

Ito, Katsuhisa

## Conference Paper

Resource Management and Area Promotion by the Collaboration of Rural and Urban People in Rural Area -The case study on development from environmental conservation to tourism and area promotion on Shimanto-river basin in Kochi prefecture-

50th Congress of the European Regional Science Association: "Sustainable Regional Growth and Development in the Creative Knowledge Economy", 19-23 August 2010, Jönköping, Sweden

### Provided in Cooperation with:

European Regional Science Association (ERSA)

*Suggested Citation:* Ito, Katsuhisa (2010) : Resource Management and Area Promotion by the Collaboration of Rural and Urban People in Rural Area -The case study on development from environmental conservation to tourism and area promotion on Shimanto-river basin in Kochi prefecture-, 50th Congress of the European Regional Science Association: "Sustainable Regional Growth and Development in the Creative Knowledge Economy", 19-23 August 2010, Jönköping, Sweden, European Regional Science Association (ERSA), Louvain-la-Neuve

This Version is available at:

<https://hdl.handle.net/10419/119296>

### Standard-Nutzungsbedingungen:

Die Dokumente auf EconStor dürfen zu eigenen wissenschaftlichen Zwecken und zum Privatgebrauch gespeichert und kopiert werden.

Sie dürfen die Dokumente nicht für öffentliche oder kommerzielle Zwecke vervielfältigen, öffentlich ausstellen, öffentlich zugänglich machen, vertreiben oder anderweitig nutzen.

Sofern die Verfasser die Dokumente unter Open-Content-Lizenzen (insbesondere CC-Lizenzen) zur Verfügung gestellt haben sollten, gelten abweichend von diesen Nutzungsbedingungen die in der dort genannten Lizenz gewährten Nutzungsrechte.

### Terms of use:

*Documents in EconStor may be saved and copied for your personal and scholarly purposes.*

*You are not to copy documents for public or commercial purposes, to exhibit the documents publicly, to make them publicly available on the internet, or to distribute or otherwise use the documents in public.*

*If the documents have been made available under an Open Content Licence (especially Creative Commons Licences), you may exercise further usage rights as specified in the indicated licence.*

ERSA Congress

19th -23rd August 2010, Jönköping, Sweden

SS20. The 7th Swedish-Japanese workshop on social capital and rural development

**Resource Management and Area Promotion by the Collaboration of  
Rural and Urban People in Rural Area  
-The case study on development from environmental conservation to tourism and  
area promotion on Shimanto-river basin in Kochi prefecture-**

Katsuhisa ITO (Shimane University)

690-8504 Nishi-kawatsu cho 1060, Matsue, Shimane, Japan

Tel/Fax : +81-852-32-6547

e-mail : itokatsu@life.shimane-u.ac.jp

**Abstract**

In this paper, I discussed on the change of environment conservation, resource management, area promotion and their policies, and significance and problems in the case of Shimanto-river basin in Shikoku district. Shimanto-river became famous as “the last clear river in Japan” by television program, which have resulted the increase of tourists, and tourism of river leisure activity and rural experience activity became popular. The movement in Shimanto-river basin had begun from environment conservation, and gradually had added new movement like tourism and area promotion. Also, many players like local government, local enterprise, NPO, inhabitants, volunteers, tourists, and city residents, have participated in the movement. On the consensus among stakeholders of the movement was easy on environment conservation and tourism due to ethic and pragmatic reasons, but on collaboration management of land resource like paddy field and forest were difficult to make consensus, due to land ownership. There are much of abandoned paddy field and forest land recently. It must be permitted by landowner naturally to maintain the lands by volunteers or city residents of well-meaning, even if abandoned lands. Therefore new policy which separates ownership and management system will be needed.

**Keywords:** Collaboration of rural and urban people, Resource management, Area promotion, Consensus, Legitimacy, Green tourism

## **Preface**

The rural and mountainous areas in Japan are severe declining due to depopulation and aging. The rural and mountainous areas are defined as a zoning of agriculture statistics, and they can be regarded as the depopulation area. This depopulation area has 54% of the land and includes 41% of the number of municipalities, but has only 8% of population. Therefore the land management has become rapidly thinner. And of almost regions, they are facing to severe difficulties for sustainable resource management and regional governance due to the inhabitants' aging and decreasing, and financial problems of local municipalities. But to maintain the industry, land, life line, local culture and tradition, it needs some population scale and continuous working onto local environment. Recently, the promotion policy has change from the policy to increase settle population to the policy to promote exchange among rural and urban people. It will need a little more time to be stable this new policy, but we can see the various styles of exchange and collaboration among rural and urban people. In this paper, I try to discuss the resource management and rural promotion from exchange and collaboration among rural and urban people by the typical example.

