

제13회

한중일 국제조경전문가 회의

THE 13TH INTERNATIONAL SYMPOSIUM OF LANDSCAPE ARCHITECTURE,
KOREA, CHINA, AND JAPAN

생태관광의 패러다임 및 녹색인프라 구축 정책에 대한 조경의 역할

*The Role of Landscape Architecture
for Ecotourism and Green Infrastructure Policy*

일시 2012.9.12.(수) - 9.14.(금) (3일간)
DATE Sep.12th (Wed) to 14th(Fri), 2012

장소 한국 전라남도 순천시 순천대학교 70주년기념관
VENUE The 70th Anniversary Memorial, Suncheon National University
Suncheon-City, Jeollanam-do, South Korea

주최 순천시, 한국조경학회, 중국풍경원림학회, 일본조원학회
HOST Suncheon City
The Korean Institute of Landscape Architecture
Chinese Society of Landscape Architecture
Japanese Institute of Landscape Architecture

Developing Volunteer Tourism through Encouraging Satoyama Conservation Activities

Toshinori Shigematsu* · Seiko Shimura** · Kazuo Asahiro** · Soshi Shiga*

*Japan Conservation Volunteer Network, **Kyushu University

ABSTRACT

Satoyama conservation activities in Japan have activated since 1990s, which were progressed from the opposition movements by citizens against the destructive developments in 1970s. However, many of the organizations suffer from finance shortage, aging of members, decreasing of participants and isolation from one another. It is imperative to consider (1) how to involve local people, (2) how to involve volunteers, and (3) how to train leaders in developing further conservation activities. To answer the matter, practical approaches that cooperate with (1) music activities (2) rural foresting/farming activities and (3) leader training courses are indicated. As we are facing with global and domestic problems, eco- or volunteer tourism will be effective in educating young generations and it is necessary to establish social participation system that various generations can take part in the conservation activities to conserve and succeed local daily lives and environment.

Key Words: Satoyama Conservation, Volunteer Tourism, Sustainability, Leadership, Music Action

1. Introduction

Satoyama conservation activity in Japan started in around 1970 as an opposition movement against development of new town which destroyed suburban Satoyama. Additionally, extraordinary phenomena such as deterioration of seasonal landscape and aggravation of bio-diversity were seen in the area where Satoyama barely remained, for there were densely covered with broad-leaved evergreen shrub. Though citizens aware of the problem started to take part in the conservation activities, some of the ecologists and citizens asserted toward the volunteer activities, saying that Satoyama should be left to the nature succession and man-kind should not touch it. Such an antagonism led the movement into stagnation. Under the above situation, since 1975, Shigematsu(1988) has studied on Satoyama conservation and management based on experimental investigation and reported on the necessity to realize both amenity use and conservation of bio-diversity of Satoyama. From 1988, Shigematsu(1990) investigated on the potential of Satoyama conservation management through citizen participation, which he concluded that it has great possibility in the

future. Nakagawa(1992) and Kuramoto(1994) also reported similar effects based on the practical research and activities. For these 25 years, Satoyama conservation activities with citizen participation were held mainly in big cities in Kanto, Nagoya and Kansai area, which movement gradually spread to the suburb and rural area. These days, nearly 3000 organizations are said to be in action(The Forestry Agency, 2012). These movements developed under the continuous activities by organizations, people concerned and growing social concern for the environment. But above all, public enterprises and administration gradually recognized the achievements of the activities which eventually led to increase their fund.

However, many organizations still work individually and isolated from one another(Shigematsu, 2002) except those in big cities as Tokyo, Yokohama, Nagoya, Osaka and Kobe. Additionally, many of the groups limit their field of activity to specific area and face problems such as aging of members, shortage of volunteers, and difficulty in fundraising(Recent personal communications with various conservation groups and organizations). On the other hand, most of young generation grow up in dense cities and lack opportunity to access

nature and communicate with others to retrieve vitality and get refreshed. Also social problems such as child abuse, suicide, NEET and unemployment have become increasingly critical.

