

***Involvement of Related Populations in Tourism Community Development:
DMOs in the World Heritage Horyuji District***

Hiroki Tahara, Meisei University, Japan

The Asian Conference on Education & International Development 2022
Official Conference Proceedings

Abstract

This paper aims to focus on related population, recently the object of expectation with regard to a new regional revitalization policy in Japan, and to elucidate its actual activities. The study first defines and categorizes related population. Next, from among the four types categorized, it examines the case study of Destination Marketing/Management Organizations (DMOs) in the World Heritage Horyuji district. The analysis results enable observation of the actual status of the knowledge creation spiral centered on DMOs, the existence of core leaders promoting this spiral, and knowledge transfer from tourism community development to everyday work.

Keywords: Related Population, Tourism Community Development, Service Ecosystem, Knowledge Creation

iafor

The International Academic Forum
www.iafor.org

Introduction

Related population, a concept newly established in 2016, does not yet have an organized definition or categorization. Therefore, this study begins by redefining and categorizing related population—currently subject to diverse interpretations—as a precondition to the research objective of clarifying its actual activities.

Next, a case study is addressed in the form of Destination Marketing/Management Organizations (DMOs) promoting tourism community development in the World Heritage Horyuji district. Through this case, the study elucidates the transformation of “related population in the region,” conventionally lacking motivation for community development, into “active related population.” Specifically, the analysis adopts three perspectives: motivation for participation in tourism community development, actual status of knowledge creation within the region, and transfer of knowledge acquired through activities.

This study presents implications for countries around the world that, like Japan, are faced with issues arising from declining and aging populations, as a new population policy and regional revitalization model.

Background

According to the United Nations World Population Prospects [2019], although Japan’s rate of aging was as low as 7% in 1970, it reached 20% in 2005 and is now the highest in the world, including in predicted values for 2060. Aging populations are expected to become an issue in multiple areas of the world, starting with East Asian countries including China and South Korea. As a global era of declining and aging populations comes to pass, Japan, one of the first countries to confront these issues, is a focus of attention as to how the problem should be addressed.

In this context, Japan has produced various policies intended to do away with the unilateral concentration of the population in urban centers. Typical among these is the “regional revitalization” central to the policies of the Second Abe Cabinet of 2014. Based on the Masuda Report, this policy raised alarm over the “disappearance of local communities” and triggered competition for population gain among the regions. Conversely, it also led to the criticism of quantitative population increase policies aimed at correcting concentration in urban centers.

From 2016, arguments have been made in attempts to convert the regional population decline issue from a quantitative to a qualitative concept, giving rise to the keyword “related population.” This new concept differs from the division of non-resident population—people visiting a region for short periods of time—and resident population—the subjects of long-term migration. Similar studies overseas include Schlyter [2003] on multi-habitation (multiple families sharing a living space), Benson [2009] on lifestyle migration (migration intended to improve quality of life), Becker [2008] on outsiders, and Hannonen [2020] on digital nomads (a new style of work that has recently attracted attention) among others.

Definitions and Categorizations of Related Population

Definitions of Related Population

This section reviews previous research and organizes the existing definitions of related population. Takahashi [2016] defines related population as “people latent between resident and non-resident populations who regularly visit the provinces from the city.” Sashide [2016] likewise uses the definition of “people who become involved with a region for purposes not including migration or tourism.” The Ministry of Internal Affairs and Communications (MIC) defined the concept in 2018 as “those involved in diverse ways with a region and its people who are neither long-term residents nor short-term non-residents.” The commonality among these definitions is their context of people involved in diverse ways with the region based neither on conventional migration and residence policies nor exchange and tourism policies.

Odagiri [2018] divides this “diverse involvement” into the elements of “interest” (awareness) and “involvement” (action), defining related population as “urban residents who are interested and involved in provincial areas.”

Common to the above four definitions is the approach to related population using the framework of urban versus rural communities.

Tanaka [2021] points out that urban areas also include “regions facing declining population issues,” defining “related population” as “outsiders continuously interested and involved in a specific region.” Tanaka’s definition is characterized by its use of the word “continuously” to express the frequency of involvement rather than taking a chronological approach and as the first to employ a clear identification of the subjects involved in the region as “outsiders” (Table 1).

