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And, yet, the K region has made an effort to develop new agricultural strategies through collaboration with outside specialists by speeding past any other regions in starting a new agricultural organization (Refer to Fig. 2 Financial resources of a new agricultural organization).

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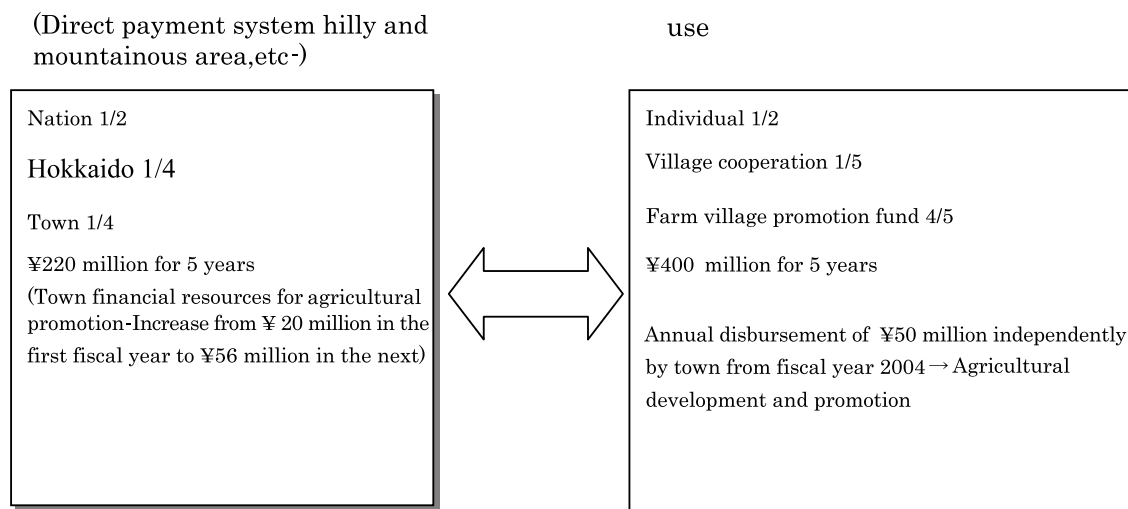


Fig. 2. Financial resources

## Development of Rural-Urban Human Communications through "Rural Working Holiday"

Gentaro SUZUMURA

### 1. Background and Objective

The Rural Working Holiday (WH) is an agricultural working program which many urban residents participate in. It was successively started in Nishimera-village (Miyazaki) and Iida-city (Nagano) in the latter half of 1990's, and was adopted all over Japan. Opinion of the sociological value of rurality was becoming more favorable, and the needs of urbanites for rural leisure were expanding, while in rural areas, the shortage of farm labor and the problem of an aging population were becoming more serious. WH was stated as a way to bring together urban interest in rurality and agricultural labor demand.

### 2. Research Method

This research was mainly based on a questionnaire for WH respondents in Iida city and

hearing investigations at Iida city, Nishimera village and Tono city (Iwate). 513 copies of the questionnaire were distributed, and there were 264 effective replies.

### 3. Outline of the Results

Table 1 is a distribution of age and sex of WH questionnaire respondents. It shows that many respondents are in their 30s and that the ratio of women is much higher in the younger generations (ex. 74% in their 20s).

"Interest in farm work" is the most popular reason for participating in WH; however over 60s participants attach greater importance to "interest in crops, attachment to soil", or "interest in farm stay" (Fig. 1.). This analysis shows a generation gap in demand for WH.

Finally, Fig. 2 analyzes the desire to migrate to rural areas. Many respondents in their 50s expressed the strongest desire to migrate,

whereas those in their 60s expressed the least. This showed that there is an age limit affecting the desire to migrate, after which, interest in migration declines.

## 4. Related Publications

Suzumura, G. Watanabe, T. Takemoto,

T. (2005) An Empirical Study of “WORKING HOLIDAY” on Japanese Rural Areas, *Research Paper of Life Style Project 5 (PRIMAFF)*.