To change the situation, it is necessary to establish social participation system that various generations can take part in the conservation activities with the involvement of educational facilities, cooperation from local people and settling infrastructure such as accommodation(Shigematsu *et al.*, 2004). Above all, leader training will be the crucial matter. However, in this aging society, leaders are decisively in short to maintain the rural environment and surrounding woodlands and farmlands. It is imperative to establish network of the related organization nationwide and implement drastic measures for support as shown in Figure 1.

Under such situations, the aim of this thesis is to consider (1) how to involve local residents (2) how to involve volunteers (3) how to train leaders to realize the conservation volunteer network and sustainable society. We discuss the matter by showing case studies suitable for answering each question. For the question (1), the revitalization of the community through music events, for the question (2), the prospects of cooperative activities with local organizations, and for (3), leader training programs in Japan will be discussed.

II. Enforcement of Conservation Activities through the Involvement of Local People to the Cultural Events

To continue and develop conservation activities, it is necessary to share the value with local people and earn support from them. Two examples below show the possibilities:

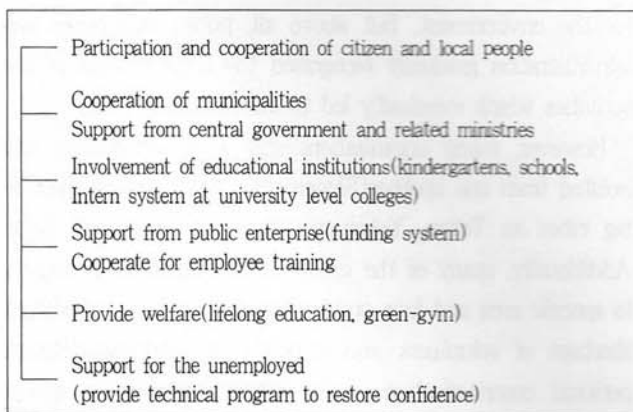


Figure 1. General participating and corporation necessary for the nation-wide volunteer tourism system.

1. "Satoyama Concert" in Kurogi, Yame City, Fukuoka Prefecture

Satoyama Concert is a concert that people can enjoy listening to live music in the surrounding atmosphere of Satoyama. In Kurogi, Kasahara-Higashi elementary school was closed because of decrease of pupils, but renovated as a community center "Egao no Mori"(forest of smiles). Satoyama concert was held as a commemoration of the renewal open of the center where is surrounded by terraced paddy fields, Yame tea garden, and mountains a long way off. The program of the concert was mainly consisted of music pieces associated with nature and seasons: from classical tunes by piano and cello, to "Sho-ka" Japanese songs with a soprano singer. The site was full of more than 200 audiences, from local communities and outside. After the concert, local food were served and sold by local farmers. Since then, Satoyama concerts are held regularly by local municipal. The significance of Satoyama concert includes not only to offer local people chances to enjoy live music, but also many people come to Satoyama and nourish sense for historical landscape which makes the region bustles and opportunities for communication. It has strong potential to make people aware of the significance of the surrounding landscape, enhance recognition toward sustainability, and get interested in Satoyama conservation activities (Shigematsu *et al.*, 2010; Personal observation and communication as coordinator, talk presenter or piano player).

2. "Chiku-raku", The Bamboo Lantern Festival in Taketa City, Oita Prefecture

"Chiku-raku" is a candle illumination festival using bamboo lanterns held in every November in Taketa City in Kyushu. Surrounded by Kujusan and Sobo mountains, the city flourished as a castle town of Oka-han in Edo era, and there still remain historical sites as samurai residents and old shrines. During the festival, bamboo lanterns are placed in such historical places and more than ten stages are set up in town both indoors and outdoors to hold concerts in the evening(Refer to Figure 2). Music genre varies from Classical, Jazz, and Folk music to Japanese classical music. The festival is held mainly by Taketa Tourism Committee. Though bamboos such as Matake and Hachiku are autogenously grown in Taketa and used for making furniture, sundries and for food, they are not consumed as much as before, which led bamboo

