The Center for Sustainable Development Studies holds an international symposium. With the establishment of a doctoral program in International Tourism Studies within the Graduate School of Regional Development Studies, it was decided that this year’s symposium would focus on topics from the tourism field. Due in part to the impact of the Great East Japan Earthquake, which occurred on March 11, 2011, the date of the symposium was changed to October 28, 2011, and the event was held in the B211 lecture hall of the Toyo University’s No. 2 Hakusan Campus.

Following the opening address by Hidetoshi Kitawaki, Director of the Center for Sustainable Development Studies, Researcher Hideki Furuya explained the purpose of holding this symposium, saying that important key phrases for the symposium were “endogenous development” and “sustainable development of tourist spots”, and that the discussion would be based on these two key phrases. First of all, “endogenous development” refers to a stance that aims to achieve regional formation through proactive consensus-building by residents themselves, while at the same time resolving various problems through their own efforts. Because an especially large number of actors comprising a complicated mixture of public and private entities are involved in the case of tourist spots, in many instances reaching consensus is extremely difficult. Thus, there is a need to clarify the objectives of tourism promotion after reconfirming the tourism resources of a region, and to do this there is now an even greater need than before for efforts to be undertaken at the initiative of local residents. Furthermore, when looking at tourism from the perspective of “sustainability”, because tourism is uncertain, in not a few cases short-sighted development has taken place that has resulted in the destruction of resources. Thus there is a
need to consider methods that enable the utilization of tourism resources into the next generation without depleting these resources. In accordance with the purposes of the symposium stated above, four speakers highly knowledgeable about successful cases in Japan were invited and a deep discussion was conducted.

The first speaker to take the rostrum was Prof. Dr. Walter Jamieson of Thammasat University, Thailand. Prof. Dr. Jamieson taught at the University of Calgary, Canada, and the University of Hawaii before assuming his current position in 2009.

Prof. Dr. Jamieson conceived the idea of spontaneous tourism development from the introduction of tourism in communities on Canada’s Western border aimed at community regeneration. Initially it was quite difficult to make people understand the importance of tourism in the development field, but what enabled these difficulties to be cut through was the inclusion of the perspective of “reducing poverty”. It is important to bring financial benefits to the community, and although he currently is away from Canada, working in Thailand, Prof. Dr. Jamieson stated that in Thailand the reality is that some 90% of profits do not stay in the local community but flows outside. This stance needs to be transformed into a spontaneous approach. Prof. Dr. Jamieson also made several specific recommendations, including responding to tourists’ new requests and considering experience-based tourism in order to realize a spontaneous approach in the promotion of tourism; linking not only visible cultural properties but also intangible cultural assets such as lifestyle or community values to product development; raising the level of governments’ understanding of tourism; value the process of cooperation with the local community aimed at the shared goal of realizing projects; and not neglecting marketing to identify what it is that tourists seek.

Next, Beppu Hatto Onpaku Chairperson Koichiro Tsuruta took the rostrum. Mr. Tsuruta is the President of the long-established Hotel New Tsuruta at the Beppu Hot Springs, and so his achievements as not only the manager of a hot-spring inn but also the representative of an NPO in creating participation-and-exchange-type travel products using local resources is gathering attention. This method is spreading throughout Japan as the “Onpaku method”.

Beppu Hatto Onpaku is a program that encourages local residents to rediscover previously neglected local resources in eight hot spring districts, polish these resources and create experience-and-exchange travel products. Currently the program works in cooperation with 200 business operators to create 150 products annually, which are all presented together at a trade fair in May. As a whole, the Japanese onsen (hot springs) inn industry began declining in 1991-1992, after the economic bubble burst. Since large hot spring tourist resorts catered for group tours, they were unable to respond to the change in demand from group to individual travel following the bursting of the bubble. Thus local residents as well as all local businesses—from primary through to tertiary industries—are being involved as new tourism leaders in creating tourism products that meet new demands. For example, through Onpaku’s efforts such professions as aestheticians, masseurs, and culinary specialists were reborn as business operators. Moreover, walking tours of backstreet neighbourhoods—the value of which previously went unrecognized—are now gaining attention, and the enhancement of such tours through such means as engaging strolling guitarists to act as guides has enabled them to be successfully transformed into travel products.
Hatto Onpaku efforts have now spread to 34 locations stretch from Hokkaido to Okinawa, with Thai villages recently launching a “One Village One Product (OVOP)” movement and incorporating the Onpaku method in regional development endeavors.