Table 1: Definitions of related population

RESEARCHER/SPECIALIST	DEFINITION
Hiroyuki Takahashi [2016]	People latent between resident and non-resident populations who regularly visit the provinces from the city
Kazumasa Sashide [2016]	People who become involved with a region for purposes not including migration or tourism
Ministry of Internal Affairs and Communications [2018]	Those involved in diverse ways with a region and its people, who are neither long-term residents nor short-term non-residents
Tokumi Odagiri [2018]	Urban residents who are interested and involved in provincial areas
Terumi Tanaka [2021]	Outsiders continuously interested and involved in a specific region

With regard to the inclusion of “outsiders” in the definition, Tanaka [2021] adopts a “sociological positioning based on the concept of the subject outside the region.” However, according to Shikida [2005], a proponent of the “outsider effect” in community development, “not all outsiders come from outside; outsiders may also emerge from within the region.”

Conversely, the conventional outsider theory in regional development tends toward the “theory of outsiders as resources,” in which the region makes use of the outsiders [Noda, 2000; Shikida, 2009]. In this sense, related population further develops the conventional outsider theory as premised on the transformation of awareness and attitudes from the “object” to the “subject” of regional development, expected to lead to the realization of cooperation with the region and value co-creation.

Based on the above, this study presents two new definitions of related population: broad and narrow. The former is “people from inside or outside a region who are (actually or potentially) continuously interested in and involved with the region.” This broader definition includes the concept of “outsiders within the region” [Shikida, 2005] as well as those with the “potential” for development into future related population. This point was made with an eye to “those involved in diverse ways” as defined by MIC.

However, if as the government hopes, related population is defined as “those potentially responsible for the region” [MIC, 2018], the regions must segment their related population more precisely and come up with targeted policies. To this end, the narrower definition proposed is “people from inside or outside a region who belong temporarily to the region or its organizations and participate in regional development in cooperation with local actors.” This definition positions related populations as those who, even if on a temporary basis, have entered the region and become actively involved as the subjects of regional development.

Categorizations of Related Population

Next, let us consider the categorizations of related population. MIC [2018] uses the axes of involvement with the region and feelings toward the region to create the categories of “near residents” (living nearby, with roots in the region), “faraway residents” (living far away), “wanderers” (who come and go within regions), and “those who have worked in, lived in, or visited the region in the past.” Odagiri [2018] uses the axes of interest and involvement to create the categories of regional goods purchasers, taxpayers (under the artificial “hometown” tax system), frequent visitors, and residents of two regions. Sakuno [2019] uses the axes of urban/rural perspective and emphasis on value creation/lifestyle maintenance to create the categories of regional support orientation, “slow life” orientation, regional contribution orientation, and non-resident regional maintenance. With regard to the categorization of outsiders, Shikida et al. [2019] and Morishige et al. [2021] use the axes of resource ownership and service consumption/creation to create the categories of resident, service creator, customer, and resource owner.

As seen here, categorizations currently cover as diverse a range as definitions. In accordance with the broad and narrow definitions indicated above, this study presents a new categorization. The axes used are positions inside/outside the region (vertical) and relationship, that is, the degree of interest and involvement in the region (horizontal) (Figure 1).

First, those inside the region with high interest and involvement in the region are categorized as the “active” group. This applies to groups collaborating with regional revitalization through resolving regional issues over a limited period of time, region–academia collaborations in which university students work with community residents to resolve issues, local innovators developing regional businesses based on the resolution of local issues, and so on. This group uses “related population” in its narrower sense, including “outsiders” making temporary visits to the region from outside as well as the MIC [2018] category of “wanderers.”

