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学 位 論 文 内 容 の 要 旨

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Revisiting the relationship between resort companies and local communities focusing on personal communications: two case studies of Shimukappu Village in Hokkaido, Japan
(個人的コミュニケーションに注目したリゾート企業と地域の関係の再考 :
北海道占冠村での2つの事例研究)

The purpose of this study is to revisit how resort companies operating the resorts developed under the Law for Development of Comprehensive Resort Areas, “Resort Law”, have influenced local communities and vice versa, and to offer useful knowledge for sustainable development in the communities. Previous researches regarded these resort developments did not contribute to community development because of serious damages to local communities in the developing process (e.g. Sato 1998, Otsuka 2008). There were some previous studies described employees who migrated during resort development (Yurugi et al. 1993; Takeda, 1994; Sato, 1998). However, there have been no recent studies on the topic due to decreasing academic researchers’ interest in resorts in Japan.

In general, migrants engaged in tourism often form a closed community with other migrants working in the same workplace. In the closed community, members help each other to establish their lives and work (Tanigawa, 2004; Robinson et al., 2014), and the unity of members sometimes makes them strongly aware of differences from local residents and hinders their involvement with local communities (Kato, 2014).

This study focused on the personal connections as a long-term perspective and relationships between resort companies and local communities. The analysis of resort workers’ consciousness and behaviors clarified that the resort workers connecting with residents had contributed to local community development. This study also clarified processes and reasons for changing an employee-centered community to a group contributing to the local community development.

A resort in Shimukappu village, in Hokkaido, Japan was the site in this study. This resort development was a model project of developments under “Resort Law” (Umekawa et al.1997). The development began in 1982, the initial developers drew a magnificent blueprint for the domestically largest facility, which would cost 200 billion yen (Sato 1998). The resort was applied to “Resort Law” in 1989, but after the burst of the bubble economy, its operating company went bankrupt, and the development was stopped in the middle of the plan. In 1998, the village purchased the resort facilities with a donation of 500 million yen from a tourism company in Hokkaido and entrusted the company to resort operation (History of Shimukappu Village 100 years). Since 2005, only another company has been operating the resort through the history of recovering from failure as a

typical exogenous resort development to its failure and renovation. The resort, Simukappu village, and Graduate School of Environmental Science, Hokkaido University signed a cooperative agreement with industry, government, and academia in 2012.

Chapter 2 investigated the current relationship between the resort company and local community, through analyzing the factors for the employees to build cooperative relationship with producers in the resort event using local agricultural products. As an action research approach, while being involved in the event from planning to implementation, data was collected by participant observation and semi-structured interviews. The results revealed that various relationships between the employees and the residents changed the staff's awareness and behaviors to the community. It was also suggested that the relationship could turn an exogenous company into a contributor to locally endogenous development. Local governments and communities would also be expected to promote personal relationships between employees and residents for sustainable regional development. Since the author has worked as a catalyst in changing this relationship, its impact on this relationship would be checked in the further study.

Chapter 3 investigated the long-term relationship between the resort company and the local community, through analyzing the reasons for changing the resort migrant workers' perspectives to become human resources contributing to community development in Shimukappu village. Focusing on the migrants' community which was generated at the resort and engaging in community development, this study discussed the process of their changes over the decades since they had worked at the resort. Data were collected by participant observations and semi-structured interviews. This study clarified the different processes from the previous studies, in that even resort employees had been connected to the local community through marriage and child-rearing and also become local human resources with some former employees' support for their livings in the village. The community formed by migrants employed by the resort was identified as a contributor to settle migrants in the local community and help them to become local human resources. The theory included detailed information about resort employees will be effective to make a developmental strategy of human resources and community for local governments and communities.

Based on this research result, this study proved the possibility to provide new knowledge of the relationship between resort companies and local communities by focusing on personal connections. The knowledge of how the resort was influenced by the local community, obtained from a micro perspective of "individuals", can be useful for local governments and communities to plan bottom-up efforts toward sustainable regional development. In order to focus on individuals, this study provided a uniqueness of applying the information to study the relationship between resort companies and local communities. The method of focusing on individuals can collect delicate knowledge that cannot be obtained from focusing on organizations such as companies. Because of its delicacy, much of the knowledge is unique to the region and not so universal. Moreover, the research method used in this study is considered to have universal applicability to other areas and communities.