SOME ASPECTS OF AN ENDOGENOUS REGIONAL DEVELOPMENT

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Abstract: In this paper we formulate 5 ideas for tourist development of Sanpoku-machi area in Niigata prefecture: (1) to value daily life in the 48 villages as the main regional development resource, (2) regional development by division of daily life at Sanpoku-machi, (3) regional development with a role for each individual in the villages, (4)regional development to enjoy the encounter with nature as a source of life, (5) regional development inspired by hometown's wisdom and tradition. Furthermore we consider some aspects of an endogeneous regional development based on the practice of those ideas. The results clarified that the regional development planning in Sanpoku-machi has the following endogeneous aspects: (1) it is oriented in 'what to design', (2) it is based on townspeople ideas, (3) it has the will to make full use of all resources, (4) it is oriented toward setting a great value on daily life, (5) it is oriented to connect all townspeople.

Keywords: Endogeneous, Regional development, Townspeople

1. Introduction

It has passed already a long time since 'the age of the region' was proclaimed. Recently by the so-called 'Hometown creation' policy, it is widely advocated the importance that regional people should plan and realize independently their regional development.

This trend signifies, on the one hand, the end of the centralized type of regional planning consistently followed since the end of the Second World War until 1960's. On the other hand, around 1975 during the so-called period of stable economic growth various social problems, caused by the regional development strategies up to that time, became actual[1] and as a result it started the groping for a new type of regional development appropriate for the future.

In the edition of the 'National life white papers' from 1978 the importance of regional communities is described as follows: 'People noticed the importance of spiritual values in life and humanity, which have been forgotten in the pursuit of economic priorities. According to this change in people's consciousness it is necessary to examine prospects how to realize a new living culture, based on a reconsideration of the basics of the family and regional community life[2].' Finally in the 'Depopulation white papers' from 1983 the potential properties of the depopulated regions are evaluated as 'beautiful nature, hidden regional resources of valuable historic and cultural properties, well composed dwelling space, a strong community consciousness', etc[3] These are expected to become the key for survival from depopulation. In addition in the same document it is recommended 'the way of endogeneous regional development' as a method for regional revitalization to revive regional industries and crafts, to excavate and create tourist resources, etc.

In this way nowadays the regional development
planning movement in Japan is facing the big turning point: from 'center leading type' to 'region leading type' and from 'extrovert regional development' toward 'endogenous regional development'[4]. At the same time as an indicator of the development the past patterns of 'city centered type' and 'economic factors priority type' are starting to be replaced by a different or 'another type' of development pattern.

2. Chronology of the regional development planning in Japan

The contents and conditions of regional development planning reflect closely the social, economic and cultural features of its corresponding age. That is why it is important to ascertain the directions for the future regional planning on the base of a review of the regional planning process up to now. Therefore we will outline the process of regional planning development since Meiji period before presenting the process of regional planning development measures in Sanpoku-machi area.

The regional planning development's aspects in Japan since Meiji period can be described by the following five stages:

(1) Period of national enrichment policy and regional colonization planning (from Meiji period to the beginning of the Second World War)

Representative examples of the development planning from Meiji period until the beginning of the Second World War are the establishment of agricultural economy and the introduction of local people employment system and farming emigration policies represented by Hokkaido colonization plan and Tohoku Welfare plan, intending to industrialize Tohoku area by Kitakamigawa renewal/ Kamaishi iron manufacture company, etc.

(2) Period of the revival from the war damages and resource development (1945-55)

During this period various enterprises for revival from the war damages, revival from disaster, increase of food production and economic revival were launched, the National General Development Law (1950) was enacted and an important resource development began, as for example, Tadamigawa, Kitakamigawa water power stations, etc.

(3) Period of building basic infrastructure and industrial distribution (1956-65)

The Law for prefectures, cities and towns (1956) and the Law for development of Tohoku (1957) were enacted. Moreover, Japanese National General Development Plan (1962) was established, large scale projects were distributed by region and the industrialization of the four large industrial areas (Keihin, Hanshin, Chukyo, Kitakyushu) was recommended.