## **1. Subject and Methodology**

In Japan, the measures to promote depopulated area were practiced from 1960's when the problems caused by the depopulation. The measures were based on the "Mountainous Area Promotion Act" to aim the industrial promotion, and the "Depopulated Area Promotion Act" to aim the preparation of life lines. The aims of the measures were to stable the people's life through the increasing income, creating job opportunity and maintaining the living condition. And these measures were characterized as the promotion policy for the "settling population", which means the people living in depopulated area. But the depopulation and aging have still become worse. At 1998, "The 5th. Grand Plan of Comprehensive Development" was released. In the new measures come out under the plan, they have attached importance to not only the settle population but also the "exchanging population". This exchanging population means the people of entering from urban area and bringing the new thinking or the sense of values, who commute urban and rural area or live at the weekend and influence to the rural people. Therefore, the management systems of rural resources have been changing to the new one in which involves various kinds of people. The background of the change has influenced the sense of values, like "quality than quantity", "happiness than money" or "environment than economic growth".

This paper aims to follow the change and to discuss the significance on the environmental conservation and rural promotion by the collaboration of rural and urban people, in case of the Shimanto-river basin in Kochi prefecture. The Shimanto-river has become famous as "the last

clear river in Japan” and has gathered many tourists. Nowadays, Shimanto-river basin becomes one of the most popular centers of “green tourism”. There are many reports which discuss the relations between tourism and agriculture or river fishing <sup>(1)</sup>. Based on the review of these reports, I try to discuss the development of relations or collaboration among various actors, and the influence factor and effects to the people, industry and environment of the basin. The interviews to key persons, local groups, the Shimanto foundation and local government were practiced on September, 2009.

## **2. Various Types of Exchange Rural and Urban**

### **(1) Relationship, Involvement and Collaboration**

Recently, the relationship of rural and urban becomes a theme as the policy of rural area promotion. The rural area is regarded as “settling area of rich nature environment”<sup>(2)</sup> in “The 5th. Grand Plan of Comprehensive Development” at 1998, for the first time. This means to promote the rural area by increase of exchange population, and to enlarge the range of choice of settlement for urban people.

Before then, it became gradually obvious the change of the urban people’s thinking. In the result of questionnaire survey at the cites of Chugoku district at 1994, on the answer of the willing about the migration from city to rural area, the answer of willingness without any condition was 4%, and of willingness with some condition was 43%<sup>(3)</sup>. The rate is small, but considering the huge population of the cites, it becomes a problem about the acceptance of city people in the rural area<sup>(4)</sup>.

Such changes of urban people’s thinking are demonstrated by many surveys. For example, the questionnaire survey on urban people by the cabinet office<sup>(5)</sup>, almost 30% of urban people have the interest in “settling by exchanging” among urban and rural area. Many people who have interest in settling by exchanging need “living in calm and quiet” and “living in good scenery and environment”.

It is supposed that there are different types of action and range in the degree of the exchanges among rural and urban area. The definitions of the words in this paper are as follows.

“Relationship” is that the actors of rural and urban have relations in the particular actions.

“Involvement” is that the actors of rural and urban participate in the particular actions with obvious purposes. “Collaboration” is that the actors of rural and urban cooperate and realize the common purposes. And it is supposed that the degree of exchanges will be stronger in this order.

In fact in Japan, the exchanges of rural and urban are changing from simple relationship to the involvement and to the collaboration. And the actors who participate the exchanging action are increasing the types, such as local government, particular purposed citizen group, NPO (non

profit organization), enterprise, corporation, city and rural residents. Also, many actions of exchange are practiced as the network initiated non-governmental actors from governmental leadership.

## **(2) Various Types of Exchanges**

The types of rural and urban exchanges have become diversified. This recent trend was originated in the exchanges of organic farming and organic products among rural and urban people. Ogawa<sup>(6)</sup> was pointed out that there are some stages in exchange. The opportunities of the exchange are visit to the rural area through “green tourism” and “participation of the event”. Then they gradually “commute periodically” to the rural area. Such periodical commuting began by “exchange of goods” like agricultural products, and added the “exchange of hearts” with farmers and rural residents. And they participate “voluntary work of the agriculture or forestry”. If they find an interesting in farming, some of them look for farm land or house in the rural area and engage farming as a “weekend farmer”. Further some of them “move” to the rural area and gradually “settle” there and at last they “melt into” rural residents. Such stages of exchange have many difficulty, many urban people are stopping at the entrance, even if they have interest in exchange to rural area.