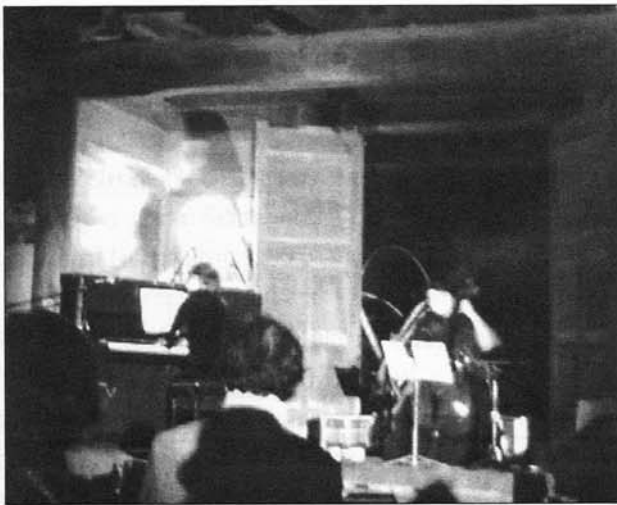


Figure 2. Piano and cello duet at temple gate in "Chikuraku", Taketa city(piano: S. Shimura).

forests into dilapidation. To conserve bamboo forest by cutting and giving adequate maintenance, the committee planned to utilize bamboos by illuminating town streets using bamboo lanterns. The festival continued successfully in these 13 years. Nowadays, the local community recognizes the necessity of accepting city residents, and historical sites are restored by administration to promote tourism. The significance of Chikuraku is not only visitors can enjoy listening to live music in dreamy atmosphere lit up with candle lights, but also the bamboo lanterns are prepared by local citizens. The preparation includes bamboo felling, cutting, carrying out, smoking and processing, and recycling as charcoals or fertilizer after the festival. In participating in the preparation, local people understand the situation of local landscape, get interested in the conservation activities, and enjoy welcoming visitors and communicating with them. Such an involvement of local people will lead to the revitalization of the conservation activities(Personal observation and communication as coordinator, talk presenter or piano player).

III. The Prospects of Cooperative Activities with Local Organizations

In this chapter, Sanson-Juku is indicated as an example of involving volunteers continuously to the conservation activities. Sanson-Juku is established by two farmers and forestry workers who perform organic farming in Kurogi, Fukuoka prefecture. Their aims are to provide the consumer directly safe

farm products, and to conserve abundant nature and landscape such as terraced paddy fields and forests in Kurogi, together with city residents and local farmers(Refer to Figure 3). While providing a facility "Shiki- Sai Kan"(Four Seasons House) for accommodation for the participants, they offer two conservation courses:

(1) rice cultivation course which offers activities to restore dilapidated paddy fields and practice organic farming, (2) forestry work course which include activities to afforest broad-leaved trees at typhoon stricken area. Also "Satoyama Mini-work" which includes thinning of cedar and cypress is offered regularly. According to the questionnaire, such a practical conservation work has considerable number of repeaters and effects(Refer to Table 1). Since 1997, they hold International Working Holiday every year in cooperation with BTCV(British Trust for Conservation Volunteers(Shigematsu, 1992), Kyushu University and local organization consisted of farmers and forestry workers. Since 2005, they started to make use of the closed elementary school for accommodation for the working holiday participants. Since 2009, they have also held 80days international working camp every year in cooperation with NICE(Nihon International Work Camp Center). The above programs accepted many students from abroad which include Korea and China(Refer to Figure 4). Since 2010, they have accepted trainees from urban area in correspondence to the training program "Inaka de Hataraki-Tai"(want to work in the countryside) carried out by the Ministry of Agriculture, Forestry and Fisheries. Also, they hold leader training program in cooperation with JCVN(Japan Conservation Volunteer Network). The activities of Sanson-Juku include not only "participation and cooperation of citizen and rural residents"



Figure 3. Rice planting by city dwellers and students on conserved terraced paddy fields of Sanson-Juku in Kurogi.