(4) Period of high economic growth, depopulation, overpopulation and development syndromes (1966-75)

The depopulation and overpopulation syndromes were intensified when people moved from farming, mountain and fishing villages to concentrate in the big cities, therefore the Law for urgent measures against depopulation was enacted in 1970. In 1969 the New National General Development Law was established and the construction of highways, bullet train railways and international airports begun. Following the clarification of the problems of environmental pollution and destruction and increasing in scale citizens' opposition movements in 1967 the Basic Law for environmental pollution was enacted followed by the Laws for air pollution prevention and noise regulation (1968) and the establishment of the Environmental State agency in 1971.

(5) Period of stable growth and formation of powerful communities' society (after 1976)

The so called 'oil shock crisis' in 1973 put an end to the direction of high economic growth and the change toward low and stable growth began. Moreover, as shown in the Third Japanese National General Development Plan (1977), the reconsideration of the community and society by the citizens became a starting point toward the building of community society with individuality and welfare and the regional development planning faced a focus on the peculiar formation of local communities and societies.

To summarize the regional development described above, we can say it progressed gradually from the national enrichment/colonization plans of Meiji period, through the revival from war damages and resource development, followed by industrial base building and industrial distribution to the period of high economic growth. During that period the regional planning rapidly and closely followed the center-leading type of planning started in Meiji period. That is why the regional development planning as a whole remained extrovert to the communities in society. However in the second half of 1960's the regional planning launched during the period of economic growth priority brought the so-called development syndromes of environmental pollution and destruction plus other social problems[5]. At that time the weaknesses, inherent in the extrovert type of regional development, became actual and the necessity to consider regional
planning development from the perspective of regional communities and residents, focusing on regional daily life, started to be proclaimed. Nowadays the pursuit toward endogeneous regional development as opposed to extroverted regional development is growing stronger and more influential.

3. The process of regional planning development measures in Sanpoku-machi

The author led the policies of the Basic plan for tourist development in Sanpoku-machi since April, 1988. The process of the planning steps for regional development of Sanpoku-machi are described below as based on the author's fieldwork experiences:

3.1. Outline of Sanpoku-machi

Sanpoku-machi of Niigata prefecture is located at the most northern part of the prefecture. On the north are Onsen-machi and Atsumi-machi of Yamagata prefecture, on the south is Murakami city and on the west it faces the Japanese seashore. 92% of Sanpoku-machi are covered by mountain and forests and the agricultural land divided centrally by three important rivers (Oo-kawa, Gakki-kawa and Budou-gawa) constitutes only 3% of the town's area. All the seashore forms a beautiful coastal landscape. The rough waves of the Japanese sea have formed fantastic rock arrangements by erosion and between them and the reefs below it is formed a fast current whose unique landscape view was appointed as a natural monument well-known as 'Sasagawa nagare'(Sasagawa current). Furthermore 26km. of the seashore are appointed as a prefectural natural park and they contain 5 fishing harbours. Amidst this type of topography there are 48 big and small villages, located along rivers or the seashore, whose population numbers nearly 10,000 people.

The main transportation routes are JR Uetsu line (with 5 train stations inside the town), national highways No.7, 345, etc. However the distance to the main economic center of the prefecture (Niigata city) is 103km, the distance to Murakami city is 42km., which makes the area a remote place for transport and commutation. As a result of these characteristics Sanpoku-machi was appointed a depopulation area in 1970. According to the National Census results the decreasing population rate in 1975, 1980 and 1985 were 12%, 6.6% and 6.5% respectively. These numbers show the tendency of slowing down, but the population flow pattern has changed from 'flow of individuals from the area' toward 'flow of families from the area'.[6]

3.2. Sequence of regional development events in Sanpoku-machi

In order to outline the welfare plan for depopulated areas applied for Sanpoku-machi until now we can suppose that the basic policies for its regional development are changing, reflecting the trends of regional planning development in Japan as described above. In this way we can select and outline the most important planning steps in the recent years as follows:

(1) 1976-79-'Building a living and industrial base'

This process consists of structural improvement enterprises to build basic infrastructure, to maintain facilities for modernization of the management of forestry and fishing, to enrich the promotion and welfare of local industries, etc.

(2) 1980-84-'Planning of a livable native place in harmony with nature'

In this period the planning strives toward enrichment of the living environment, transport, communication and building employment bases, positive attraction of enterprises, digging up the local industries and agricultural tourism development on the base of agricultural industries and use of the natural resources.

(3) 1985-89-'Town planning for vitality and a special town flavour'

In this period the focus is on the securing working places, stopping the population outflow by attractive community building, enrichment of community activities and launching of events to use the natural resources.