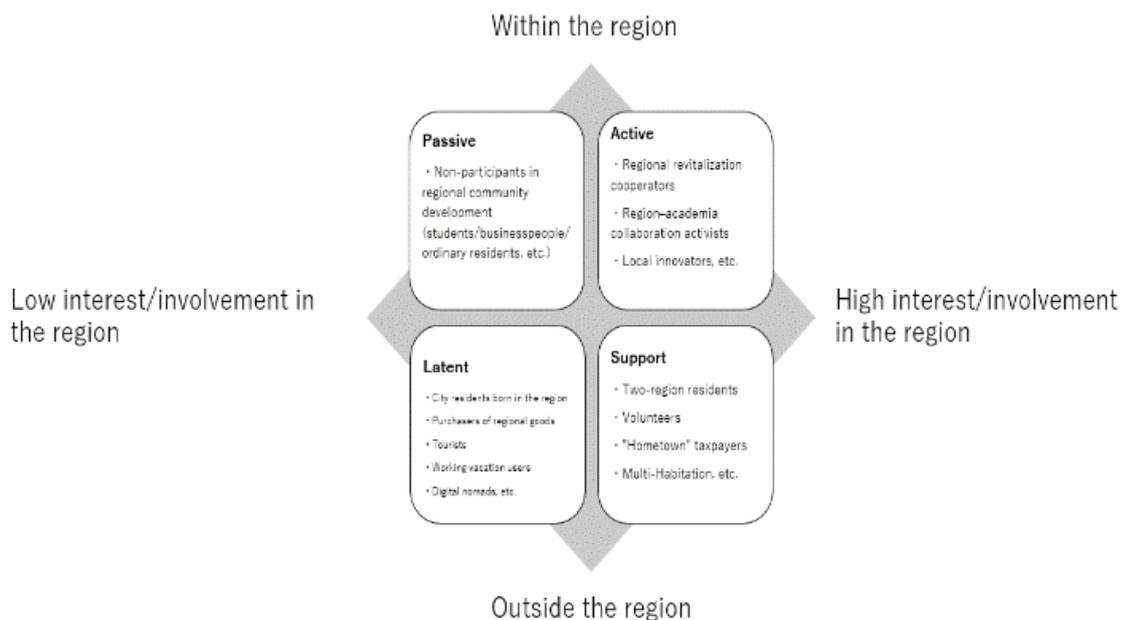


Figure 1: Categorization of related population

Next is the “support” group or those residing outside the region with high interest and involvement in the region. This includes residents of two regions who return to their hometowns on weekends to care for elderly parents, volunteers providing support in disaster-afflicted areas, “hometown” taxpayers, and so on. This group is composed of those who want to support the region in some shape or form, similar to the concepts of “dual-region residents,” “taxpayers” [Odagiri, 2018], “regional contribution” [Sakuno, 2019], and “multi-habitation” [Schlyter, 2003].

Likewise, those residing outside the region with low interest and involvement are categorized as the “latent” group. This includes city residents hailing originally from the region, purchasers of regional goods, tourists, those on working vacations, digital nomads [Hannonen, 2020], and so on. Compared to the other three groups, this group is only loosely connected to the region.

Last is the “passive” group of those residing inside the region with low interest and involvement therein. This group includes local residents, businesspeople based in the region, students at local universities, and so on. Although they do not participate in community development activities intended to resolve regional issues, their existence within the region enables them to be positioned as “related population in the region.”

Above, this study has established four categories of related population. With the exception of the active group, all can be considered potential members of the study’s narrower definition of related population. In the future, regions will be in need of a strategy aimed at increasing the active related population in order to cultivate a related population capable of taking responsibility for the region in the future.

Case Study Research

Overview and Background of the Target Region

The region addressed in this case study is Ikaruga Town in northwest Nara Prefecture. With a population of approximately 27,000, this town is a major Japanese tourist site owing to its historical and cultural heritage, including the Fujinoki tumulus and Horyuji Temple, the world’s oldest wooden building, said to have been built 1400 years ago by Prince Shotoku and registered in 1993 as Japan’s first World Heritage site.

While the presence of Horyuji as a major tourism resource has been a blessing for Ikaruga, the town has also been dependent on it for many years, resulting in a passive approach to the development of new tourism resources. The number of tourists visiting the town to see Horyuji peaked at 1.28 million in 2010 and has been on the decline ever since, as a result of the decrease in school trips caused by the decline in child population, the shift in tourism trends from group to individual travel, the change in preferences from sightseeing to experiential, etc. Alarmed by the situation, the town produced its first tourism strategy in 2011, aiming to find and develop new tourism resources rather than remain dependent on Horyuji alone.

