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# **Sustainable Rural Revitalization Involving Diverse Stakeholders: Case Study of Kyotango City**

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# 1 Introduction

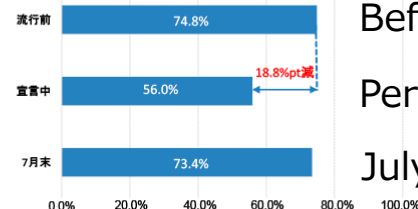
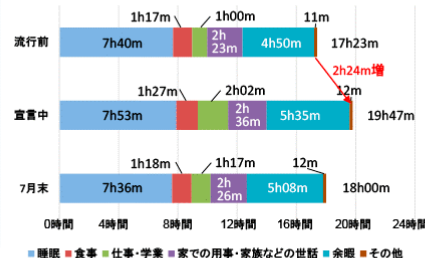
- People's activities have restricted by the COVID-19 crisis.
- Local community activities were also severely affected.
- Various projects for community revitalization were also restricted.

## Time of activity at home

## Rate of people going out

Nation wide

全国



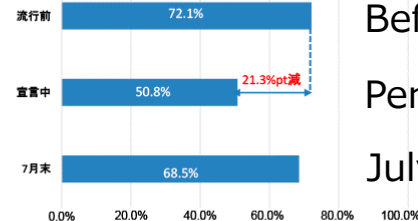
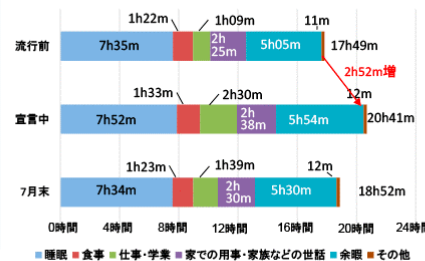
Before COVID-19

Period of self-restraint

July of 2021

Tokyo metropolitan area

東京都圏



Before COVID-19

Period of self-restraint

July of 2021

資料：国土交通省「全国の都市における生活・行動の変化－新型コロナ生活行動調査（速報版）－」

Source: White paper on Health, Labor and Welfare(2021)  
<https://www.mhlw.go.jp/stf/wp/hakusyo/kousei/20/backdata/1-1-3-1.html>

Fig. Time of activity at home and the rate of people going out

## In the study on the promotion of regional revitalization...

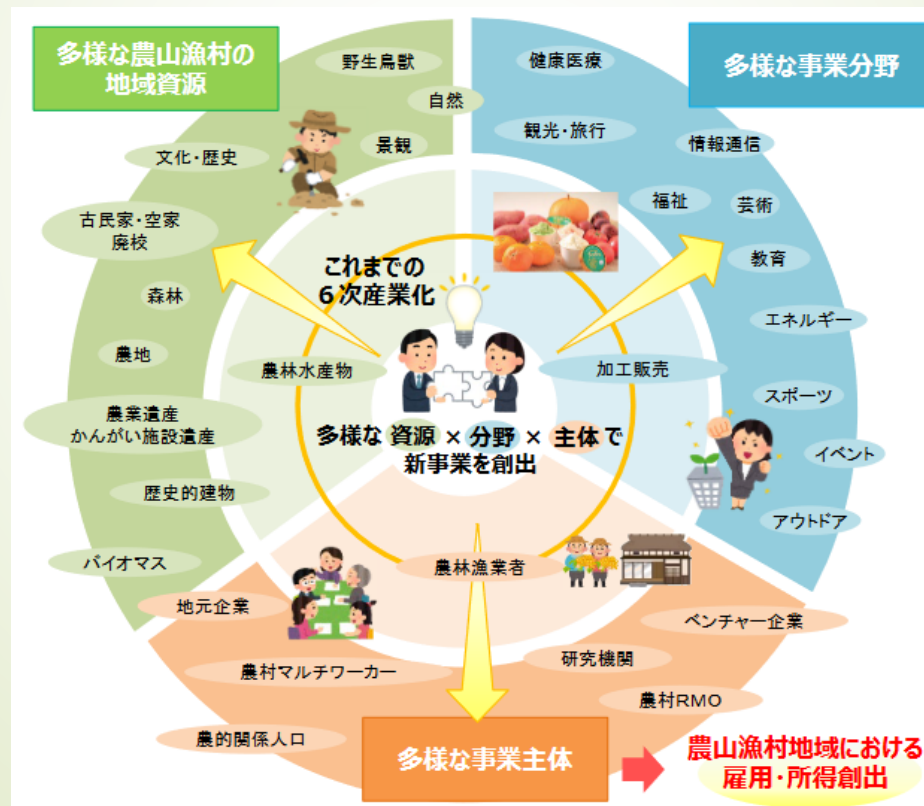
- It is important to **collaborate among four organizations**: government, private organization, educational and research institution, and community organization (Nordberg et al., 2020)
- **Educational and research** institutions and private organizations are expected to the rolls as companions, intermediaries and experts (Wakana, 2016).
- **Concerns** about the sustainability of collaboration between universities and local residents owing to the fluidity of students(Higashiguchi et al., 2018)

