



Start-up Promotion of International Farm-stay Businesses in Rural Japan

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Doctoral Dissertation

**Start-up Promotion of International Farm-Stay Businesses
in Rural Japan**

**(日本農村におけるインバウンド対応の農泊起業促進
に関する研究)**

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CONTENTS

Introduction Research Background and Purpose	1
0-1 Background and purpose.....	2
0-2 Research position	6
0-3 Research methodology	12
0-4 Research framework.....	16
Chapter 1 Theoretical Background.....	25
1-1 Theories about “intention-behavior” relations	26
1-2 Individual micro-environments	28
1-3 Theoretical framework.....	31
Chapter 2 Basic Research on Urban-rural Exchanges, Farm-stay Businesses, and	
Inbound Tourism.....	37
2-1 Background and purpose.....	38
2-2 Data related to urban-rural exchanges	38
2-3 Countryside stay and inbound tourism trends.....	42
2-4 Research on farm-stays and inbound-tourism businesses	45
2-5 Research on migrant entrepreneurship	46
2-6 Summary	47
Chapter 3 Local Residents’ Entrepreneurial Awareness and Influence Factors.....	51
3-1 Background and purpose.....	52
3-2 Research method.....	52
3-3 Local residents’ business start-up intentions	56
3-4 Factors that influence local residents’ intentions.....	56
3-5 Conclusion.....	58
Chapter 4 Local Residents’ Entrepreneurial Intentions, Concerns, and Willingness to	
Cooperate.....	63
4-1 Background and purpose.....	64
4-2 Research method.....	65

4-3 Demographic characteristics and intentions.....	65
4-4 Concerns based on different intentions.....	69
4-5 Cooperation willingness of business start-ups.....	71
4-6 Conclusion.....	72
Chapter 5 Barriers and Networks for Migrant Entrepreneurs during the Pre-Start-up	
Period.....	77
5-1 Background and purpose.....	78
5-2 Research method.....	79
5-3 Farm-stay business start-up barriers and support networks	81
5-4 Barriers and solutions to starting inbound tourism.....	85
5-5 Discussion.....	86
5-6 Conclusion.....	88
Conclusion The Prospects for Farm-stay Business Entrepreneurship and Inbound	
Tourism in Rural Areas.....	91
6-1 Research standpoints	92
6-2 Summary of the research findings.....	94
6-3 Discussion on creating a pro-entrepreneurship environment in rural areas	97
6-4 Remaining issues.....	100
Appendix.....	103

Introduction

Research Background and Purpose

0-1 Background and purpose

1. Trends in rural Japan

Japan is currently facing a serious birth-rate decline and a shrinking and aging population, a trend that is more pronounced in rural areas than in cities. In 2015, the rate of population aging in rural areas was 31.0%, about 20 years ahead of urban areas. The intensification of small-scale communities with aging populations will make it difficult to maintain multifunctional roles and resources in rural areas. Green-tourism initiatives, which combine rural-urban exchanges with rural tourism, and the return of urban residents to rural living hold the key to revitalizing the countryside by helping to increase the number of visitors to rural areas. Rural areas can meet the needs of tourists mainly through farm-stay businesses (Kawamura et al, 2017). In 2016, the government promoted the development of “countryside stays” to meet the need for inbound tourism in rural areas through its “Tourism Vision to Support the Future of Japan.” This plan emphasizes long-stay tours, during which tourists experience traditional Japanese life and enjoy interacting with farmers and other local residents.

In recent years, due to an increase in inbound tourists and a shift in demand toward rural areas, the government has vigorously promoted the farm-stay experience to foreign tourists visiting Japan, expanding organized countryside-stay areas, which consist of multiple farm stays. Prior to FY2020, the Ministry of Agriculture, Forestry and Fisheries (MAFF) supported 554 countryside-stay areas. Although progress has been made in the countryside-stay industry, which includes inbound tourism, no stay facilities have yet been built to meet the needs of more diverse users, support experience-development programs, or enhance the environment for foreign tourists.

During the COVID-19 pandemic, urban dwellers have adopted new work and communication styles and become more focused on their local environments. Demand has increased for the new “workation” working style, which combines work with opportunities to experience the charm of rural areas and their rich resources through farm stays. We expect to see the development of additional lodging and enriched food-experience programs in rural areas to meet the new demand for workations.

2. The return to rural living and the promotion of migration

In a context of rural aging and population outflow, migration from urban to rural areas has increased via the return-to-the-farm phenomenon, which reflects a reawakened appreciation of the value of agriculture and rural areas. The option to return is no longer the exclusive domain of retirees; young people are now returning to the countryside to pursue a better quality of life

(Tsutsui et al., 2016). According to a survey of migrant advice-seekers conducted by the Hometown Return Support Center, migration advice-seekers in rural areas have three main characteristics. Firstly, the number of migration advice-seekers has increased year by year, increasing eight-fold between 2019 and 2020. Although the number of offline advice-seekers dropped somewhat in 2020, due to the COVID-19 pandemic, phone and email requests for advice increased. Secondly, migration advice seekers are getting younger and most are now in their 20s to 40s. In 2020, young people in their 20s were the group most interested in rural migration, due to the COVID-19 pandemic. Thirdly, the main barrier that prevents younger people from migrating to rural areas is job security (Tsutsui et al, 2014). While fewer migrants aim to engage in agricultural production, more wish to engage in entrepreneurship. Alongside farming, rural opportunities now include a wide range of jobs and lifestyles, based on regional resources. For this reason, it is essential to consider ways to earn a living in rural areas from a broader perspective. Migrants who can use the local resources flexibly to develop value-creating activities through entrepreneurship hold the key to promoting settlement in rural areas. It is therefore essential to support migrants who engage in value-creating activities, such as business start-ups (Zushi, 2014).

During the latter half of the 2000s, the government not only promoted migrant-settlement businesses, but also placed migrants in positions where they could support external talents, introducing various policies designed to attract talents from outside. One of these was the “Local Vitalization Cooperator” (LVC) system¹⁾, implemented by the Ministry of Internal Affairs and Communications in 2009 and expanded nationwide. This initiative significantly increased the number of young people who migrated to rural areas as local vitalization cooperators (Zushi, 2014).

3. Trends and issues affecting the development of farm-stay and inbound-tourism businesses

Farm-stay and inbound-tourism businesses in rural areas currently face two main challenges. The first challenge is the need to ensure that farm-stay businesses can develop sustainably in rural areas. As current farm-stay business managers are aging, it could damage their physical and emotional health to allow large groups of tourists into rural areas. At present, there are not enough successors. The second challenge is the need to secure a steady source of customers. Faced with the same target market, farm-stay businesses must confront the problem of excess competition (Tsutsui and Sawabata, 2010). In addition, farm-stay businesses that focus on educational trips cannot guarantee enough customers, given the seasonal nature of educational trips and the decreasing number of students (Takeuchi, 2017). Developers looking to launch farm-stay

businesses that target foreign tourists face a range of opportunities and problems; these have been discussed in the recent literature. Although inbound tourism has grown sluggish, due to the COVID-19 pandemic, it plays an important role in the sightseeing industry. The Japanese government continues to target overseas tourists with tourism information on SNS to ensure that Japan will receive 60 million foreign visitors per year by 2030. As inbound tourism revives, it is essential to upgrade hotels and other lodgings in rural, as well as urban, areas. This must involve the renovation and expansion of farm-stay businesses.

On the supply side, local bodies can promote tourism as a way of vitalizing local areas. Alongside the return to rural living, migrants have begun to attract attention as an outside resource in their own right. Migrant entrepreneurs can generally raise sufficient funds to start their own businesses. On the supply side, they are familiar with urban lifestyles and therefore in a better position to understand the needs of urban tourists.

4. Research Purpose

From the aforementioned background, it can be seen that farm-stay businesses and inbound-tourism businesses have been placed in high esteem. However, the supply side has been slow to take action. The primary entities of farm-stay businesses should be residents and farmers. However, as a new undertaking, such businesses are challenging for those agricultural practitioners. Further, though the number of migrants has increased with the trend of returning to rural living and migrants have aspired to earn income through farm-stay businesses, it is equally challenging for outsiders to start a new business in a rural setting.

Therefore, the present study focuses on pre-start-up farm-stay and inbound-tourism businesses from the perspective of rural residents and migrants. It explores the entrepreneurship awareness of local residents and issues associated with the pre-start-up behavior of migrant entrepreneurs, offering insights into the pro-entrepreneurship environment. This study contributes to the sustainable development and revitalization of rural areas by clarifying the environmental conditions for boosting farm-stay businesses by residents, including migrants. Further, it provides directions for constructing a complementary relationship between residents and migrants.

To carry out this quantitative analysis of entrepreneurship awareness, the present study focuses on rural residents in three communities in the Murakumo area of Tamba-Sasayama City. It analyzes the entrepreneurship intentions of residents in an ordinary rural area and their willingness to cooperate with migrant entrepreneurs. Murakumo has no special or advanced experience of urban-rural exchanges; it has not promoted long-term stay tourism businesses on a large scale. For this reason, it is a suitable location for research on the tourism situation in ordinary

rural areas.

The research object of this qualitative analysis is LVC migrant entrepreneurship via farm-stay and inbound-tourism businesses. Against the backdrop of the current trend for young people to return to rural areas, the LVC program has attracted much attention as part of an external talent-assistance system rolled out by the national government, leading to a year-by-year increase in LVCs and engaged municipalities. More LVCs choose to settle in rural, rather than urban, areas and many start their own farm-stay and inbound-tourism businesses. The entrepreneurship behaviors of LVCs in the farm-stay business are therefore typical of the migrant-entrepreneurship industry as a whole. At the same time, LVCs have established an excellent relationship with the region, providing the basic conditions needed for migrant entrepreneurship on a larger scale. They typify the migrant farm-stay and inbound-tourism business, enabling a useful analysis.

This study focuses on two key research questions: first the extent to which local residents intend to launch their own farm-stay and inbound-tourism businesses and their attitudes and willingness to cooperate with other entrepreneurs; and second, the barriers encountered by migrant LVCs launching farm-stay and inbound-tourism businesses in relation to entrepreneurship, network building, and support. To address the first research question, we have carried out a quantitative analysis of the intention of local residents to launch farm-stay and inbound-tourism businesses, influence factors based on the theory of planned behavior (TPB) proposed by Ajzen (1991), the concerns of people with different intentions, and the attitudes and willingness of local residents to cooperate with entrepreneurship in the community. To address the second research question, this study has carried out a classified analysis of the barriers encountered by migrants during the entrepreneurship preparation stage, investigating the support they receive in overcoming barriers and the networks they establish with supporting entities. In resolving these two research questions, the present study discovers ways to create a pro-entrepreneurship environment in rural areas.

The specific research questions are as follows:

- To what extent do local residents intend to start farm-stay or inbound-tourism businesses and which factors significantly impact their intentions?
- How do the attributes of local residents relate to perceived concerns about entrepreneurship, entrepreneurship intentions, and the attitudes and willingness of local residents to cooperate with other entrepreneurs in the community?
- What barriers do migrants encounter when preparing to launch farm stay and inbound-tourism businesses? What networks do they draw on and establish to receive support in overcoming those barriers?

0-2 Research position

1. Perspectives and existing research results

(1) Urban-rural exchanges and green tourism-related research

From the 1970s onward, urban-rural exchanges became a starting point for local development activities in rural areas, which faced an early depopulation crisis. Initially, urban-rural exchanges focused on analyzing and evaluating the public-welfare functions of exchange facilities and natural landscapes, such as tourist farms, and the economic status of urban residents (Yoshida et al, 1997; Aizaki, 2004). Research on a whole range of activities directly related to urban and rural residents, including civic farms, the terraced-field ownership system, and farm stays, has highlighted the issue of awareness among urban and rural residents (Inoue and Makiyama, 2009; Nakajima et al, 2001; Nakatsuka, 2002; Saruishi and Fujisaki, 2000).

In recent years, research on urban-rural exchanges has focused on the construction of good inter-stakeholder relationships between urban and rural residents, who engage with local development activities, offering their labor, knowledge, and technology. Urban-rural exchanges are carried out during the “cooperation phase” (Tsutsui, 2008; Sakamoto et al, 2009). Yokoyama and Nakatsuka (2007) have explored the development of mutual understanding and trust between outside actors and local residents engaged in local development activities; Sakuma et al. (2011) have examined inter-stakeholder relationships by analyzing subject characteristics.

Unlike simple tourism, Green Tourism (GT) focuses on urban-rural exchanges that showcase the rich regional characteristics of forests, agricultural regions, and fishing villages. In GT research, Taketoshi and Yubara (1997) and Shimoura et al. (2004) have analyzed the economic and non-economic social effects of GT on rural households and areas, from the perspective of consequentialism. Miyazaki (2002, 2006) and Aoki (2010) have pointed out various challenges facing GT in Japan, including the GT business model, various problems and barriers, quality-control issues in farm-stay management, and the lack of intermediate support organizations.

As more tourists visit Japan and urban residents move to rural areas, studies of the GT trend in the inbound tourism market have increased. Tsutsui and Sawabata (2010) and Yamashita (2014) have researched and discussed GT options for inbound tourism. In response to the 2017 rural tourism policy, which implemented the “countryside stay” program for domestic and foreign tourists, Takeuchi (2017), Kitagawa (2017, 2019), and Ohe (2019) have all pointed out the need to develop countryside stays by targeting the inbound-tourism market. They note the importance of expanding accommodation facilities, improving quality, and advancing the long-stay tour business in rural areas. To direct future development, countryside-stay businesses should use

networks flexibly, connecting with a range of different entities, sharing their experience, addressing the talent shortage, and pressing ahead with rural entrepreneurship.

(2) Migrant livelihoods based on rural regional development

In research on migration in rural areas, from the perspective of prospective migrants, Fujii et al. (2009) and Sato et al. (2014) have studied the intentions of people hoping to migrate. They show that potential migrants are concerned with finding high-quality, meaningful work, as well as their post-migration quality of life. Tarumi et al. (2000) and Okazaki et al. (2004) have categorized migrants and discussed their entry and exit motivations. Omiya et al. (2010) and Hino (2013) have analyzed the living conditions of migrants, focusing on leisure activities, household income, and expenditure.

In research on local development and migrant entrepreneurship, Tsutsui (2014, 2015) has discussed the use of regional resources to launch and replace migrant start-ups and their position in the regional development of rural areas; According to these studies, the significance of migration is less about population “quantity” than about the “quality” of outsiders, who are indispensable for regional development. To attract external talents, a migration destination must offer value-creating activities that can help them secure livelihoods. Livelihood creation constitutes the final stage of settlement and is therefore essential (Zushi, 2014). In their research on migrants and tourism-business start-ups, Maeda and Nishimura (2004), Matsumura (2014), and Yasumoto (2014) note the important role of migrants in directing tourism-business development; local governments expect migrants to take on such roles.

Among overseas studies of rural migrants and entrepreneurship, Skuras et al. (2005), Stockdale (2006), and Kalantaridis (2010) discussed the importance of migration for rural economic development. Migrants can deliver new resources, including new ideas, a wider network of outside connections, and new ways of thinking about regional economic development (Bosworth, 2010; Bosworth and Atterton, 2012). Bosworth (2010) has defined “commercial counter-urbanization,” as the stimulation of rural economic development by migrants, mainly through rural entrepreneurship, employment, and other forms of business development, involving trade, support exchanges, and cooperation. Migrants can set up their own businesses or drive more people to engage in entrepreneurship. Rural migrant entrepreneurship should not be seen as a purely endogenous economic development strategy, but rather as a neo-endogenous economic development strategy. Migrants tend use external resources, drawn from social and economic networks outside their migration destinations, to support their business development. As migrants integrate into local life, they can connect external and internal networks and resources (Bosworth and Atterton, 2012).

(3) Rural regional development and neo-endogenous development via the “return to rural living.”

1) The “return to rural living” and rural regional development

The “return to rural living” refers to the increasing number of migrants relocating to rural areas. According to Odagiri (2015), the “return to rural living” can be understood in both a narrow and a broad sense. In the narrow sense, the “return to rural living” is part of the theory of population movement. Tsutsui et al. (2016) summarize four research trends involving the return to rural living: migration-policy research (Fujimoto et al., 2000; Nakamura et al., 2013; Makiyama et al., 2014; Sumida et al. 2001); research on pre-migration individual awareness (Kobayashi, 2003; Sato et al., 2014; Fujii et al., 2009); research on individual awareness and post-migration status (Tarumi et al., 2000; Okasaki et al., 2004; Fujiwara and Tarumi., 2005; Hino, 2013; Maeda and Nishimura, 2004); and research on the relationship between rural residents and cities, from a rural perspective (Iguchi et al., 1995; Tachibana et al., 1998; Tsukai et al., 2010).

In a broad sense, the return to rural living, as an aspect of regional development and urban-rural relations theory, is the focus of this study. Tsutsui et al. (2016) has identified four regional-development research trends related to the return to rural living: residence guarantees, livelihood, regional relations, and support systems and mechanisms. Of these, research on migrant livelihoods generally includes some discussion of entrepreneurship and continuation (Tsutsui et al., 2015; Sakai et al., 2020), migrants’ business awareness (Ishikawa, 2015), and the regional economic impact of migrant-linked businesses (Tanigaki and Kato, 2017). Studies of the relationship between migrants and local communities focus on the relationship between migrants and local residents and the extent to which local residents accept the migrants (Takahashi, 2018; Kurokawa et al., 2019). Other research focuses on migrants’ awareness of settlement issues and their role in local areas (Shimojima and Ohe, 2016; Sato, 2018). Sakuma et al. (2011) have analyzed the strengths and weaknesses of local and extra-local actors (migrants), emphasizing the need to build complementary relationships between them. Other research trends on regional relations have focused on support systems and mechanisms for establishing mutual relations between migrants and local residents (Tada, 2016). Most research trends involving the return to rural living are based on neo-endogenous development theory. During urban-rural exchanges, the urban-rural relationship enters a cooperation stage, where urban residents move into rural areas and promote rural endogeneity, in synergy with rural residents. Many researchers (Tsutsui, 2021) are attracted to neo-endogenous development theory, which focuses on endogenous power during rural-space changes caused by the rise in people returning to rural living.