In addition, Mr. Makio Shichijo, Manager of the Japan Tourism Agency’s Regional Development Department, explained about local regeneration and invigoration measures in Japan, speaking in particular detail about regional development measures based on the Tourism Area Development Plan where the spread of “packaged tours produced by the organisations based on the tourist destination” through which the region proactively provides services is being promoted and the creation of tourist areas where visitors can stay for around two nights without losing interest is being supported. Here Mr. Shichijo emphasized that, in order to abandon the concept of “customers are all gods” and sharply narrow marketing to target groups, it is important that each region create their own unique tourism concepts.

Finally, Prof. Mitsuo Usuki of Toyo University introduced some case examples of tourist areas that focus on the process of spontaneous development from the perspective of environmental conservation. Of particular note is the case in which some Thai mountain tribes that had previously made a living from cultivating opium were now receiving income from tourism due to their representatives being included in the protection project’s Steering Committee as part of efforts to promote eco tourism in Thailand’s Doi Inthanon National Park.

Based on the above presentations, a lively question and answer session including audience members was conducted under the coordination of Prof. Shunshi Matsuzono, and the symposium concluded on a highly successful note.

The “Workshop on Sustainable Tourism for Machizukuri” was held on October 29th, 2011 at Hakusan Campus, Toyo University. CeSDeS (Center for Sustainable Development Studies, Toyo University) held this workshop for the purpose of discussing and exchanging information about the development of Community Based Tourism (CBT) based on case studies.

In the workshop, first of all Prof. Shimakawa introduced some Japanese cases in a presentation entitled “Tourism Development in Japan: Past and Present”. Showing images of the present state of Kesen-numa, Miyagi Prefecture which was damaged in the Great East Japan Earthquake on March 11th, 2011, he pointed out that human resources were a key factor in effective CBT development because they provided the engine to carry out various development programs.

The second presentation was by Prof. Baromey Neth of the Royal University of Phnom Penh, Cambodia. The title of his presentation was “Case Studies of Tourism and Endogenous Development in Cambodia”. There are thirty-three CBT-certificated areas in Cambodia. To develop these areas, international and national environmental organizations and governmental institutions MoT and MoE are undertaking joint ventures with the assistance of international development agencies and donors. These programs are
This is my first time in Japan and it was really great pleasure to receive an invitation as a joint researcher from the Center for Sustainable Development Studies of Toyo University. During two weeks in Japan, I had memorable experiences. I attended the International Symposium 2011; Tourism and Endogenous Development – In Search for Sustainable Tourism which organized by CeSDeS. I got fruitful information especially from important Tourism keynote of Japan and also Prof. Jamieson who presented his valuable experience on tourism. The Workshop on Sustainable Tourism at Halusan campus of Toyo University was also interesting to share our experience on community-based tourism in Thailand and I knew the alternative tourism in Japan and Cambodia especially the case study from Japan which presented by Dr. Takashi Shimakawa. It was thinking out of the box for creating a new alternative tourism.

On the research trip with Dr. Kawasumi Atsushi in Oita, it was a great pleasure to see and meet with the most famous person of One Village, One Products: Dr. Morihiko Hiramatsu, The President, Oita OVOP International Exchange Promotion Committee. He initiated and introduced The One Village, One Product throughout the world. I could still remember the motto “Bringing the spirit of the country to the city as well as Think Globally Act Locally” he is amazing. Thailand is also one of the countries which adopted this concept which we called One Village One Product movement was originally started in Oita Prefecture in Japan. The purpose of this campaign was to improve upon or refine the locally available resources and produce goods that are acceptable internationally. Inspired by this idea, the Thai government has been promoting the local industry through the manufacturing of attractive specialty products based on the abundant native culture, tradition and nature. This campaign is called ‘One Tambon One Product (OTOP) in Thailand because the target area is the administrative unit called Tambon, which is the equivalent of village or town in English. The OTOP Thailand has applied a five-stars grading system to the assessment of the local specialties. Five-star product can be export to other countries. Three-stars are marketed domestically and product with one-star can be sell only in the local area.

