

ABSTRACT

Title of Dissertation **Comparative Analysis of Rural Tourism Development. Case study :
Local community Participation in Wongaya Gede village and
Yamashiro District.**

Author **Ni Made Sofia Wijaya**

Community participation is a tool for rural areas to create growth opportunities and to use potential resources for tourism development effectively. Current trends in tourism to find remote destinations provide local communities in rural areas opportunities to develop their regions through tourism activities. Characteristics of tourism development in rural areas will differ according to variables such as natural and cultural resource endowment, location, competition, entrepreneurial activity, and institutional arrangements. For some rural communities, tourism is merely one element in a diverse economy. For others, tourism is the primary economic endeavor which dominates community life and upon which the local area is dependent. Rural tourism development depends upon residents' involvement. The sustainability of rural tourism necessitates the integration and cooperation of local residents, the private sector, and the government.

This research includes two comparative case studies conducted in two villages in two countries. Each has a different level of local participation in rural tourism development. Local participation is sought to empower the local communities and to revitalize the rural areas through tourism activities. Specifically, this study examines Wongaya Gede village, Tabanan Regency, Bali, Indonesia and Yamashiro District, Yamaguchi, Japan. These specific regions were selected based on several similar criteria: depopulation, significant employment decline in industries such as agriculture and forestry, and their remote locations in areas characterized by the presence of mountains, rivers, and other natural amenities. This research will present recommendations for rural tourism development based on research performed in Wongaya Gede village and Yamashiro District. Typical of rural areas in mountainous region, both locations in the case study are confronting constraints related to depopulation, aging, and incomes. This study will suggest methods that engender sustainable rural tourism development and also the preservation of local culture for tourism purposes.

The research was conducted using comparative descriptive qualitative techniques. Empirical research used three methods: resident surveys, *Likert* scale questionnaires and SWOT analysis. Further analysis was conducted using three participation theories: Arnstein's ladder, Typology by Pretty, and Typology of Tosun. Different methods of data collection were used in Wongaya Gede village and Yamashiro District. Data for the Yamashiro District was collected via a questionnaire/survey (using a *Likert*-type scale), which was distributed randomly to the community. The 82 respondents represented the following groups: local communities, universities, NGOs, and local governments. To identify the potential resources of rural tourism, SWOT analysis was conducted on both case study villages. Four strategies make up SWOT analysis: SO (using strategy which uses community strengths to take advantage of opportunities), WO (a strategy which overcomes weaknesses by taking advantage of opportunities), ST (a strategy which uses strengths to avoid threats), and WT (a strategy which minimizes weaknesses and avoids threats). The data in Wongaya Gede village were collected using a structured questionnaire, interviews with key stakeholders, and focus group discussions.

Results of analyses show that the two villages are full of natural ecological potential and significant cultural traditions. The development of rural tourism depends on the geographical location and the existence of the previously described as characteristics. Similarities and differences between the two areas discovered during this research and the results describing local perception demonstrate that direct

participation by local communities in tourism development is crucial for sustainability. Rural regions must be involved with the tourism industry, not only in existing programs and activities, but also to offer local services for visitors and tourists in the future. Residential survey data from Yamashiro District reveal that the local residents predominantly agree that rural resources, particularly rivers, agriculture, social and farm life, and cultural resources, are the main resources as a tools for rural development. Many residents responded that initiating tourism was a challenge for them due to a lack of skills and knowledge related to tourism. Degradation of natural resources poses a threat brought about by rural tourism development in Wongaya Gede village. Some examples include land use and issues of land division, pollution (including air, water, and land pollution), host attitude changes, and commercialization of traditions by the tourism industry. Future strategies of tourism development should consider the involvement of local residents and tourism operators. They should offer appropriate activities based on available local resources and information.

Keywords: rural tourism, community participation, development.

学位論文審査の概要と結果

報告番号	東アジア博 甲 第 84 号	氏 名	NI MADE SOFIA WIJAYA
論文題目	Comparative Analysis of Rural Tourism Development: Case Studies of Local Community Participation in Wongaya Gede Village and Yamashiro District		
(論文審査概要)			
<p>Sofia Wijaya 氏の学位審査論文「Comparative Analysis of Rural Tourism Development」はバリ島の Wongaya Gede Village と山口県岩国市の山代地域の比較から、ルーラル・ツーリズムの開発における地元コミュニティの役割について考察したものである。綿密に先行研究の分析を行った後、予備調査を行い、最終的にアンケート調査を行っていることは、フィールドワークを基盤とした調査研究として妥当な手法であるといえる。本論文の構成は以下の通りである。</p>			
<p>CHAPTER 1 INTRODUCTION</p> <p>CHAPTER 2 LITERATURE REVIEW: CONCEPT AND THEORETICAL FRAMEWORK</p> <p>CHAPTER 3 RESEARCH METHODOLOGY</p> <p>CHAPTER 4 CASE STUDY: RURAL TOURISM IN WONGAYA GEDE VILLAGE TABANAN, BALI, INDONESIA</p> <p>CHAPTER 5 RURAL TOURISM IN YAMASHIRO DISTRICT</p> <p>CHAPTER 6 COMPARATIVE ANALYSIS OF LOCAL PARTICIPATION BETWEEN WONGAYA GEDE VILLAGE AND YAMASHIRO DISTRICT</p> <p>CHAPTER 7 CONCLUSION AND RECOMMENDATION</p>			
<p>1 章では本研究の背景や目的について簡潔に記述した。2 章では観光やコミュニティ形成、農村の活性化等に関する先行研究を綿密に紹介し、理論的なフレームワークを導き出した。3 章ではいくつかのケーススタディを基に、SWOT (Strengths, Weaknesses, Opportunities, Threats) による分析方法を応用するのが適切であるとの結論を導き出した。4 章ではバリ島の Wongaya Gede 村における調査、5 章で岩国市山代地区における調査を行い、6 章で SWOT による分析から両者の比較を行った。7 章はまとめの部分であり、そこでは本研究全体の結論として、山代地区は組織化には成功したが経営的に発展段階であり、Wongaya Gede 村は経営的に安定しているが組織的な対応が不十分であること、しかし、ルーラル・ツーリズムの継続的発展のためには山代地区の事例に見られた地域が主体となった組織的対応が重要であることが述べられている。これは、優れた経営者が個人的に事業を成功させ、その地域の住民がトリクルダウン的に経済的な恩恵を受けるという従来の研究とは異なった興味深い結論を導き出した。</p>			

なお、学位申請者は英語のネイティブ・スピーカーではないため、予備審査の時点では分かりにくい表現や文法上の独特な使用法が複数個所に見られた。今回の提出論文はネイティブ・チェックを受けてから提出しているため、これらの形式的な修正の必要性について事前にクリアしている。さらに、予備審査でまとめ方の浅さを指摘された7章も加筆され、各章の結論を当該章に反映させることによって、形式的には学位論文としての体裁を備えた構成に仕上がっている。

以上の点より、審査委員会は本研究を合と判断した。

論文審査結果

○合・否

審査委員 主査 (氏名) 塚田 広人

(氏名) 横田 伸子

(氏名) 仲間 瑞樹

(氏名) 朝水 宗彦

(氏名) _____