2) Migrants and rural neo-endogenous development

As its central goal, rural development aims to create economic opportunities and to maintain a sustainable living and working environment for local people. The importance of entrepreneurship has become more evident in rural-development policies (Gruidly and Markley, 2009), while rural economic development is geared more toward starting and developing new businesses than toward bringing in large, established enterprises (Deller et al., 2019). Top-down exogenous development in the rural-development model has been criticized as dependent, destructive, and dominant (Lowe et al., 1998). Endogenous rural development is bottom-up development. As a basic principle, it uses local natural and human resources to achieve sustainable development, as determined by local resources, initiative, and capacity. While this approach to development can prioritize development plans and projects based on local needs (Ward and McNicholas, 1998), it is limited to the local area and still requires some external stimulus to encourage entrepreneurial behavior, overcome local people's indifference to entrepreneurship, and promote entrepreneurial activities (Murdoch, 2000). Although rural areas are vulnerable to external changes, endogenous development tends to underestimate the impact of external change, unless there is a wider network of internal social and economic linkages to the outside. The network-based approach constitutes neo-endogenous development, which combines and transcends both exogenous and endogenous development (Lowe et al., 1995; Murdoch, 2000). Although the core of neo-endogenous development remains the use of local resources, it also recognizes the importance of external factors beyond the local level, requiring interactions between local and external forces (Lowe et al., 1995; Ray, 2001). A broader view of local resources must include external linkages, which can provide new opportunities to promote local economic activities. Thus, in neo-endogenous development, networks are seen as an important resource for developing rural economic activities, linking local people and businesses with others outside their territory to access resources, information, and opportunities.

In the field of neo-endogenous development, local networks and connections outside the local area enable migrants to act as a valuable bridge between the local and outside worlds, introducing new connections, different ways of living, economic advances, and new skills and knowledge. Migrants have a broader range of connections and attributes than native populations. To benefit from these, however, migrants must blend into local networks and the local economy, undertaking economic activities and sharing knowledge and information. According to researchers, migrants have a significant impact on rural economies, while migrant entrepreneurship contributes to job creation, consumption, economic growth, and economic diversification in rural areas, providing extensive local business and social networks (Raley and Moxey, 2000; Bosworth, 2006, 2008). Moreover, migrants start their own businesses and

stimulate entrepreneurial activity in rural areas through other mechanisms, which support and encourage local entrepreneurs by enhancing demand and labor resources. Thus, the link between migrants and the establishment of new firms suggests that rural entrepreneurship is a neo-endogenous development, not simply an endogenous one (Deller et al., 2019). As migrants adapt to their new homes, they connect internal and external networks and resources, leveraging external and internal capital to support business growth (Bosworth and Atterton, 2012).

2. Research position and significance

Relevant studies of urban-rural exchanges and the return to rural living through rural regional development have begun to focus on qualitative research. In addition, actors' awareness, urban-rural relations in urban-rural exchanges, and rural regional development are attracting increasing research attention. The present study is positioned as the extended study that explores urban-rural exchanges and rural local development associated with the return to rural living. Guided by rural regional development and neo-endogenous development, it focuses on actors' awareness when new economic activities are launched in rural areas, as well as the construction of urban-rural relations, with migrants as new local economic actors.

As discussed above, cumulative research on urban-rural exchanges already details the awareness and effects of exchange-related undertakings and business development. Cumulative research on rural regional development also explores migrant entrepreneurship and the role of migrants in regional development, based on the return to rural living. Unlike previous research, the present study uses psychological and behavioral research methods to analyze the perspectives of local residents and migrants as potential entrepreneurs and entrepreneurs. It also investigates the awareness of local residents, the factors that influence business development, and the barriers, embeddedness, and network construction associated with migrants in the entrepreneurial process. Another difference is the fact that this study focuses on entrepreneurial intentions and nascent entrepreneurial behavior, i.e., the pre-start-up stage of creating a new business. It aims to provide a reference for creating environments that can boost rural local entrepreneurship and guarantee entrepreneurial success.

3. Concept definition

(1) Farm-stay-related concepts

The Act to Promote the Development of Infrastructures for Leisure Stay in Rural Areas was enacted in 1994 to promote green tourism and improve access to leisure activities in rural areas.

According to this act, farmhouse inns are accommodation facilities, which must provide leisure activities in rural areas and comply with business provisions for operating a common lodging house, under the Hotel Business Act. In 2003, various laws and regulations governing new and operating farmhouse inns were relaxed nationwide. The required allocation of 33m² or more per guest room was abolished, making it possible to offer small-scale farm-stay accommodation. In 2007, non-agricultural, forestry, and fishery professionals were permitted to open experience homestays. In 2016, non-farm venues were allowed to open small-scale, experience-based farmhouse inns.

Farmhouse lodging generally involves a non-profit business that accommodates people who want to experience rural life, charging a fee for food and experience, as well as accommodation. Given the advance of countryside-stay businesses in recent years, anyone wishing to run a farm lodging as a business must obtain a license under the Hotel Business Act. Migrants tend to choose the guest-house option when starting a new business in a rural area. Broadly speaking, there are many types of guest house, including home-inns, private house lodgings, youth hostels, and rental villages; all of these are categorized as public lodging houses under the Hotel Business Act. Operators are free to choose the type of business they want to run. For rural migrants, the act has reduced entry barriers based on rural geography and blood ties. Broadly defined, entrepreneurial farm-stay businesses include accommodation facilities run by farms and other rural residents, such as farmhouse inns, lodgings, and guest houses.

(2) Entrepreneurship

The concept of entrepreneurship has many elements. Researchers have defined, characterized, and described entrepreneurship from various perspectives. According to McMullan and Long (1990) entrepreneurship is self-employment with uncertain returns. Gartner (1990) defines two types of entrepreneurship research. The first focuses on the characteristics of entrepreneurship, including creativity, growth, and originality. The second focuses on the effect of entrepreneurship. Dollingers (2003) defines entrepreneurship as a new economic organization created in an environment of risk and uncertainty. Ruiz et al. (2016) argues that entrepreneurship goes beyond building a company to include every factor that improves corporate operations, impacting society and increasing positive value. The present study defines entrepreneurship as entrepreneurs in uncertain situations identifying and using opportunities to organize resources, create new businesses, and participate in corporate operations and management.

Entrepreneurship is a process and creating any new business takes time. The GEM (Global Entrepreneurship Monitor) provides key indicators of the stages of business development, from conceiving of, launching, and operating a new business, to the maturity and withdrawal stages.

The entrepreneurial process can be grouped into two stages: the identification and use of opportunities. During the opportunity-identification stage, entrepreneurs come up with ideas. During the opportunity-use stage, they implement their intentions and ideas and establish new firms (Shane and Venkataraman, 2000). Through this process, individuals decide to start businesses, carry out various activities, and establish operable enterprises. The early stage is a gestation period, when emerging entrepreneurs conduct concrete start-up activities, such as seeking facilities and capital, applying for licenses, and organizing teams (Reynolds, 1997; Reynolds et al., 2004). The present study focuses on the stages that precede the establishment of a new firm, including intention generation and the gestation period.

In this study, rural entrepreneurship includes three key aspects: the use of rural regional resources; the work of local entrepreneurs, including original residents and new migrants; and the creation of new regional value.

(3) Migrants

There is no uniform definition of migration or migrants. In 2015, a questionnaire survey was conducted on ways to define and understand the term “migrants” in 12 prefectures involved in the Local Migration and Exchange Promotion Program for Hometown Chiefs. The results split the definition of migrants into two categories. The first refers to people from outside the prefecture who plan to live in a new place for a sustained period to start a new life. The second category refers to people who move in from outside the prefecture, assisted by migration policies and administrative support. Most scholars prefer the first definition.

In 2019, Tsutsui conducted an online questionnaire survey on the definition of migrants and migrant trends, surveying 45 prefectural migration departments as members of the NPO Hometown Return Support Center. Most respondents defined migrants as people who move in from outside the prefecture via an administrative window for migration consultation, such as a prefecture or municipality. In some prefectures, the definition of migrants also includes the meaning of settlement. In the present study, rural migrants are defined as people who have moved into a rural area that they plan to live in permanently (at least at the time of this research) to start a new life.

0-3 Research methodology

The present study investigates the awareness, behavior, and personal characteristics (micro-factors) of residents and migrants in rural areas, in relation to the introduction of farm-stay or

inbound-tourism businesses. It aims to disclose the inner mechanisms underpinning entrepreneurship in rural areas. This research has adopted various research methods, including a literature analysis and theoretical, quantitative, and qualitative research.

1. Literature analysis

To develop an initial understanding of entrepreneurship in rural areas, the author has collected and analyzed the relevant literature, focusing on the following aspects: (1) entrepreneurial awareness, influences, and personal characteristics; (2) the development of and research on farm-stay and inbound-tourism businesses. (3) the return to rural living and migrant livelihoods. Previous studies have provide a theoretical basis for this research, while offering insights into the research methodology. The literature analysis and categorization has provided a basis for measuring relevant questionnaire variables, developing the interview outline, and selecting a research starting point.

2. Quantitative study

A quantitative study was carried out to investigate entrepreneurship awareness and the personal characteristics of rural local residents. Based on the collected data and analyzed questionnaires, the quantitative study used various analytical means and tools to explain the hypothesis. To improve the research outcomes and ensure that they explain reality, questionnaires and measurement indicators were developed, based on the relevant literature and fieldwork. Questionnaires distributed through field and commissioned surveys were used to verify the research hypotheses and test the validity of the model. For the quantitative study, SPSS24.0 and AMOS24.0 software were used to process the collected data; other methods included a factor analysis, chi-square test, and structural equation modeling (SEM).

3. Qualitative study

A qualitative study was carried out to investigate issues related to the initial entrepreneurial behavior of migrants in rural areas. There are differences in the migrants' personal background characteristics, migration process, and entrepreneurial process. To obtain more and deeper qualitative information, this study used semi-structured interviews to explore issues related to migrant entrepreneurial behavior. Substantial information and materials were obtained through in-depth exchanges with interviewees. The semi-structured interview process was divided into

three steps. In the first step, an interview outline was prepared, based on the purpose of the study and the topic, as defined in the literature. In the second step, in-depth interviews with migrant entrepreneurs were carried out. Using face-to-face and online interviews, the researcher explored various obstacles and migrant support during the process of migration and initial entrepreneurship. The third step was to describe the migrants' entrepreneurial process and to screen and summarize the barriers and support networks associated with their initial entrepreneurial behavior.

4. Theoretical study

Relevant theories are described in detail in Chapter 1: Theoretical Background. The present theoretical framework has been extended and constructed, based on theories related to "intention-behavior," including the theory of planned behavior, which combines the psychological and economic approaches described by intention-behavior theories, as well as personal characteristics, social embeddedness, and social networks as individual micro-environmental factors. This study has also used endogenous and neo-endogenous development theories of regional development to determine the research questions and examine research outcomes. Relevant theories are used not only to test the proposed hypotheses, but also to ensure that the research results are capable of explaining reality.

5. Data sources and survey descriptions

Both quantitative and qualitative survey methods were used in the research.

For the quantitative survey, the Murakumo area of Tamba-Sasayama City was selected as the survey area. Although Tamba-Sasayama city is a popular and distinctive tourist destination, the Murakumo area is located on the edge of the city, with few tourism-exchange activities or farm-stay businesses. For this reason, Murakumo can be considered an ordinary rural area. In 2018, 272 questionnaires were distributed to all households in three communities: Kusanokami (38 households), Mukai (48 households), and Saikusho (50 households). An envelope containing two questionnaires was delivered to each household by the president of the local community association. Letters given to each household head asked the household head and another family member over 18 to complete questionnaires. Of the 186 questionnaires collected, 164 were valid after incomplete and inconsistent questionnaires were eliminated. The collected data have been used in Chapters 3 and 4 (Table 0-1).

Table 0-1 Demographic characteristics of questionnaire respondents

		No. of respondents	%
Gender	Male	84	51.2
	Female	80	48.8
Age	20s-50s	64	39.0
	60s-70s or above	100	61.0
Living conditions	Living alone	9	5.5
	Couple	61	37.2
	Two generations	66	40.2
	Three generations	28	17.1
Farming frequency	Almost every day	30	18.3
	Several days a week	52	31.7
	Almost none	82	50.0
Working condition (primary-source of income)	Full-time emplotment	47	28.7
	Part-time emplotment	16	9.8
	Housework	21	12.8
	Pension	30	18.3
	Agriculture	28	17.1
	Self-employment	10	6.1
	Student	1	0.6
	Other	11	6.7
Free time	Almost none	42	25.6
	1 day a week	48	29.3
	2-3 days a week	54	32.9
	4-5 days a week	8	4.9
	Almost every day	12	7.3
Experience of communication with foreigners	None	125	76.2
	Several times	36	22.0
	Frequently	3	1.8
Community	Kusanokami	46	28.0
	Mukai	55	33.5
	Saikusho	63	38.4

Source: Authors' survey, 2018.

Note: No. of respondents at the age of 18 and 19 is 0.

Table 0-1 presents the demographic characteristics of respondents. The numbers of men and women were almost equal, at 51.2% men and 48.8% women. Most respondents were elderly, with 61% over 60. Moreover, most households consisted of couples and two generations (77.4%). Almost half of the respondents did not farm, while 28.7% had full-time jobs. Retired people made up a large percentage of the group (18.3%). A certain percentage of residents (23.8%) had experience of communicating with foreigners.

As noted in the qualitative survey (Table 0-2), the present study selected two survey targets: farm-stay businesses with inbound tourism in the Okumo area of Tamba-Sasayama City, Hyogo Prefecture, and Shimoichi Town, Yoshino, Nara Prefecture; it also studied migrant entrepreneurs who welcomed foreign tourists. Interviews lasting 90 minutes per person were carried out face-to-face in November 2019 and online in April 2020, during the COVID-19 pandemic, with two migrants who were initially LVCs and then launched farm-stay businesses bringing inbound tourism to rural areas. The collected data have been used in Chapter 5.

Table 0-2 Summary of the interview surveys

	Case 1	Case 2
Farm-stay location	Ofuji, Tamba-Sasayama City, Hyogo	Shimoichi, Yoshino District, Nara
Open time	2019.9	2017.4
Survey time	2019.11	2020.4

0-4 Research framework

The present study consists of six chapters, including the Introduction, Chapters 1–5, and the Conclusion (Fig. 0-1).

The Introduction focuses on the research background and purpose, position, methodology, and framework.

Chapter 1 presents the relevant theoretical basis for this research.

Chapter 2 categorizes urban-rural exchange policies and relevant data and awareness trends, centering on the accommodation business in rural areas. It also clarifies the academic originality of the study by reviewing previous research findings on farm-stay and inbound-tourism

businesses and migrant entrepreneurship.

Chapters 3–5 illustrate the entrepreneurship intentions of local residents and their willingness to cooperate, using surveys of migrants and local residents to clarify the barriers and relationships between entities involved in the process of launching migrant farm-stay and inbound-tourism businesses.

Based on the research discussed in Chapters 1–4, the Conclusion summarizes the results, highlighting those related to the preparation stage of migrant farm-stay and inbound-tourism enterprises and the entrepreneurship awareness of local residents. In addition, it discusses the creation of a pro-entrepreneurial environment in rural areas.

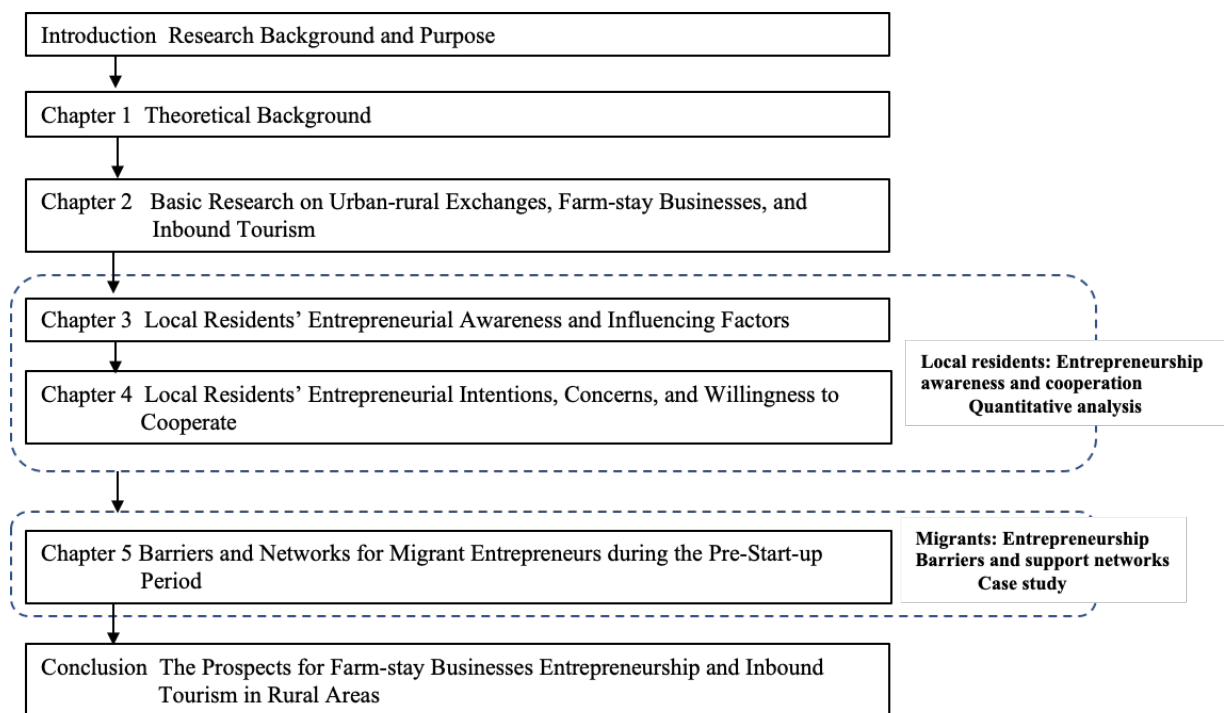


Fig. 0-1 Research framework

Note:

1) LVC system overview: Certain individuals who transfer their residences and move from cities to less-favored areas, such as lower-population zones, are designated “Local Vitalization Cooperators” by local governments. The LVCs reside in the area for a fixed period, supporting reactivation through development, sales, and PR activities for local brands and products; engaging in agriculture, forestry, and fisheries work; and contributing to lifestyle assistance for local residents, while working to drive new settlement. LVC membership is generally awarded by the local government for a period of one to three years.