On the other hand, rural residents were exclusive to the “outsiders” as a character of traditional community in the old days. But recently they have changed their attitude to welcome the outsiders, because they expects urban people’s moving and participation for the complement their declining society by depopulation and aging.

In such condition, many types of exchanges are classified as following.

### **1) Exchange of Goods, Material Circulation**

There is a supply system of fresh agricultural products from farmers of specific area to a general run of consumers. Farmers ship to open market on the road or special shop in the city, in which market the price is cheaper and goods are specified the producer and farming method by the label on the goods. And consumers purchase the goods through the label as a signal.

Also there is a “Sanchoku”, which is one of periodical exchange system of fresh agricultural products practiced among specific farmers and specific consumers. In Sanchoku system, consumers and producers can understand each other the production methods and evaluation or words of thanks about products.

Further, there is a material circulation system which is practiced specific production area and specific demand area. Consumer purchase agricultural products and sort the food waste, and sorted organic waste are processed to compost, then it is returned to farm land for organic farming. This is an exchange system based on the common understanding on reduce of waste,

recycle as compost and organic farming.

## **2) Voluntary Work, Regional Resource Management**

There is other type of exchange, which is collaborative work of urban people with rural people for the conservation of terraced paddy fields, river basin environment and forest. In this case, there are various thinking of working, which are from a kind of leisure or experience activity to the mission for the conservation of farm land and forest.

The motivations of urban people are also various types, of which individual voluntary work, of participation as a member of volunteer group organized by local government and NPO, and of response to the proposal of rural people's organizer. Recently, employees of enterprise participate the collaborative work for the "Corporate Social Responsibility".

Mentioned above is all the type of providing labor of urban people. But sometimes the conflicting view for the purpose has happened between rural people and urban people, due to the various thinking of providing labor or collaborative work. Even in such cases, the confliction is absorbed by the tolerance of rural people as acceptant.

## **3) Payment for Environment, Beneficiary Payment**

Recently, forest maintenance has developed by the tax which is collected as a purposed tax, like "water resource tax" or "forest management tax" in local government level. At 2010, there are 30 prefectures are collecting such tax. This type tax was established in Kochi prefecture for the first time at 2004, and in many cases the tax is 500 yen per year per person. These tax are used for forest maintenance, forestry promotion events and forest education in the own prefecture. This tax collecting method was originated the agreement between local governments, that upstream forests have been maintained for water supply and land conservation using money collected from the people lived in downstream.

This background is based on the beneficiary payment of the environmental service supply for water resource and basin conservation among forest functions. Almost tax payer are understood the meaning of the tax.

Also there is an agreement of forest maintenance between local governments of upstream and downstream as a similar type. The forest maintenance is practiced not only by forest workers but also by volunteer of urban people. In addition, a new movement has appeared that the trial sale of "carbon credit" calculating carbon absorption by the forest maintenance in the relation of the domestic emission trade of CO<sub>2</sub> started at 2008.

## **4) Experience of Rural Life and Agriculture**

In practice, many exchanges of rural and urban are synthesized three types above. And the

origin of the exchange of rural and urban was the “slow food” movement. This movement established in Italian rural area has the purpose to keep various foods, regional culture and tradition in the crisis of traditional food overwhelmed by fast food. After then, “slow life” became popular to express the traditional life in the various climates.

A kind of tour for experience of agriculture is the start for exchanges of rural and urban. In such events, to give the opportunities of learning the regional culture is the chance to enlighten rural people themselves at the same time.

The various activity in Shimanto-river basin as an example below will be changing to the synthetic exchange activity like mentioned above.

### **(3) Problems in the Exchange of Rural and Urban People**

The exchange of rural and urban people is still a new movement. Until the movement began, each people of rural and urban had their own manner of life that were established in each climates, culture background and long tradition. The each manner is still basis of their lives. But to collaborate and to engage for the higher common purpose in the exchange movement, they must overcome various difficulties about validity which will be recognized by both people as a common sense. Using the concept of legitimacy<sup>(7)</sup>, the validity must be interpreted for further discussion.