Table 1. Students' impressions after two days conservation work in Kurogi(N=37)

1. Have you ever experienced working in Satoyama?	
1) No(first experience)	31
2) Yes(second or more)	6
2. What were your impressions of participating?	
1) Enjoyable and substantial	34
2) Disappointed	2
3) Unexciting	0
4) Other(measure up to expectations)	1
3. What were your impressions of the work?	
1) Fun and worthwhile	24
2) Fun but feel hard	12
3) Just exhausting	0
4) Other	1
4. Do you want to participate like this in the future?	
1) Yes	28
2) No	6
3) Other(noncommittal:2, one more time:1)	3



Figure 4. Thinned conifer trees utilized to construct nature trail in Kurogi, Fukuoka.

(Refer to Figure 1), but also combines “cooperation of municipalities and administration”, “university research and education”, and “support for the unemployed”. The enforcement of cooperation for each activity is expected in the future.

IV. Leader Training Programs for Environmental Conservation Volunteers in Japan

In this chapter, the author introduces a leader training program developed from a cooperative activity with BTCV, which can be practiced in cooperation with local people. According to Alan Rogers *et al.*(1985), the aim of BTCV is “to encourage and facilitate active public involvement in practical con-

servation work in rural and urban areas”, and it has held training program and conservation activities focused on human resources. As Asahiro(2010) implemented training program derived from BTCV in Japan in 2006, the questionnaire conducted on participants shows that a tendency needed to be a leader was answered as “impart skills” which is necessary especially in having feedback, decision making and motivating others.

Shiga *et al.*(2011) diagramed the technique and ability demanded to be a leader in two circles(Refer to Figure 5). The circle right consists of “work technique” such as thinning trees and stonewalling, and “site comprehension” toward environment such as vegetation and history of the area. The circle left consists of four abilities: (1) Leadership: behavior and ability necessary in building relationship with others such as to call all the members in their first names (2) Arrangements: design and explain the program according to the situation, point out the aim of the work and share the goal with members (3) Safety management: based on the ability to share information with others, it includes estimation of possible danger and technique for first aid (4) Problem solving: acquire adequate information, listen to opinions, judge priority, reach consensus and allocate assignment. When in facing the problem, these abilities are necessary to solve in democratic way, thus it is pointed out that leaders should also contribute for the satisfaction and improvement of the participants by acquiring and nourishing the above stated both abilities.

This leader training program is utilized in the “Leader training camp for Satoyama conservation volunteers” held by the agency of agriculture, forestry and fisheries in Fukuoka prefecture in 2009 and 2010(Refer to Table 2), combined with basic seminar, OJT and symposium. In the OJT program, three days footpath building work and talk of the theme “What you have learned about leader?” were carried out. As a result, many of impart skills as “making communication in group”.

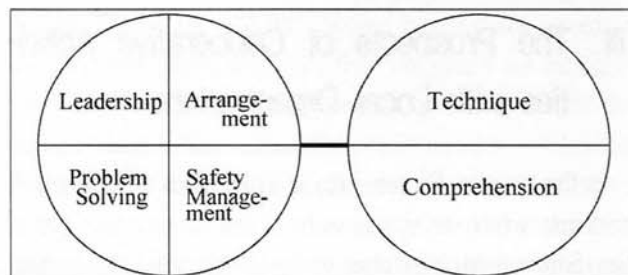


Figure 5. Conceptual diagram on general ability and skills needed to be a leader(Shiga and Asahiro, 2011)

Table 2. Contents of leader training program

Course form	Achievement
Basic seminar	<ul style="list-style-type: none"> • Share the goal of conservation activities and the role of leaders • Learn case studies
Intensive seminar	<ul style="list-style-type: none"> • Leadership skill • Safety management skill • Problem solving skill
O J T	<ul style="list-style-type: none"> • Study the role of leader through Satoyama maintenance experience
Symposium	<ul style="list-style-type: none"> • Exchange information and enforce network among leaders through lecture and discussion

“pay attention for equality”, “know each member”, “be open-minded” were answered, rather than technique and comprehension skill. From this result, impart skill lecture and OJT activities would be said as efficient to enforce those conservation activities. Though it remains small-sized activity in cooperation with citizen groups and municipalities, it is expected to enforce the program in multiple angles combining with educational facilities, employees training, lifelong education, and training for the unemployed.