In regional revitalization and community development,

- **Diverse stakeholders(SHs)' involvement is important.**
- **Way of SHs' involvement varies.**



The Ministry of Agriculture, Forestry and Fisheries (MAFF) is promoting "**Innovation from Rural Areas**," which aims to create new businesses and added value through the participation of diverse entities.



**To promote business sustainably...**

- **What SHs are involved?**
- **What role do SHs play?**
- **What kind of impact were there by the COVID-19 crisis?**

## RQ : Are regional revitalization project promoted through involvement of diverse stakeholders(SH)?

- **Case study** of community revitalization projects in rural areas
- **Understanding of SHs** and community development activities
- **Classification of SHs** involved in the project
- Understanding **the roles and issues of SHs** related to project promotion
- Understanding the **impact of the COVID-19 crisis** on SH
- **Analyze existing resident questionnaires** to determine whether the project is meeting the intentions of residents

## 2 Target Area



The A community:  
North part of Kyotango city  
Population = 1,171  
Aging rate = 44%

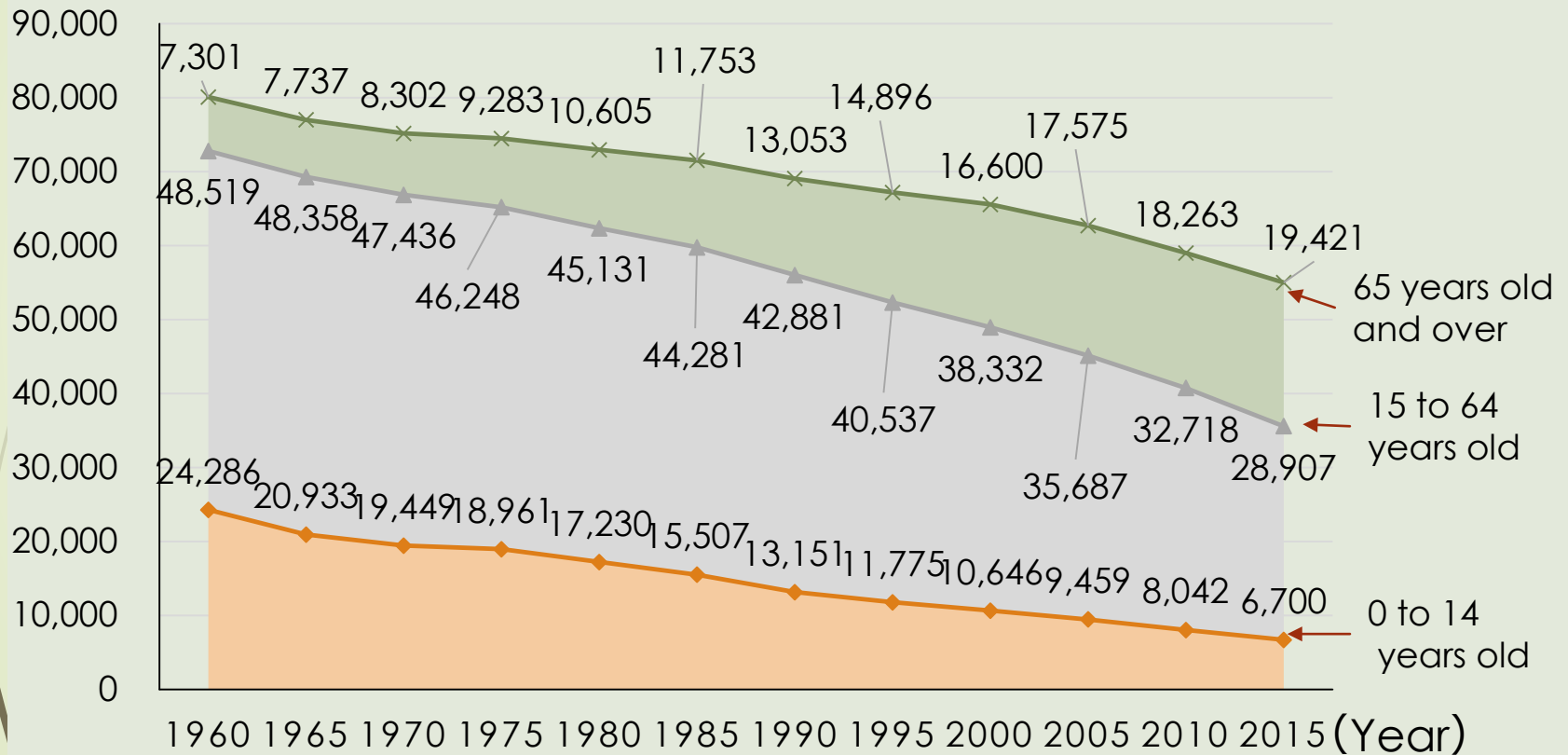
Source: Provided by ICT Settlement Promotion Project Council