Legitimacy is defined as “a generalized perception or assumption that the actions of an entity are desirable, proper, or appropriate within some socially constructed system of norms, values, beliefs, and definitions”<sup>(8)</sup>. And there are three primary forms of legitimacy, they are “Pragmatic legitimacy”, “Moral legitimacy” and “Cognitive legitimacy”. “Pragmatic legitimacy” is based on audience self-interest, “Moral legitimacy” is based on normative approval, and “Cognitive legitimacy” is based on comprehensibility and taken-for-grantedness<sup>(8)</sup>.

Applying these concepts of legitimacy to the types of the exchange of rural and urban, “exchange of goods, and material circulation” can be interpreted to “pragmatic legitimacy”, because such activity is related to the actual interest of each actor, and is easy to understand and practice for rural and urban people.

“Payment for environment, and beneficiary payment” is partially interpreted to “pragmatic legitimacy”, and is interpreted to “moral legitimacy”, why it must be paid not but free rider for environmental service supply. The payment for environment is enough acceptable for supplier and beneficiary of environmental service.

Further “voluntary work, and regional resource management” is interpreted to “moral legitimacy”, why it should be maintained by individual voluntary work. Because the resource management had changed to lower level due to lack of the workers for maintenance by depopulation and aging. But this seems one-sided “moral legitimacy” of urban people, and isn’t

of rural people. Because, rural people have farm land and forest and have managed for long time with their traditional and local manner, therefore they don't always consent to the urban people's voluntary work with different manner. In the other words, rural natural resources are almost land of farm or forest, such natural resources have been understood as "national common property" by the urban people, but rural people regard as their own possessed property to maintain their life.

Here there is a problem about the legitimacy that related to the collaborative work on the farm land or forest which is obviously provided by the ownership. It is not established the "cognitive legitimacy" understood by both rural and urban people in the context of exchange.

Therefore, it seems that the lack of "cognitive legitimacy" is the essential problem of exchange which purposes local promotion and environmental conservation through the collaborative management of the rural natural resources. This seems the present stage and we must wait some more time until the agreement of both rural and urban people will be made. The agreement is understood by both people as "taken-for-grantedness" to be collaboratively managed the land resources as our common property.

### **3. The Example of Environmental Conservation in Shimanto-river Basin**

#### **(1) The Last Clear River in Japan**

Shimanto-river flows about 200km through south-west part of Kochi prefecture and the name is often prefixed "the last clear river in Japan". After the rapid economic growth period of 1960's, dams were constructed for electricity generation or flood control in many rivers. The river transportation and fishery was severely damaged by dam, and river water became unstable and river itself was gradually devastated by the forest development in upstream. And many rivers were polluted by the waste fluid of the industry.

Among them, Shimanto-river has no dams <sup>(9)</sup> and no big industries in the basin. Therefore, it has relative rich and clear water, fishery is prospering until now, and rich nature is conserved in the basin.

At 1983 a TV program was broadcasted about the nature, local climate and people's life on Shimanto-river as titled "the last clear river in Japan". By this TV program, Shimanto-river rose to fame, and has become to gather tourist who has a longing for the last clear river.

The control of the river is strictly practiced by Kochi prefecture and nation (ministry of land, infrastructure, transport and tourism). But people who knew the old condition of Shimanto-river has pointed out that the purification ability of the river was already lost due to collecting gravel, and river water became to widely fluctuate by the large scale of plantation in the upstream. Then, the prefectural regulation of prohibition of gravel collecting was practiced at the beginning of



1970's. It is said that Shimanto-river was not a "clear river" at 1970's <sup>(10)</sup> any longer.

## **(2) Collaboration of municipalities in the Basin**

As increasing the tourist, various movements and policy were provided by local governments. Kochi prefecture had provided local regulation to prevent the pollution of main rivers and to keep environment at 1989. At 1991, "Shimanto-river basin conservation plan" had been established by the municipalities of the basin. In the next year, cleaning up was practiced all together by all residents on the river. At 1994, "the Shimanto-river general conservation organization" was established by 8 municipalities in the basin. These municipalities had needed to establish the common conservation plan. By which, they had practiced the enlighten activity for water conservation, to prevent the illegal dump of garbage, and to promote fishery and basin residents' life.

The Ministry of Construction (at the time) had planned a policy for conservation of river environment and water quality, had organized the symposium. At 1994, a campaign of "Protect Clean River" by Kochi prefecture and private company, and at the next year, "Shimanto-river Fund" for environment conservation had been established by supports of companies.

About conservation of water quality, at 1993, the purify system for waste from the stock-breeding industry (in Towa-village), and at 1996, the meeting for the study of waste water purification. Further, at 1999, the "Shimanto Organization" has defined and spread the "Shimanto Rules", which told tourists about the prevention of pollution, damping garbage and nature protection.