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Chapter 1

Theoretical Background

1-1 Theories of “intention-behavior” relations

1. The impact of intention on behavior

Intention is a prerequisite for taking action. According to behavioral research, intention is more important than any other factor in explaining behavior. Intention is also a strong measure of behavior; the more pronounced an individual's intention to have a certain behavior, the greater the likelihood of real action (Armitage and Conner, 2001).

Entrepreneurship, as defined in behavioral terms, is the act of creating a new economic entity. Such behavior is somewhat innovative and of value to society. Entrepreneurial intention is the state of mind in which an entrepreneur plans to establish a new firm, increase the value of his or her current organization, or makes a judgment about the possibility of creating a new business (Crant, 1996). Entrepreneurial intention is a key driver of entrepreneurial behavior. Only when individuals have entrepreneurial intention can they take action. The stronger the entrepreneurial intention, the greater the likelihood of starting a new business (Shapero and Sokol, 1982; Krueger and Carsrud, 1993).

As the economic factors show, the expected benefit has a direct influence on individual entrepreneurial behavior. According to goal-setting theory, the expected return is an individual's goal and personal expectation of future output. His or her goals will influence personal behavior and behavior extent. However, a single economic perspective ignores the influence of subjective psychological factors on entrepreneurial behavior. The economic factors that drive entrepreneurial behavior rely on individual psychology; for this reason, it is important to pay more attention to the combination of economic and psychological approaches in studies of the relationship between entrepreneurial intention and behavior (Goethner et al., 2012).

2. Intention-behavior relationship theories

Among various intention-behavior relationship theories, which use individual psychological traits to explain entrepreneurial behavior by combining psychological and economic approaches, mature theories include Shapero's model of the entrepreneurial event (SEE) (Shapero and Sokol, 1982) and the theory of planned behavior (TPB) proposed by Ajzen (1991).

In SEE, individual behavior depends on individual intention, which is determined by perceived expectations, perceived feasibility, and the propensity to act. Behavior selection is determined by the credibility of alternative behaviors and the propensity to act. Here, “credibility” refers to desired and feasible behaviors. In the theory of planned behavior, individual behavior

also depends on the willingness to act, which is controlled by three factors: personal attitudes, subjective norms, and perceived behavioral control. Perceived behavioral control can also influence behavior. Compared with SEE theory, TPB theory has higher consistency and offers more accurate definitions of variables and a more detailed elaboration of intention. It provides a perfect theoretical underpinning for entrepreneurial intention and behavior research (Krueger et al., 2000; Drnovsek and Erikson, 2005; Miranda et al., 2017).

TPB theory is a well-known attitude-behavior relationship theory in social psychology, founded on the theory of reasoned action (TRA). The theory of reasoned action (TRA) is a theoretical model proposed by Ajzen and Fishbein (1975), which is used to understand and predict human behavior. TRA assumes that human beings are rational and that individual behavior is mainly determined by individual behavioral intentions. Individual behavior can thus be predicted to some extent by behavioral intentions, which are determined by two factors: individual attitudes toward behavior and subjective norms. Individual attitudes toward behavior include individual perceptions and evaluations of possible outcomes of behavior. Subjective norms are individual perceptions of the way in which people (or their important groups) think about their behavior and motivation, while aligning themselves with the opinions of such people or groups.

TRA theory assumes that behavior is controlled by individual will. In reality, however, behavior is influenced by many other factors, biasing the explanatory power of TRA theory. In 1991, Ajzen introduced a new variable, perceptual behavioral control, and established the theory of planned behavior. Individual performance of a specific behavior is predicted by three variables within this framework: an individual's attitude toward the behavior, the subjective norm, and perceived behavioral control. Together, all three form an intention to engage in behavior, which then influences behavior (Ajzen, 1991, 2002). Figure 1-1 depicts the basic theoretical framework of TPB. Attitude has been explained as the extent to which individuals positively or negatively assess the performance of a specific behavior (Ajzen, 1991; Han et al., 2009; Tonglet et al., 2004). Subjective norms are social pressures that individuals experience when performing a particular behavior. They reflect the opinion of an individual's "important other" about his or her particular behavior. Perceived behavioral control reflects the degree of perceived difficulty experienced when an individual performs a particular behavior. More precisely, perceived behavioral control constitutes an individual's perception of how efficiently he/she can control factors that may enable or hinder the actions required to deal with a specific situation (Verma & Chandra, 2018).

Since its introduction, TPB has been widely applied to management, marketing, and pharmaceutical science, making it possible to explore factors that influence the generation of personal will and thus produce behaviors. In the field of entrepreneurship research, TPB has been well explored and developed. Kibler and Ewald (2013) conducted a TPB-based survey of 834

working individuals, discussing the relationship between the characteristics of entrepreneurs, regional characteristics, and factors that influence entrepreneurial intentions. Engle et al (2010) collected 1,748 questionnaires from university business schools and predicted the entrepreneurial intentions of each country, based on the TPB model, with significance varying across countries. This paper has therefore selected TPB as the basis for constructing a research model of entrepreneurial awareness among rural residents, using the theory to enrich this study of rural entrepreneurial intention.

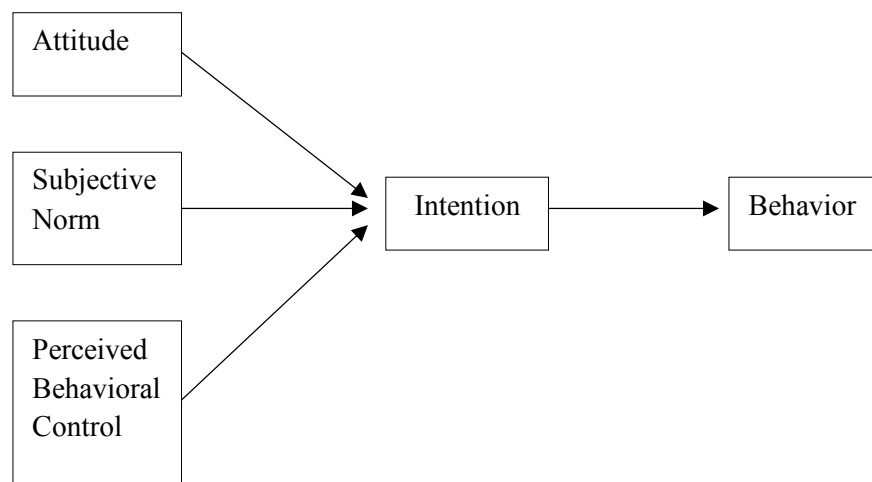


Fig. 1-1 Theory of planned behavior

1-2 Individual micro-environments

Entrepreneurial-intention research, based on a psychological perspective, is generally carried out by looking for similarities between different individuals to explain entrepreneurial behavior. This provides limited explanatory power for understanding entrepreneurial intention. In addition, this approach can only predict to a limited extent the relationship between entrepreneurial intention and actual entrepreneurial behavior (Sheeran, 2002). When building integrated models of entrepreneurial behavior, it is essential to understand the other factors that influence the transformation of entrepreneurial behavior. Based on contextualism, individual entrepreneurship is influenced by a specific environment; entrepreneurial growth is a combination of economic and social behaviors. For this reason, individual characteristics and personal social-network environments influence entrepreneurial intention and the formation of initial entrepreneurial behavior.

1. Individual characteristics

Among the factors that influence entrepreneurial intention and behavior, individual characteristics also play a vital role. The individual characteristics of entrepreneurs include personality traits (e.g., personality, initiative, and creativity), social characteristics (e.g., age, gender, occupation, and family status), and human capital (e.g., training experience and skills). Individual characteristics not only have a direct impact on entrepreneurial intentions—they also have a moderating effect on the transformation of entrepreneurial behavior. Studies have shown that, during the initial stage of entrepreneurial behavior, relevant aspects of social characteristics and human capital moderate the entrepreneur's social network, influencing his or her entrepreneurship (Welsh et al., 2021; Gwen, 1990; Gatewood et al., 1995; Davisson and Honig, 2003; Mosey and Wright, 2007; Diochon and Gasse, 2008; Lucio and Kristian, 2014; Williams and Krasniqi, 2018).

The early research on personality traits, among other individual characteristics, has shown that entrepreneurial personality traits may not be related to entrepreneurial success; when studying entrepreneurship, it is therefore insufficient to focus on entrepreneurial personality traits (Low and MacMillan, 1988; Gartner, 1985). Later researchers have focused on the cognitive factors, from a psychological perspective. Among these, self-efficacy, originally proposed by Bandura (1977), has become an important cognitive factor, used to predict entrepreneurial behavior and success. Entrepreneurial self-efficacy is an individual's subjective judgment or self-perceived ability to succeed as an entrepreneur. Entrepreneurial self-efficacy facilitates entrepreneurial intentions, decisions, and performance (Boyd and Vozikis, 1994; Hmieleski and Corbett, 2008).

Researchers who study personal background factors have concluded that characteristic variables, such as family background, education, and gender, influence entrepreneurial intention. In terms of gender, men have more pronounced entrepreneurial intentions than women (Mueller, 2004), probably because men tend to be more confident, with a stronger sense of entrepreneurial self-efficacy (Kickul et al., 2008; Muller and Dato-on, 2008). The study also shows that prior experience, including previous entrepreneurial or industry experience, makes a vital contribution to entrepreneurial opportunity identification, entrepreneurial decision making, and performance (Shane, 2003; Ucbasaran et al., 2009).

2. Social embeddedness and social networks

(1) Social embeddedness

As a social behavior, entrepreneurship is linked to the social structure in which entrepreneurs

are embedded; a social network, constructed from interpersonal relationships, is a key social structure (Granovetter, 1985). Although some external factors, such as the social, political, and economic environment, can impact individual entrepreneurial intentions and early entrepreneurial behaviors, these factors should be distinguished from the social network, which is a personal micro-factor (Sequeira et al., 2007). Social networks directly influence the intentions, opportunity identification, resource acquisition, and decision-making of individual members.

The most widely adopted view of social embeddedness originates from Granovetter's (1985) idea that economic behavior is embedded in social structures. According to the core concept of embeddedness, the behavior of economic agents is embedded in social networks. Social networks, which are assumed to be based on trust, culture, and reputation, maintain economic relationships and economic institutions. Building on the work of scholars such as Granovetter, Uzzi (1996, 1997) argues that economic behavior is always permeated with embedded relationships, that parties to a transaction are not just contractual but also influenced by trust and personal relationships, and that "embeddedness" is the process through which social relationships influence economic behavior. Halinen and Tornroos (1998) argue that embedded firms build relationships with various networks and depend on them. This shows that embeddedness is inseparable from social networks.

According to social-embeddedness theory, the economic behavior of individuals is carried out in certain social contexts. In rural areas, entrepreneurship is embedded in a certain social context, while the whole process of entrepreneurship is influenced by various societal factors. Granovetter and Swedberg (1992) divide embeddedness into relational and structural embeddedness. Both describe the extent to which an individual's behavior is embedded into the social network, referring primarily to network embeddedness. Zukin and Dimaggio (1990) have extended the concept of embeddedness to include political, cultural, cognitive, and structural embeddedness. Political embeddedness refers to the influence of national politics and the legal system. Cultural embeddedness refers to the influence of values and social norms. Cognitive embeddedness refers to the influence of knowledge, experience, and skills. Since the present study focuses mainly on the initial entrepreneurial behavior and individual characteristics of rural-migrant entrepreneurs, it examines their networks and cognitive embeddedness.

(2) Social networks

As discussed above, social embeddedness is closely linked to social networks. In Granovetter's view, "economic behavior is embedded in social structure;" thus, social structure refers to interpersonal networks. As the social activities of individuals (including entrepreneurial activities) are embedded in both formal and informal social networks, social networks exert a

weighty influence over entrepreneurship. An entrepreneur's social network includes not only personal social relationships, but also cooperative and credit relationships with outside organizations. Relationships between entrepreneurs and firms are equivalent to those between entrepreneurs and individuals (McEvilly and Zaheer, 1999), including networks of relatives, friends and colleagues, suppliers, competitors, government departments and financial bodies, and organizations or associations. Each network provides a different form of support.

The influence of social networks on entrepreneurial intention and behavior generally manifests in the role-modelling of successful entrepreneurs and network support for resource acquisition. The entrepreneurial experiences or successes of individual social-network members can influence others' perception of entrepreneurial agreeableness and feasibility, thus enhancing their entrepreneurial intentions. Moreover, the attitudes of people in personal entrepreneurial networks who have particularly strong relationships with the entrepreneur, such as his or her family members, influence entrepreneurial intentions (Uphoff, 2000; Sequeira et al., 2007).

As the present study of social networks investigates the nascent entrepreneurial behavior of migrant entrepreneurs, it focuses more on the support aspect of social networks, i.e., their impact on resource acquisition and entrepreneurial success. The social network is a key channel through which entrepreneurs obtain resources (Greve and Salaff, 2003; Casson and Giusta, 2007). Through social networks, entrepreneurs can acquire financial, material, and emotional support, as well as information, contacts and introductions, and other entrepreneurial resources. Entrepreneurs use the resources obtained through social networks to achieve entrepreneurial success. Social networks therefore have an indirect influence on entrepreneurial success through resource acquisition, while exerting a direct influence on entrepreneurial success (Jenssen, 2001). Sequeira et al. (2007) propose a model of initial entrepreneurial behavior formation, which focuses on the influence of social networks and self-efficacy on entrepreneurial intention and initial entrepreneurial behavior. The moral support provided by an individual's strong relationships can strengthen his or her entrepreneurial intention and promote initial entrepreneurial behavior. The individual's weak relationships and personal capital positively influence initial entrepreneurial behavior.

1-3 Theoretical framework

This research focuses on entrepreneurial intention and nascent entrepreneurial behavior. The theoretical framework consists of two parts, based on the above-mentioned intention-behavior relationship theory, individual attributes, social embeddedness, and social networks and seen from

the perspective of individual micro-environments (Fig.1-2). The first part, which involves the study of conception and intention, uses TPB theory and personal characteristics to analyze the factors that influence entrepreneurial intention. The second part addresses the entrepreneurial transformation process, studying nascent entrepreneurial behavior. It uses individual characteristics to synthesize the impact of personal micro-factors, such as social networks and individual characteristics, on nascent entrepreneurial behavior and entrepreneurial success. Goethner et al. (2012) mention the potential impact of barriers on the transformation of entrepreneurial behavior when constructing a conceptual model of entrepreneurial intention and behavior. This study therefore includes barriers in the research framework, exploring barriers to entrepreneurial intention formation and nascent entrepreneurial behavior.

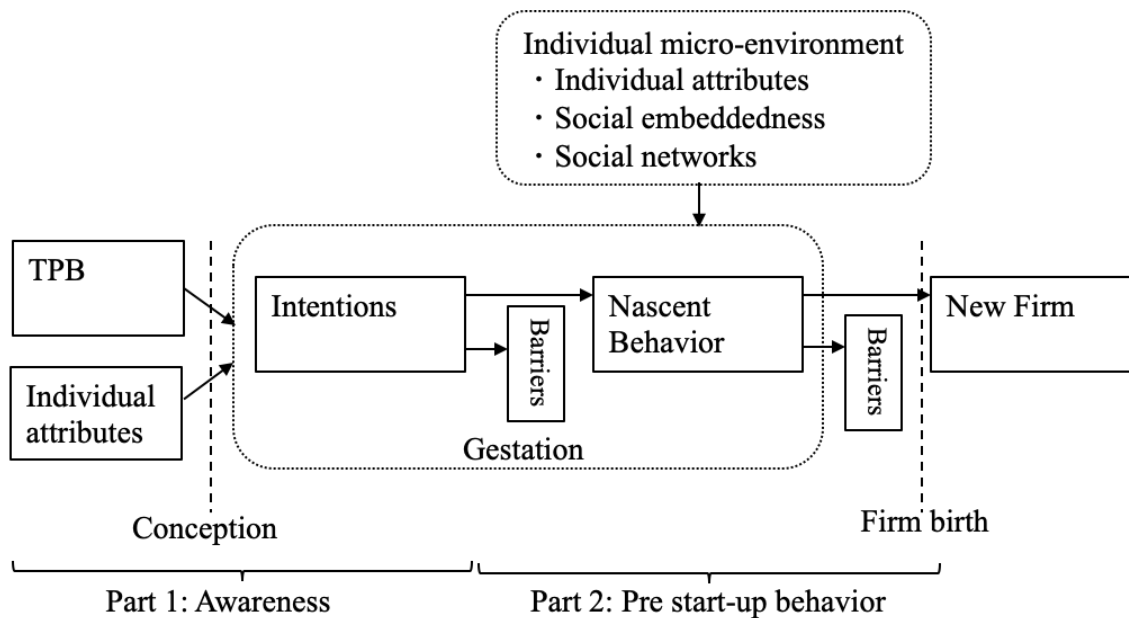


Fig. 1-2 Theoretical framework

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Chapter 2

Basic Research on Urban-rural Exchanges, Farm-stay

Businesses, and Inbound Tourism

2-1 Background and purpose

This chapter examines accommodation-related policy trends and awareness in urban-rural exchange policies, as well as relevant data and awareness trends relating to migrants and local vitalization cooperators during the return-to-rural-living process. It also considers trends and conditions associated with countryside-stay developments and foreign visitors to Japan, presenting the research background visually to illustrate policy and data trends. In addition, it discusses research trends related to farm-stay development, inbound tourism, and migrant entrepreneurship. Over all, this chapter presents basic research on the inbound farm-stay business and migrant trends related to urban-rural exchanges.

2-2 Data related to urban-rural exchanges

1. Trends in urban-rural exchange policies centered on accommodation

Urban-rural exchanges constitute an important initiative for rural revitalization, which focuses on GT and includes various forms of rural migration, settlement, and two-place residence. As the recipients of urban-rural exchanges, farm-stay experience facilities are the main form of GT. Most operators are local farmers or residents. In recent years, as migrants have increased and original operators have grown older, migrants have begun to enter the farm-stay business.

Table 2-1 shows the development of GT agricultural policy, centering on accommodation facilities. During this process, the Act to Promote the Development of Infrastructures for Leisure Stay in Rural Areas (GT Act), enacted in 1994, was the dividing line. Since then, the development of the GT program has transformed significantly.

