CHARACTERISTICS OF ENDOGENOUS REGIONAL DEVELOPMENT BASED ON DEVELOPMENT TYPE CLASSIFICATION
Case Analysis of Endogeneous Regional Development Programs

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Abstract: This study collected approximately 150 regional development programs in various parts of Japan and classified them according to their development philosophy and orientation in order to examine the characteristics of endogeneous regional development programs. The examination revealed the following: (1) The characteristics of regional development programs can be identified by four qualities, [spontaneity], [wholeness], [continuity] and [flexibility]; (2) Endogeneous regional development programs have these four qualities in an integrated and comprehensive manner; (3) These four qualities coincide with the findings of preceding studies of endogeneous regional development inside and outside Japan, which began to be proposed since 1970s. In addition, the classification of regional development programs presented in this study is expected to serve as the ‘measurement’ to determine the approximate nature of planned or ongoing regional development programs across Japan.

Key words: Regional Development, Endogeneous Planning

1. Introduction
This study deals with the characteristics of endogeneous regional development programs. In this study, the authors (1) collected various regional development programs that took place in various parts of Japan and (2) classified them into two contrasting categories according to their development standpoint and orientation in order to determine development types, and then (3) examined these development types by consulting case examples of regional development. The authors took part in as well as findings of precedent studies. In other words, this study is trying to generalize arguments about characteristics of endogeneous regional development based on the classification of development types and find what characteristics distinguish endogeneous regional development from various regional development methods.

2. Classification of Standpoints and Orientations of Regional Development Programs
First the authors collected approximately 150 regional development examples that took place in various parts of Japan from literature [Note 1] and newspapers, and classified them into two contrasting categories according to their development standpoint and orientation. Needless to say, these examples are not always distinguishable as ‘black’ and ‘white’ in two-category classification, and there can be intermediate types and mixed types for each classification. However, determining the characteristics of endogeneous regional development programs through identification and classification of development types not only makes it possible to utilize these characteristics in recognizing the present status as a precondition of the development program, judging values to determine the development direction, exploring ideas to create the development plan, and as a check list for the use in various phases of planning, but also helps to confirm the roles of design in regional development programs as well as conduct methodological discussion.

Once development types are identified and grouped according to trends and characteristics, they can be
classified into four major categories, [spontaneity], [wholeness], [continuity] and [flexibility]. The following describes the characteristics of each development type based on this major classification.

2.1. Spontaneity

This classification is based on the relationship between the area of development and external society, or ‘the inside’ and ‘the outside.’ Development programs can be classified into two types: one type seeks social, economic and cultural elements for regional development, including funding and resources, from within the area and develops them, and the other type depends or introduces them from outside. Not to mention, the former is more relevant to endogeneous regional development. This type can be further divided as follows according to such perspectives as [local initiative], [utilization of local culture] and [self-containment].

(1) Local initiative

[Endogeneous/spontaneous planning]: [Planning by outsiders]

[Utilization of local capital]: [Introduction of external capital]

[Active approach]: [Passive approach]

When creating a development plan, in some cases planning and capital are cultivated/procured from the region and in other cases they are procured from outside.

Not very long ago, there was a time when regional development generally meant inviting companies and plants. Even if inviting companies and plants have shifted to inviting huge recreational facilities, resort condominiums, theme parks and the like, such development programs still depend on the outside for planning and capital. They are a typical example of conventional regional development and can be classified as exogenous development.

On the contrary, recent attempts to revitalize industries and villages in various parts of Japan can be classified as endogeneous development. That is, even when some programs use external capital, if the region takes initiative, such as in the case of the ‘local product ownership program’, which solicits owners of farm products, livestock, lumber and so on, the region takes advantage of regional resources on their own ideas and initiative, and thus the program has relatively strong endogeneous quality.