In this way the regional planning trends in Sanpoku-machi in recent years have been changing from the so-called hardware aspect or building facilities for modernization of the local industries toward the so-called software aspect or town planning based on the rich natural resources and use of the local living culture. This change from hardware aspects toward software aspects is reflected in the subtitle of the 'Third Sanpoku-machi welfare plan'(1986) or namely 'Town planning for vitality and a special town flavour'. The 'Basic plan for tourist development in Sanpoku-machi' drawn in 1989 is a kind of extension of the main lines of the welfare plan for regional development planning of Sanpoku-machi. These lines can be described as follows:

(1) In the conditions of progressive population aging phenomenon due to the outflow of young people from the town (the rate of aged people from the total population exceeds 20%) measures and policies not only for aged people, but also vitalization measures to keep the young
people are strongly desirable.

(2) There is a progressing decline of the 1st sector industries (agriculture related) on the one hand and an increasing growth of IIIrd sector industries (commerce related), focused on travelers' lodging houses along the seashore at the southern districts, so the tourist related industries will enable new working places.

(3) Furthermore the local residents started to give relatively bigger importance to the tourist industries and according to an 'Intentions' survey executed in 1985 in each sector (farming, forestry, marine products industry, commerce, construction and tourism) 45.4% of the residents underlined that 'Tourism is the expected industry from now on'.[7]

With these three circumstances outlined above in the background it was strongly recognized the urgent problem to establish tourist industry based on the unique living culture of Sanpoku-machi and its rich natural resources (seashore, mountains and rivers) in order to keep the young people in town, so the research for concrete measures was initiated. The results are reflected in the Basic plan for tourist development in Sanpoku-machi.

The realization of the planned measures was centered around the Project team to make Sanpoku-machi a tourist area' (from now on it will be referred as 'the team'). The team consisted of nearly 30 persons, including local members of farming, forestry, fishing, travelers lodging, commerce and industry associations, tourist societies and education committees and also members of the tourist planning department of 'Sanpoku-machi tourist development research organization' founded by the author. The Basic plan for tourist development in Sanpoku-machi was product of the common work of these members reflecting their successive discussions during nearly 10 months.

3.3. The concept of tourism

The question how to define the concept of tourism in the context of the tourist development and community planning of the area has undergone the following process. At first the team examined the direction of regional planning development in Sanpoku-machi by reconsidering the original meaning of the word 'tourism'.

In the old Chinese books the etymology of the word 'tourism' is expressed by the word 'ekikyou' with the following explanation:

'Tourism means that the king shows the light of the country'.

Here 'The light of the country' means not only the wonderful products of civilization and beautiful land-
sapes. In other words not only the nature, milieu, industry and living culture of the country, but also the daily and ceremonial lifestyle of the people living in the country constitute 'the light of the country' to be proud of. Tourism in this context means to 'see' 'the light of the country', but also to 'show' 'the light of the country'. Therefore the original meaning of tourism can be considered as follows: discovering the light of the land's peculiarity and coming into contact with this light the visitors of this land and the people who accept the visitors are enjoying together the happiness of living.

The tourism up to that time was a rather superficial trend and the visitors were detached from the daily life, following a strictly fixed route to see selected scenes and manners, so landscape was consumed as a side dish. Naturally there will be a problem for the accepting people too. There are also many cases when the people advocating certain tourist area focus only on economic effects and tourism efficiency. However in this approach the tourism can not be connected to a healthy regional planning where the visitors share and sympathize various 'lights of the country' in the area, rediscovering the values of the local living culture and the warm human exchange, mediated by the 'light of the country', can not happen.

3.4. Discovering the 'light' of Sanpoku-machi

In order to create conditions where the visitors could sympathize and come into contact with the 'light of the country' at first the local residents should recognize what kind of light their own land and community are endowed with. Furthermore it is necessary to recognize above all the 'light' in the things that are absent from urban life nowadays, although they are natural for the local residents.