About the upstream forest, at 1996, the "Shimanto Organization" has started the campaign of "Forest of Clean River". By this campaign, plantation of broad-leaf tree has begun on the clear cut land by children and parents who attended from the river basin and big cities. Besides, Kochi prefecture and "Shimanto Organization" have made the plan about preservation of "Sinker Bridge" which is important constituent of unique river landscape.

At 2000, the "Shimanto Foundation" has been established by Kochi prefecture and 8 municipalities of the basin for the purpose of nature, environment conservation and promotion of the area. This foundation organize water quality test by children and bringing up the volunteer of thinning of the planted forest.

Also, the collaboration with fisherman of the sea, river and aquaculture of sea-weed was started at 2000. The background this collaboration was the decrease of production due to the decrease and pollution of river water. The collaborative activities of forest conservation, meeting and symposium were practiced by the campaign of "Forest and Sea are Lovers".

Thus, the local regulation promulgated by Kochi prefecture has developed to involve the basin municipalities, and the main actor was gradually changing to basin municipalities. We can see

the unity for protect the “Last Clear River” by its basin. But in this stage, the leadership was on the side of the local government, and the participation of the residents was still passive.

### **(3) From Environmental Conservation to Tourism and Regional Promotion**

The activities of environmental conservation became to wide range, and they have enlightened the tourists by these activities. In the second half of 1990's, new movement has begun of the regional promotion through the tourism.

It has started by the protection movement of terraced paddy field (after then, the movement has changed the “owner-system of terraced paddy field”)<sup>(11)</sup> in Yusuhara-town of upstream. At 1995, the collaborative activity was started to protect the paddy field by working together with urban people. Due to the terraced paddy field were severely devastated, Yusuhara-town has invited to urban people, more than 100 groups and families have applied. The case of Yusuhara-town was the first case of collaborative activity to protect of paddy field in Japan. From this period, it has been gradually proved that the experience activity of agriculture, forest and environmental conservation became an element of tourism.

The movement in the basin has changed from to take notice environmental conservation to tourists, to experience the culture of the region through agriculture, forestry, fishery and local traditional events. In this change of movement, at 1999, an accommodation has opened to purpose of experience and learning of local culture and the study of promoting the region, using old school house. In this accommodation, the members, tourists, volunteers and the “masters” of local industry and culture are learning together and collaborating for local promotion. This accommodation has shown the new seeds of tourism toward the new needs of tourists through the experience. The tourism on Shimanto-river is classified into two types, one is the type of the experience of nature itself (so called, out-door tourism), another is the type of the experience of local industry (agriculture, forestry and fishery production) and local culture and tradition. And the persons concerned the movement of Shimanto-river basin is expecting to develop the latter type.

In the nation level, at 2003, “Council of Promotion for Exchange Rural and Urban Area” was established <sup>(12)</sup>. By this promotion policy, municipalities of downstream have collaboratively developed the tourism of experience in river, sea and forest with farmers, fishermen and enterprises. They have attracted the tourist and children of school excursion and have developed the various programs of experience.

On the middle- and upstream area, the “Liaison Conference of Promotion for Green Tourism” was organized at 2006. The conference members have promoted farmers to open farmer's-guest-house, and the membership of the conference became up to 29 guest-houses at 2009.

About the real economy of agricultural products, etc., the certification policy of “Shimanto

Brand” has been developed by “Shimanto Foundation” from 2004. Because, there are many goods named prefix “Shimanto”, which goods are only using the image of Shimanto-river, including not only products in the basin, but also products in other area. Therefore, the foundation has started the certification defined a standard on production area, no chemicals, safety and attaching good image of Shimanto. At present, 24 goods are certified. Beside these goods, Ayu (sweet fish) and rice has shipped with the brand of “Shimanto” by fishery cooperative and agriculture cooperative.

Also concerning forest management and forestry, forest has been well managed by forest cooperative, companies and volunteer group. And wood processed goods with high added value are produced by forest cooperative, not only the timber for housing.

Specific local people and enterprise have gradually concerned closely to the tourism to participate in agriculture, forestry, fishery or local culture. But the tourism has not closely concerned to general local people and promotion of whole region yet. At present, women group has the activity of processing of local food material and visiting cooking of local traditional food. And farmers are shipping products to direct selling open market on the road. But the network of farmers is small yet, and the amount of sales is not large, therefore the scale is too small to concern the promotion of regional economy.