Ignited by the success of the ‘Kobe Porto-pier’ in 1981 and consecutive ‘Solar Exhibition’ in Niocho Town of Kagawa Prefecture, many local exhibitions were held in various parts of Japan in 1980s. However most of them were planned by major advertising agencies and consequently resulted in a row of similar events that were centered on 3D images and sounds, and not a small part of them was unsuccessful. Under these circumstances, the ‘Tokachi Marine Exhibition’ held in Hiroocho Town of Hokkaido, is a remarkable example of successful so-called ‘hand-made’ exhibition. This exhibition used existing museums were used as pavilions and took advantage of existing facilities such as aquarium, amusement park and restaurants, and local people participated in all processes from planning to operation of the event.

(2) Utilization of local culture

[Utilization of local resources]: [Introduction of external resources]

[Utilization/creation of own culture]: [Pandering/ following of different culture]

With regard to social, economic and cultural resources, which will be the core of regional development, some cases seek and utilize them in the region and other cases introduce them from outside.

Local specialty products at tourist resorts are not always produced in the region. The typical case is the products made by outside developers and attached with a label of the region. This is a case that uses external resources. On the contrary, if they use local tradition, products and technologies to create and offer products that are unique to the region and difficult to find elsewhere, it can be considered using regional resources.

The ‘Cinema Festival’ in Yufuin in Oita Prefecture, the ‘International Theater Festival’ in Togamura Village of Toyama Prefecture, and the ‘Bach Hall’ in Nakaminamachi Town of Miyagi Prefecture have their origin in cultural resources introduced from outside. However, they work out their own programs to utilize their own resources, conduct events that are not seen even in Tokyo, and create/develop local culture. These cases are based on the idea that, instead of creating a miniature version of events in Tokyo, they set an eye on positive local culture, seek what lacks in Tokyo and develop them.

On the other hand, as in the case of the morning market in Wajima City of Ishikawa Prefecture, there are some cases that originally dealt in local foods, but increase of tourists outpaced the production of local products and led to increase of sales of products from outside.

(3) Self-containment

[Intra-regional production/consumption]: [Extra-regional sales]

[Self-containment in the region]: [Collaboration with the
outside]

When looking at development of local specialty goods, in some cases they encourage interaction with the outside in both production and distribution in the hope of improving local industries and in other cases they want to produce local products within the region as much as possible and give a higher priority on local consumption than sales to the outside.

Most attempts to develop local specialty products, such as ‘One Village One Product’ activity in Oita Prefecture and ‘Tokachi wine’ in Ikedacho Town of Hokkaido, which are increasingly popular in various parts of Japan, try to sell local products to the outside to gain economic benefit. However, even those that oriented toward external sales show inclinations to maintain a certain degree of self-containment. Ikedacho established restaurants operated by the municipality in Sapporo and Tokyo to cultivate markets as well as offers wine for local residents according to the idea “It is difficult to sell local products to the outside unless a certain amount of them is consumed locally.” Oita Prefecture, where cultivation of new markets becomes necessary as a result of increased production, holds morning markets in all municipalities in Oita as a part of this market cultivation effort based on the idea that it is also important to ensure a certain amount of sales through ‘local production and local consumption’ [Note 2].

Mishimamachi Town of Fukushima Prefecture shows an even stronger tendency toward this line of thinking. According to the perception, “Previously we made products for sales but it didn’t sell much. However, when we started trying to make truly good products, there are people who want them.” and “First, we make products to make our life more pleasant. Then if there are people who want them, we will start economic activities,” they are working on ‘commodity craft activity’ that gives priority on intra-regional production and consumption.

2.2. Wholeness

This classification is based on whether the development is limited to specific parts of the region. In other words, it focuses on the relationship between the part and the whole. It can be further divided into those that concerns [what to develop], such as goods, events and time, and those that concerns [who is involved], namely the people. It goes without saying that the comprehensive plan that covers various fields in the region is more relevant to endogeneous development than development skewed to specific part.

(1) Wholeness of the development subject
[Entire area]: [Specific area]

[All industries]: [Specific industry]
[Multiple products]: [Specific product]
[All seasons]: [Specific season]

Most of conventional development programs are meant to offer particular area, industry, product, service, etc. of a certain municipality in a particular season. For example, ski or marine resorts provide benefits to limited industries and areas in a limited period of time. In a sense, such ‘work-division’ type development might be the best method to achieve a high-speed growth, but it does not mean that this type of development can revitalize the entire area.