In order to rediscover and recognize the 'light' of Sanpoku-machi the team started with a reconsideration of its resources. In other words, it examined the peculiar resources of Sanpoku-machi by grouping them around three pillars: natural/man-made resources, industrial resources and living culture resources. The necessary documents and papers were analyzed according to each pillar they correspond by a committee. At the same time all the team members recognized the discovered materials as the 'lights' of Sanpoku-machi. Part of these resources are depicted in Figure 1.[8]

In this way by the search, discovery, recognition, protection, polishing and revival of the 'lights' of the region it was strengthened the pride and attachment of the people to their own region. So this type of regional planning development measures based on 'The discovery of the
potential values of the region and its lights' became the base for endogeneous community town planning according to the local residents.

In November 1988 the team launched a townspeople forum 'Townspeople meeting to discuss a fruitful tourist area planning' to extract the directions for future regional planning on the base of discovery and recognition of the 'light of the country' by the local residents. Nearly 150 townspeople participated in the active discussions of the forum. (Figure 2) There were 200 concrete proposals for tourist development and regional planning collected by cards filled out by the residents. Each one contained a concrete proposal for natural/man-made, industrial or living culture resources of Sanpoku-machi, proving that residents have a strong spirit and enthusiasm for tourist development of their area. The team members arranged the results of the townspeople proposals by using the KJ method and the largest number of proposals outlined the axes for tourist and regional development: 'Nature-friendly town', 'Historic and living culture of the 48 villages', 'Daily work of the townspeople', 'Contact with the townspeople', etc. This means that the thoughts of the townspeople concerning regional development were based on reevaluation of the town's resources and their useful revitalization or in other words they are a splendid example of endogeneous development.

In August 1988 the team made a questionnaire survey and interview investigations, concerning the sea tourists.(9)(Figure 3) The field work was executed in 4 seashore places: Goishi, Kangawa, Itagai and Sasagawa. 102 correctly filled questionnaires were collected. The analysis of the questionnaires clarified the opinion of the tourists concerning the tourist development and regional planning of Sanpoku-machi and the results are described below: (The percentage is calculated from the total number of opinions)

(1) It is considered the importance to preserve nature and sustain the present environment in Sanpoku-machi.(95.3%)
(2) There is a strong interest not only in the seashore as represented by Sasagawa stream, but also to the splendid greenery and streams of the mountain part of the town. (87.7%)

(3) Part of the respondents showed the wish for leisure facilities of big scale (spa, aquarium, etc.), but the biggest number of respondents described the needs for facilities like restaurants, shops, coffee shops, etc. that should not have a big scale, but their planning should focus on their incorporation with the natural landscape. (86.4%)

(4) There were many requirements for building travellers inns and pensions and the people showed their preference to the small scale family management type of accommodation facilities, in harmony with the milieu of Sanpoku-machi, rather than construction of big scale hotels. (79.3%)

In short, the opinions of the tourists in Sanpoku-machi can be summarized that they wanted to enjoy the contact with the beautiful nature and the natural daily life of the townspeople. The main results from the seashore survey showed that the visitors expect to see 'the country's light' in 'the nature in its pure form' and 'the town's daily life without decoration'.

3.5. Five basic ideas for tourist development

In order to realize the measures from the Basic plan for tourist development in Sanpoku-machi the team analyzed the materials collected from the surveys of the tourist opinions, listenings of the townspeople's concrete proposals for tourist development and regional planning, discovery and re-evaluation of the unique town resources. Based on these results the team set 5 basic ideas as the guidelines for the realization of the plan. At the same time the team confirmed that these 5 basic axes mentioned below should become the direction and qualities for the future regional planning in Sanpoku-machi.

(1) to value daily life in the 48 villages as the main regional development resource
Sanpoku-machi consists of 5 districts: Okawadani, Yawata, Shimokaifu, Nakamata, Kurokawamata (the last two are located in the mountain part). Furthermore the 48 villages can be grouped into 3 large groups, depending on their location by the sea, around the hills or near rivers and streams, each group having its peculiar characteristics and lifestyle. Moreover the visitors of Sanpoku-machi were usually visiting the seashore part in summer or concentrating on the Japanese National recorded mountains from spring to autumn, so the other areas in the other seasons had almost no visitors. However there are various types of living culture in Sanpoku-machi, located amidst sea, mountain and rivers, so if you consider the peculiar characteristics of each village there are various 'lights of the country' in their food, life, clothes, working, enjoying and festivity customs that can be potential for tourist and regional development. In the regional planning the daily and ceremonial lifestyle and customs of all 48 villages is considered to be 'the light'of the region without any substitute, so we will try to re-evaluate the living culture, overlooked by the local people as something 'usual' thus trying to revitalize the regional features of the area.