Research Targets

Involved in the business project perspective in Ikaruga Town’s tourism strategy was Masahito Inoue. Originally the proprietor of his family’s real estate business, he developed an interest in community building and created a Community Development Division in his company in 2013. In 2017, he registered as a DMO and began full-scale tourism community development work. In this study, interviews were conducted with Inoue, Koichiro Yanai, a civil servant who worked with Inoue through his position at Ikaruga Town Hall, and Aya Tsutsumi, a florist also involved in tourism community development with Inoue (Table 2). Both Inoue and Tsutsumi, born in Ikaruga, are non-outsider “related population within the region.” In this case, their involvement in regional tourism community-building while running their real estate and florist businesses enabled them to transform from “passive” to “active” related population.

Table 2: Interview targets

Name	Affiliation	Title
Masahito Inoue	Regional DMO/Ikaruga Industries, Inc.	CEO
Koichiro Yanai	Ikaruga Town Hall	Head of Tourism, Culture and Commerce Section
Aya Tsutsumi	Kutsurogi kukan – Orange no niwa	Representative

Research Methods

The data collected included results of interviews held via an online remote conference system in March 2021, as well as two semi-structured interviews conducted on site in July 2021. The analysis used Otani's SCAT method (2011).

Analysis Perspective

The analysis uses Tahara's [2021] framework, integrating the service ecosystem of Vargo and Lusch [2014] and the knowledge creation cycle of Nonaka et al. [1995, 1998] (Figure 2). This framework integrates the three-level spatial perspective of the service ecosystem and the four "places," tacit knowledge, and explicit knowledge of the knowledge creation process. This enables the elucidation, on the one hand, of tourism community development activities within knowledge co-creation and the service ecosystem and the status of movement between these activities and the daily work (practice) of the main businesses, which cannot be fully grasped by levels of the service ecosystem alone, and, on the other, of the aggregation of actors at each level of the service ecosystem and characteristics of the systematic logic therein, which cannot be fully grasped within the knowledge creation process.

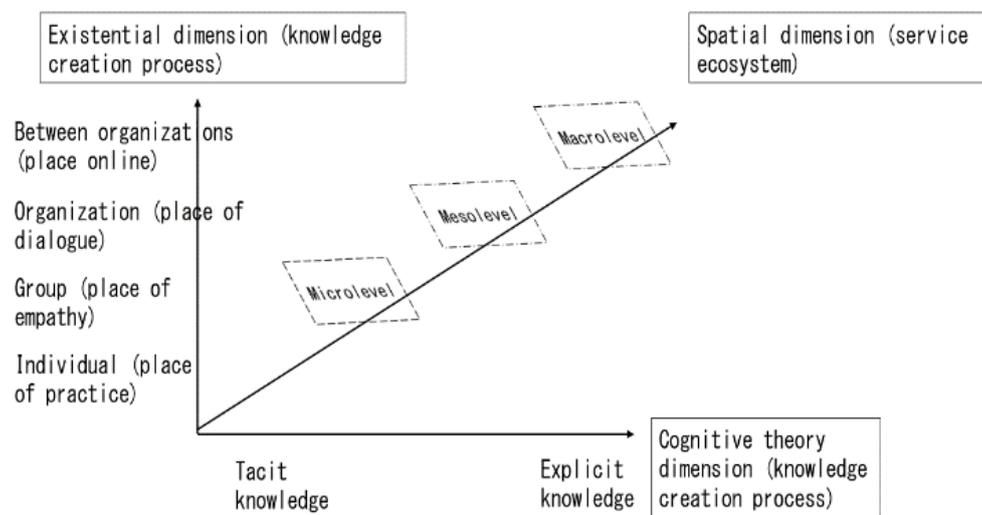


Figure 2: Analysis perspective
[Tahara, 2021]