If we call this type of development as ‘specialty shop type development,’ the opposite will be ‘department store type development.’ It aims at concurrent development of the entire area or all residents in the municipality, as shown in ‘One Village One Product,’ ‘One Region One Pride’ and ‘One Person One Talent’ activities. Tanohatamura Village of Iwate Prefecture thought, “If we want to live on one single product, it must be very special one that cannot be produced anywhere else and has enormous demand” and established multiple semipublic joint ventures that involved in such fields as tourism and industry development, and worked on networking among such ventures as well as combining between tourism, which is the tertiary industry, and primary industry, in the hope that all industries would be effectively interconnected and the entire village would be revitalized. For example, local farmers, lumbermen and fishermen provide goods for local hotels and restaurants as much as possible, and only those products that cannot be sufficiently supplied in this scheme (leek, green pepper, tofu, bean paste, etc.) are procured from other semipublic joint ventures.

The ‘One Village One Product’ of Oita Prefecture is considered as an example of partial development when looking at the product of a particular municipality. However, when looking at the entire prefecture, all municipalities produce what they are good at and can be considered as comprehensive development. Further, though the slogan is ‘One Village One Product,’ it actually means, “One area shall have at least one specialty product.” In fact, some municipalities, including Oyamacho Town, which will be mentioned later, are practicing multi-product production.

(2) Wholeness of people involved
[Planning by residents]: [Planning by administrative officials]
[Participation of all residents]: [Participation of specific residents]
With regard to development processes from planning to implementation, some cases solicit ideas and involvement from wide range of people and some cases entrust planning to specific people, such as officials and local leaders. The former is called 'bottom-up approach' or 'grass-root approach,' while the latter is typically called 'top-down approach.'

Oita Prefecture’s ‘One Village One Product’ activity was promoted under the strong leadership of the governor, but it also has an aspect that makes it difficult to call it simply ‘top-down approach.’ This activity was not decided by the prefecture assembly and notified to municipalities, but born during the governor’s tour to municipalities of Oita Prefecture, in which the governor sat with residents and had a frank discussion. In addition, this activity has the policy, “The prefecture government helps those who help themselves,” and provides support only to those municipalities who spontaneously work on creation of products that take advantage of local characteristics.

Togimachi Town of Ishikawa Prefecture made the ‘longest bench in Japan.’ This project originates from an idea in a survey the town conducted regarding the project to convert a land-waste disposal site into a park. It suggested, “The sun setting in the Sea of Japan is extremely beautiful. We should install a bench to enjoy the sunset.” Then “when residents discussed the idea, they said, ‘If we make a bench, let’s make it longer than Obihiro City’s,’ and the longest bench in Japan was born”. As shown above, this project was based on the idea of local residents. Not only that, nearly 700 residents took part in building of the bench as volunteers.

2.3. Continuity

This classification is based on existence of continuity, namely, whether the core of the development program is related to the regional tradition or daily culture. It also relates to the aforementioned [utilization of local culture]. The stronger the continuity, the more the program reflects the uniqueness of the region and has endogeneous nature. This classification can be further classified into [historical continuity], namely continuity from the past to today in terms of life, industry, culture, etc., and [continuity with daily life], namely continuity with current local culture. (1) Historical continuity

[Continuity with the history]: [Discontinuity with the history]

[Revitalization of existing industries]: [Creation of new industries]

[Orientation to preservation/restoration/maintenance]: [Orientation to creation]

When classified according to historical continuity, basic thinking of development can roughly be grouped under the following three categories: (1) inherit regional history and maintain it through preservation or partial modification. (2) based on the history, create new industries and plans from the perspective of ‘build on the old ways of doing things to develop something new’, (3) do not pay particular attention to historical assets and focus on adapting to today’s society.