Urban-rural exchanges and policy implementation began during the 1970s and 1980s, starting with the construction of on-site tourism facilities and leading to the introduction of large-scale capital for rural development through the Resort Act in 1984. The main focus of this phase was regional development and the construction of tangible facilities. Despite the nationwide launch of exchange businesses, rural development was plunged into chaos by blind large-scale construction.

During the 1990s, Japan entered the era of GT development. In 1994, with the enactment of the GT Act and the promotion of the registration system, the government began to implement a new GT-centered means of developing resorts. In 2003, Japan began to ease restrictions on opening new farmhouse inns. In 2008, a focus on primary-school students as potential users

Table 2-1 Rollout of urban-rural exchange policies related to accommodation experience

Period	Key Points	Policy Items
1970s-1980s	Local development; tangible infrastructure construction	1971 “Natural recreation village business,” establishment of natural recreation villages and tourist farms 1984 Rural-urban-exchange promotional activities 1987 Resort Law (Comprehensive Resort Areas Development Law)
1990s	Introduction of GT policy; Accommodation-policy formulation; Intangible elements	1992 New Measures for Food, Agriculture and Rural Areas; GT is introduced 1994 GT Law (Act on Promotion of Development of Infrastructures or Leisure Stay in Rural Areas), registration system for farmhouse inns 1999 Food, Agriculture and Rural Areas Basic Act
2000s	Promotion and expansion of farm-stay businesses	2002 Promotion of policies related to urban-rural co-existence and exchanges 2003 Deregulations of the opening of farmhouse inns 2007 Act on Promotion of Settlement and Interregional Exchange to Vitalize Rural Areas Ecotourism Promotion Act 2008 Children & Agricultural Communities Interaction Project 2009 Implementation of the Regional Vitalization Cooperators 2014 Act on Overcoming Population Decline and Vitalizing Local Economies in Japan 2015 Development of the “Vision to Vitalize Rural Areas”
	Countryside-stay promotion; inbound tourism promotion	2016 Tourism Vision to Support the Future of Japan; countryside- stay promotion 2017 Tourism-based Country Promotion Basic Plan; expanding countryside-stay areas; inbound reception popularized 2018 Basic Policy for Revitalizing Towns, People and Work; Local Vitalization Creation Plan

Source: Based on Sato (2009)

contributed to the development of farm-stay experiences, indicating that the farm-stay business had entered the expansion stage. After the 1990s, GT development focused more on exchanges than on tourism. While the construction of tangible facilities and expansion had previously been the top priorities in the farm-stay business, people now cared more about policy support.

In 2016, the government began to boost countryside-stay businesses through its “Tourism Vision to Support the Future of Japan.” The 2017 “Tourism-based Country Promotion Basic Plan”

commits to increasing the number of countryside-stay areas and boosting countryside-stay businesses that target foreigners. Affected by the COVID-19 pandemic in 2020, Japan nevertheless prepared to receive inbound tourists, despite stagnant inbound tourism. Alongside workations, farm stays were promoted, due to the increase in telework.

2. Relevant awareness of urban-rural exchanges

In recent years, urban residents have become more interested in rural areas revitalized by the vigorous development of farm stays.

According to a public-opinion survey on rural areas conducted by the Cabinet Office in 2014¹⁾, 89.9% of respondents (with significantly more “highly concerned” people than in previous surveys) felt that it was necessary to promote urban-rural exchanges to deepen mutual understanding. The largest group of respondents (48.7%) chose “farmhouse inns” as their first-choice accommodation facilities when staying in rural areas. These results demonstrate how many people recognize the need for urban-rural exchanges and have high expectations of farmhouse inns.

3. Return to rural living—migrant data

Urban-rural exchanges have undergone constant improvements in their exchange facilities, as well as the emergence of a wide range of exchanges, including temporary stays, two-place living, and migration & settlement. In recent years, the new urban-rural exchange trend has featured the development of the return to rural living, as a new approach to migration and settlement. The return to rural living was introduced in 2015. The “Vision to Vitalize Rural Areas” proposed three basic perspectives on work in rural areas: (1) carrying out work in rural areas; (2) strengthening the connections between communities; and (3) strengthening connections with urban residents. The return-to-the-farm movement will ultimately create and secure jobs in rural areas, which, in turn, will lead to more migrations and settlements.

In its Research Report on the Return to Rural Living (2018), the Ministry of Internal Affairs and Communications (Table 2-2), showed that the number of people migrating from urban to depopulated areas totalled approximately 400,000 in FY2000, 290,000 in FY2010, and 250,000 in FY2015. Although the number of migrants showed a downward trend, the proportion of migrants moving to depopulated areas (as a proportion of all migrants) remained roughly the same each year. According to the report, although the number of migrants was decreasing, migrants from urban areas were moving to less populated areas, revealing an increase in the farm-return trend.

Table 2-2 Number of migrants moving to depopulated areas

	FY2000	FY2010	FY2015
Total migrants	16,224,085 (100)	13,081,379 (100)	11,789,739 (100)
Migrants moving to depopulated areas	1,108,134 (6.8)	872,364 (6.7)	773,196 (6.6)
Migrants moving from urban areas to depopulated areas	395,167 (2.4)	280,874 (2.1)	249,545 (2.1)

1)Source: Research Report on the Return to Rural Living (2018), published by the Ministry of Internal Affairs and Communications

According to a survey conducted by the NPO Hometown Return Support Centre (Table 2-3), the number of visitors and migration inquiries increased year on year until 2019, when it reached a peak of 49,401. The year 2020 saw a 22% decrease in the number of inquiries, due to the closure of offline support-center consultation sessions during the COVID-19 pandemic; however, there was a 25% increase in the number of phone and email migration inquiries.

By 2020, the number of prospective migrants in their 20s and 40s was increasing every year, with more than 50% of migrants (the largest group) in their 30s (30.5%), a significant increase. According to the 2018 Hometown Support Center survey, the migrants' top priority was to find a place that offered employment (68%), while their second priority (to live in a natural environment) lagged far behind, at 28.7%. The most significant barrier preventing members of younger generations from moving to rural areas was job security. In terms of job intention, most potential migrants wanted to work for an agriculture-related company (77.1%), while those wishing to work in agriculture decreased from 39.1% in 2010 to 14.2% in 2018. Newly established self-employment businesses accounted for 12.7% of the total. Thus, rural areas offered a diversified range of employment options.

4. Data on local vitalization cooperators

Currently, urban-rural exchanges center on migration and settlement. In 2005, the Ministry of Internal Affairs and Communications introduced the “local vitalization cooperator” (LVC)

Table 2-3 Number of visitors and inquiries to the Hometown Return Support Centre

	Visitors/ Inquiries	Proportion of NPO center users by age (%)					
		~ 20s	30s	40s	50s	60s	70s
2015	21,584	16.1	28.7	22.6	16.3	12.8	3.4
2016	26,426	17.9	28.0	22.5	16.0	12.0	3.7
2017	33,165	21.4	28.9	21.9	15.9	8.4	3.5
2018	41,518	21.6	28.9	21.9	16.2	8.2	3.2
2019	49,401	18.2	26.6	22.5	19.4	9.6	3.6
2020	38,320	19.9	30.5	23.7	16.5	7.2	2.2

Source: survey by the NPO Hometown Return Support Centre (2020)

system, promoting rural settlements by involving people in local vitalization activities for 1–3 years. The Ministry of Internal Affairs and Communications offered financial support worth 4 million yen to each LVC in the reception area.

The number of LVCs increases every year, as does the number of reception municipalities. In FY2020, there were 5,646 LVCs and 1,065 reception municipalities. The Ministry of Internal Affairs and Communications carried out a survey on conditions after the LVC terms end. Table 2-4 shows the attributes of LVCs at the end of their terms of office. In FY2015, FY2017, FY2019, and FY2020, a large proportion of LVC were men, while the number of women increased only slightly. In terms of age, LVCs have become younger in recent years, with the highest proportion in their 20s and 30s. In terms of the careers of settled LVCs with a focus on entrepreneurship, Table 2-5 shows an increase in the number of LVCs year by year, reflecting an increase in their intention to become entrepreneurs. It is therefore essential to study the entrepreneurship of LVCs and improvements to the entrepreneurship-assistance system. Among LVCs, the number who launched accommodation and tourism businesses remained high, up from 49 people in FY2017 to 158 in FY2020.

2-3 Countryside stays and inbound-tourism trends

The term “countryside stay” was first used by the Oita Prefecture GT Research Committee and registered as a trademark in 2003. In 2016, the Tourism Vision to Support the Future of Japan was published, and countryside stays were promoted under the policy to enhance the countryside through farm-stay facilities.

As increasing numbers of foreign tourists have travelled to Japan in recent years, expanding

Table 2-4 End-of-term LVC Attributes

	Gender		Age					
	Male	Female	10s	20s	30s	40s	50s	60s and above
TF2015 (N=945)	624 (66.0)	321 (34.0)	3 (0.3)	353 (37.4)	367 (38.8)	151 (16.0)	48 (5.1)	23 (2.4)
TF2017 (N=2230)	1395 (63.0)	835 (37.0)	3 (0.1)	816 (36.6)	862 (38.7)	392 (17.6)	124 (5.6)	33 (1.5)
TF2019 (N=4848)	3037 (63.0)	1811 (37.0)	5 (0.1)	1538 (31.7)	1958 (40.4)	952 (19.6)	304 (6.3)	91 (1.9)
TF2020 (N=6525)	4076 (62.5)	2449 (37.5)	6 (0.1)	2001 (30.7)	2598 (39.8)	1363 (20.9)	428 (6.6)	129 (2.0)

Source: Survey by the Ministry of Internal Affairs and Communications, Regional Vitalization Group, Regional Self-support Promotion Division

Unit: people (%)

Table 2-5 The careers of settled end-of term LVCs

	Entrepreneurship	Employment	Farming	Business succession	Other	Unknown
FY2015 (N=443)	76 (17.0)	210 (47.0)	79 (18.0)	—	70 (16.0)	8 (2.0)
FY2017 (N=1075)	314 (29.0)	510 (47.0)	152 (14.0)	—	89 (8.0)	10 (1.0)
FY2019 (N=2464)	888 (36.0)	1060 (43.0)	317 (13.0)	11 (0.4)	139 (6.0)	49 (2.0)
FY2020 (N=3310)	1274 (38.5)	1364 (41.2)	413 (12.5)	27 (0.8)	165 (5.0)	67 (2.0)

Source : Survey by the Ministry of Internal Affairs and Communications, Regional Vitalization Group, Regional Self-support Promotion Division

Unit: people (%)

demand for Japanese cultural experiences, the government has actively boosted countryside-stay businesses, including inbound countryside stays, creating 500 agricultural stay areas by 2020. Based on a Tourism Agency survey of the latest trends in foreign visitors to Japan, Table 2-6 shows that the number of foreign visitors to Japan was increasing year on year before the COVID-19 pandemic, reaching approximately 31.88 million in 2019. Repeat visits for tourism and leisure

purposes are also increasing every year. In terms of visit rates for nature-based and rural experiences, the second expected-visit rate was twice the first-visit rate, with repeat visitors finding rural experiences more attractive.

As Table 2-7 shows, up until FY2019, the number of areas with countryside-stay businesses had expanded to 515, exceeding the set target of 500 areas. Meanwhile, the number of visitors to countryside-stay areas was increasing year on year before the pandemic, as was the number of foreign travelers, which reached 376,000 in FY2019.

Although COVID-19 has made the inbound-tourism business more sluggish, the important role it plays in the sightseeing industry remains unchanged. The Japanese government continues to promote tourism information on SNS, targeting overseas tourists. Its goal of welcoming 60 million foreign visitors to Japan by 2030 has not changed. In the urban and rural lodging industry, lodging facilities need to be upgraded as inbound tourism is restored. To achieve this, the lodging industry must be upgraded and expanded.

Table 2-6 Latest trends involving foreign visitors to Japan

	Number of visitors (million people)	Repeat visitors for tourism and leisure (million people) (%)	Nature experience tours and rural-area experiences	
			Done this time (%)	Would like to do next time (%)
2016	2404	904 (55.1)	6.9	16.2
2017	2869	1154 (57.7)	6.7	15.6
2018	3119	1340 (59.4)	6.8	15.2
2019	3188	1420 (61.9)	7.0	16.4

Source: General Statistical Survey by Japan Tourism Agency

Table 2-7 Number of countryside-stay areas and guests

	Countryside-stay areas	Domestic guests (1000 people)	Foreign guests (1000 people)
FY2017	205	4748	286
FY2018	352	4965	356
FY2019	515	5515	376

Source: The Annual Report on Food, Agriculture and Rural Areas in Japan by the Ministry of Agriculture, Forestry and Fisheries

2-4 Research on farm-stay and inbound-tourism businesses

Among various studies of rural-experience exchange activities and local residents' awareness, Honjo et al. (2000a) has investigated residents' awareness of and interest in exchange activities, their assessment of these activities and reasons for engagement, and the requirements associated with resident-oriented exchange activities. An intention survey investigated farmers who hosted agricultural experiences and learning activities for students (Tamura & Ishida, 2007). Experienced farmers who received students were studied to determine their motivations, feelings, and reception conditions. Inexperienced farmers were asked about their reasons for not receiving visitors, reception conditions, and proposals for expanding the system. Another study explored farmers' reasons for engaging in green-tourism activities, the benefits they gained, and future issues; it also analyzed the relationship between different types of farmers and their levels of involvement (Saito et al., 2001).

Based on the profile of business providers and previous research on the extent to which local residents are aware of farm-stay businesses, Ohata (2001: p. 39) believes that it is necessary to understand the intentions of local residents before deciding whether a green-tourism initiative, such as a farm-stay business, is appropriate. Saruishi and Fujisaki (2000) have studied the intentions of residents in relation to farm-stay businesses in two areas, comparing the degree of intention between them. Other researchers have noted that people wishing to start farm-stay businesses face significant barriers, in terms of capital and business know-how. Kim et al. (2006) have introduced farm stays from the perspective of management and space, using Ajimu in Oita Prefecture as an example. They have pointed out several operational issues, including insufficient successors, service provision at farm-stay launches, and the allocation of private and public space. According to Park and Takahashi (2009), the key issues relate to farm-stay business operations, including manpower support, experience-activity menus, and publicity. Kawamura et al. (2017) note that the role of the leader is very important during the launch and formation of a farm-stay district. Given the challenge of sustaining farm-stay operations run by aging leaders, only migrant businesses can ensure the formation of an organized farm-stay system.

A survey of various groups of Japanese and foreign tourists has discovered differences in motivations and behavior (Funk, 2012). Through interviews with key people in the accommodation industry, the research examined innovations introduced to cater to increasing numbers of foreign tourists. A study of green tourism for foreign tourists used marketing research to uncover various problems related to business accounting, residents' intention, systems and cooperations at businesses receiving foreign tourists (Tsutsui & Sawabata, 2010). Ryohei (2014) notes the importance of product and price strategies when addressing international needs. Iwasaki

et al. (2017) has surveyed inbound tourism in Kyoto Prefecture, identifying four types of anxiety: vague anxiety and anxiety related to communications, habits, and food provision. High and low-intention groups have very different levels of food-provision anxiety. According to Tsutsui et al. (2010) and Iwasaki et al. (2017), inbound reception places a significant burden on tourism providers, who feel anxious and insecure about communication, food supply, and similar issues.

2-5 Research on migrant entrepreneurship

Migrants prefer to use regional resources to start tourism and farm-stay businesses. In recent years, there has been an increasing demand for Japanese rural tourism. The rural-tourism industry has diversified needs related to inbound tourism in rural and other areas. It is difficult for rural-tourism businesses to manage by relying exclusively on local participants. Migrants are considered a particularly promising group, given their ability to promote tourism and create new paths in rural areas characterized by a decline in traditional industries (Karin and Susanna, 2020). While migrants can realize their own self-value in rural areas, they can also use their external perspective and regional resources flexibly to create new value, achieving a “win-win” relationship between the rural areas and themselves (Tanaka, 2017).

Among various studies of rural-migrant entrepreneurship in Japan, Yasumoto (2014), Matsumura (2014), and Tsutsui et al (2015) have focused on the role of migrant entrepreneurs, including the impact of rural-migrant entrepreneurship on regional revitalization and tourism promotion. Tsutsui et al (2014) and Sakai et al (2020) have analyzed actual support for migrant entrepreneurs and pointed out the importance of building trust with local residents and various connection networks, established among multiple entities. According to Matsumura (2014), local residents expect a great deal from migrants in the tourism business, while migrants prioritize their relationships with local communities and residents. As Uekubo (2008) has pointed out, uncomfortable relationships with local residents can force migrants to return to urban areas. Shishido and Sanbe (2019) have identified support systems, job satisfaction, and relationships with local residents as key factors influencing the formation of businesses launched by LVCs.

Among studies of entrepreneurial barriers, Fielden et al. (2000) have argued that financial difficulties, time management, inadequate government grants, and business partners can be serious barriers to starting successful new businesses. According to Sloka et al. (2016), infrastructure and unsafe environments, management know-how, business environments, and a lack of financial resources can all be barriers. Starting a business in a rural area is different from going into business in an urban area. Entrepreneurs in urban areas can carry out value-creation

activities much more quickly. For rural entrepreneurs, it is important to understand regional resources and their invisible relationship with the rural community. Every project should start with gaining the trust of local residents (Zushi and Odagiri, 2014).

2-6 Summary

In conclusion, the present survey of migrant trends and awareness reveals that, although the actual number of migrants is not yet clear, there are growing numbers of consultation seekers and areas in which migrants are increasing, confirming the return-to-rural-living trend. Migrants are becoming more interested in securing work in their migration destinations and diversifying their expected forms of employment. In particular, the LVC system is still promoted as an important aspect of settlement-promotion policies. More LVCs intend to launch businesses, including lodging and tourism businesses. In regards to countryside-stay businesses that target foreign tourists through urban-rural exchanges, both business areas and visitors were increasing before the COVID-19 pandemic. Currently, despite the impact of the pandemic, countryside-stay and inbound-tourism businesses have survived and remained important.

Most previous research on farm-stays and inbound tourism has focused on the business conditions and ideologies of operators who have started their own businesses. In this field, there have been no quantitative studies of entrepreneurial awareness or the characteristics of residents who have not yet started businesses.