(2) regional development by division of daily life at Sanpoku-machi
There is a need to clarify the image and directions for tourist and regional development, looking inward and outward, or regional development should not target all kinds of people, but especially it should consider the wishes of the coming to the area visitors. The visitors appreciate as resources of Sanpoku-machi its values of 'the nature in its pure form' and 'the town's daily life without decoration', so they sympathize with the experience of contact with nature and local people as the wonder of Sanpoku-machi. The clarification of the idea for a regional development by division of daily life at Sanpoku-machi defines the important point to select and increase the people who sympathize with this idea in the future.

(3) regional development with a role for each individual in the villages
It can be said that regional development aims at the creation of worth-living values for the townspeople. The subjects of regional planning are all individuals, living in the 48 villages, from the elderly citizens to the children. It is important to exchange the ideas of the people engaged in all professions like farming, forestry, fishing, construction, commerce, etc. to reach a general consensus for the planning of concrete development steps. The planning and regional development ideas must be backed by the mutual agreement of all townspeople, reflecting their considerations. At the same time it is important to make phases where each individual can participate in the regional planning. The town community building, where the townspeople are the subject, is activated by various skills and wisdom of the townspeople. The sense of the community building is by awakening the consciousness of each individual about the original value of regional planning, to create conditions where each one can participate from its own working or living place.

(4) regional development to enjoy the encounter with
nature as a source of life

It is impossible to consider the life in Sanpoku-machi without its surrounding natural environment. It has a variety of natural conditions, similar to a reduced map of Japan, which even nowadays are a base for people's living. The people of Sanpoku-machi had cultivated an affection to nature and a nature-friendly lifestyle which the residents of large cities can not taste even if they want to taste it in the city. The tourist and regional development of Sanpoku-machi aims in a different then the 'Onlookers type of tourism' (where the visitors just look at the nature and landscape and go back), but through the contact with the townspeople or by experiencing nature together with the townspeople the visitors can learn about the fearful power and mystery of nature, appreciating its wonders. In this way, by experiencing nature, people who are able to think seriously how humans should meet and face nature, will come one after another to Sanpoku-machi. For this purpose it is necessary first to re-evaluate positively the long time accumulated connections of people with nature.

(5) regional development inspired by hometown's wisdom and tradition

Sanpoku-machi still possess many skills, becoming more and more rare in the famous places of Japan and even nowadays there are many people continuing successively those crafts: footwear makers, producing Japanese sandals 'zouri', straw sandals and snow boots; back cloth makers, precious wood craftsmen, ivy craftsmen, sedge hat makers, silvervine basket or umbrella makers, straw mat and straw bag makers, pail makers, boat carpenters, Japanese linden textile makers, miso makers, etc. (10) There are many traditional techniques, cultivated in a unique milieu, still surviving nowadays(Figure 4): salmon fishing, dead grass burning of the hills, charcoal making, women diving, etc. Many aspects of the living culture, rooted in the region's history and climate are remaining nowadays: local performing arts as represented by 'shishigaki' ritual lion dance, festivals dedicated to deities, local meals, a special type of hat 'boshi', etc. (11) These kind of customs and traditions cultivated during long time as a living wisdom should be re-evaluated and re-activated as a unique resource in the base of the tourist development.
and regional planning unique for Sanpoku-machi.

3.6. The choice of 'daily living culture' type of tourism

If the directions and base for tourist development and regional planning of Sanpoku-machi can be expressed in one word that should be 'daily living culture'. In other words the four seasons in the nature of Sanpoku-machi, its connections to the sea, mountain and rivers basic for its working and living culture, the tradition accumulated during this type of lifestyle, all these should receive a present re-evaluation to become a base for a positive human exchange and development inwards and outwards.