Research Results

Storyline Generation

Inoue's Storyline

The background for Inoue's involvement in tourism community development is, he says, an indirect influence from the previous generation, whom he watched working in community development while running their real estate business. While Inoue himself has likewise been involved in community development through city hall work, the PTA, and volunteering, the direct opportunity for participation in tourism community development was his membership

in the Chamber of Commerce's Youth Division. Coming into contact through his Chamber of Commerce activities with businesses closing down and those with no successors, Inoue came to consider what kind of business would make the most of Ikaruga's strengths. He focused on tourism, which has a low barrier to entrance from other business categories. The only distinguishing factor of a tourism business is whether it targets tourists or not, enabling "tourism businesses to be created by a shift in attitude alone." He began to see the issue thus: "A lot of tourists visit Horyuji and then jump right back on the bus and leave. Is there some way we can keep these pass-through tourists in the town longer?" In 2013, he established a Community Development Division in his company, and in 2017, he registered as a candidate DMO and began full-scale participation in tourism community development. Inoue worked to convince his local businesses that "[they] too could become tourist businesses." Shortly after he entered the field of tourism community development, five restaurants opened in the Horyuji area. While the direct economic effects have not yet been fully realized, many local residents use the restaurants along with tourists. In 2019, the WAQOO Horyuji hotel opened in town; even amid the COVID-19 pandemic, it hosted 5,985 people in FY2020, approximately 8 times the number of the previous year, beginning to show steady results. In addition, when Inoue drives his tourist-experience buggy around town, local farmers wave at him, showing an unprecedented effect of creating communication with local residents. In April 2021, the West Nara Wide Area Tourism Promotion Council, a wide-area collaborative project among six local municipalities, including Ikaruga Town, was launched with Inoue as its secretary general. Its goal is to bring in tourists from neighboring prefectures, such as Osaka and Hyogo, reaching six million tourists in the area within five years.

Yanai's Storyline

In 2011, when the town embarked on tourism community development in earnest, with a policy focusing on tourism in the general town plan, Yanai was transferred to the tourism division. The context included a drop by half in the number of visitors to Horyuji, over a million at its peak, and thus, the need to plan a move away from dependence on Horyuji. Thus began Yanai's partnership with Inoue. At the time, however, they were both "tourism amateurs," "throwing out opinions at random." With their 2017 registration as a DMO, extensive external information became available. Yanai and Inoue became part of a network extending outside the region, including not only local groups such as the Chamber of Commerce and tourism associations but also other municipalities and their tourism organizations. Taking cues from the information gleaned through this network, the "Pokémon Manhole Project" began in January 2021. Its aim is the extraction of a new target group different from visitors to Horyuji.

Tsutsumi's Storyline

Tsutsumi says she became involved with the tourism community development plan when asked to do so by Inoue, who was then (2012) serving as chair of the prefectural association of the Chamber of Commerce. At the time, she was frustrated with the florist shop she had opened as a sideline to the welfare facility originally established by her grandfather. Hoping to find a way through, she joined the association as requested by Inoue, a trusted childhood friend. Recently, on introductions through the DMO, she has been taking part in large events held by Osaka businesses as well. In addition, she has found a new line of work as a flower arrangement instructor through tourists who posted on social media about their experience trying flower arrangement. She also has a sense of an expanding network as she reaches new tourists by changing the store's background music, etc., based on the advice of tourists.

Tsutsumi herself has achieved knowledge transfer to practice by drawing on the colors and arrangements selected by tourists in their flower arrangement experience in her business.

Theoretical Discussion

Theories were created based on the structural concepts generated from each storyline (Table 3).

Table 3: List of theoretical discussion through SCAT

Target storyline	Service ecosystem level and system perspective	Four places of knowledge creation cycle	Theoretical discussion (underlined sections in storyline)
Inoue	Agent to micro	Practice to empathy	<ul style="list-style-type: none"> Indirect influence from previous generation and direct influence of joining Chamber of Commerce Youth Division Attempt to identify business using Ikaruga's strengths to resolve issues of closing businesses and those without successors Focus on low barrier to entrance (just change target) Plan to encourage tourists to stay within the town rather than pass through
	Micro to meso Meso to macro	Empathy to dialogue Dialogue to online	<ul style="list-style-type: none"> Involvement of related people with regional business revitalization as a concept Wide-area collaboration with six neighboring municipalities in order to draw in tourists from areas such as Osaka and Hyogo
	System (values and norms)		<ul style="list-style-type: none"> Sharing ideas (values) of community development aimed at increasing satisfaction of regional producers, businesspeople, and residents
Yanai	Agent to micro	Practice to empathy	<ul style="list-style-type: none"> Lack of alarm at town's dependence on Horyuji General town plan focused on tourism from 2011 to move away from dependence on Horyuji
	Micro to meso	Empathy to dialogue Dialogue to online	<ul style="list-style-type: none"> Exchange of opinions/brainstorming by tourism amateurs Expansion of network collecting and providing information, based on DMO
	Meso to agent	Online to practice	<ul style="list-style-type: none"> Start of new town projects through internalizing knowledge gained from network
Tsutsumi	Agent to micro	Practice to empathy	<ul style="list-style-type: none"> Joined Chamber of Commerce Youth Division to escape frustration with individual business Deep trust in Inoue, a childhood friend
	Meso to macro Macro to agent	Dialogue to online Online to practice	<ul style="list-style-type: none"> Value co-creation with tourists and external businesspeople through DMO Transfer of knowledge gained from tourists to individual business