#### **4. Characteristics and Roles of Each Actor**

##### **(1) The Framework of the Local Government**

In the case of Shimanto-river, the movement was begun from the activity to keep environment for the fame of “last clear river”. On the basis of establishment the local regulation by Kochi prefecture, the fundamental framework of the conservation systems have been build up by the local municipalities of the basin. And active organizational bodies, as “Shimanto Organization” or “Shimanto Foundation” were established by local municipalities, and these bodies have practiced the actions involving the local residents and concerned enterprises.

In this case, the bounding power to conserve clear river was strongly effected. Of which made up the common understanding between municipalities and concerned actors was seemed the “Moral legitimacy”. The concept of conservation had been enlarged to the abstract level like as conservation of whole natural environment, but at the beginning, the concept was the conservation clear river, which was focused on material side like water quantity, water quality, prevention of water pollution, was very easy to understand and to be supported by many people.

##### **(2) Application by the Specific Enterprise and Organizations**

After the framework of local government was built, and after the common basis of collaborative

activity for environmental conservation was established, the application for tourists was gradually formed in the basin. That was the new system to provide a tourism service of experience and participation of local industry and local culture, by the specific enterprise, organization of residents and NPO. The leisure service enterprises were already established individually. And to make network of enterprises and to be entered new businesses, the new tourism service system of basin was accomplished to apply various type of tourists' needs. Due to a part of farmers have opened the private lodging in the upstream of the river, and have provide a service of experience of rural life, it became possible to provide all kind of tourism service in the all area of the river basin.

It is interpreted that "Pragmatic legitimacy" is working to those who concerned the tourism, both service provider and tourists, and their both satisfaction are increased.

### **(3) Influence and Establishment to the Residents**

The "Shimanto Foundation" is making various activities for environmental conservation continuously, like water test by children, bringing up forest volunteer, forest plantation and nursing, cleaning up on the river, publishing news-letter about events and local culture, etc. These activities have aimed to make common understanding and common purpose among local residents and urban people who come for tourism or volunteer. It seems that these activities become effective through the continuous practice.

While the certification of "Shimanto Brand" has aimed to promote regional industry and economy, but it cannot appear the effectiveness yet.

The women groups have begun to provide processed food and traditional cooked food for the experience tourism, but this activity is limited to specific groups. Almost residents who engage agriculture or fishery regard their occupation and keeping life important, they don't have plan to participate in tourism service of providing agriculture or forest experience in their farm land and forest.

The activity of making common understanding by "Shimanto Foundation" has some role to make "Cognitive legitimacy", but effectiveness of the activities have not infiltrated into all actors of the basin.

Does such lack of common understanding become a prevention factor of promote the region? No, if anything, it seems that all actors of the region have not needed to have common understanding and same direction. Generally, various realities of life and occupation through various thinking have made an attractive region.

The choice either to enter providing tourism service or not is depended on rural people decision. The important matter is to keep the possibility of free of choice for rural people.