This does not mean in any case to transform the daily events into ceremonial or the opposite- transforming the ceremonial events into daily events. For example, to launch daily the festivals or ceremonies held once a year or planning a big increase in scale over the capacity of the daily routine. Furthermore this is not the case of many museums or ethnologic archives where various artifacts are closed in exhibition display cases, drawing the so-called static or passive appreciation by the people. The basic idea for tourist development and regional planning in Sanpoku-machi is after all ‘an undamaged and natural living culture’ as the daily context of the people living in Sanpoku-machi. The living wisdom of the people living in symbiosis with nature all the year, working amidst nature (sea, mountains, rivers) has formulated several patterns in order to survive. For example each one of the mountain works like tree branches cutting, snow throwing from tree branches, burning mountain grass to fertilize the earth, turnip picking, picking mountain vegetables, etc. has certain repetitive patterns during one year. Moreover the process of working in the mountain has several ceremonies for the beginning of the working season ('yama-hajime'), middle of the working process ('naka-choubu') and end of the process ('dekimizai'). Finally there are various kinds of tools for mountain works passed down from elder to younger generations or invented and made by each craftsman: yellowtail rope ('buri-nawa'), measurement stick ('shakubou'), warp ('baitsu'), etc. Listening the elderly people concerning working in the mountains one can find unlimited living culture and wisdom cultivated by the people of Sanpoku-machi, while living in the nature. Thus one can extract the 'daily living culture' as the lifestyle patterns of the people of Sanpoku-machi according to the four seasons. At the same time one can grasp 'the living phylosophy' brought up during this process. This is the different aspect from the urban life of industrial services dependence and artificial environment or in other words this is the value of subsistence. (12)

The people of Sanpoku-machi carry out their existence once by opposing nature, other times by cohabitating in a symbiosis with nature. One thing urban dwellers have lost in the rapid process of modernization is the lifestyle of subsistence typical for this region. That is why the tourist development and regional planning of Sanpoku-machi must maintain and develop the universal mankind value of subsistent lifestyle. In addition the tourist development and regional planning of Sanpoku-machi must maintain a human scale, adjusted to the capacity and scale of its nature and dwellers. The tourist development and regional planning of Sanpoku-machi should avoid the temptation of the so-called gorgeous 'pleasure type' of tourism, but aim a revitalization of the subsistent lifestyle, cultivated in the town and open for people able to sympathize with it.

4. Endogeneous features of the process of implementing 'The Basic plan for tourist development in Sanpoku-machi'

Now the author will describe the features of endogeneous regional development in Sanpoku-machi based on the process of implementing 'The Basic plan for tourist development in Sanpoku-machi' dividing them into the following five aspects:

(1) 'What to design' strategy

Although many regions follow the pattern of 'How to design' type of regional development planning with its extrovert features, The Basic plan for tourist development in Sanpoku-machi had the starting point of 'What to design' approach. As described above, the implementation of the basic plan was based on grasping and recognition of the endogeneous aspects of the region: the identity of Sanpoku-machi, its potential resources, its residents' opinions concerning tourist development, etc. The problem of 'What to design' was formulated by questioning the basic methodology for tourist development of Sanpoku-machi from the point of departure to understand the environment and specific developing conditions. The work to grasp what kind of area is Sanpoku-machi occupied more then half of the time for implementation of the basic plan, but it created the power of discovering the endogeneous aspects of the area, not stopping as usual by describing the area external features. Thus the endogeneity became the basics for regional development by putting priority on 'What to design' in the regional development planning process rather then 'How to design'.

(2) 'People-oriented, bottom-up' strategy
The project members, elected by the residents of Sanpoku-machi and the members of the tourist planning committee were at the center of the implementation of the basic plan for regional development. The survey and discovery works of the various kinds of 'lights' of Sanpoku-machi progressed thanks to the local members. All the collaboration work of the research organization for tourist development of Sanpoku-machi, made by the author with outside people and the local members was all directed in the way that the town is at the center in all the processes from the examination of the proposals of the organization until the residents' forum. The concrete planning proposals of 'The Basic plan for tourist development in Sanpoku-machi' were made by the participants in the residents' forum or the results of the questionnaire survey of the seashore tourists, so as a whole the process can be described as 'bottom-up'. The endogeneous regional development in all cases should avoid the 'top-down' strategy in favor of the 'bottom-up' approach where the local residents are the main subjects.