V. Conclusion

In this paper, we review the start of Satoyama conservation activities by citizen and such present difficult situation issues of conservation volunteer organizations and groups in Japan as finance shortage, aging of members, decreasing of participants and isolation from one another. In order to clear the matters such as (1) how to involve local residents, (2) how to involve volunteers and (3) how to train leaders, we discuss them by showing three case studies. As we are facing with environmental problems such as global warming, deterioration of bio-diversity, depopulation of rural areas, urban congestion, decrease of opportunity to access nature, and the energy problems. In such a situation, eco- or volunteer tourism will be effective to educate young generations, construct trust and solidarity among communities, and to conserve bio-and

cultural-diversity internationally. To conserve and succeed local daily lives and environment, it is necessary to increase opportunities that young generation can access to nature and rural wood/farmlands. We would like to make an advance towards the promotion of conservation activities as that of BTCV, “Anyone” can participate at “Anytime” in “Anywhere”.

References

1. Shigematsu, T.(1988) Ecological studies on the secondary forest management for recreational use. Bulletin of Univ. of Osaka Pref. Series B 40: 151-211(in Japanese).
2. Shigematsu, T.(1990) Participation of city dwellers in the secondary forest management and conservation. Journal of Rural Planning 9(1): 6-22.(in Japanese)
3. Nakagawa, S.(1992) Residents participating forest management, management of “kizuna no mori” and participant’s consciousness. Proceeding of the 3rd conference of Japanese Society of Environmental Education, p. 72.(in Japanese)
4. Kuramoto, N.(1994) Coppice vegetation management by citizens on metropolitan park in Tama Kyuryo Hill. Ringyo Gijutsu 629: 38-39. (in Japanese)
5. The Forestry Agency(2012) Forest · Forestry White Book, pp. 79. (in Japanese)
6. Shigematsu, T.(2002) Situation and potential of suburban and rural Satoyama woodland conservation connected with volunteer action. Environmental Information Science 31(1): 58-62. (in Japanese)
7. Recent personal communications with various conservation groups and organizations.
8. Shigematsu, T., K. Asahiro, and C. Nishiura (2004) Effects of rural working program on environmental recognition of young generation. Landscape Research Japan 67(5): 833-836. (in Japanese)
9. Shigematsu, T., K. Asahiro, S. Shiga, S. Shimura et al(2010) Reviving Satoyama, Satochi and Satoumi, pp. 1-265. Tsukiji-shokan. Tokyo. (in Japanese)
10. Personal observation and communication as coordinator, talk presenter or piano player.
11. Shigematsu, T.(1992) BTCV’s conservation activities for countryside and woodland wild- life habitats. Jour. of Japanese Inst. of Landscape Architecture 55(5): 325-330. (in Japanese)
12. Rogers, A., J. Blunden, and N. Curry(1985) The Countryside Handbook. Open University, pp. 52-59.
13. Asahiro, K.(2010) BTCV standards leader training program for environmental conservation volunteers in Japan. Journal of Landscape Architecture in Asia Vol. 5, Japanese Institute of Landscape Architecture, etc., pp. 118-123.
14. Shiga, S. and K. Asahiro(2011) Field leader carrying out environmental conservation activities, Gendai Ringyo, pp. 46-48. (in Japanese)

Developing Volunteer Tourism through Encouraging Satoyama Conservation Activities

Toshinori SHIGEMATSU* Seiko SHIMURA** Kazuo ASAHIRO** Soshi SHIGA*
 *Japan Conservation Volunteer Network **Kyushu University

Introduction

Satoyama conservation activities in Japan have activated since 1990s, which were progressed from the opposition movements by citizens against the destructive developments in 1970s. However, many of the organizations suffer from finance shortage, aging of members, decreasing of participants and isolation from one another.

To change the situation, it is necessary to establish social participation system that various generations can take part in the conservation activities with the involvement of educational facilities, cooperation from local people and settling infrastructure such as accommodation. It is imperative to establish network of the related organization nationwide and implement drastic measures for support as shown in Fig.1.