The typical example of historical continuity is tourism development through conservation of traditional buildings or cityscape [Note 3]. Shinanomachi Town of Nagano Prefecture organizes the ‘tour to experience blacksmith’ to revitalize remaining 50 plus blacksmiths, which is approximately only a third of what it was at its height, and gives a new life to this historical industry.

On the other hand, Oyamamachi Town of Oita Prefecture thought that traditional rice farming in this region’s limited and poor land would come to a dead end sooner or later and started the ‘NPC Activity’ in 1961 when Japan was still eager to increase rice production. Under the slogan, “Plant Japanese apricot and chestnut and go to Hawaii!”, they tried to shift from rice to Japanese apricot and chestnut and became the pioneer of ‘One Village One Product.’ Though this activity is a breakaway from the history of an industry, when looking at the fact that they continued the effort and are now producing more than 100 kinds of various produce such as plum, grape, Chinese lemon and enokitake mushroom by taking advantage of their mountainous land, it also can be considered as an example of excellent continuity with natural and social conditions.

The typical example of development orientation that does not stick to the history is development of reclaimed land, such as ‘New Tokyo Waterfront Sub-center Project’ and ‘Chiba Makuhari New Center Project,’ which have little connection with the history or local characteristics of the waterfront, in spite of their claim as ‘waterfront’ project.

(2) Continuity with daily life

[Adherence to daily life]: [Isolation from daily life]

[Approach based on existing conditions]: [Image-oriented approach]

[Life-size development]: [Mega-development]

While ‘life-size’ development utilizes local daily life and familiar cultural resources, such as local dishes cooked at common families in the region, to offer visitors the real life of the region that cannot be experienced outside, there is an orientation that uses elements that have foreign to the local
daily life. In addition, life-size development, which means
development in a readily able to be implemented scale or
development using technologies that can be handled by
local individuals or groups, is strongly relevant to day-to-
day life, while development using a large capital or
advanced technologies that require external involvement is
distant from the daily life of local residents.

Most of ‘local products’ that are directly delivered from
municipalities across Japan are products commonly
produced in the region, and thus it is a typical example of
close relation to the day-to-day life of local residents. In
some cases, they originally delivered fresh foods, but
gradually began to add value to their products and started
to ship processed foods. A successful example of this
approach is tomato juice named ‘Ookami no Momo’
(Wolf’s Peach) of Takasacho Town in Hokkaido, which has
its origin in tomato juice made by farm wives for personal
consumption using unmarketable tomatoes produced in
their garden. It was not just a effort to develop a new local
specialty product, but backed by the town-wide daily health
efforts such as preventive medicine and sport activities
under the slogan of “We are in charge of our own health”
[Note 4].

Once there was a time when municipalities across Japan
were eager to make something No. 1 in Japan to improve
the image of the region. As shown in ‘No. 1 stone steps in
Japan’ in Chuomachi Town of Kumamoto Prefecture,
‘creation of a No. 1 in Japan’ is sometimes considered to be
image-oriented approach. In case of Kumamoto Prefecture,
however, production of melon, watermelon, igusa reed, etc.
in Kumamoto was already No. 1 in Japan, though it was
little known to the public. Therefore they advertised the
fact in combination with Chuomachi’s ‘No. 1 stone steps in
Japan’ in the hope of gaining wide recognition. In this
sense, it can be considered as an image creation based on
actual conditions.

The ‘Bach Hall’ in Nakanidamachi Town of Miyagi
Prefecture was built by image-oriented approach and the
facility was not directly related with daily life of local
residents. However, it now contributes to make the newly
created culture establish itself in daily life, as observed in
the words, “Interaction with international musicians, which
was unthinkable before construction of the hall, is taking
root in this small town.”