(3) Use of the regional resources

In this plan the natural, man made, industrial and living culture resources of Sanpoku-machi received a re-evaluation from the present value scale and the direction for tourist development and regional planning was set on their base. This means to avoid resources and methods external to the region, but to discover and use as much as possible the roots of the region. The people in this region at first dedicated all their hearts to accumulate knowledge about their region, next they developed a future image of their region based on its recognition. The endogeneity of the regional development is certainly structured by a process of constant accumulation in the discovery and recognition of the regional potential resources and the polishing of their 'light'. (13)

(4) The wisdom of the daily living culture

As described above the basic plan for regional development depends strongly on the 'daily living culture'. The daily life of the local people is not just 'familiar and usual'. Although they consider it as 'familiar and usual', there are some values of their daily lifestyle which remain unclear for them. Furthermore it is not sure if the visitors would enjoy the 'daily living culture' of the local people. However, if the perspective is changed, there is no more original or peculiar feature of the region then its 'daily living culture'. Therefore by recognizing the human and cultural values inherent in the 'daily living culture' and 'the natural and usual', the local people can play the main role to polish 'the light' of their living culture and that can be the base for the endogeneous regional development possible only for this peculiar region and its people. (14)

(5) Participation of all villages and all dwellers

In the past the basic departure point for the tourist development of Sanpoku-machi was the image of 'Sasagawa stream' in the seashore. That is why the tourism in Sanpoku-machi up to that time was limited consciously and by the actual conditions to the travelers' inns and hotels along the seashore. The Basic plan for tourist development in Sanpoku-machi has changed the past point of departure into a regional planning enabling all villages and local residents to play a role by including not only the beach seashore of Sanpoku-machi, but also the river courses and the hilly parts of the town. Moreover as described earlier the 'daily living culture' of the villages became the base for the development plan, so for the first time all villages and local residents could play a role in the implementation of the plan. Actually since April 1990 it was proposed the enterprise of 'Attractive village community building' and informal gatherings were organized in each village. Guidelines and proposals for the tourist development and regional planning of each village and various related topics were discussed at those gatherings. By accumulation of those discussions people searched for the understanding of the idea and methods of endogeneous regional development or in other words the need of revitalization of each village as the so-called cell of the town, the need to re-discover and study the 'light' of each village. In this way Sanpoku-machi started taking the way toward endogeneous regional development by sharing the recognition that all villages and their residents should take part as a member in their regional development.

Notes:

1) The consequences of the high economic growth, for example-depopulation/overpopulation problems, environmental pollution problems, etc. became very aggravated and citizens' protest movements against big scale construction development occurred in each area.
3) National Agency: Conditions of depopulated areas—new development based on the native place planning, 226-227, 1984
4) Endogeneous development is a regional development where individuals and groups from the regional enter prises and associations make the planning by volunteer
learning on the base of independent technical development, preservation of the environment and rational use of its resources, so by an economic development rooted in the regional culture the region self-governing groups are striving toward all residents' welfare.
Ken-ichi Miyamoto: 'Environmental economy', Iwanami Shoten, 294, 1989

5) At the later half of 1960 the environmental pollution problems that hit directly the regions were called 'development syndromes'.
Yoshiro Tamanoi, Thoughts about regionalism, Nousan Gyouson Bunka Kyokai, 16, 1979


7) Sanpoku-machi, Niigata prefecture: Table of the results from the survey of local residents' opinions, 1985
Sanpoku-machi, Niigata prefecture: Third Welfare Plan for Sanpoku-machi, 10, 1986

8) Figure 1 shows one part of the ceremonies held in January each year (up to nowadays) by the unit of each village. This type of resource maps were made for all natural, man made, industrial and living culture resources of the area and their total number was nearly 100 in March, 1990.

9) 70% of the subjects of the survey were seashore visitors, coming outside of the prefecture.

10) In the mountain part of Sanpoku-machi there is a culture with a long history to use fiber from soft quality plants which is surviving up to nowadays. Especially the technique for weaving threads made from the bark of Japanese linden tree is one of the most important resource of the region.

11) The hat 'boshi' is a type of hood, used by women when they work outside, to protect their heads from strong seashore or mountain winds, sunlight, insects, etc.

12) The lifestyle of subsistence is characterized by non-market economy, non-value exchange, value use and autonomy.
I. Ilich: 'Shadow work', Iwanami Gendai Sensho, 1982

13) Regional development is not for the outside people. It must be 'introvert' to the end, so there is a need for a survey of the various resources of the area, aiming their transmission and development. In other words, the departure and arrival point for regional development is the maintenance and development of the regional lifestyle of the local residents.

14) The local residents usually overlook the values of their daily living culture. One of the roles outside people should play in the regional development planning process is to show the value of the regional daily living culture from a wider social, cultural, and human perspective.