Discussion

The implications obtained from the interviews are as summarized below.

Opportunities Leading to Participation in Tourism Community Development

Each of the three interview targets was a tourism amateur. Inoue, who focused on the tourism resource of Horyuji, a World Heritage site and the town's symbol, became interested in tourism community development; the town's strategic policy, aiming for the development of new tourism resources in order to move away from dependence on Horyuji, was in line with Inoue's thinking, enabling Inoue and Yanai to begin their tourism community development initiative. In contrast, Tsutsumi, the florist, was well aware of the tourists visiting Horyuji but was not sure how to connect tourism to business. Invited by Inoue, who happened to be a childhood friend, to join the Chamber of Commerce Youth Division, she decided to take part in tourism community development. From the perspective of knowledge creation, this is a shift from the place of practice to that of empathy. Through the shift from their places of practice (daily work at a real estate company, florist shop, or town hall) to a place of empathy in the form of tourism community development, they deepened their connections to the region. In other words, they were transformed from comprising the passive related population to the active related population within the region. However, at this point, they were sharing

only tacit knowledge, bouncing ideas off one another; in terms of the service ecosystem, their activities took place within a limited group of actors at the microlevel.

The Role of the DMO as an Aggregator for People and Information

Upon the establishment of the DMO in town in 2017, the DMO itself came to function as a gathering point for information and people: it brought together the Chamber of Commerce, the tourism association, businesspeople, producers, and other related people and organizations within the town, developing organized tourism area management. New tourism resources such as restaurants, souvenir shops, hands-on experience facilities, and accommodation facilities began to appear. A space for dialogue was generated with focus on Inoue and Yanai, based on the concept of moving away from dependence on Horyuji, thus making tacit knowledge explicit. With the DMO registered as a candidate corporation, its service ecosystem level can be considered to have moved up from the microlevel to the mesolevel.

The West Nara Wide Area Tourism Promotion Council, launched jointly by six municipalities including Ikaruga Town amid the COVID-19 pandemic in April 2021, is expected to function as an online space with still more people and organizations involved. They are already forming a macrolevel service ecosystem including not only major domestic companies such as JR and JAL but also United Nations World Tourism Organization. This may be considered the stage at which the explicit knowledge developed in the town is linked with the likewise explicit knowledge provided by external actors. Here as well, the DMO centered on Inoue is functioning as a secretariat.

Knowledge Transfer From Tourism Community Development to Places of Practice

Both Inoue and Tsutsumi are making use of the knowledge obtained through tourism community development in their daily work. This stage may be called the internalization of explicit knowledge as well as the process of making it tacit once again. Inoue noted that the communication activities with diverse partners that take place during tourism community development provide pointers for training younger employees. Next spring, Ikaruga Industries will accept new graduates from national universities outside the prefecture; they are the upcoming generation responsible for the region, as well as an example of the acquisition of active related population. Tsutsumi has also succeeded in increasing her customer base through the help of advice from tourists. This has also led to the acquisition of latent related population in the form of tourists. In this way, going back and forth between tourism community development and the place of practice of their own daily work, they repeatedly create knowledge and draw in new related population, constituting a virtuous circle. The entire service ecosystem is shown below (Figure 3).