2.4. Flexibility

Flexible thinking]: [Rigid thinking]

Conversion of disadvantages into benefits]: [Utilization
of existing advantages]

[Orientation toward supporting player]: [Orientation
toward central player]

[Multi-angle perspective]; [Single-angle perspective]

This classification is based on whether the development
plan can overcome traditional methods or thinking. It also
concerns change in thinking and broadening of perspective.
For example, if the approach of utilizing existing advantage
means using regional advantages for regional development,
for instance, taking advantage of a beautiful beach to
attract sea bathers, the approach of turning disadvantages
to benefits means converting a negative factor into a plus.
There are some cases that take advantage of what has been
regarded as disadvantage in northland, such as snow,
coldness or mist. Such examples include the ‘Snow
Removal Tour’ (Asahimura Village of Yamagata Prefecture,
Irihirosemura Village of Niigata Prefecture, etc.), the
‘Drifting Snow Tour’ (Kanagimachi Town of Aomori
Prefecture), ‘the Shibare Festival’ (Rikubetsucho Town of
Hokkaido) where participants can experience 30 degrees
Celsius below zero, and the ‘Mist Festival’ (Kushiro City
of Hokkaido). Examples that utilize what previously
thought to be waste include woodwork making using
thinned trees in Tsuyamacho Town of Miyagi Prefecture
and many other regions. Oyamamachi Town of Oita
Prefecture succeeded in producing enokitake mushroom
using sawdust, which sawmills had had trouble with
disposition. Examples that take advantage of being left
behind of the time include conservation of historical
cityscape seen at various parts of Japan, conversion of
abandoned houses and schools into second houses
(Nanmokumura Village of Gunma Prefecture, Toono City
of Iwate Prefecture, etc.), and underground exploration
using closed mines (Ozarizawa Mine in Akita Prefecture,
Ashio Mine in Tochigi Prefecture, Oyacho Town of Hyogo
Prefecture, etc.).

These examples are trying to reverse values through
flexible thinking, but such flexibility is not an exclusive
quality of the approach of turning disadvantages to
benefits. Aforementioned ‘Bach Hall,’ ‘‘Toga International
Theater Festival’’ and ‘Yufuin Cinema Festival’’ broke the
stereotypical view, “Arts and culture belong to cities.”
Further, the attempt to preserve snow by covering it with
chaff and sawdust so that visitors can play with snow in
summer (Nishikawamachi Town of Yamagata Prefecture) is
trying to overcome seasonal limitation. Further, various
‘local product ownership programs’ can be considered as
an attempt to make up funding shortfall by flexible
thinking.
When regional development programs are planned and implemented, it is natural that people place great expectations on the outcome. In some cases they want to yield results in a shorter period of time and in other cases they expect a longer time to deliver results. That is, in some cases people expect it will take time before a development program produces results and are satisfied if the program yields only relatively minor industry or effect in a short run, while in some cases people want to give priority to the development program in order to produce substantial effects and grow it to a major industry in a short period of time.

Not all attempts and practices the authors have mentioned have been producing prominent economic effects. In addition, placing too much emphasis on economic effects is one-sided and simple-minded. Some regional development programs, such as aforementioned example of Mishimamachi Town of Fukushima Prefecture, are based on the philosophy that it will be a success if local residents gain self-confidence and have more interest in revitalization of their own community through planning and execution of a regional development program, even if it does not produce significant economic benefits. These cases are examples of multiple-angle perspective.

3. Examination of Methodology Based on Endogeneous Development Examples

3.1. Correspondence between the Regional Development Program of Sanpokumachi Town of Niigata Prefecture and Classification of Development Types

Next, the authors will compare the basic philosophy and orientation taken by Sanpokumachi Town of Niigata Prefecture in their regional revitalization plan with the classification mentioned above [Note 5]. As explained in the previous section, one single program contains various and complex characteristics. Therefore, it might be able to go so far as to say that various phases of the regional development program of Sanpokumachi Town correspond to all development types mentioned above. With this in mind, only those that have direct connection are described here.