# Population of Kyotango City

(Number of residence)



Source: Compiled from the census

Fig. Demographics of Kyotango City

# Project to Improve Settlement Condition Using ICT (2019.4~2022.3)

## Challenge for Settlement Environment & Regional Resources

### 【Challenges】

- Difficulty in shopping,
- many people vulnerable to traffic,
- damage by birds and animals,
- decrease in population,
- increase in vacant houses

### 【Resources】

- Ride-Hailing Service
- Mobile Sailing Vehicle
- Processed Goods Sales
- A lot of Tourists



## Projects for Resolving the Challenges

### 【Human Resource Development】

- Workshop & Seminars
- Dispatch of Experts

### 【Demonstration Projects】

- Reservation System for Mobile Sailing Vehicle
- Sailing System for Local Agricultural Products
- Trial Tours for Prospective Farmers

## 3 Methods

### <Interview>

Time: August 2020 ~ August 2023

Methods: Face-to-face and online (group interviews were conducted)

Targets: Settlement Promotion Council of A region (including private organizations), Kyotango city, Tango town, R University

Contents: Activities, Members, Role in the project,  
(Total number of interviewees were 12 peoples )

### <Analysis of Questionnaire>

In 2017, the ward heads council in the Tango town conducted the questionnaire survey to consider the future of the community.

The target was all residents of junior high school age and older.

Logistic regression analysis was conducted on the questionnaire results to examine whether residents' awareness and community development effort are linked.