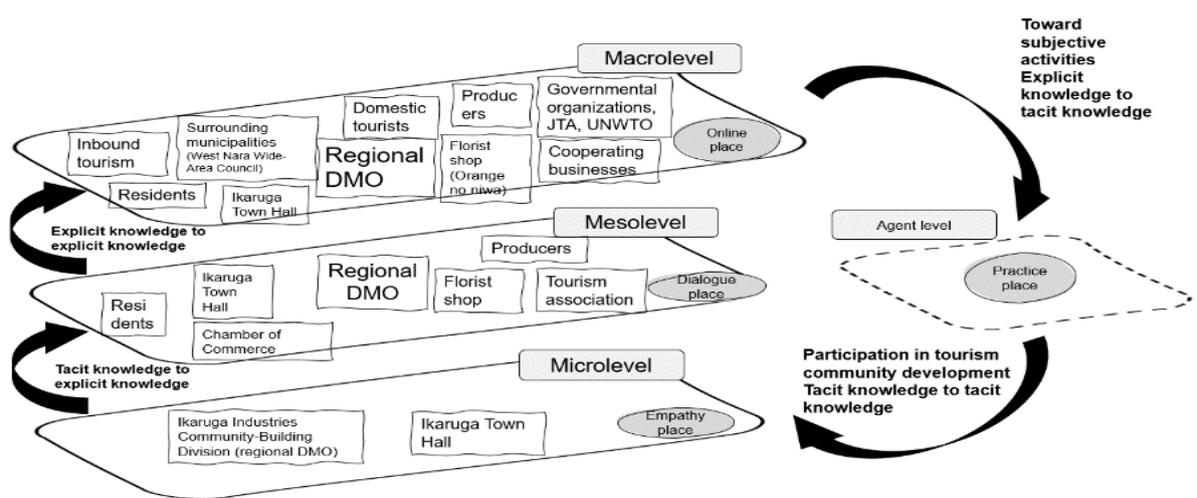


Fig. 3: The Ikaruga Town service ecosystem

Summary and Remaining Issues

This paper concludes with a summary of its content and issues for future research. The study defined and categorized related population and examined how one of its categories, passive related population within the region, can be transformed into active related population. Through their presence in the region, residents were able to sense attraction in the potential presented by Horyuji as a tourist resource. However, the use of “tourism” content to pursue tourism community development was unknown. In this context, the DMO functioned as an organization aggregating people and information, leading to a knowledge creation spiral among actors within and outside the region. The DMO has also relied heavily on its core human resources, one-time tourism amateurs like Inoue and Yanai who have developed into tourism community development leaders.

Although Japan’s declining birth rate and aging society have led to a notable drop in population and its concentration in urban areas, the shift in population policy from the conventional “quantity” to “quality” represented by related population can help resolve the shortage of regional leaders in Japan. Related population within the region, as addressed in this study, may serve as a policy to propose new models for region-led practices, reversing the conventional concept of bringing people in from outside.

The Japanese government has announced a goal of creating 1000 regional public entities involved in creating or expanding related population by FY2024, amounting to nearly 60% of such entities nationwide. However, various issues remain unsolved in order to develop Japan’s related population policy as a global model, given Japan’s position as the vanguard of declining birth rate and aging population. For example, undue haste in acquiring active related population to form potential regional leaders may result in driving away related population who prefer looser connections, thus defeating the purpose of the initiative. To avoid repeating the mistakes of past policies on resident and non-resident populations, it is important not to be distracted by numerical indicators.

Finally, tasks for the continuation of this study include the need to focus on categories other than the “passive related population” addressed here. In particular, a promising topic for

continued research is an investigation of how “support” and “latent” related populations outside the region enter the region and transform into active related population.

Acknowledgements

I would like to express my heartfelt gratitude to the three people who cooperated in the interview for this research.