Of the Sanpokumachi Regional Development Philosophy, ‘(1) Create a community based on daily life of 48 communities as the fundamental resources’ and ‘(3) Create a community where each resident can play the fundamental role in their community’ reflect [initiative of residents], [bottom-up approach], [participation of all residents] and state the importance of [wholeness of development subject], [wholeness of people involved] and [local initiative] based on [utilization of local culture]. Further, ‘(2) Create an open community that allows to share daily life of Sanpokumachi,’ ‘(4) Create a community that allows the residents to enjoy the nature that has been supporting the local life’ and ‘(5) Create a community that incorporates wisdom and tradition nurtured by the region’ reflect [utilization of local resources] and [orientation toward everyday life culture] and are strongly related to [utilization of local culture], [continuity with daily life] and [historical continuity]. Further, the Sanpokumachi Regional Development Philosophy emphasizes the importance of planning and implementation based on [flexible thinking], in other words, [orientation toward ‘What to Design’].

In Sanpokumachi Town, various regional development plans are being materialized according to the philosophy and orientation above. For example, ‘survey and collect daily cultural resources,’ ‘creation of attractive community,’ ‘Sanpokumachi CI plan’ and ‘development of fundamental facilities such as daily facilities including shops, restrooms, showers as well as railroad stations and public facilities’ are being implemented step by step with participation of many local residents (Figures 1 - 3).

Since staff from outside, including the author, is involved in substantiation of these plans, this program partially has ‘exogenous’ element. However, the entire process of planning and implementation is consistently executed in collaboration with local residents. Further, the Sanpokumachi Regional Development Program places prime importance on [utilization of local culture], which seek all core factors of the plan, including design and motif, in regional resources, and aims at [self-containment] as well. In addition, this program generally maintains endogeneous orientation in terms of [wholeness], [continuity] and [flexibility].

Among various projects in this program, ‘plan to create attractive communities’ is worth noting, which Sanpokumachi has been working on for all 48 communities since the end of 1989. This project is based on [active approach], [endogeneous/spontaneous planning] and [planning by residents], in which local people planned and worked on development of the appeal of their own community based on their own ideas. Each community spent approximately a half-year to check out the problems of their community and to discuss/propose ‘what shall we do now.’ The plans for ‘creation of attractive community’ proposed through this process were mostly centered on
'revitalization based on protection/development of familiar natural environment and reevaluation of daily culture' or 'planning and organization of events residents can participate and enjoy,' which were characterized by [utilization of regional resources], [establishment/creation of own culture], [self-containment in the region], [continuity with the history], [adherence to daily life], and [life-size development] and reflected what the residents had been wanting [Note 6]. The town provides necessary guidance on almost all [spontaneous plans] proposed by the communities and prepared budgets, and provided administrative support to each community’s plan.

Authors, who made a progress report on this 'creation of attractive community' at the Regional Development Forum in Sanpoku in March 2002, have reported, “Before I thought that community creation was something what the government would do. However, after a half-year experience, I realized that it could be planned and performed by residents” [Note 7]. Each community held more than dozen meetings in spare moments from work to rediscover appeals of their community and identify what was needed. More than 660 people attended these meetings, which account for almost a quarter of 2,700 households of Sanpokumachi Town. This fact shows that the community creation generally realized [participation by all residents]. In addition, it also brought an additional result, that is, residents experienced a first-hand recognition of the possibilities of [planning by residents] through participation to community creation and became to have more confidence in their ability.

3.2. Methodological Proposal for Endogeneous Regional Development

Next, the author will examine methodological proposal for endogeneous regional development based on regional development programs the author was involved as well as examples collected for development type classification. Figure 4 shows the flow of endogeneous regional development program. The outline is described in the following.

The endogeneous regional development tries to revitalize the region based on the principle that potential values inherent in the region shall be the core of the program. To this end, it is critical to reexamine and check out these potential values. Then residents learn the values of the region found by them as well as outside visitors through forums and surveys and share the values through
various ‘opportunities’ in which all residents can participate. By doing so all residents can have the sense of involvement in community creation. At the same time, they will make the region known through such measures as CI (Community Identity) and various events so as to promote creation of communal environment, namely ‘face’ of the region. Then they utilize the potential values of the region and develop them into various productive activities such as development of new products, industries and tourism and materialize these values.