# 3 Methods

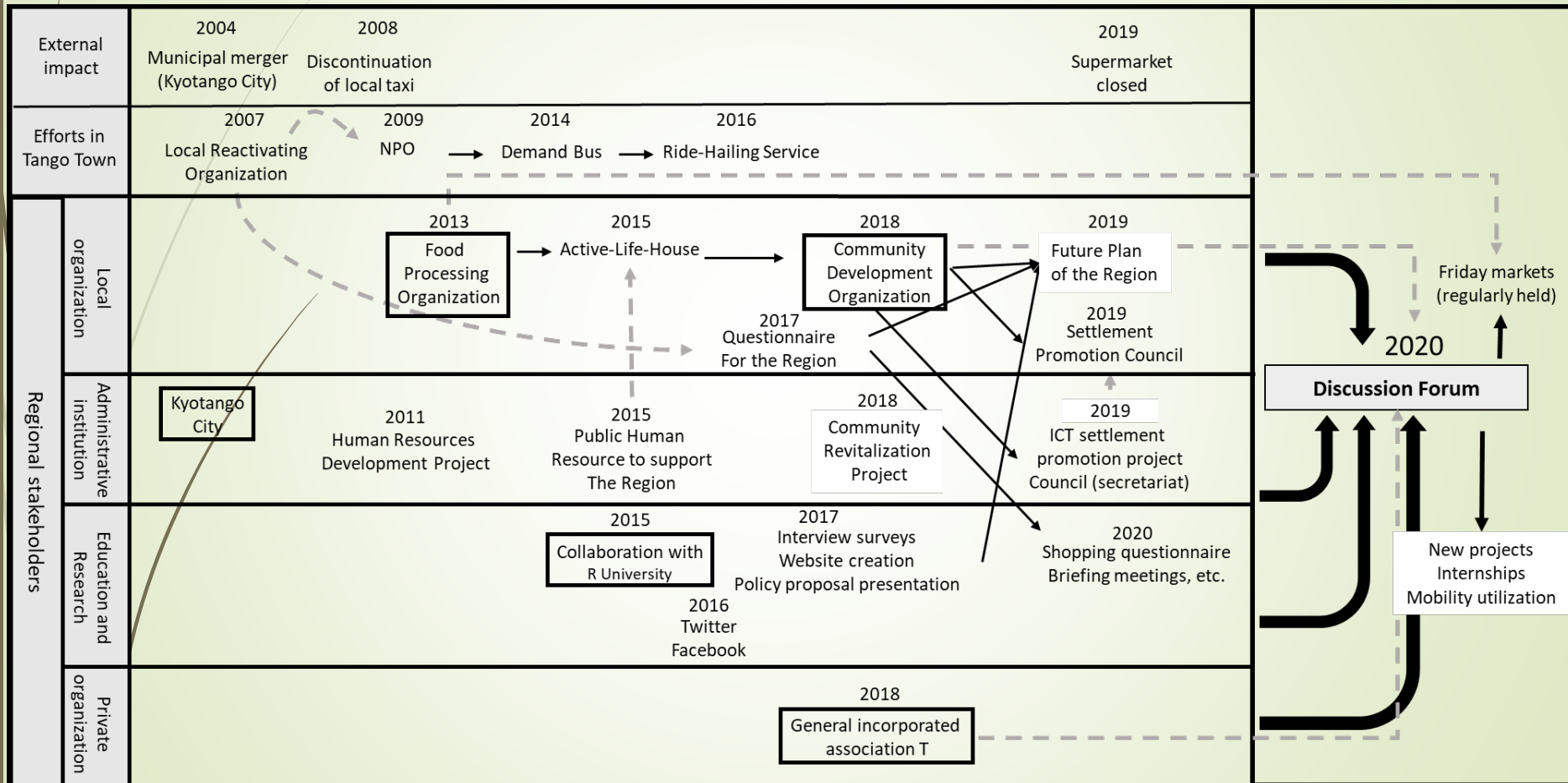
## Survey Items

Items	Contents
About Yourself	Sex, age, household number, occupation, years of residence, etc.
General Lifestyle	Select items for which you are satisfied in your lifestyle and items for which you are having trouble, and answer whether you have someone you can trust, how often you go out of the district, means of transportation, names of shopping stores, and names of hospitals you visit
Local Activity and Infrastructure	Select level of satisfaction / dissatisfaction / importance of mowing grass, crime prevention, festivals and events, local infrastructure (roads, rivers, water supplies, etc.) for each activity / infrastructure, and settlement intentions
Local Resident Organizations	Individual description of opinions of, current participation in, and future intention to participate in various organizations such as district mayor's liaison councils, civil welfare and children's committees, and women's associations
General Opinions	Description of opinions, requests, proposals, etc