Most previous studies of entrepreneurship among rural migrants have studied either the entrepreneurial process or the role of migrants, mainly from a regional perspective. Few researchers have analyzed the difficulties migrants encounter or the support they receive at the pre-start-up stage. There is little research on pre-start-up entrepreneurship or the entrepreneurial awareness of potential entrepreneurs. Given this academic context and the existing gaps in the literature, it is clear that the present study is both innovative and original.

Note:

- 1) Questionnaires were distributed nationwide to 3,000 Japanese people over 20 by the Cabinet Office in 2014; of these, 1,880 valid questionnaires were collected and processed.

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Chapter 3

Local Residents' Entrepreneurial Awareness and Influence Factors

3-1 Background and purpose

The previous chapter has described the barriers that migrants encounter and the support networks they establish when launching farm-stay and inbound-tourism businesses. As local residents play a dominant role in rural areas, they must take the initiative in new business start-ups, promoting and vitalizing rural areas alongside migrants. In addition, migrant start-ups need understanding and support from local residents. For this reason, this chapter and the next focus on the entrepreneurial intentions of local residents, alongside their influence factors and willingness to cooperate.

Most existing studies have investigated the awareness, participation, and statements of residents who have already participated in farm-stay businesses; few have analyzed the factors that influence residents' intentions. The purpose of this research is therefore to investigate the awareness of local residents who have not yet started long-stay tourism businesses in Tamba-Sasayama City. Tamba-Sasayama is thought to have the most rapidly aging population in all of Japan. Locally, this has caused anxiety, a deterioration in the education system and general environment, and the loss of some of Tamba-Sasayama's unique landscapes. Most tourism in Tamba-Sasayama involves one-day stays or short residency periods, which cannot highlight the full range of local attractions or secure a significant income. For this reason, Tamba-Sasayama needs a vigorous tourism-development program with relatively long residency times to boost the local economy. Investigating the residents of Tamba-Sasayama can help us understand their basic intentions in relation to the agricultural and rural-experience exchange business, the farm-stay business, and openness to foreign tourists. This approach also allows us to analyze the influence of each factor on TPB-based intentions, and to offer viable suggestions for promoting long-stay tourism.

3-2 Research method

1. Summary of the investigation area

The investigation was carried out in the Murakumo area of Tamba-Sasayama in three communities: Kusanokami, Mukai, and Saikusho. The total population in Murakumo area is 995 (2016). In the Kusanokami community the population is 90; in Mukai there are 134 people, and in Saikusho there are 129 people. Tamba-Sasayama enjoys easy access to Kyoto, Osaka, and Kobe. It takes only an hour to get to Tamba-Sasayama from these cities by train or highway. Tamba-Sasayama is also rich in tourism resources. It has beautiful scenery throughout the year,

and has cultural activities such as Tanba yaki. The richness in the variety of specialty agricultural products such as black soy beans, is another advantage of Tamba-Sasayama. Tamba-Sasayama also has a rich food culture. Tamba-Sasayama's plan—"Tamba-Sasayama Tourism City Development Vision"—has provided guidance to developing tourism since 2007. In 2009, the government established a tourism strategy based around three ideas in this vision: increasing the number of people who is interested in Tamba-Sasayama, promoting exchange, and strengthening regional powers. The current tourism in Tamba-Sasayama is developed in only a small region, and tourists thus spend only a short time in the area, which makes it hard to boost cultural consumption and the local economy. The proportion of accommodation for tourists is relatively low. The number of tourists to Tamba-Sasayama was 2,345 of whom just 120 people were accommodated. Moreover, domestic demand is shrinking. Therefore, it is of great importance to expand the region for tourism, develop long-stay tourism, and develop the foreign market.

2. Survey method

In 2018, a total of 272 questionnaires were distributed to all the households across three communities—Kusanokami (38 households), Mukai (48 households), and Saikusho (50 households)—in the Murakumo area, Tamba-Sasayama city. From these, 186 questionnaires were collected, out of which 164 were completed, for an effective recovery rate of 68.4%. An envelope containing two questionnaires was distributed to each household by the presidents of the community associations. They entrusted the envelopes to the household heads and asked two members over the age of 18 years in each household to fill the questionnaires.

The research aims to ascertain residents who are still not aware and have not started the farm-stay business. We found that the Murakumo area did not offer such undertakings, and the area's directors intended to promote regional vitality by starting the farm-stay business and inbound tourism. This prompted them to help with the survey. The investigation of the Murakumo area helps us understand how ordinary rural area views such businesses. This underlies our selection of the three communities in the Murakumo area with large populations and a willingness to partake in the survey.

3. Analysis framework

Analysis of residents' awareness in the research was based the theory of planned behavior (TPB) as the theoretical basis, which is one of the most widely used and influential theoretical models for studying the relationship between attitudes and behavior (Davies et al., 2002).

Referring to basic theoretical framework of TPB. Attitude has been explained as the degree to which individuals have a favorable or negative assessment when they perform a particular behavior (Ajzen, 1991; Han et al., 2009; Tonglet et al., 2004). Subjective norms refer to the social pressures that individuals feel when performing a particular behavior. They reflect the opinion of an individual's "important other" on his or her particular behavior. Perceived behavioral control reflects the degree of perceived difficulty when an individual performs a particular behavior. More precisely, perceived behavioral control assesses an individual's perception of how efficiently he/she can control factors that may enable or hinder the actions required to deal with a specific situation (Verma & Chandra, 2018).

The questionnaire was designed based on the TPB as indicated in Table 3-1. Three questions focus on behavioral intentions, including the intentions on agricultural and rural-exchange experience business, farm-stay business, and accepting foreign tourists. A five-point Likert scale was used to evaluate the items.

The framework of the analysis is shown in Fig.3-1. The research first analyzed the magnitude of the three intentions, and then elaborated on the degree of influence of each factor on these three behavioral intentions using structural equation modeling (SEM).

The following hypotheses were proposed:

- H1 - Residents tend to hold negative attitudes regarding intentions toward the agricultural and rural-experience exchange business, implementing farm stays, and accepting foreign tourists.
- H2 - Attitude has a significant effect on residents' intentions.
- H3 - Subjective norm has a significant effect on residents' intentions.
- H4 - Perceived behavioral control has a significant effect on residents' intentions.

Table 3-1 Questionnaire Items

Intentions	BI1. Agricultural and rural-exchange experience business BI2. Farm-stay business BI3. Accept foreign tourists
Attitudes (AT)	AT1. It would be better if more people visited Murakumo AT2. I like to talk to people AT3. I am interested in communicating with foreigners AT4. I would like to increase my income through tourism
Subjective Norms (SN)	SN1. When starting a new business, I would worry about the opinions of others in the community SN2. When starting a new business, I would worry about my family's opinion SN3. I would worry about the opinions of others in the community when starting a farm-stay business
Perceived Behavioral Control (PBC)	PBC1. I hope to play a core role in the community PBC2. I can cope with tourists from urban areas PBC3. I can cope with foreign tourists PBC4. I have a room in my house that could be used for accommodation with a little preparation PBC5. I have knowledge of related systems and support policies about starting and operating the farm-stay businesses

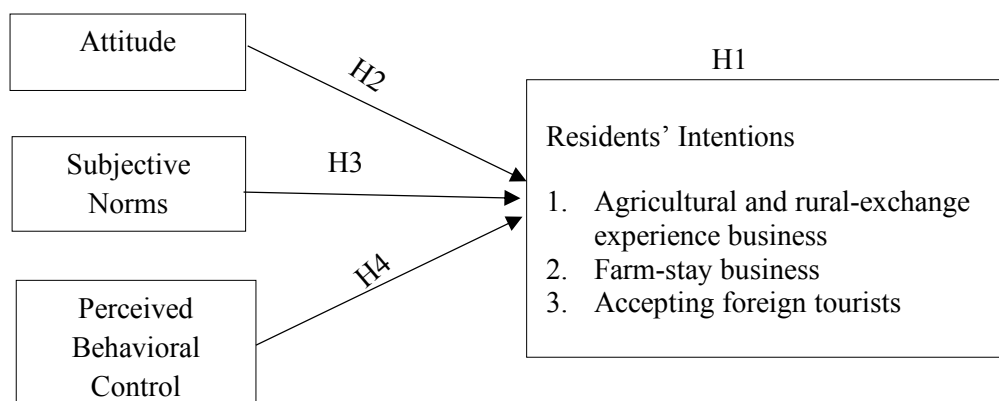


Fig. 3-1 The framework of the analysis process

3-3 Local residents' business start-up intentions

Table 3-2 presents residents' intentions toward business start-up. In terms of exchange experience businesses, 31.1% of the respondents have interest and great interest in it, whereas 35.9% have no interest and no interest at all. In terms of farm-stay businesses, 15.2% of respondents have interest and great interest while 55.4% have no interest and no interest at all. In terms of accepting foreign tourists, 18.3% of the respondents have interest and great interest while up to 55.5% have no interest and no interest at all.

Table 3-2 Residents' Intentions toward business start-up

		No.	%
Agricultural and rural-exchange experience business	Have no interest at all	15	9.1
	Have no interest	44	26.8
	Neither	54	32.9
	Have interest	44	26.8
	Have great interest	7	4.3
Farm-stay business	Have no interest at all	25	15.2
	Have no interest	66	40.2
	Neither	48	29.3
	Have interest	17	10.4
	Have great interest	8	4.8
Accepting foreign tourists	Have no interest at all	28	17.1
	Have no interest	63	38.4
	Neither	43	26.2
	Have interest	23	14.0
	Have great interest	7	4.3

Source: Authors' survey, 2018

3-4 Factors that influence local residents' intentions

1. Factor analysis

This study used Cronbach's α reliability coefficient to reflect the reliability of the measured data. As shown in Table 3-3, the values were above the acceptable standard of 0.7 for each

variable, indicating that the questionnaire in this study has a certain degree of reliability and good internal consistency.

The measurement model in this study was first evaluated using exploratory factor analyses. After the KMO and Bartlett's sphericity test was passed, principal component analysis was employed, and a factor rotation analysis was carried out using the varimax method. The closer the value of KMO is to 1, the more appropriate it is to perform factor analysis. The test results showed that the value of KMO was 0.800, and Bartlett's test of sphericity result was significant, indicating that it was appropriate to conduct factor analysis. Table 3-3 shows that three factors with eigenvalues greater than 1 were extracted during the factor analysis using the varimax rotation method, corresponding to the three variables of attitude, subjective norms, and perceived behavioral control. The factor loadings of each factor were greater than the suggested criterion of 0.6.

Table 3-3 Results of Exploratory Factor Analysis

	Component			Cronbach's α
	1	2	3	
PBC2. I can cope with tourists from urban areas	0.888			0.877
PBC3. I can cope with foreign tourists	0.821			
PBC1. I hope to play a core role in the community	0.812			
PBC4. I have a room in my house that could be used for accommodation with a little preparation	0.797			
PBC5. I have knowledge of related systems and support policies that support people starting and operating farm-stay businesses	0.743			
AT4. I would like to increase my income through tourism		0.898		0.900
AT1. It would be better if more people visited Murakumo		0.879		
AT3. I am interested in communicating with foreigners		0.862		
AT2. I like to talk to people		0.834		
SN2. When starting a new business, I would worry about my family's opinion			0.888	0.798
SN3. I would worry about the opinions of others in the community when starting a farm-stay business			0.851	
SN1. When starting a new business, I would worry about the opinions of others in the community			0.779	

Extraction method: principal component analysis

Rotation method: varimax with Kaiser normalization

2. Measurement model

Confirmatory factor analysis was adopted to assess the reliability and validity of the measurement model. As indicated in Table 3-4, the factor loadings of each observed variable were above the acceptable criterion of 0.5, the composite reliability (CR) values were greater than the acceptable limit of 0.6, and the average variance extracted (AVE) values exceeded the acceptable limit of 0.5. Regarding the discriminatory validity of the measurement data (i.e., the square root of average variance extracted), their values were greater than the correlation coefficient between the variables, indicating that the measurement data have good discriminatory validity. Moreover, all the goodness-of-fit indicators of the measurement model reached the standard values ($\chi^2/DF=1.479$, RMSEA=0.054, GFI=0.935, AGFI=0.9, NFI=0.93, TLI=0.969, and CFI=0.976), indicating a good fit of the measurement model. These results indicate that the measurement model has good reliability and validity.

Table 3-4 Results of Confirmatory Factor Analysis

Construct	Items	Factor loading	AVE	CR
Attitude (AT)	AT1	0.867	0.717	0.884
	AT2	0.765		
	AT3	0.796		
	AT4	0.901		
Subjective Norm (SN)	SN1	0.617	0.723	0.887
	SN2	0.891		
	SN3	0.767		
Perceived Behavioral Control (PBC)	PBC1	0.756	0.594	0.814
	PBC2	0.863		
	PBC3	0.795		
	PBC4	0.743		
	PBC5	0.705		

3. Significance of factors on local residents' intentions (Structural model)

After validating the measurement model, the structural model was tested and assessed. First, the model fit was tested. Table 3-5 shows that all the basic goodness-of-fit indicators of the model reach acceptable standards and the model has a good structural validity.

The standardized path coefficients and the significance levels of the model are listed in Table 3-6, where the standardized regression coefficient values (β values) are the path coefficients between variables and S.E. is the standard error of the estimated value. If the absolute value of the t-value was above 1.96, the estimated value reached a significance level of 0.05. If the significant P-value was below 0.001, the sign “***” would be shown. The results in the table show that the three path coefficients reached a significance level of 0.001, indicating that attitude has a significant positive effect on all three intentions. In addition, the three path coefficients reached a significance level of 0.05, implying that perceived behavioral control has a significant positive effect on all three intentions. In contrast, the subjective norm has no significant effect on the three intentions.

Table 3-5 Fit Indices of the Structural Model

Fit Indices	χ^2/DF	RMSEA	GFI	NFI	TLI	CFI
Reference standard	< 3.00	< .08	> .90	> .90	> .90	> .90
Structural model	1.320	0.044	0.930	0.932	0.976	0.982

Table 3-6 Path coefficients and significance level of TPB Model

Path	β	S.E.	t-value	P
Attitude → Experience exchange business	0.357	0.083	4.482	***
Attitude → Farm-stay business	0.316	0.082	3.959	***
Attitude → Accepting foreigner tourists	0.347	0.084	4.389	***
Subjective Norm → Experience exchange business	-0.028	0.13	-0.359	0.716
Subjective Norm → Farm-stay business	-0.113	0.131	-1.418	0.156
Subjective Norm → Accepting foreigner tourists	-0.087	0.133	-1.111	0.266
Perceived Behavioral Control → Experience exchange business	0.217	0.092	2.642	0.008*
Perceived Behavioral Control → Farm-stay business	0.231	0.092	2.784	0.005*
Perceived Behavioral Control → Accepting foreigner tourists	0.227	0.094	2.773	0.006*

*p<.05, ***p < 0.001

3-5 Conclusion

This research investigated residents' intentions toward implementing agricultural and rural-experience exchange businesses, farm-stay businesses, and accepting foreign tourists in three communities in the Murakumo area of Tamba-Sasayama City. Based on the framework of the TPB, this research put forward the hypothesis that attitudes, the subjective norm, and perceived behavioral control affect residents' intentions to some extent. Conclusions derived from the empirical analysis can be summarized as follows.

Regarding intentions toward the agricultural and rural-experience exchange business, implementing farm-stays, and accepting foreign tourists, the proportion of residents that tend to hold negative attitudes is large. Moreover, residents almost hold more negative attitude to farm-stay business and receiving foreigners than to the experience exchange business. The above conclusions confirm H1 proposed in the research.

This research mainly used SEM to analyze the factors influencing residents' intentions. The factor of attitude has a significant positive effect on the residents' intentions with regard to rural-exchange experience businesses, farm-stay businesses, and accepting foreign tourists. This confirms H2. The factor of the subjective norm has no significance on residents' intentions. Thus, H3 is rejected. Perceived behavioral control has a significant positive effect on the intention of rural-exchange experience businesses, farm-stay businesses start-up and accepting foreign tourists. H4 is proved. Therefore, in the Murakumo area, residents' intentions toward rural tourism, farm-stays, and accepting foreigners are mainly influenced by their own attitudes, abilities, and perceptions of difficulty.

The results of the data collection and analysis show that attitude has a significant impact on the intention to start the farm-stay business and accept foreign tourists. This requires the leaders and relevant staff in charge of the area to educate people about the merits of such undertakings, thereby changing and deepening people's attitudes toward the business, and strengthening their intentions to start the farm-stay business and inbound tourism. However, in terms of the real condition, among those who have relatively high intentions to start the business, some people care about how others feel and find it difficult to accept the tourists. Therefore, it is necessary to create an atmosphere for promoting the farm-stay business and inbound tourism in the whole area. Further, there should be campaigns to promote the business along with support for specific commercialization.

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Chapter 4

Local Residents' Entrepreneurial Intentions, Concerns, and Willingness to Cooperate

4-1 Background and purpose

The previous chapter has clarified the intentions of local residents to launch farm-stay and inbound-tourism businesses and their influence factors, based on TPB. The next chapter will discuss the influence of individual attributes on these intentions and analyze the concerns of local residents aiming to start businesses, assessing their willingness to cooperate at different intention levels.

From the profile of the business providers, among the previous research on the awareness of local residents on farm-stay businesses, Saruishi and Fujisaki (2000) studied the intentions of residents in two areas toward farm-stay businesses and compared the intention degree between the two areas. Additionally, it has been pointed out that those who have the intention and those who have no intention perceive the difficulties of workforce, physical labor, and psychologist aspect on starting farm-stay businesses differently. Iwasaki et al. (2017) surveyed the current situation of inbound tourism in Kyoto Prefecture and identified four aspects of anxieties: vague anxiety, communications, habits, and food provision. Among them, there was a large difference of the food provision anxiety in the high and low-intention groups. Ohe (2018) pointed out that women in rural areas have a stronger desire to engage in farm-stay businesses to secure their own fields and achieve self-fulfillment as they regard the farm-stay businesses as their field.

Regarding the cooperation issues in farm-stay businesses, Park and Takahashi (2009), Kawamura et al. (2017) pointed out the operators require local residents to offer advices on food, agricultural experiences and accommodation in peak season or in emergency. Yamada (2001) analyzed the farmer's cooperation opinions about agricultural experience activities for children and pointed out people who have the cooperation experiences show the higher cooperation willingness.