Through above processes a variety of productive abilities of local residents will be accumulated and initiative and their creative problem solving abilities will be improved. Enhancement of these abilities will lead to the power for self-reliance, which allows people not to depend on the outside to develop their own region and to improve their inherent values by themselves. Having the power of self-reliance will improve the ability to find new potential challenges and values of the region, which will ignite new regional development programs. The endogeneous regional development program shall take progressive steps through such cyclical process.

4. Discussion

With classification of regional development examples and planning/implementation of regional development program in Sanpokumachi Town in mind, the authors will present and discuss arguments of precedent studies and further examine the characteristics of endogeneous regional development.

Conventional modernization and industrialization that has been taking place on a global scale is based on the implicit assumption that “What is good for the rich must be good for the obviously poor as well” [Note 8]. Generally, most of them are, from the viewpoint of the region, backed by ‘the logic of outsiders,’ such as [external planning], [introduction of external resources], [pondering/following of different culture] and has little relation with [local initiative] or [utilization of local culture].

Doubts about such planning have surfaced in 1970s. The Club of Rome suggested ‘limits to growth’ in 1972 [Note 9] and Schumacher published “Small is Beautiful” in the next year. He raised an alarm to ‘gigantism’ and ‘materialism,’ which had been spreading under the name of modernization and industrialization, based on the development philosophy, ‘small is beautiful’ [Note 10]. The argument of the Club of Rome and Schumacher can be construed as a proposal to pay more attention to [life-size development] as an antithesis against [Mega-development], which has no connection with [continuity with daily life].

Further, in 1975, the Dag Hammarskjöld Foundation proposed a new concept, ‘Another Development.’ It suggested the importance of ‘endogeneous’ development for the first time and stated, “If development means development of human being toward liberation and self development as individual as well as social existence, such development shall, practically, emerge from the inside of individual society” [Note 11]. This concept stands opposite to development oriented toward economic growth or one-way and exogenous development from the advanced regions, which had been propelled by modernization and industrialization. It avoids extreme dependency on or subordinate to the outside and gives the top priority to [local initiative] and [utilization of local culture]. The Dag Hammarskjöld Foundation mentioned the following five as the requisite to realize and promote ‘Another Development’ [Note 12]:

(1) Need-oriented
(2) Endogeneous
(3) Self-reliant
(4) Ecologically sound
(5) Based on structural transformation

This can be understood as an assertion that it is important that endogeneous regional development programs have such characteristics as [continuity with daily life], [local initiative], [utilization of local culture] and [self-containment]. Further, though these five qualities are named as the conditions to promote ‘Another Development’ from international perspective, they can be used as the conditions for endogeneous regional development in Japan.

In 1970s, pioneering attempts of regional revitalization/ development oriented toward endogeneous development began to appear in Japan as well. Most of them started as an alternative plan/practice in the regions that were left behind in exogenous development during the era of high-speed economic growth, which is characterized by [planning by outsiders], [introduction of external capital], [introduction of external resources], or the regions that were affected by numerous exogenous developments. Miyamoto studied regional development examples and proposed the four principles of endogeneous regional development as follows [Note 13]:

(1) Leverage local technologies, industries and culture; target mainly at local markets; and local residents shall learn, plan and implement the program.
(2) Center on amenity such as conservation of the nature
and creation of beautiful cityscape and have a comprehensive objective, namely improving welfare and culture.

(3) Do not limit to development of specific industries and pursue networking among local industries so that values added shall go to the region in every phase of the process.

(4) Establish a scheme to allow residents to participate in the program and the municipality shall take part in the plan to reflect what the residents think and want.

Miyamoto’s four principles suggest that the endogeneous regional development program must be based on a broad perspective that incorporates environmental, industrial and other considerations of the region on the whole.

Tamanoi emphasized that while the concept of modernization was built on the basis of ‘nation,’ endogeneous development is a concept for ‘region’ [Note 14]. Tamanoi proposed ‘endogeneous regionalism’ as a new practice and doctrine for regional self-reliance and defined it as follows [Note 15]: (1) Residents of a certain region, (2) based on the endemic characteristics, (3) acquire a sense of belonging to regional community and (4) based on economic independence, (5) pursue political and administrative autonomy and (6) their cultural uniqueness.