# 4 Results:

## Summary of Stakeholders



Source: Created by author based on interview surveys

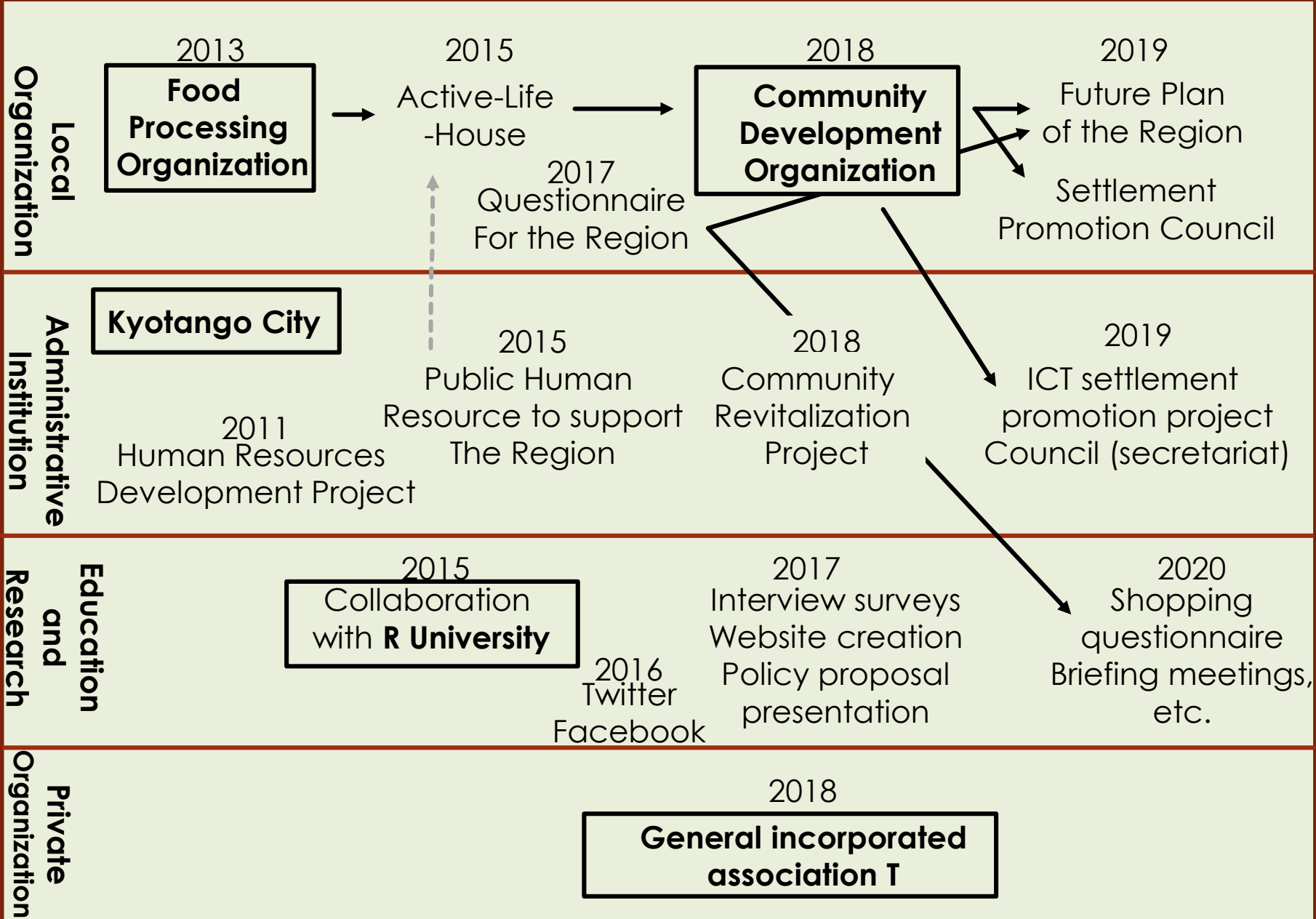
Note: Black frames indicate SHs, solid black arrows indicate chronological connections between efforts, and dashed gray lines indicate collaboration and involvement.

# 4 Results: Summary of Stakeholders

<b>External Impact</b>	2004 Municipal merger (Kyotango City)	2008 Discontinuat ion of local taxi	2019 Supermarket closed	
<b>Efforts in Tango Town</b>	2007 Local Reactivating Organization	2009 NPO	2014 Demand Bus	2016 Ride-Hailing Service

# 4 Results: Stakeholders

## Regional Stakeholders



# 4 Results:

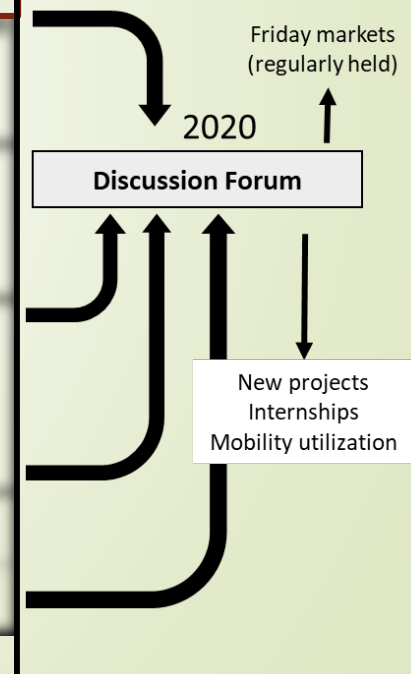
## Discussion Forum for Local Collaboration

**Discussion forum:** Discuss future initiatives for the revitalization of the Region.

It was also for making the multigeneration network.  
It led to specific activities; Friday Market, Mobility Improvement etc...



