type="checkbox"/>				
English	<input type="checkbox"/>				
Other language ( <b>Portuguese</b> )	<input type="checkbox"/>				
Other language ( )	<input type="checkbox"/>				

This is the end of questionnaire.



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