Report on the Research Trip in Japan

Kanokrattana Netlomwong,
Project Specialist, College of Innovation, Thammasat University, Bangkok, Thailand

Top Row : Ms. Netlomwong
Bottom Row : Dr. Kawasumi, Mr. Hiramatsu, Ms. Sunalai

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I made a presentation on “A Case Study in Community-based Tourism Planning and Management in Thailand” at the Workshop on “Sustainable Tourism for Machidukuri” on October 29, 2011. The presentation aimed to share experience on the community-based tourism (CBT) with the use of case study “Bang Rong Community” in Phuket Province, Thailand. It covered the development process, approach used in working with local community and a series of activities that were employed including public consultation, training needs assessment, capacity building program, tourism planning facilitation, technical and financial assistance, stakeholder meeting. This is a 3-year program, which is essential for community-based tourism development since the CBT cannot be developed within a short period of time. CBT requires a long and gradual development process, which is the nature of community development. It is impossible to develop only tourism activities without taking into account other community development aspects (e.g. forest conservation, mangrove conservation, agriculture, cultural preservation, fishery, energy and etc.). Community involvement in CBT planning process is a must from the beginning of the development, and also high commitment from community leader/ headman/ community members is equally important. Key factor to success of community-based tourism is “people”. It requires high cooperation among community members to work together and having equitable distribution of tourism benefits.

**Report on the Visit to Cambodia**

Professor Akira KANEKO, Leader (Group 1-1), Center for Sustainable Development Studies, Toyo University

Professor Akira KANEKO visited Cambodia from October 18th to 23rd, 2011. This visit was a joint project of CesDes and the Secretariat of the Graduate School of Regional Department Studies. The purpose of the visit was to investigate the possibility of cooperation between CesDes and Cambodian Universities and encourage Cambodian students to apply for admission to graduate and undergraduate schools at Toyo University, especially the Graduate School of Regional Department Studies.

Professor Akira KANEKO visited various organizations, including CJCC, Royal University of Phnom Penh, Cambodia Mekong University, Royal University of Economics and Law, Ministry of Public Works and Transport, Alfa International Inc., and two private Japanese language schools.

Professor Akira KANEKO, Ms. Midori TAKAHASHI (Director of the Administration Office of Regional Development Studies who attended only on the fair), and other supporting staff attended the “Study in Japan Fair” organized by JICE. More than seven hundred Cambodian students interested in studying in Japan attended the fair and received information about Japan and Japanese educational institutions. Professor KANEKO gave a presentation on studying at Toyo University.

Professor Akira KANEKO also observed the current situation in Cambodia regarding socio-economic development in Cambodia and held discussions with university professors about possible cooperation between Cambodian universities and CesDes. The possibility for cooperation was seen in the field of environment and regional development in Cambodia.

As many Japanese companies are currently establishing bases in Cambodia, demand for students who have knowledge of the Japanese language is increasing. However, the number and quality of Japanese-speaking students are not sufficient to meet the current demand. The high expectations of study in Japan held by Cambodians were also demonstrated by the many Cambodian students who attended the fair. At the same time, these students exhibited a strong need for scholarships. Resolving the issue of scholarship is the key to receiving more students from Cambodia.
★Research Affiliates Appointed
The CeSDeS appoints a new research affiliate in October 2011: Qing Sheng ZHOU, Ph.D., a graduate of our department of the regional development studies, and ex-research assistant of the center, who has worked on waste disposal and environment in China.

★Report on CeSDeS Workshop in Phillipine, September 2011
In 30 September 2011, CeSDeS has held an international workshop on community development in Asian countries, in Cebu, Phillipine. The report will be published soon. Please find it on the website or send an e-mail for hard copies.

★International Conference on Sustainable Tourism, 28th October 2011
The CeSDeS has hosted an international conference on sustainable tourism on 28th October, 2011. Inviting Professor Walter Jamieson, Professor of College of Innovation, Thammasat University, Thailand, a keynote speaker, we had an extensive discussions on future tourism development in Asian countries. The details are now published as a report (Japanese only).

★The Agreement with Community Organizations Development Institute, Thailand.
The CeSDeS and Community Development Organizations Institute, Thailand, have signed an agreement for collaboration and cooperation for the study of community development and regional development in Thailand and other Asian countries.

★The International Conference, 2012
The CeSDeS will host another international conference on disaster and endogenous development in Asian countries. The proposed date is 20 July, 2012. Please look forward to the detail announced.

Access Maps

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