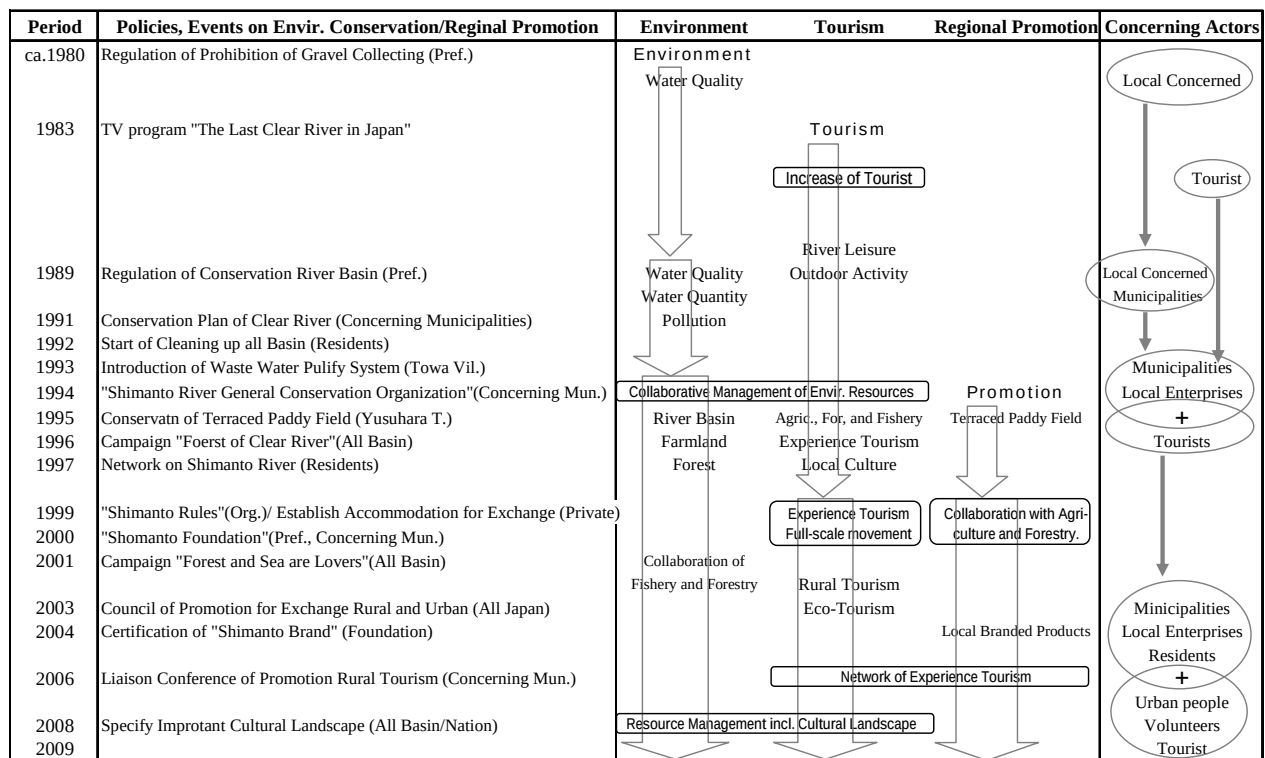
#### (4) Urban People

The urban people's positive concerning to the Shimanto river is not tourism but environmental conservation, in the context of exchange of rural and urban. And it will be a problem how to have the relationship to rural people and rural land resources, through either experience tourism or volunteer for urban people. Because though there is no problem at present on farming or forest nursing with collaborative activity, it is a possibility to make a discrepancy between "moral legitimacy" or "cognitive legitimacy" of urban people and "cognitive legitimacy" of rural people. It seems important to enlighten urban people such difference, and to show rural people the difference of recognition in environmental conservation of urban people.

#### 5. Suggestion by the Case of Shimanto River

It is the typical case of exchange of rural and urban that what is practiced about rural resource management and rural promotion in Shimanto river basin. There are many methods to start collaborative activities, the case of Shimanto river was easy to understand for actors of both sides. Figure-1 shows the change of movement of exchange.

Fig-1 Change of Movement in Exchange Rural and Urban Areas



Focusing on the changes of actors of movement, it was started only by actors inside of the region. But after the framework of movement was shown by local government to adapt the "last

clear river”, it had enlarged collaborative activity of local enterprises and tourists. Further, strengthening relationship of experience tourism to the local industry and local culture, it have involved rural residents and urban people attending volunteer.

Normally, the stakeholders become multiple by enlarging the movement. Then, the legitimacy becomes an important factor for the consensus to reach common purpose. Applying the 3 types of legitimacy discussed before. The exchange movement was begun through the environmental conservation which was acceptable with no objections for all actors. Thus, “moral legitimacy” was working back ground of the movement, which was the most important factor to lead the success of the Shimanto river case. Further, “pragmatic legitimacy” is the most obvious and easy understandable for all actors including the economic managers. Therefore, “pragmatic legitimacy” was guaranteed through the providing and consuming tourism service in meaning of to obtain interest of tourism providers or to increase satisfaction of tourist. Also increase of tourists has positively effected to regional promotion and awareness of rural residents.

The remained problem is the collaborative management method of the owned land as farmland or forest. Land ownership is very firm specially in rural area. When the plan were made to support to cultivate or to nurse the owned land, of course the permission must be obtained even if the case of abandoned land, and often it is difficult to obtain land owner’s permission.

These circumstances are come from the discrepancy of the “cognitive legitimacy” between both actors. The reason is seemed that the actor who wants to help the farm cultivating and forest nursing with good will is not legitimated by the land owners.

Recently there are much farm land of abandoned, but even if the new comer wants to begin agriculture or volunteer wants to help farming, there is no way for them to obtain or to use the farmland (in case of forest, the circumstances are quite the same). Therefore, the authorization by the new policy is inquired, which is new farm land policy to separate the land-ownership and land-management system for easy entrance of new actors.