Findings from the previous research and issues remaining are, (1) The intention to start a rural business may vary depending on the location, gender. Women' intention is higher. However, there is a lack of accurate analysis of difference of intention proportions in demographic characteristics. (2) It was pointed out that the perceptions of difficulties on businesses vary in different intentions. (3) There is still a lack of cooperation attitude from the perspective of local residents. Meanwhile, there is a lack of study on the awareness among residents in rural areas where businesses have not yet been started.

In summary, the main subjects of this research are: Firstly, to determine the intentions of local residents on farm-stay businesses star-up and inbound tourism, and whether there is any difference in intention proportions among demographic characteristics. Secondly, to clarify the items concern by local residents in starting the businesses. Thirdly, to master local residents'

attitude toward the businesses by others in the communities and the available cooperation forms. Through the analysis, the study will discuss the possibility of starting farm-stay and inbound-tourism businesses and the environment preparation for new businesses.

According to the previous research, the following hypotheses are established:

- Local residents in areas where farm- stay businesses have not yet been opened have low intentions to start. businesses, especially on accepting foreigners. Women enjoy a higher intention than men.
- Concerns about businesses vary in different intentions.
- For areas with no experience in farm-stay cooperation, willingness of cooperation will be low.

4-2 Research method

The same questionnaire survey in Murakumo area, Tamba-Sasayama city, has been introduced in the previous chapter. The main survey items in this chapter contain three aspects: demographic characteristics, intentions and concerns toward starting business by themselves, and attitudes and cooperation forms toward business by others in the communities.

The Chi-square test was used to more accurately grasp the difference of intention proportions in demographic characteristics. As the demographic characteristic indicators are categorical variables. The Chi-square test specially applies to testing the proportion differences of categorical variables.

4-3 Demographic characteristics and intentions

1. Intention groups

Table 4-1 shows that 25 respondents had high intentions of starting a farm-stay, while 30 respondents highly intended to accept foreign tourists. In the ordinary rural areas, this percentage is relatively high. It can be presumed that residents here to a certain degree accept foreign tourists.

Table 4-1 Degree of intention in starting farm-stay businesses and accepting foreign tourists (N=164)

Intention degree	Farm-stay business			Accepting foreign tourists		
	No.	%	Intention Group	No.	%	Intention Group
5	8	4.8	High 25 (15.2)	7	4.3	High 30 (18.3)
4	17	10.4		23	14.0	
3	48	29.3	Low 139 (84.8)	43	26.2	Low 134 (81.7)
2	66	40.2		63	38.4	
1	25	15.2		28	17.1	

Note: Interest degree : 5-have great interest, 4-have interest, 3-neither, 2-have no interest, 1-have no interest at all.

2. Demographic characteristics of the intention groups

In order to examine the difference in the intentions to start a farm-stay business on different demographic characteristics, a chi-square test was conducted. The results in Table 4-2 show that there was a significant difference between the males and the females with regard to the intentions at a significance level of 1%, the males having higher intentions than the females. Agriculture time and free time also differed significantly in the high and low intention degrees at a significance level of 5%. People who carry out farm work several days a week had a higher intention.

Table 4-3 shows the results of the chi-square test between the demographic characteristics and the intention degree of accepting foreign visitors. Agriculture time and communication with foreigners had significant differences in the two intention groups at a significant level of 1%. Similar to the intention of starting a farm-stay business, people who carry out farm work several days a week had a higher intention.

Table 4-2 Chi-square test on the intentions of starting the farm-stay business and demographic characteristics (N=164)

		Total	%	High intention		Low intention		X ²	P
				No.	%	No.	%		
Gender	Male	84	100.0	19	22.6	65	77.4	7.249	0.007**
	Female	80	100.0	6	7.5	74	92.5		
Age	20s-50s	64	100.0	8	12.5	56	87.5	0.612	0.434
	60s-70s or above	100	100.0	17	17.0	83	83.0		
Living conditions	Living alone	9	100.0	1	11.1	8	88.9	1.621	0.655
	Couple	61	100.0	12	19.7	49	80.3		
	Two generations	66	100.0	9	13.6	57	86.4		
	Three generations	28	100.0	3	10.7	25	89.3		
Farming frequency	Almost every day	30	100.0	6	20.0	24	80.0	8.344	0.015*
	Several days a week	52	100.0	13	25.0	39	75.0		
	Almost none	82	100.0	6	7.3	76	92.7		
Working condition (primary-source of income)	Full-time employment	47	100.0	6	12.8	41	87.2	5.612	0.586
	Part-time employment	16	100.0	1	6.3	15	93.8		
	Housework	21	100.0	2	9.5	19	90.5		
	Pension	30	100.0	8	26.7	22	73.3		
	Agriculture	28	100.0	5	17.9	23	82.1		
	Self-employment	10	100.0	2	20.0	8	80.0		
	Student	1	100.0	0	0.0	1	100.0		
	Other	11	100.0	1	9.1	10	90.0		
Free time	Almost none	42	100.0	2	4.8	40	95.2	10.943	0.027*
	1 day a week	38	100.0	6	12.5	42	87.5		
	2-3 days a week	54	100.0	14	25.9	40	74.1		
	4-5 days a week	8	100.0	0	0.0	8	100.0		
	Almost every day	12	100.0	3	25.0	9	75.0		
Experience of communication with foreigners	None	125	100.0	15	12.0	110	88.0	4.430	0.109
	Several times	36	100.0	9	25.0	27	75.0		
	Frequently	3	100.0	1	33.3	2	66.7		
Community	Kusanokami	46	100.0	6	13.0	40	87.0	4.766	0.092
	Mukai	55	100.0	13	23.6	42	76.4		
	Saikusho	63	100.0	6	9.5	57	90.5		

Notes: 1) *p<0.05, **p<0.01.

2) No. of respondents at the age of 18 and 19 is 0.

Table 4-3 Chi-square test on the intentions of accepting foreign visitors and demographic characteristics (N=164)

		Characteristics (N = 104)							
		Total	%	High intention		Low intention		X ²	P
				No.	%	No.	%		
Gender	Male	84	100.0	19	22.6	65	77.4	2.156	0.142
	Female	80	100.0	11	13.8	69	86.3		
Age	20s-50s	64	100.0	13	20.3	51	79.7	0.286	0.592
	60s-70s or above	100	100.0	17	17.0	83	83.0		
Living conditions	Living alone	9	100.0	1	11.1	8	88.9	3.612	0.307
	Couple	61	100.0	14	23.0	47	77.0		
	Two generations	66	100.0	13	19.7	53	80.3		
	Three generations	28	100.0	2	7.1	26	92.9		
Farming frequency	Almost every day	30	100.0	5	16.7	25	83.3	11.27	0.004**
	Several days a week	52	100.0	17	32.7	35	67.3		
	Almost none	82	100.0	8	9.8	74	90.2		
Working condition (primary source of income)	Full-time employment	47	100.0	11	23.4	36	76.6	4.422	0.730
	Part-time employment	16	100.0	2	12.5	14	87.5		
	Housework	21	100.0	3	14.3	18	85.7		
	Pension	30	100.0	8	26.7	22	73.3		
	Agriculture	28	100.0	4	14.3	24	85.7		
	Self-employment	10	100.0	1	10.0	9	90.0		
	Student	1	100.0	0	0.0	1	100.0		
	Others	11	100.0	1	9.1	10	90.9		
Free time	Almost none	42	100.0	5	11.9	37	88.1	8.462	0.076
	1 day a week	38	100.0	8	16.7	40	83.3		
	2-3 days a week	54	100.0	16	29.6	38	70.4		
	4-5 days a week	8	100.0	0	0.0	8	100.0		
	Almost every day	12	100.0	1	8.3	11	91.7		
Experience of communication with foreigners	None	125	100.0	16	12.8	109	87.2	10.624	0.005**
	Several times	36	100.0	13	36.1	23	63.9		
	Frequently	3	100.0	1	33.3	2	66.7		
Community	Kusanokami	46	100.0	8	17.4	38	82.6	1.753	0.416
	Mukai	55	100.0	13	23.6	42	76.4		
	Saikusho	63	100.0	9	14.3	54	85.7		

Notes: 1) *p<0.05, **p<0.01.

2) No. of respondents at the age of 18 and 19 is 0.

4-4 Concerns based on different intentions

Table 4-4 shows that there was a significant difference between the high-intention group and low-intention group on the concerns when starting a farm-stay business. For high-intention group, workforce (52.4%), business knowledge (47.6%) and business capital (33.3%) accounted for high percentages. However, for low intention, the majority of people (71.9%) could not imagine starting businesses. Besides, the rooms and facilities (18.7%), diseases and safety (15.1%), and workforce (14.4%) had relatively high percentages.

Table 4-4 Concerns to starting farm-stay businesses

Items	High intention (N=21)		Low intention (N=139)	
	No.	%	No.	%
Workforce	11	52.4	20	14.4
Business knowledge	10	47.6	17	12.2
Business capital	7	33.3	16	11.5
Rooms and facilities	6	28.6	26	18.7
Diseases and safety management	6	28.6	21	15.1
Food provision	4	19.1	19	13.7
Neighbors' understanding	4	19.1	16	11.5
Visitors	3	14.3	6	4.3
Cooperation system	2	9.5	6	4.3
Administrative support	2	9.5	5	3.6
Cleaning work	1	4.8	3	2.2
Nothing	1	4.8	0	0.0
Cannot envisage starting	0	0.0	100	71.9

$X^2=44.197$, $p<0.001$

Notes: 1) The No. of respondents in high-intention group here is 21, getting rid of the respondents who choose "Cannot envisage starting".

2) This is a multiple-choice question, which can choose maximum 3 items.

In Table 4-5, as for the intention of accepting foreign visitors, with regard to high-intention group, language (77.3%), diseases and safety (40.9%), and diet and habits (40.9%) accounted for high percentages. Regarding low-intention group, the people who cannot imagine accepting foreign visitors accounted for the highest percentage (76.9%). Besides, language (29.9%) and diet and habits (23.1%) had relatively high percentages. It also shows that the people with low intentions of accepting foreign visitors cared the neighbors' understanding account for a lot (12.7%).

Table 4-5 Concerns to accepting foreign tourists

Items	High intention (N=22)		Low intention (N=134)	
	No.	%	No.	%
Language	17	77.3	40	29.9
Diet and habits	9	40.9	31	23.1
Diseases and safety management	9	40.9	12	9.0
Country and experience	7	31.8	9	6.7
Administrative support	4	18.2	6	4.5
Fee receipts	4	18.2	2	1.5
Experience activities	3	13.6	3	2.2
PR	3	13.6	3	2.2
Reservation and accepting way	2	9.1	2	1.5
Cooperation system	2	9.1	3	2.2
Neighbors understanding	1	4.6	17	12.7
Nothing	0	0.0	1	0.7
Cannot envisage starting	0	0.0	103	76.9

$X^2=61.598$, $p<0.001$

Notes: 1) The No. of respondents in high-intention group here is 22, getting rid of the respondents who choose "Cannot envisage starting".

2) This is a multiple-choice question, which can choose maximum 3 items.

4-5 Cooperation willingness of business start-up

1. Attitude toward farm-stay businesses in the communities

Table 4-6 shows that when others in communities start farm-stay businesses, most respondents, including those in the low-intention group, had a positive attitude toward it. This implies the possibility of the existence of a relatively harmonious environment among the residents.

Table 4-6 Residents' attitudes when others starting the farm-stay businesses in the community

Attitude	All respondents (N=164)		Respondents of Low Intention (N=139)	
	No.	%	No.	%
5	16	9.8	8	5.7
4	68	41.5	54	38.8
3	68	41.5	65	46.8
2	8	4.9	8	5.7
1	4	2.4	4	2.9

Note: Attitude degree: 5-extremely good, 4- good, 3-neither, 2- not desirable, 1- not desirable at all.

2. Cooperation forms

Table 4-7 shows the activities that the respondents in the two intention groups could support if someone started a farm-stay business. It shows that almost half of the respondents including those in the low-intention group had willingness to cooperate. Most respondents could support the farming experiences in the farm-stay businesses. Those in the high-intention group were also more willing and able to provide accommodation facilities than those in the low-intention group. As in the analysis of the concerns about starting farm-stay businesses, barriers to rooms and facilities were more prominent in the low-intention group.

Table 4-7 Cooperation forms (N=164)

Items	High intention (N=25)		Low intention (N=139)	
	No.	%	No.	%
Total No. of respondents who have willingness to cooperate	21	84.0	58	41.7
Farming experience	15	60.0	33	23.7
Food-processing experience	5	20.0	8	5.8
Tradition and culture	4	16.0	14	10.1
Food	6	24.0	16	11.5
Accommodation	9	36.0	4	2.9
Nature and sightseeing guidance	7	28.0	11	7.9
Other (agriculture machinery, labor)	1	4.0	1	0.7
Nothing	4	16.0	8	58.3

Notes: 1) The intention here refers to starting the farm-stay business.

2) This is a multiple-choice question, which can choose all the items you can supply.

4-6 Conclusion

1. Residents' intentions and demographic characteristics

The residents' intentions to start a farm-stay business and accept foreign visitors are not high. However, there is still a certain percentage of people who have high intentions of starting a business, which is relatively high for an ordinary rural area.

It is confirmed that the demographic characteristics of gender, farming time, and free time have significant differences in the high-intention and low-intention groups with regard to starting a farm-stay business. The males have higher intentions than the females. This is inconsistent with the view that females have higher self-fulfillment intentions than males in the farm stay business as suggested by the previous research. Women are almost hardly to balance the business operations with life owing to their burden in life such as housework and childcare (Ohe, 2018). Meanwhile, women are primarily responsible for cleaning, food preparation and tidying up as men are not involved (Park and Takahashi, 2009). Thus, we consider the possibility that the increased burden and overwork in farm-stay businesses may affect their intentions. About the

farming time and free time, it can be seen that respondents who have a certain amount of contact with agriculture and some leisure time are more likely to be interested in starting farm-stay businesses. The attribute characteristics of farming time and communication with foreigners have significant differences in the high-intention and low-intention groups with regard to accepting foreign visitors. As the previous research presented that the operators can ease their anxieties about foreigners by accepting foreigners on time (Iwasaki et al., 2017). Thus, concerning the high level of intention to accept foreign visitors, respondents who have the experience of interacting with foreigners are more likely to accept foreigners.

It is inferred that there is a possibility of starting farm-stay businesses and inbound tourism in this area.

2. Concerns to starting a business

The concerns when starting a farm-stay business differ in both the high and low intention groups. Both high and low-intention respondents are more concerned about workforce issue. Meanwhile, respondents with high intentions are more concerned about business knowledge and capital. But respondents with low intentions care more about tangible issue, i.e., rooms and facilities. Additionally, respondents with low intentions pay more attention to safety issue.

Regarding accepting foreign visitors, language is the most practical challenge, living habits and safety management are also among their concerns. However, there is a significant difference in whether they care about neighbors' understanding. Respondents with low intentions are more concerned about the understanding of their neighbors.

3. Cooperation environment

Although a few people show interest in starting a farm-stay business and accepting foreign visitors, they are positive toward someone else starting a business in the community. Moreover, the people that do not intend to start a business can take part in various activities to support the business. In terms of the available cooperation forms from the profile of local residents, it can be seen that the largest number of people are those who can offer agricultural experience activities, while in terms of the accommodation supply, those with low intentions offer little cooperation in accommodation because they are more concerned about rooms and facilities in starting businesses. The study confirms the existence of a conducive environment to start up a farm-stay business, and cooperative residents in the area. We suggest that the relevant organizations complete the

cooperation information collection, contribute to solving the workforce shortage problem while people who are willing to cooperate have the opportunities to participate in the businesses.

The study arrives at an unanticipated finding that in Murakumo area, quite a few local residents are interested in farm-stay businesses and accepting foreign tourists. It analyzes the differences in the intention degree among various demographic characteristics, discovering huge gender differences in the intentions. Moreover, a lot of people have willingness to cooperate and provide support in the businesses. From the results, it is hard to say whether the results are unique to only this area. In the investigation, however, we selected an ordinary area in Sasayama city for the research. Therefore, if it is positioned as an ordinary rural area, we confirmed that some people are interested in starting farm-stay businesses and inbound tourism. In the event they do not start the businesses, they willingly offer support. Hence, for those interested in creating a farm-stay business, it is important to create a conducive environment for them. We will clarify the specific barriers to business start-up for the further research.

It should be noted, however, that this research investigates the intentions of local residents and their concern about starting a business. Whether they prepare to start a business is still not known: there may be fewer people who truly prepare to start a business. This investigation was conducted before the coronavirus disease 2019 (COVID-19) outbreak. After the outbreak, some changes may have occurred to the residents' consciousness and operation issues.

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Chapter 5

Barriers and Networks for Migrant Entrepreneurs during the Pre- Start-up Period

5-1 Background and purpose

As the upward trend in “return to rural living”, people who return to rural areas want to pursue a better quality of life. The biggest concern for them when migrating to rural areas is the guarantee of work. Starting tourism and farm-stay businesses using regional resources is favored by migrants, who can not only realize their own self-value in rural areas, but also flexibly make use of regional resources to create new value using their external perspectives. Many young migrants wish to realize migration by participating in work such as serving as LVC, which is related to regional development. In the backdrop of the current trend of young people returning to rural areas, LVC has attracted wide attention as a part of the external talent assistance system rolled out by the national government, witnessing increasing LVCs and implementing municipalities year by year. LVCs usually have a high rate of settlement and are willing to start their own businesses. In a study on the promotion and support systems of LVC migrants entrepreneurship and settlement, Shishido and Sanbe (2019), and Kuwabara et al. (2016) pointed out that the establishment of relationships with local administration and residents, as well as the improvement of access and support systems, influence entrepreneurship, and settlement. However, from the perspective of LVC, there is a lack of research on the troubles and barriers encountered during their entrepreneurship and settlement.

The research on the barriers to starting businesses, farm-stay businesses and inbound tourism development has pointed out the issues on entrepreneurship in the urban areas and farm-stay businesses entrepreneurship at the operational aspect. However, there is a lack of research on entrepreneurship in the rural areas particularly the research on the difficulties encountered by migrants in starting farm-stay businesses and inbound tourism at the starting phase. The studies on the promotion of migrants’ entrepreneurship in the rural areas have pointed out the environmental preparation and support system establishment for entrepreneurship promotion as well as the construction of the relationship with administrative and regional residents from the rural perspective. However, there are still insufficient studies analyzing the problems and solutions in detail from the perspective of migrants. Therefore, this study selects two cases of farm-stay businesses with inbound tourism run by LVC migrants as the research objects to clarify the barriers in starting the farm-stay businesses with inbound tourism, and the process of support obtained to overcome the barriers from the perspective of migrants. Thus, through the analysis of the cases, we discuss the issues ordinary migrants face when starting businesses, as well as the necessary conditions.

