

論文の内容の要旨

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論文題目

Reconciling protection and promotion in mountainous national parks in Japan

– A case study of interpretation at Mt. Fuji and Kamikochi –

日本の山岳国立公園における保護と利用の調和に関する研究

– 富士山および上高地のインタープリテーション事例から –

National parks (NPs) have encapsulated a balancing act of protection and promotion of natural resources since their establishment. Early trends favoured protective ‘set-aside’ policies based on the ‘Yellowstone model,’ but in recent decades the ‘eco-island’ paradigm has perceptibly shifted towards ‘community-based conservation.’

At the heart of this ongoing debate lie diverse priorities of NP Management (NPM). For although NPs provide a range of public goods, conflict between national and local interests is not uncommon. Japanese NPM issues, like their European counterparts, face additional complication due to the *Chiikisei* system. Moreover, they have been exacerbated by visitation, which is among the highest in the world, and recent diversification of visitor use. In mountainous NPs the impact on the natural environment and visitor experience has been magnified by sudden improvements in access to fragile biomes. Previous research has suggested that interpretation can help protect NPs by reducing unwanted impacts and offering ‘revelation’ instead of just information. Interpretation can thus help visitors achieve their recreation goals while communicating key messages from NPM. This thesis therefore investigates interpretive mediums used by different visitor segments at two such NPs.

Chapter 1 introduces the subject and outline of the work. Interpretation is proposed as a management tool with which to reconcile protection and promotion in NPs, but in order to effectively match NPM messages with visitor demand, targeted marketing based on socio-economic monitoring (SEM) is essential. Definitions of key terms are provided and the following specific research questions (RQs) are defined:

RQ1: What is interpretation and how has it evolved in NPs with respect to the protection-promotion trade-off?

RQ2: What type of interpretation is effective at Mt Fuji and Kamikochi today?

RQ3: What lessons can be adapted from interpretation into a NPM strategy?

In Chapter 2, the roots of the NP concept are examined. Mechanisms of access restriction to natural resources are an ancient form of governance, yet the use of legal precedent to protect areas of natural and cultural beauty, promoting them as permanent ‘national’ assets, was a new approach to land management. Thus, the ‘Yellowstone model’ was born; yet in order to overcome resource extraction interests it relied on an ultimately contradictory alliance, whereby “concessioners needed tourists to generate profits, while the NPS needed them to ensure congressional appropriations and, in turn, bureaucratic survival” (Barringer, 2002). Expansion and diversification of the US NP system thus necessitated an interpretation system to fill this ideological divide and provide a NPM criteria to give direction to i) NP designation and ii) supply of visitor experience.

Chapter 3 investigates the application of the ‘Yellowstone model’ to Japanese NPs. Having summarized core differences due to *Chiikisei* NPM which relies on zoning and regulation, four eras are used to chart the evolution of Japanese NPM; i) promotion of tourism; ii) rapid growth; iii) nature conservation; iv) biodiversity conservation. Findings suggest that the pre-war promotion-protection equilibrium was altered by post-war changes to administration along US lines. The rapid growth era tilted both NP designation and visitor experience towards promotion driven by the private sector and regional government. Consequently, a protective backlash triggered a nature conservation era in which a new Environment Agency (EA) was born. Thus central government has since been obliged to focus on protective measures due to an under-funded and vertically fragmented NPM structure, reviewed here via land ownership and trends in budget and personnel. Despite an increased role for the Ministry of Environment (MOE) in recent years, co-management through collaboration remains the key to effective *Chiikisei* NPM.

Chapter 4 next defines the theoretical framework for fieldwork, which consisted of a qualitative case study of Japan’s NPs supported by quantitative evaluation of visitor

demand at two research sites. A starting presumption is that “personal interpretation is the most direct and effective approach to interpretive services” (Chen, 2006). However, as such methods are not always cost-effective or practical, a model was developed around Attended and Unattended Interpretation (AI:UI). On-site interpretation requires appropriate messaging mediums targeted at specific segments in order to be effective: therefore the fieldwork sought to determine demand from different visitor segments. Unlike the agricultural concept of carrying capacity it is theorized that this kind of social marketing may have practical implications for NPM. Data collection consisted of on-site structured questionnaires, supported by interviews and document analysis.