- Participation and cooperation of citizen and local people
- Cooperation of municipalities
- Support from central government and related ministries
- Involvement of educational institutions (kindergartens, schools, colleges)
- Intern system at university level
- Support from public enterprise (funding system)
- Cooperate for employee training
- Provide welfare (lifelong education, green-gym)
- Support for the unemployed (provide technical program to restore confidence)

Fig.1 General participating and corporation necessary for the nation-wide volunteer tourism system

The Aim

To consider following three points

- (1) How to involve local residents
- (2) How to involve volunteers
- (3) How to train leaders

We discuss the matter by showing three case studies;

- (1) The revitalization of the community through music events
- (2) The prospects of cooperative activities with local organizations
- (3) Leader training programs in Japan

Case 1-1: Satoyama Concert

Satoyama concert was held as a commemoration of the renewal open of the community center where is surrounded by terraced paddy fields, Yame tea garden, and mountains a long way off.

The significance of Satoyama concert includes not only to offer local people chances to enjoy live music, but also many people come to Satoyama. It has strong potential to make people aware of the significance of the surrounding landscape.



Case 1-2: The Bamboo Lantern Festival

"Chiku-raku" is a candle illumination festival using bamboo lanterns held in every November in Taketa City in Kyushu. During the festival, bamboo lanterns are placed in historical places and more than ten stages are set up in town both indoors and outdoors to hold concerts in the evening. The significance is that the bamboo lanterns are prepared by local citizens and recycled as charcoals or fertilizer after the festival.



Case 2: Conservation Activities

Sanson-Juku is established by two farmers and forestry workers who perform organic farming in Kurogi, Fukuoka prefecture. Their aims are to provide the consumer directly safe farm products, and to conserve abundant nature and landscape such as terraced paddy fields and forests, together with city residents and local farmers. For the purpose, they also provide a facility "Shiki-Sai Kan" (Four Seasons House) for accommodation for the participants. According to the questionnaire, such a practical conservation work has considerable number of repeaters and effects (Table 1). Since 1997, they hold International Working Holiday every year, and now they have also held 80days international working camp.



Rice planting by city dwellers and students on conserved terraced paddy fields



Thinned conifer trees utilized to construct nature trail

Table 1 Students' impressions after two days conservation work in Kurogi (N=37)

1. Have you ever experienced working in Satoyama?	
1) No (first experience)	31
2) Yes (second or more)	6
2. What were your impressions of participating?	
1) Enjoyable and substantial	34
2) Disappointed	2
3) Unexciting	0
4) Other (measure up to expectations)	1
3. What were your impressions of the work?	
1) Fun and worthwhile	24
2) Fun but feel hard	12
3) Just exhausting	0
4) Other	1
4. Do you want to participate like this in the future?	
1) Yes	28
2) No	6
3) Other (noncommittal:2, one more time:1)	3

Case 3: Leader Training Programs

Shiga et al (2011) diagramed the technique and ability demanded to be a leader in two circles (Fig.2). The leader training program was derived from BTCV and implemented in Japan for the first time in 2006. Since then, the leader training program was held by Fukuoka prefecture in 2009 and 2010, which the content is combined with basic seminar, OJT and symposium (Table 2). In the above OJT program, three days footpath building work and the talk of the theme of leader were performed. According to the questionnaire to the participants, a tendency needed to be a leader was answered as "impart skills" rather than "technique" and "comprehension". From this result, training activities can be said as efficient.

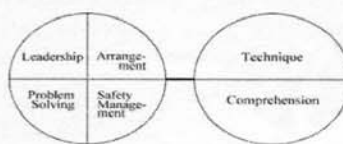


Fig.2 Conceptual diagram on general ability and skills needed to be a leader

Table 2. Contents of leader training program

Course form	Achievement
Basic seminar	<ul style="list-style-type: none"> • Share the goal of conservation activities and the role of leaders • Learn case studies
Intensive seminar	<ul style="list-style-type: none"> • Leadership skill • Safety management skill • Problem solving skill
OJT	<ul style="list-style-type: none"> • Study the role of leader through Satoyama maintenance experience
Symposium	<ul style="list-style-type: none"> • Exchange information and enforce network among leaders through lecture and discussion