Tamanoi’s definition of ‘endogeneous regionalism’, like the four principles proposed by Miyamoto, shares almost all characteristics of endogeneous regional development mentioned above, such as [spontaneity], [wholeness] and [continuity].

It is possible to say that orientation toward endogeneous development in regional development programs in Japan is an attempt to reexamine our own identity from more humane viewpoint and life-size perspective against various crises brought by industrialization, for example, cookie-cutter life style, economics based on the economies of scale, uniform consumer culture, excessive industrial services including education and medical care, and energy problem rooting from mega-science [Note 16]. In other words, the endogeneous regional development aims at endogeneous revitalization of potential resources of regional development, such as local people, climate, society and culture, and building the society that has been impossible by traditional modernization and industrialization.

5. Closing

Design is a practical activity to creatively transform the local society into the ‘ideal state’. Creation of this ‘ideal state’ cannot be achieved unless we materialize regional characteristics, that is, unique ‘face’ that each region inherently has in various aspects, including the nature, human science and society. An evidence of this is the fact that there are many failures among projects that imitate precedent projects ignoring difference in characteristics, or projects planned by the central government.

In addition, regions do not share the same single ‘face’. Like different individuals have different characteristics, all communities, industries and products have various ‘faces’ and the region is a combination of these ‘faces’. As local residents understand the diversity of their region better than any other people, it is impossible to identify true regional characteristics unless as much human resources and their voluntary efforts as possible are utilized in rediscovery of regional resources.

Needless to say, regional development is propelled by interaction between endogeneous elements and exogenous elements. To pursue the ‘ideal state’ of local communities based on a comprehensive understanding of regional characteristics, this study contrasted endogeneous development and exogenous development and conducted case analysis of regional development programs from such viewpoints as [spontaneity], [wholeness], [continuity] and [flexibility] in order to identify the characteristics of endogeneous regional development. It is desired that the characteristics of endogeneous regional development stated here and the reality of regional development programs across Japan are compared with each other and plan and practice will further reflect local characteristics.

Notes

1. The following contains many endogeneous development examples.
   Kenichi Miyamoto: City and Rural Community in the Age of Globalization, Jichitai Kenkyusha, 1986
   Depopularization Office, Regional Development Bureau, National Land Agency: Examples of Industrial Development, Dai-ichi Hoki, 1985
   Tokio Sakata: Regional Revitalization and Its Strategy, Gyosei, 1989
   Hand-made Local Revitalization as a Resort, Modern Agriculture Special Issue, 1990

   Souya Tokumaru: The man who lays Columbus’ egg, Nihon Keizai Shinbun Sha, 1986
   Japanese Cityscape Illustrate, 12 vol., Dai-ichi Hoki, 1982
4. Tokio Sakata: op.cit. 1), 95
5. Fundamental Planning for Tourism Development in Sanpokumachi Town, 1988
6. For example, rebuilding of the Zaodo Temple, protection of skunk cabbage and converting its habitat into a park, nurturing of successor of basswood cloth weaving, ecological survey of fireflies, survey/research/publication of local dishes, release of cultured Iwana mountain trout into rivers, conservation of ‘Amasaka Touge Pass’ of the Old Dewa Kaido road, revival of bon festival dance, cleaning and development of rivers and seashores, etc.
8. E. F. Schumacher: Economics As If People Mattered, Yugakusha, 149, 1976
9. The report concluded that if the global population and industrial production maintained current geometrical growth, the growth on the earth would reach the limit within 100 years due to shortage of food, environmental destruction and other factors.
10. Based on benefits from harmony between the nature and humans practiced by Mahatma Gandhi, E. F. Schumacher raised an alarm about destruction of the ecosystem and environment by the modern industrialized world.
    Kazuko Tsurumi and Tadashi Kawata (editors): Endogeneous Development Theory, University of Tokyo Press, 29, 1989
12. Jun Nishikawa: op.cit. 11), 13-15
16. Yoshiro Tamanoi: Theory of Regionalism, Rural Culture Association, 7-10, 1979