Photo: First Discussion Forum in the region





# 4 Results: Roles of Stakeholders

	Organization	Role	Challenge
<b>Local Organization</b>	<ul style="list-style-type: none"> <li>Community Development Organization</li> <li>Food Processing Organization</li> </ul>	<ul style="list-style-type: none"> <li>Actors: Implementing activities in the community</li> <li>Cooperation with residents and the ward leaders' association</li> </ul>	<ul style="list-style-type: none"> <li>No long-term vision</li> </ul>
<b>Admin. Institution</b>	<ul style="list-style-type: none"> <li>Kyotango City</li> </ul>	<ul style="list-style-type: none"> <li>Creation of project proposal and discussion forums</li> <li>Secretariat of council</li> </ul>	<ul style="list-style-type: none"> <li>Short term personnel change</li> </ul>
<b>Education &amp; Research</b>	<ul style="list-style-type: none"> <li>R Univ.</li> </ul>	<ul style="list-style-type: none"> <li>Information transmission</li> <li>Proposals for efforts</li> <li>Networking with community during COVID-19 crisis</li> </ul>	<ul style="list-style-type: none"> <li>Difficulties on long-term collaboration</li> <li>Burdens on local residents</li> </ul>
<b>Private Organization</b>	<ul style="list-style-type: none"> <li>T association</li> </ul>	<ul style="list-style-type: none"> <li>Coordinating the Discussion Forum</li> </ul>	<ul style="list-style-type: none"> <li>Collaboration stops at individual project level</li> </ul>

# 4 Results: Project Progress During the COVID-19 Crisis

- Many activities were restricted.
- Activities proposed in the Forum could not be conducted.
- R univ. maintained connection with the local community using online meeting systems and carried out their activities.
- Flexible university's response could be enhanced the resilience of the project.