## **Conclusion**

The policy of resource management and regional promotion were practiced by nation and local government. In the framework of the guidelines by nation, the investment for public service by local government, rural residents have been concretely practicing through the production or house keeping. This process was long managed the realizing method of the rural management and promotion policy.

But it becomes difficult to practice the policy as used to be, due to depopulation and aging of rural society, and financial problem of local government.

Then, the new process of self-supply for the necessary service is born. In this process, the local residents decide the resources to be kept by themselves, or to be managed and maintained with

urban people as common property, or the residents decide the service to be need, and they provide the new public service by themselves, or by the collaborative work with urban people and organization of outside.

Such new system is interpreted as the change from “government” which was governed from higher level, to “governance” which is the self-governed by local people or the collaborative work of rural residents, urban people, local organization, citizen group, NPO, and local government body.

Like the case of Shimanto river, by the activity of involvement and collaboration, rural people have re-recognized and urban people have discovered the new value of the rural area and local industry like agriculture. Through such process, it increases the people having the new sense of value inside and outside of the rural region. Then the collaboration of rural and urban develops in the real meaning and rural residents can settle soundly through the real exchange.

## References

- 1) Literatures about the tourism on Shimanto River are listed as following.  
Kiyohara, T., The possibility of the learning by green tourism in Shimanto river basin, Kochi women collage Bunka Ronso(10), 53-62, 2008.(in Japanese)  
Kurusu, Y., The Change of exchange and green tourism, and problems- From the viewpoint of re-build of the region-, Norin Kinyu 61(12), 28-41, 2008. (in Japanese)  
Yorimitsu, R., et., The possibility of Green-tourism, Nihon-Keizai-Hyoronsha, 212p, 1996. (in Japanese)  
Cheon, E., et., A Study on the Outline of Green Tourism and its Possibility for Farmland and Common Space Conservation in “Intermediate and Mountainous Areas”, J.Rural Planning, 22(5), 2003. (in Japanese)  
Kato, A., et., A Study on Rural Promotion by Exchange-Case of Shimanto River Basin-, Kochi Univ. Experimental Forest Report 29, 97-126, 2002. (in Japanese)
- 2) The concept of “settling area of rich nature environment” was first presented in “The 5th. Grand Plan of Comprehensive Development”. The definition was “though the rural society is changing by depopulation and aging, to promote independent and proud rural area through revitalize local area of mid-small cities and rural and mountainous area with rich nature and indigenous culture”.
- 3) Ito, K., Iguchi, T., Kitagawa, I., Analysis of agriculture-forestry production and settlement promotion policies in rural area (II) -On the direct income compensation policy-, J. Jpn. For. Soc. 77(6), 545-552, 1995. In this paper, the data was collected from big cities of Chugoku district at 1994. (in Japanese)

- 4) Though there were the exclusive characteristics in rural people, the entrance barriers of the mentality have fallen by the depopulation. But the capacity of material infrastructure as farm land or house is very small. Such infrastructure preparation is necessary to accept new comers from urban area.
- 5) Ministry of general affairs, The report of survey for needs analysis on promotion exchanging settlement rural and urban area, in depopulated area, 2005
- 6) Ogawa, T., The exchange of rural and urban –The development and significance-, Nihon no Nogyo 177, 91p, Nosei-Chosa- Iinkai, 1990. (in Japanese)
- 7) Miyauchi, T. ed., Environmental Sociology of Legitimacy, Shinyo-sha, 254p, 2006. (in Japanese)
- 8) Suchman, Mark C., Managing legitimacy: Strategic and institutional approaches. Academy of Management Review, vol.20(3); 571-610, 1995
- 9) By the definition of ministry of Land, Infrastructure, Transport and Tourism, the name of “dam” is higher than 15m of height. In such meaning there is no dam on Shimanto river. But lower dams which is not classified as “dam” are existed.
- 10) The circumstances at 1970’s were interviewed to key persons of “Shimanto Foundation”
- 11) Owner-system of terraced paddy field is designed for regional promotion and resource conservation. Owner are applied and registered with owner fee to the farmer group. Owners participate the events as planting or harvesting and work together with farmers, and farmers are taking daily care of paddy field for owner, and after harvesting, farmers give some amount of rice harvested there to the owners.
- 12) “Council of Promotion for Exchange Rural and Urban Area” is established by ministry of agriculture, forest and fishery at 2003. The local government which wants to develop green tourism applies the designed own plan, after selection, the subsidy are given to develop the plan to the concerned local government.