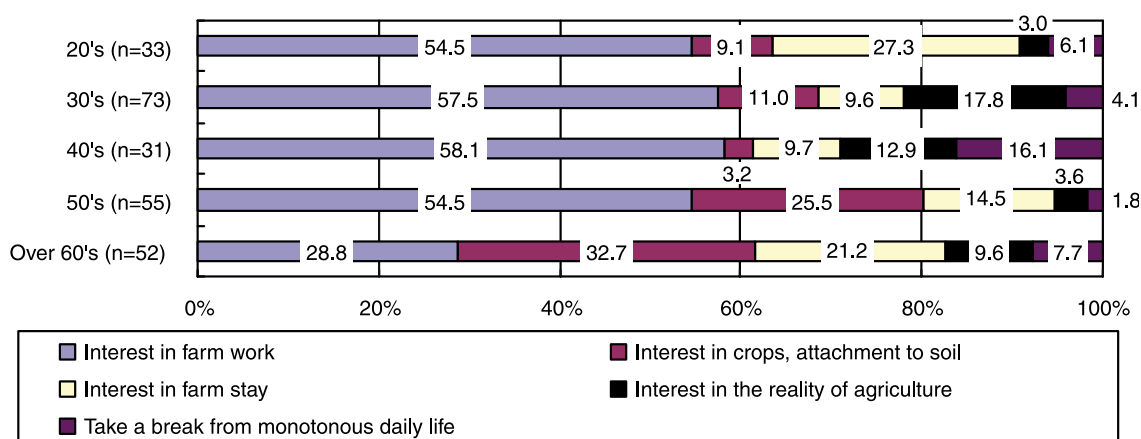
Suzumura, G. (2006) Participants’ Consciousness and Viewpoints on Rural - Urban Human Communications - A Case Study on the “WORKING HOLIDAY” in Iida City, Nagano -, *Journal of Rural Issues* (in press).

**Table 1.** Age and Sex of Respondents

Unit: person(%)			
Age	male	female	Total
20's	9 (25.7)	26 (74.3)	35 (100.0)
30's	43 (55.1)	35 (44.9)	78 (100.0)
40's	24 (70.6)	10 (29.4)	34 (100.0)
50's	30 (50.8)	29 (49.2)	59 (100.0)
Over 60's	41 (73.2)	15 (26.8)	56 (100.0)
Total	147 (56.1)	115 (43.9)	262 (100.0)

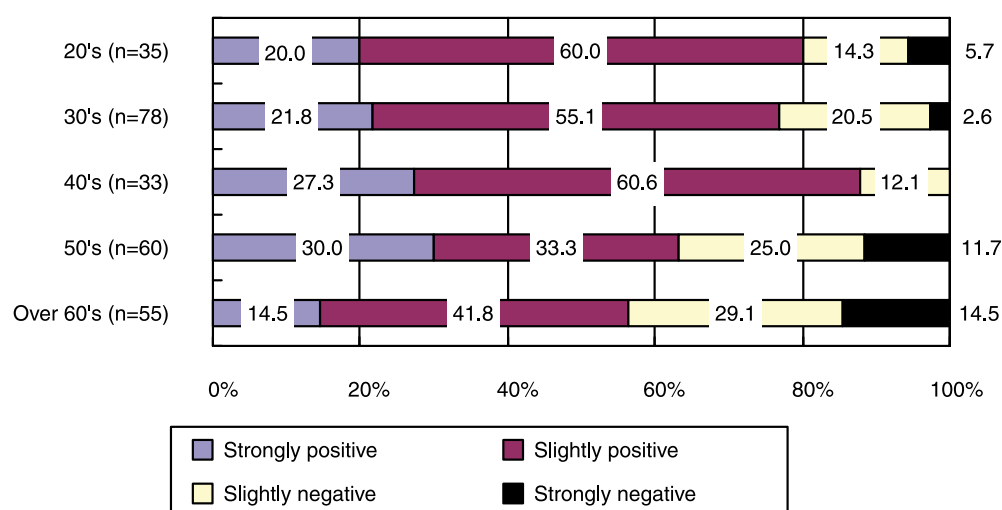
Source: Iida City and PRIMAFF, Questionnaire for WH Respondents in Iida City.

Notes: 1. Percentage calculations do not include non-respondents.  
2. Total number of respondents was 264 persons.  
3. Significant level of chi-square test is 1%.



**Fig. 1.** Participate Reason (1 st) for WH by Generations

Notes: 1. Age, participate reason are separate answers.  
2. Except 20 non-answers.  
3. Significant level of chi-square test is 1%.



**Fig. 2.** Desire to migrate by Generation

Notes: 1. Age, Desire to migrate are separate answers.  
2. Except 3 non-answers.  
3. Significant level of chi-square test is 5%.