

HSC017-P03

Room: Convention Hall

Time: May 24 17:15-18:45

Commodification of rural landscape and regional revitalization: A case study of Nanko, Hyogo

Nagatada Takayanagi^{1*}, Konno Ena²

¹Tokyo University of Agriculture, ²Graduate Student, TUA

Value of rural landscape is relatively evaluated under the personal experience. Rural landscape is too mundane for local farmers, while seeing a rural landscape is a special pleasure for urban residents. Traditionally, a rural landscape has high use value but extremely low exchange value, but it has gained more exchange value since the urbanization, resulting that the rural landscape became commercial goods. This study examines the process of commodification of rural spaces, where sunflowers were introduced as new crops for enhancing the rural landscape, through a case study of Nanko, Hyogo.

Sunflowers were happened to introduced in 1990, but there are three reasons for the development of rural tourism: First, agriculture in Nanko is essentially subsistence level. The management size is tiny and the farmers are of advanced age. Therefore they do not pursue the maximum profit by means of cultivating cash crops. Secondly, the growing of sunflowers is easy to introduce for semiretired farmers. Lastly, the governmental subsidies are enough for the farmers to avoid abandonment of the paddy fields. In addition, urban consumers evaluates the rural landscape of sunflowers higher than the actual admission fee

Keywords: rural tourism, rural landscape, rice production control policy, post-productivist agriculture, amenity crop, simulacrum