5-2 Research method

1. Survey method

Since the farm-stay and inbound businesses of migrants are relatively scattered, this research selected the survey targets of two farm-stay with inbound tourism cases separated in Okumo area, Tamba-Sasayama City, Hyogo Prefecture, and Shimoichi town, Yoshino, Nara Prefecture as well as the migrant entrepreneurs accommodating foreign tourists. Geographically, Okumo area is a rural area located in the eastern part of Tamba-Sasayama City, about an hour's drive from the center of Kyoto and Osaka. Shimoichi town is located in rural area in the central part of Nara Prefecture, also about an hour's drive from the metropolitan area of Kinki area. Both regions are facing a severe population decline and aging problems. Regarding the support institution for migrant entrepreneurs from regional perspective, Tamba-Sasayama city provides migrants with the “vacant house bank” system providing information on vacant houses in the city and entrepreneurship grants for young people. Shimoichi town also has a “vacant house bank” system that provides information on vacant houses, as well as information on operation consultations, grants, and financing systems. At the same time, LVCs also enjoy the government's start-up support subsidy. Both regions have adopted an adequate start-up support system in terms of facilities and funds.

This research is based on the perspective of migrant entrepreneurs and tries to master the barriers encountered by them and solutions to the problems in the process of starting farm-stay and inbound businesses. It is difficult to grasp migrants' real thoughts about the process and difficulties of migration and starting a business through fixed questions. To obtain higher quality and more in-depth information, this study uses a non-structured interview with the migrants mainly in the form of free-flowing conversations. A face-to-face interview was conducted in November 2019 and an online interview was conducted in April 2020 as the COVID-19 epidemic, respectively, with two migrants who were first LVCs and then started farm-stay businesses with inbound tourism in the rural area for about 90 minutes. The survey content mainly consists of a time-series introduction to the migration and entrepreneurship process, barriers to starting farm-stay businesses and inbound tourism, and the support received in overcoming the barriers. The results of the survey will be extracted and categorized from the responses of the barriers and support received. Finally, the barriers and support structure of the migrants will be discussed.

2. General status of the cases

As shown in Table 5-1, A, the owner of the farm-stay in Case 1, was born in Amagasaki City, Hyogo Prefecture, and worked in the service business for 13 years in Tokyo following

university graduation. She returned to Hyogo Prefecture in 2017, being the LVC in the Murakumo area of Tamba-Sasayama City. She started up her farm-stay business in the Okumo community in September 2019. The motivation for A to start a farm-stay business was that she desired to engage in all tourism businesses where farm-stay is the first step. The owner of the farm-stay in Case 2, B, was born in Saitama City, Saitama Prefecture. She had worked in different companies and performed a variety of jobs (e.g., a teacher and a masseuse). She then went to the UK to study English and gained a lot of experience. After she returned, she grew increasingly concerned about food and nature and had experience with farm work, which made her go to Nara Prefecture, the cradle of the Japanese civilization. She worked on a plantation for a year and then chose to become a local vitalization cooperator for 3 years. She desired a rural life amidst nature and wanted to create a place where people could gather. She started up the farm-stay business in 2017 after the

Table 5-1 General status of the cases

Items	Case 1	Case 2
Owner	A	B
Age; Gender	30s; Female	40s; Female
Birthplace	Hyogo Prefecture	Saitama Prefecture
Migrating place	Tamba-Sasayama City, Hyogo	Yoshino District, Nara
Previous career and experience	Worked in service industry for 13 years in Tokyo after university graduated	Various jobs in Tokyo (full-time and part-time employee; masseuse; teacher; research work about the ocean; carpenter)
Motivations for business starting	Take farm-stay as the starting point to develop all business of tourism	Tired of the urban life and wanted to return to villages; wants to create a place where people can gather together
Involvement in local activities	LVC in Tamba-Sasayama (2017-2019)	Worked at an agricultural company in Nara (2012-2013); LVC in Yoshino (2014-2017)
Experience of contacting with foreigners	Received nearly 20 overseas tourist groups during being LVC as a tour guide	Education experience in the UK for one and a half years and in Thailand for one month
Other jobs in local area	Tour guide	Agroforestry school coordinator; Coordinator of Nara Women's University; Yoga and kids English teacher; Coordinator of Europe tour
Open time	2019.9	2017.4

Source: Authors' survey

LVC work. Both of interviewees not only did the farm-stay business with inbound tourism, but also other works. About the experience of contacting foreigners, A served as the guide to the sightseeing of nearly 20 overseas tourist groups during LVC activities with rich experience in inbound tourism. B has overseas education experience in the UK for one and a half years and in Thailand for a month and is quite accustomed to and good at communicating with foreigners.

5-3 Farm-stay business start-up barriers and support networks

1. Barriers in Starting the Farm-Stay Business

As shown in Table 5-2, the barriers in the start-up stage were mainly of the two types: barriers caused by local life and entrepreneurial preparation. First, as the LVC migrants are the newcomers in the rural area, the barriers in life are the most fundamental. This was reflected in three aspects: an inadequate understanding of the ways to exchange with others and attend activities, insufficient information on community systems and rules, and lack of agricultural and rural life knowledge. Based on their answers, we can see that they originally want to live a life at a slow pace, but the life in rural areas is busier and harder. Each community has its own rules, such as village-entry fees and must-attend meetings. Migrants should also frequently meet with local residents and establish a good relationship. According to their responses, actually there is no special meeting in the community to introduce the rules and activities of the community for the migrants. You will feel surprised to find that too many rules and interpersonal relationship to deal with. The unique lifestyle of rural society will impose great burden on them as well.

Second, as shown in Table 5-2, the barriers generated by starting the farm-stay business mainly consisted of capital, seeking and renovating vacant houses, inadequate operation and marketing knowledge, and lack of manpower and consensus acquisition. There is a lack of information on vacant houses on specialized websites, and in fact, quite a few vacant houses were not registered on the websites. Most vacant houses on the website are for sale, but both A and B wanted to rent houses to start the business first. Moreover, some local residents can offer their houses for living, but unwillingness to offer their houses for the business. Vacant houses in rural areas are mostly dilapidated, and renovating them into houses appropriate for farm-stay businesses will require a lot of manpower, materials, and capital. Regarding marketing skills, a price ceiling matters, but what is more important is how to use local resources to design distinctive, attractive activities and products. Almost all the tourists now desire to experience the high-quality tourism products with features in rural areas. Thus, how to balance the service and price is great issue for them to solve. In addition, in contrast to ordinary entrepreneurship in the city, they need

Table 5-2 Barriers in farm-stay business start-up by migrants

Table 3-2 Barriers in farm stay business start-up by migrants			
Responses	Items		Barriers
Renovation cost a lot, exceeding expectation (A)	Capital		Barriers in business start-up
Do not know more about the money management (B)			
A lot of hard work and want to escape (B)	Emotion		
Few houses for rent and few information on the website (vacant house bank) (A)	Vacant house	Infrastructure (Housing problem)	
Conflict with owner (encounter an owner with bad-manner) (B)			
A little bit hard to look for an appropriate building contractor (A, B)	Renovation		
The renovation quality is not good (B)			
Have no idea about start-up application process (A)	License	Knowledge and skills (operating and marketing)	
Hard to decide the price and business contents (A)	Competitive power		
Hard to find the featured product and service (B)			
Hard to attract more tourists (A, B)	Publicity skill		
Not good at publicity (B)			
Hard to run the business and do the farm work all alone (B)	Workforce	Human resource	
Need some experience activities support by local residents (A)	Cooperation		
Need to discuss and explain your plan in advance with the community leader (A, B)	Agreement of leader	Consensus	
The businesses need to be admitted by the community (A, B)	Understanding		
Need to visit surrounding residents often (A, B)	Communication and interaction with local residents		Barriers in local life
Should participate in various meetings and events (A, B)			
Confused about the various community rules (A, B)	Community information		
Need to pay a higher expense as an entrance fee (A, B)			
Do not know the structure of the community (B)			
Have no idea about mowing (A, B)	Agricultural knowledge	Agricultural and rural life knowledge	
Do not know how to cultivate (A, B)			
Unfamiliar with the inconvenient things in the rural area (A)	Rural lifestyle		
Confused about the way of rural house tidy-up (B)			

Source: Authors' survey

to explain their business plans to the head and residents of a community to obtain understanding and permission in advance. Sometimes, the local residents are favorably receiving you to migrating to live in the community, but referring to the business start-up, it would be quite another matter.

2. Support received in starting the farm-stay business

As shown in Table 5-3, targeting barriers in local life and the starting of business, the support received also fell into two aspects: support in life and in entrepreneurship. First, according to the barriers in the local life, support received for local life also included three aspects, agriculture and life skill support, local information support and relationship building support. The support they received for local life is fundamental to step to the business start-up stage. Regarding the support for local life, while serving as LVC, individuals can establish good relations with the local government and local associations. The local government and associations provide suggestions on local life and teach the rules of dealing with local residents. Through their guidance and introduction, migrants can expand their exchanges with local residents and construct a trustworthy relationship with them. The support in local life has helped migrants prepare well for starting a new business.

Second, among farm-stay business start-up support, both mainly obtain information from local residents and relevant local business entities through the relationship network established during the support for local life in the preliminary stage. In particular, the support actors marked with asterisks (*) in Table 5-3 are all derived from the trustworthy relationships established in the support for local life. These actors provide them with information on vacant houses and help them reform the house. As the farm-stay business needs to supply the experience activities, surrounding farmers show a favorable cooperation attitude to support the agriculture experience activities. Thus, preparing the business startup enable the local residents to get involved in the farm-stay business. Meanwhile, the support in business start-up deepened the relationship between migrant entrepreneurs and local residents and local business entities, thus playing a supportive role in stabilizing life in turn. In addition, in relation to support for pre-start-up activities, supporters marked with circles (○) in Table 5-3 belong to the migrants' own human capital and external networks. During pre-entrepreneurial activities, migrant entrepreneurs also receive certain types of support from existing external networks. These include emotional and financial support and know-how, established during their previous lives and experiences.

Table 5-3 Support in farm-stay business start-up

Responses	Support networks	Items	Support
Obtained the migrating promotion subsidy (A, B)	Local government	Financial support	Business start-up support
Financial support for LVC entrepreneur ¹⁾ (A, B)	Local government		
Borrowed money (B)	○Family; *Local residents		
Life counseling (B)	○External senior	Emotional support	
Got the vacant house information from local residents (A, B)	*Local residents	Information support	
Reformed the house by local carpenters through introductions (A, B)	*Local business entities		
Obtained help to apply for the license (B)	Local association		
Received training for business start-up (A)	○Innovators school	Skills and marketing support	
Invited media section to report (A)	○Media sectors		
Local farmers supplied agriculture experiences (A, B)	*Local residents	Manpower support	
Other operators helped to accept tourists in high season (B)	*Local residents of the same profession		
Received the approval and understanding to start-up (A, B)	*Local residents	Consensus support	
Told me how to associate with local leader and residents (A, B)	Local association	Relationship building support	Local life support
Told me the community rules and structure (A, B)	Migrants group; Local association	Local information support	
Informed me the necessary fee and activities in the community (A, B)	Local association		
Told me the local wisdom (A, B)	Local association		
Helped to mow and cultivate (A, B)	Local residents; local association	Agriculture and life skill support	
Helped to tidy up house (B)	Local residents; local association		
Told me the common sense of rural life (A, B)	Local residents		

Note: The supporters with * come from the networks established in the support for local life.

The supporters with ○ come from the external networks and their own human capital.

Source: Authors' survey

5-4 Barriers and solutions to starting inbound tourism

Since the original aspiration for A and B to start businesses is to offer farm-stay to domestic and overseas tourists, they have prepared to receive overseas tourists when starting businesses. In case 1, since A just started the business for two months during the interview, A had received altogether two groups of foreign tourists from the US and Canada, introduced by others.

The number of foreign tourists received in case 2 was approximately one fourth of the total number of tourists, mainly consisting of education tourists and group tourists through travel agencies. As shown in Table 5-4, in the process of preparing for overseas tourists, there were four main barriers: worrying about the attitudes of residents around, publicity, worrying about service and experience activities for foreigners, and imperfect matching facilities.

Firstly, since the local residents in rural areas rarely communicate with foreigners, the migrants are concerned about the anxiety and attitudes of their neighbors when starting inbound businesses. The solution to this problem is to explain and communicate with their neighbors kindly to seek their understanding before receiving foreigners. After gaining the experience of contacting foreigners, they will feel less insecure. Secondly, both A and B believed that publicity was the biggest barrier to their inbound businesses as they were unclear about the means and platforms of publicity. Among them, A mainly publicized businesses by posting promotional messages and videos in foreign languages on SNS. As B was not good at using such promotional means as SNS, B mainly received foreign group tourists in collaboration with travel agencies. Overall publicity assistance is required from the region to promote publicity among overseas tourists. Besides, they were also worried about catering and living habits for foreigners, which can be eliminated with the provision of information on foreign tourists in advance and constant learning about foreign cultures. Finally, there were insufficient facilities for inbound businesses at the regional side. Since most of the farm stays are in remote rural areas far from the station, local transportation is rather inconvenient. Both A and B provided pick-up services at the station. Meanwhile, the foreign language-version of local information introduction is defective to a large extent. Both A and B conveyed local information to tourists through instructions, but the local government should also add online and paper-version information on local food, housing, transportation, and travel in foreign languages.

Table 5-4 Barriers and countermeasures in starting inbound tourism

Responses	Barriers	Solutions
Concern the attitude of the surrounding people (A, B)	Surrounding attitude	Explaining with neighbors kindly to seek their understanding (A, B)
Where and how to advertise(A)	Publicity	Posting promotional messages and videos in foreign languages on SNS(A) Collaboration with external travel agencies(B)
Not good at promoting on SNS(B)		
Lack of offering information to overseas by regional departments (A, B)		
Worry about diet and living habits (A, B)	Service and activities	Learn more about exotic culture(A) Information is offered in advance(B)
Supply experience activities (A, B)		
Lack of English guide menu of town information (A, B)	Matching Facility	Provide pick-up service at station (A, B)
Far from the station, lack of transportation (A, B)		

Source: Authors' survey

5-5 Discussion

1. Barriers and support networks for migrant-businesses start-ups

In the analysis above, this study cites two LVCs and clarifies the barriers and support they received during the entrepreneurship process. Fig. 5-1 presents a flowchart of the barriers and support they encountered during the business-start-up process. Thus, the first-stage barriers constitute the basic stage, consisting of barriers encountered in local rural life. While overcoming barriers in daily life, the LVCs established networks with local governments and associations and won the trust of local residents. The first stage is a foundational phase for migrants, in which they adapt to migrant life and embed themselves within local communities. During the second stage (preparing to start a business), the network of connections and bridges of trust established while overcoming life barriers during the first stage can help them overcome barriers to starting a new

business smoothly. During this process, LVCs embed themselves in rural communities and build new ties. They use expanded internal networks and existing external networks developed during their previous lives and experiences to start their businesses. Finally, by overcoming entrepreneurial barriers, the migrants expand their exchanges and connections with diversified local business entities and local residents, establishing more stable relationships of trust and helping to provide a lasting high-quality lifestyle in the local area.

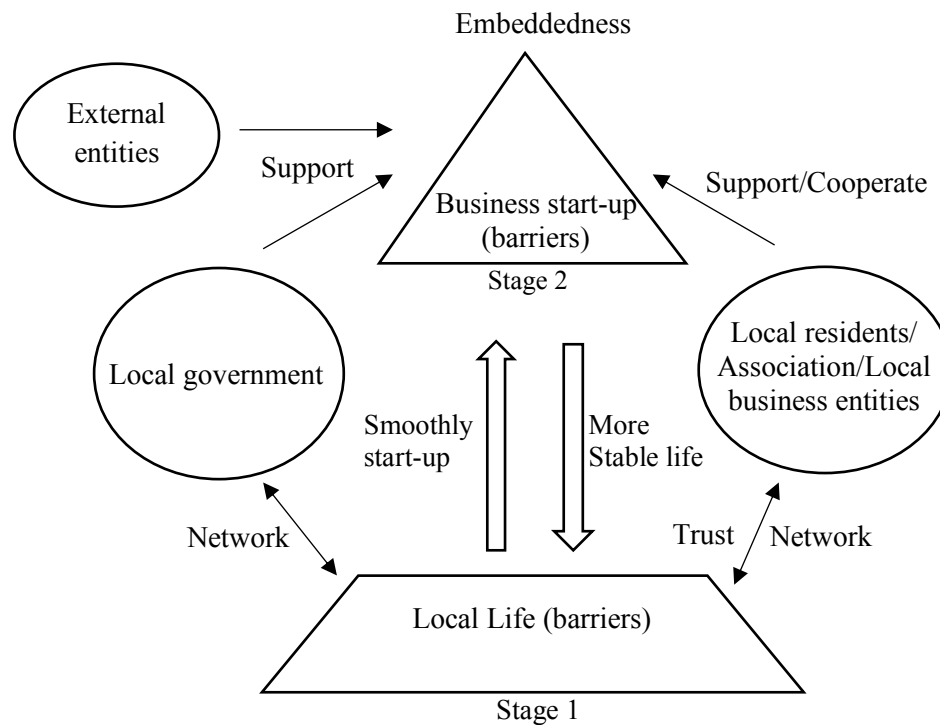


Fig. 5-1 Barriers and support networks in business start-up process by migrants

In relation to inbound-tourism businesses, most young migrants have had relatively good educational and exchange experiences with foreigners. They have the learning and ability to accept alien cultures, along with a relatively high intention to welcome foreigners. For this reason, they face fewer psychological, communication, and information-acquisition barriers when receiving foreign tourists. However, publicity still represents a major obstacle. Both LVCs attracted foreign tourists through their own promotions and cooperated with local travel agencies. They depended on regional sectors to offer integrated publicity about the whole region, helping them achieve better publicity through “personal + cooperation with external agencies + regional support.” It is impossible for individuals to provide transportation and tourism information to foreigners through their own efforts. Regional sectors should support tourism facilities for foreign tourists. When starting an inbound-tourism business, migrants must establish a good relationship

with the local authorities. They can use this to cooperate with regional departments to advance their inbound-tourism businesses. Due to the negative impact of the COVID-19 pandemic, inbound-tourism businesses have been temporarily suspended. However, they can still be promoted among foreign tourists, paving the way for future inbound tourism. In the future, safety concerns may become a major barrier to the development and launch of farm-stay businesses and inbound tourism, due to the lasting impact of the pandemic.