References

- Becker, H. S. (2008). *Outsiders*. Simon and Schuster.
- Benson, M. and O'Reilly, K. (2009). Migration and the search for a better way of life: A critical exploration of lifestyle migration. *The Sociological Review*, Vol. 57, No. 4, 608-625.
- Hannonen, O. (2020). In search of a digital nomad: Defining the phenomenon. *Information Technology & Tourism*, Vol. 22, No. 3, 335-353.
- Lusch, R. F. and Vargo, S. L. (2014). *Service-Dominant Logic: Premises, Perspectives, Possibilities*. Cambridge University Press.
- Ministry of Internal Affairs and Communications (2018). Related Population Portal Site, <https://www.soumu.go.jp/kankeijinkou> (last viewed August 24, 2021)
- Morishige, M., Uchida, J., Shikida, A. and Kaizu, Y. (2021). Chiikigai kankeisha no kakawari no ruikeika ni yoru machizukuri no jissen: Hokkaido Kushiro-shi no choki taizai jigyo wo jirei ni (The practice of community-building through categorization of relations with actors outside the region: The case of long-term business projects in Kushiro City, Hokkaido), *Kanko Kenkyu (Tourism Studies Quarterly)*, Vol. 32, No. 1, 47-59.
- Nonaka, I. and Takeuchi, H. (1995). *The knowledge-creating company: How Japanese companies create the dynamics of innovation*. Oxford University Press.
- Noda, N. (2016). *Kaihatsu Fieldworker Kaiteiban (Development Fieldworker, Revised Edition)*. Tsukiji Shokan.
- Nonaka, I. and Shibata, T. (1998). Innovation no platform to shite no chiiki (Provinces as a platform for innovation). *Office Automation*, Vol. 19, No. 1, 3-13.
- Odagiri, T. (2018). Kankei jinko to iu mirai: Haikai/igi/seisaku Tokushu kankei jinko to jichitai: Jinko taisaku/daisan no michi (The future in related population: Background/significance/policy Special edition on related population and municipalities: Population policies and alternatives). *Governance*, Vol. 202, 14-17.
- Otani, T. (2011). SCAT: Steps for coding and theorization. *Kansei kogaku (Journal of Japan Society of Kansei Engineering)*, Vol. 10, 155-160.
- Sakuno, H. (2019). Jinko gensho shakai ni okeru kankei jinko no igi to kanosei (Significance and potential of related population in a population-declining society). *Keizai Chirigaku Nenpo (Annals of the Association of Economic Geographers)*, Vol. 65, No. 1, 10-28.
- Sashide, K. (2016). *Bokura ha chiho de shiawase wo mitsukeru (We'll Find Happiness in the Provinces)*. Popla.

Shikida, A., Morishige, M. and Ikenoue, S. (2019). Yosomono no chiiki teijusha e no hen'yo ni kansuru kosatsu (Consideration of the transformation of outsiders into regional residents). *Chishiki Kyoso (Knowledge Co-Creation)*, Vol. 9, No. III, 4-1.

Shikida, A. (2009). Yosomono to chiikizukuri ni okeru sono yakuwari ni kansuru kenkyu (Study on outsiders and their roles in regional development). *Kokusai Koho Media/Kankogaku Journal (Journal of International Media, Communication, and Tourism Studies)*. Vol. 9, 79-99.

Shikida, A. (2005). Yosomono to kyodo suru chiikizukuri no kanosei ni kansuru kenkyu (Study on the potential of cooperation with outsiders in regional development). *Enu no Kuni*, Vol. 50, 74-85.

Schlyter, A. (2003). *Multi-habitation: Urban housing and everyday life in Chitungwiza, Zimbabwe (Research Report No. 123)*. Nordic Africa Institute.

Takahashi, H. (2016). *Toshi to Chiho wo Kakimazeru: "Taberu Tsushin" no Kiseki (Mixing the City and the Provinces: The Miracle of the "Edible Newsletter")*. Kobunsha Shinsho.

Tanaka, T. (2021) *Kankei Jinko no Shakaigaku: Jinko Gensho Jidai no Chiiki Saisei (Sociology of Related Population: Regional Revitalization in the Era of Declining Population)*. Osaka University Press.

Tahara, H. (2021), Value co-creation among actors in tourist areas: The case of Nishiaizu Town, Fukushima Prefecture, *Journal of The Japan Association of Regional Development and Vitalization*, 15, 153-162.

Vargo, S. L. and Akaka, M. A. (2012). Value cocreation and service systems (re)formation: A service ecosystems view. *Service Science*, Vol. 4, No. 3, 207-217.

Vargo, S. L. and Lusch, R. F. (2004). Evolving to a new dominant logic for marketing. *Journal of Marketing*, Vol. 68, No. 1, 1-17.

Contact email: htahara@officetahara.com