The aim of Chapter 5 is to assess the UI model from the Mt. Fuji case study. First, a literature review describes how government policy and a succession of climbing booms have transformed Fuji climbing from a religious experience into recreation. There has been widespread development around the foot and approach areas, although large-scale recreation development, such as cable-car projects, has also been regulated. Improved access infrastructure lead to large increases in visitation, especially from 1969 onwards. Fuji’s image suffered due to a range of NPM issues symbolized by trash and toilets, but these sparked a series of reciprocal nature conservation movements. As well as increasing, visitor demand also diversified, with more women, elderly and international climbers in recent decades. Yet a majority of climbers are young, male, first-time ‘experience-seekers’ who climb in small groups without a guide. Next, an innovative council set up in 2009 to standardize trail signs is introduced and the role of trail signs investigated. Their symbolic renovation was validated by these results, which show that they are the medium likely to reach the largest target audience. However, more nature and culture explanations are needed. Moreover there is still scant evidence of management responding to specific visitor needs, including programs that provide mountain climbing information such as weather forecasts. Finally, evaluation suggests a small yet vocal minority who feel that the roles of the Visitor Centre, Fuji Staff and Guides are entirely unfulfilled. Thus although trail signs have improved, this integrated approach to communication intervention based on collaboration among different actors needs to proactively link research results with NPM.

The aim of Chapter 6 is to assess the AI model from the Kamikochi case study. The literature review shows Kamikochi to have undergone a similar commodification process to Fuji, with large-scale access development driving up visitation. As at Fuji, trash and toilets have been the two key management issues, but they have been met by a similar combination of local actor campaigns supported by incentives from national government. Moreover, Kamikochi visitor demand has evolved into a nature-based tourism (NBT) niche market that mediated its ‘Alpine’ roots with the subsequent influx of mass tourism. A framework of three

visitor segments, Sightseers (SS), Day Hikers (DH) and Mountain Climbers (MC) was devised according to the range of intended activity. Amidst general trends of a slight downturn in visitor use, accompanied by ageing and diversification in visitor use, the DH segment is key to achieving a sustainable niche, with results showing higher levels of repeaters, overnight stays and economic impact. This fact has been recognized by Kamikochi NPM, and a Nature Guide Council was established in 2007 to provide a collaborative actor response to an increased need for guided tours. The Council has internal goals, such as ongoing training to improve the quality of explanation, and external ones such as education and joint PR. It was the subject of a follow-up survey targeting the visitors of one of the nature guide companies. Results suggest the DH segment offers the most effective rallying point for collaborative management, maximizing benefits from small-scale and sustainable recreation.

In Chapter 7, interpretation is defined as NPM collaboration which provides a range of targeted visitor services aligned around a set of clearly-defined management goals. The AI model appears to be the most surefire way of communicating an NPM message, but UI has advantages in terms of reaching a wider audience. Marketing is vital to both, and Fuji and Kamkochi have been successful in offsetting the negative impact of visitor use, particularly the key mountain issues of toilets and trash. The role of government has shifted from provision of 'hard' infrastructure to promoting 'soft' policies that aim to meet the needs of diverse visitor demand. Kamikochi's AI vision seems on track to provide tailor-made visitor services to a pre-determined niche market, thus utilizing the NP's added value. UI at Fuji has also improved dramatically, setting new global standards for multi-lingual trail signs. However, certain messages, such as natural and cultural explanation, and mediums, such as the Visitor Centre, remain problematic. Although the changing nuances of 'interpretation' reflect changes in visitor demand, integration of protection with promotion remains essential to tackling the 'people versus parks' dilemma. The findings of this paper suggest that active promotion of NPs is required based on a sustainable strategy which reflects ongoing SEM surveys such as this one in order to maximize the use of limited resources and minimize the impact on the natural environment. To fund such social marketing, safeguard the NP brand and prevent tragedy of open access, an access fee system is recommended, with the current toilet tip system the logical start point.

In conclusion, different models of interpretation are effective at different NPs. Moreover, SEM is only as effective as the underlying NPM, so Chapter 8 acknowledges that NP governance relies on consensus-building mechanisms among local and national actors. This collaboration, combined with transparent platforms for public participation, are the two factors essential for furthering the integration of protection and promotion into NPM.