## Collaboration with University in COVID-19 crisis

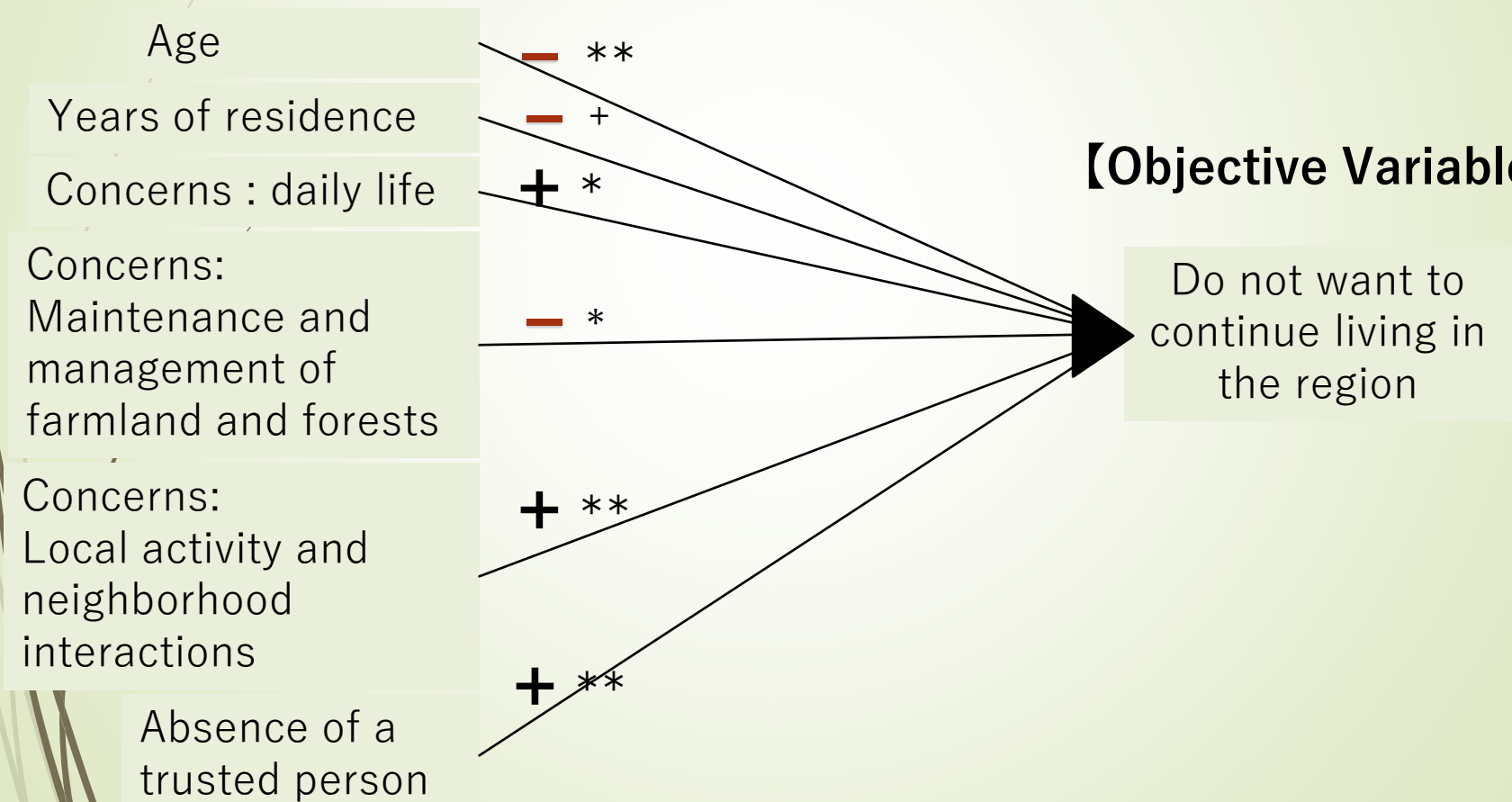
<b>Local Activities</b>	<ul style="list-style-type: none"> <li>• Participation as Discussion Forum management staff</li> <li>• Participation in beach cleanup activities</li> <li>• Support for Friday markets</li> </ul>
<b>Project Activities</b>	<ul style="list-style-type: none"> <li>• Creation of tourism pamphlet</li> <li>• Commercialization of "Gibier Curry"</li> <li>• Hosting woodworking workshops</li> </ul>
<b>Research Activities</b>	<ul style="list-style-type: none"> <li>• Questionnaires regarding animal damage</li> <li>• Proposal of animal damage control policy based on survey analysis results</li> </ul>



# 4 Results: Analysis of the Questionnaire

## 【Explanatory Variable】

## 【Objective Variable】



Note: - indicates that the approximate standardization coefficient is negative, and + indicates that the approximate standardization coefficient is positive. Additionally, \*\* indicates 1% significance, \* indicates 5% significance, and + indicates 10% significance.

## 4 Results: Analysis of the Questionnaire

- **Farmland and Forest owners** could not easily abandon their land.
- **People with stronger settlement intention** pay more attention to the maintenance and management their land.
- People who are **anxious about their lives and relationships** are less likely to settle down.



In the region, the livelihood infrastructure has become vulnerable in recent years, due to the withdrawal of supermarkets and financial institutions and the withdrawal of bus services (Imazato, 2022).

There is a concern that the local residents who are expected to be the leaders of the community, such as immigrants and the younger, will lose their awareness of settling down in the community.

It is expected **that the forums and the Friday market organized by the project will reduce the decline in the local residents' awareness of settling in the region.**



## 5 Conclusion

In this study, we summarized **the roles played by SHs** involved in community development projects and their issues, and examined whether the participation of various SHs would **promote community development efforts**.

Participation of diverse SHs in sustainable rural revitalization efforts

- **Resilience** in promoting individual projects and initiatives will be enhanced.
- Important to formulate a comprehensive regional vision from a **long-term perspective**.
- **Issue**: to create a mechanism to enable external SHs to be involved in regional development projects on a long-term basis.

A wide-angle photograph of a beach. The sky is a deep blue with scattered white clouds. The ocean is a calm, dark blue, meeting the horizon. The foreground is a wide expanse of dark sand. In the distance, a few small figures of people are visible on the beach, and a simple wooden structure, possibly a playground or a shelter, stands on the right side.

# Thank you for your kind attentions!!

## Acknowledgments

We would like to thank the ICT Settlement Promotion Project Council in Kyotango City and all of its members for their great cooperation in conducting this study

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