2. Migrant reflections on the issues and conditions impacting business start-ups

The present study has analyzed and introduced LVC migrant cases, with many examples of entrepreneurship attracting widespread attention. By analyzing the LVC migrant business-start-up process, this study extends the entrepreneurship experience to ordinary migrants, who are generally expected to encounter daunting local and business start-up barriers. The career experiences of LVCs guide them smoothly through the entrepreneurship process, assisted by local governments and associations. Local residents tend to trust them because of their local LVC identities, which can help them overcome life barriers relatively quickly. By contrast, ordinary migrants attempting to start new businesses face local and business start-up barriers. It is therefore essential for ordinary migrants to spend enough time adapting to local life before launching their businesses. First, they must establish processes to overcome local barriers and win the trust of local people. By participating in activities and exchanges with local residents, migrants can gradually establish a mutual understanding and tolerance, build relationships of trust, overcome life barriers, and finally step into entrepreneurship.

5-6 Conclusion

As the inadequate current studies on the barriers and countermeasures to starting businesses in rural areas and inadequate studies on the starting phase of farm-stay businesses and inbound tourism from the perspective of migrants, this study clarified the barriers and support from the perspective of migrants in the process of starting farm-stay businesses with inbound tourism in rural areas, which mainly include barriers to both migrating life and starting new businesses. The regional connection network and bridge of trust established in the process of overcoming the migrating life barriers can help to remove barriers in entrepreneurship. Meanwhile, overcoming the barriers to receiving overseas tourists also requires the establishment of regional relations. For

the migrants, they need more time and a better process to blend in the local life and establish good relations with regions before starting the businesses.

Note

1) For individuals who either start up or take over businesses in the same area as their Local Vitalization Cooperator activities within one year before or after the conclusion of their squad membership period, a subsidy of up to one million yen per person for expenses involved in the applicable startup or succession will be provided during the final year of squad membership or the year after the conclusion of the applicable membership period. However, this is limited to a single fiscal year for each person.

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Conclusion

The Prospects for Farm-stay Business Entrepreneurship and Inbound Tourism in Rural Areas

6-1 Research standpoints

In recent years, there has been growing interest in revitalizing rural areas by developing farm-stay businesses and attracting foreign tourists to rural areas. Urban residents are also increasingly interested in the return to rural living. Against this backdrop, the present study focuses on the preparatory stage of farm-stay and inbound-tourism business entrepreneurship, from the perspective of local residents and migrants in rural areas. It elucidates entrepreneurship awareness, influence factors, and issues that arise during the entrepreneurship preparation stage, helping to provide a valuable entrepreneurship environment in which farm-stay and inbound-tourism businesses can be smoothly launched.

Rural areas in Japan face serious population decline and aging. As rural communities grow smaller, aggravating population aging, they face challenges associated with multiple functions and resource maintenance. To overcome these problems, it is critical to invigorate rural development through urban-rural exchanges. Of these, green tourism initiatives, which combine urban-rural exchanges with rural tourism, encouraging urban dwellers to return to rural areas, are a key tool for rural revitalization. In recent years, due to the increase in inbound tourists and the shift in tourist demand toward local areas, the Japanese government has worked hard to attract tourists into rural accommodation by promoting organized countryside-stay businesses, including inbound-experience tourism, supported by multiple farm stays. Amid population aging and the outflow from rural areas, more and more people have returned to rural life from urban areas, having rediscovered the value of agriculture and rural areas. Job security is a prerequisite for choice among migration destinations and the main barrier after migration. As a way to earn a living, entrepreneurship, particularly in the tourism industry, has attracted increasing numbers of migrants. Migrants bring new resources to rural areas, including new ideas, connections to wider external networks, and new ways of thinking about the economic development of the area. Since migrants have been urban dwellers, they are familiar with tourist needs and able to provide brand-new ideas and content for the tourism business. Existing farm-stay businesses face many problems, including aging operators and competition from similar markets. Given the increasing demand for long-stay tours from foreign and urban tourists, it is essential to press ahead with brand-new farm-stay businesses, capable of handling inbound tourism. Even during the post-COVID recovery period for inbound tourism, it is necessary to improve facilities for farm-stay businesses, expanding them to meet the demand for workations. To provide farm-stay businesses, local residents must take the initiative, finding ways to expand their awareness and learn about ways to launch and run businesses. In the face of new and diversified tourist needs, migrants should get

involved in business as external resources. Migrants can use their resources to provide a brand-new perspective, blazing a new trail in the development of local tourism businesses and engaging with local residents to address the challenges facing new accommodation businesses. For migrants, it can be very difficult to start a business, especially in the farm-stay and inbound-tourism sector. The extent to which local residents accept migrants as farm-stay entrepreneurs can vary significantly. New migrants need understanding and the support of local residents to attract strange tourists into the area. It is therefore critical for migrant entrepreneurs to blend in with the rural population. To sum up, this research aims to gain an understanding of the awareness of local residents, so as to determine the opportunities for creating farm-stay and inbound-tourism businesses in rural areas. This study has also tracked the problems that migrant entrepreneurs face and the networks they establish as external resources, enabling new migrants to build a favorable entrepreneurship environment by participating in various local entities.

For the quantitative analysis of entrepreneurship awareness, the present study has selected rural residents from three communities in the Murakumo area of Tamba-Sasayama City as its research object. The study aims to understand the entrepreneurship intentions and willingness to cooperate of residents in ordinary rural areas. The Murakumo area is not an advanced or special space for urban-rural exchanges. It has never promoted long-term-stay tourism businesses on a large scale. These factors make it an appropriate location for studying the situation in ordinary rural areas. In this qualitative analysis, the research object is entrepreneurship by LVCs engaged in promoting farm-stay and inbound-tourism businesses. Against the backdrop of the current trend for young people to returning to rural areas, LVCs have attracted wide attention as a part of an external talent-assistance system rolled out by the national government, which increases LVCs and participating municipalities every year. A high percentage of LVCs decide to settle in rural areas and quite a few start their own businesses, mainly in the tourism industry, which includes farm-stay businesses. The entrepreneurship behaviors of LVC migrants in the farm-stay business are therefore typical of migrant entrepreneurship overall. However, it is unrealistic for urban dwellers to instantly start businesses after migration. A process is needed to help them establish a relationship of trust with rural residents. As LVCs already have a good relationship with the region, they possess the basic conditions for migrant entrepreneurship. For this reason, they can serve as exemplars of farm-stay and inbound-tourism businesses run by migrants.

The present study focuses on two major research questions: First, what are the intentions of local residents towards farm-stay and inbound-tourism businesses and to what extent are they willing to cooperate? Second, what barriers are encountered by the migrants, represented by migrant LVCs, who are working as entrepreneurs to launch farm-stay and inbound-tourism businesses, and what are the networks they build between all entities and the support they receive?

To answer the first research question, this quantitative study has analyzed the intention of local residents to start farm-stay and inbound-tourism businesses, examines TPB-based influence factors, investigates the concerns of people with different intentions, and assesses the attitude of local residents and their willingness to cooperate with the entrepreneurial activities of other community members. In response to the second research question, this study has analyzed the barriers that migrants encounter during the entrepreneurship-preparation stage. It has also explored and explained the support they receive by overcoming barriers and establishing networks with supporting entities. By responding to these two research questions, this study outlines ways to create a pro-entrepreneurship environment in a rural area.

6-2 Summary of the research findings

This study demonstrates that rural areas have a certain potential for entrepreneurship in farm-stay businesses in response to the surging demand for inbound tourism. It is possible to start a business in rural areas with proper support. Concurrently, case studies of successful entrepreneurship have confirmed the key points of entrepreneurship promotion and specific essential support necessary in the future. Moreover, this study proposes a rural revitalization model, in which the process and time of constructing a relationship with a rural locality become a barrier to entrepreneurship for migrants intending to start a business. However, residents can also internalize external resources by supporting entrepreneurs, which, in turn, will boost the entrepreneurship of local entities.

The specific findings from this questionnaire survey of local residents and the in-depth interviews with migrants (Chapters 3–5) are summarized in the following two points.

1. Local residents' intention to start farm-stay and inbound-tourism businesses and their willingness to cooperate

Residents' intentions, influence factors, and willingness to cooperate are summarized in two parts, based on a qualitative analysis of the awareness of local residents who have not yet launched farm-stay businesses.

Local residents' intention to start businesses and their influence factors

Most residents do not intend to start farm-stay businesses or welcome foreign visitors. However, a certain percentage of residents strongly intend to start a business, which is relatively unusual for an ordinary rural area.

As shown in Fig.6-1, based on the TPB framework, attitude and perceived behavioral control have a positive effect on the level of intention to start a farm-stay or inbound-tourism business. In the Murakumo area, most residents who would consider launching farm-stay businesses and welcoming foreigners are influenced mainly by their own attitudes and perceived abilities. For this reason, leaders and relevant regional staff must educate people about the merits of such undertakings, changing and deepening their appreciation of such businesses, and strengthening their intention to start farm-stay businesses, based on inbound tourism.

As for the relationship between demographic characteristics and intentions, this study confirms that the demographic characteristics of gender, farming time, and free time are significantly different in high-intention and low-intention groups considering starting a farm-stay business. Men have higher levels of intention than women. It is possible that the increased burden and prospect of overwork in farm-stay businesses may affect women's intentions. The high- and low-intention groups also respond differently to the "farming time" and "communication with foreigners" factors, especially when it comes to welcoming foreign visitors. Respondents who have already interacted with foreigners are more likely to welcome foreigners (high intention).

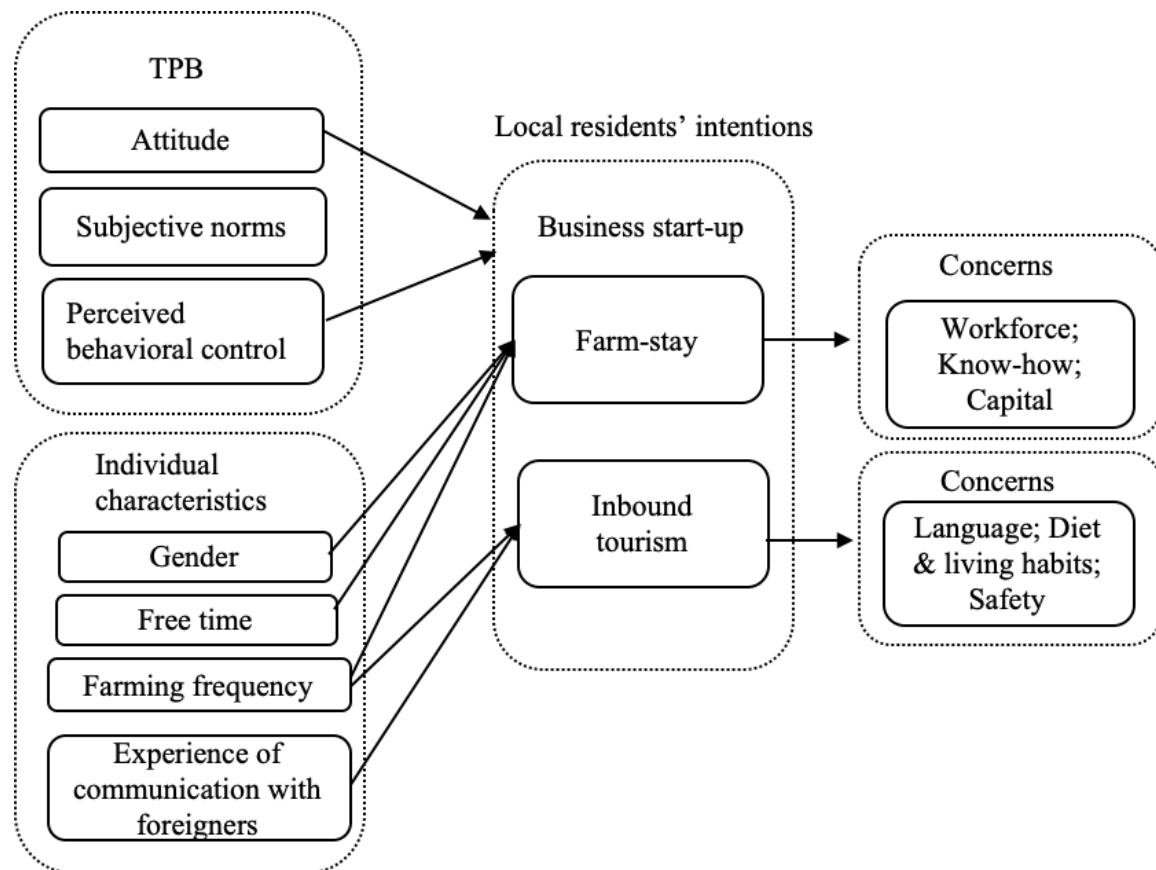


Fig. 6-1 Local residents' intentions to start businesses and influence factors, concerns about start-up

Local residents' willingness to cooperate

Although few people showed an interest in starting their own farm-stay businesses or welcoming foreign visitors, they respond positively when someone else starts a business in their community. Moreover, those who do not intend to start their own businesses may take part in various activities to support existing businesses. When assessing forms of available cooperation, based on the profile of local residents, it is clear that the largest group is willing to offer agricultural-experience activities. Local residents clearly have a positive attitude towards farm-stay entrepreneurship within their communities and are willing to provide some support.

2. Issues related to migrant entrepreneurship during the pre-launch phase of farm-stay and inbound-tourism businesses

Barriers to entrepreneurship and the establishment of relationships between various actors are summarized in two parts, focusing on the process of preparing for entrepreneurship in farm-stay and inbound-tourism businesses by LVCs as migrant entrepreneurs.

Barriers to entrepreneurship by migrants

There are two types of barriers in the pre-start-up stage of a farm-stay business, caused by local life and business start-up preparations. First, as LVCs are newcomers to rural areas, the barriers they face are the most fundamental. This is reflected in three ways: in an inadequate understanding of the right way to conduct exchanges with others and attend activities; insufficient information on community systems and rules; and a lack of knowledge of agricultural and rural life. The second group of barriers that farm-stay businesses confront consist of capital, seeking and renovating vacant houses, inadequate knowledge of operations and marketing, and a lack of manpower and consensus acquisition. Unlike ordinary entrepreneurs in the city, LVCs must explain their business plans to the community head and residents to obtain their understanding and permission in advance. While some residents may welcome migrants wishing to live in the community, a business start-up is quite another matter. Before starting a business in a rural area, the entrepreneur should start by talking to relevant principals in a designated order to gain their approval; alternatively, they should contact the breakthrough person to seek assistance, thus facilitating entrepreneurship preparation.

There are four main barriers to preparing an inbound-tourism business: anxiety about the attitudes of local people, publicity, anxiety about providing catering and lifestyle activities to foreigners, and facilities that do not match their needs. Since local residents in rural areas rarely communicate with foreigners, migrants worry about their neighbors' attitudes and anxiety levels

when starting inbound-tourism businesses. Young migrants are generally educated and familiar with foreigners. They have the training and ability to accept alien cultures. They may therefore face fewer psychological, communication, and information-acquisition barriers when welcoming foreign tourists. However, publicity still constitutes a major obstacle, which cannot be overcome by the entrepreneurs themselves.

Addressing barriers with existing and expanding networks

When preparing for entrepreneurship, migrants tend to encounter two barriers associated with rural life and start-up businesses, which can also be seen as two stages. The first stage is the basic stage, when migrants encounter barriers associated with rural life. To overcome such barriers, the LVC entrepreneurs established local-government and local-association networks and won the trust of local residents. The first stage is therefore a foundational phase for migrants, when they learn to adapt to life in a local area. For migrant entrepreneurs, this key process involves embedding themselves in rural life in order to launch a local business in the local area. During the second stage of entrepreneurship, the network of connections and the bridge of trust established by overcoming challenges during the first stage can help to overcome additional barriers more easily. Cooperation from local residents and relevant entities can help to launch the business. In addition, migrants usually have social- and economic-network connections outside the migration area. They can bring resources from outside the region to boost their new businesses. Finally, by overcoming entrepreneurial barriers, migrants expand their exchanges and connections with diversified local businesses and residents, establishing a relationship of trust and supporting a high quality of life in their local areas.

To overcome barriers and accommodate foreign tourists, migrants rely on assistance from both inside and outside the area. Before they welcome foreign tourists, they must establish relationships of trust with local residents and gain their understanding and support. To overcome publicity and transportation barriers, they need the support of local authorities to publicize the region as a whole and improve facilities for foreign tourists. Migrants can enhance publicity and attract more tourists by using their networks and connections with tourism companies and media organizations outside the region.

6-3 Discussion on creating a pro-entrepreneurship environment in a rural area

1. The relationship mechanism between local residents and entrepreneurs

As shown in Fig. 6-2, this analysis of entrepreneurship-related awareness among local residents reveals that, although local residents are not particularly enthusiastic about entrepreneurship, a minority have some entrepreneurship intention and are likely to become local entrepreneurs. Moreover, local residents are relatively willing to cooperate with farm-stay businesses and likely to provide some services and experiential activities, involving themselves in entrepreneurial enterprises as sub-partners.

Secondly, when it comes to the relationship between migrant entrepreneurs and local residents, migrant entrepreneurs are generally highly motivated to start their own businesses. Their entrepreneurial behavior can enhance the business atmosphere in the region and arouse the entrepreneurial intentions of local residents. By establishing a good relationship of trust with local residents, migrant entrepreneurs can gain support for their business start-ups. Local residents can also become involved in farm-stay businesses as sub-partners.

Finally, migrant entrepreneurs can form complementary relationships with local entrepreneurs. Migrant entrepreneurs often have external resources, information, management expertise, and skills. They can bring in new ideas and concepts from an external and customer-focused perspective, making a significant contribution to the development of far-stay and

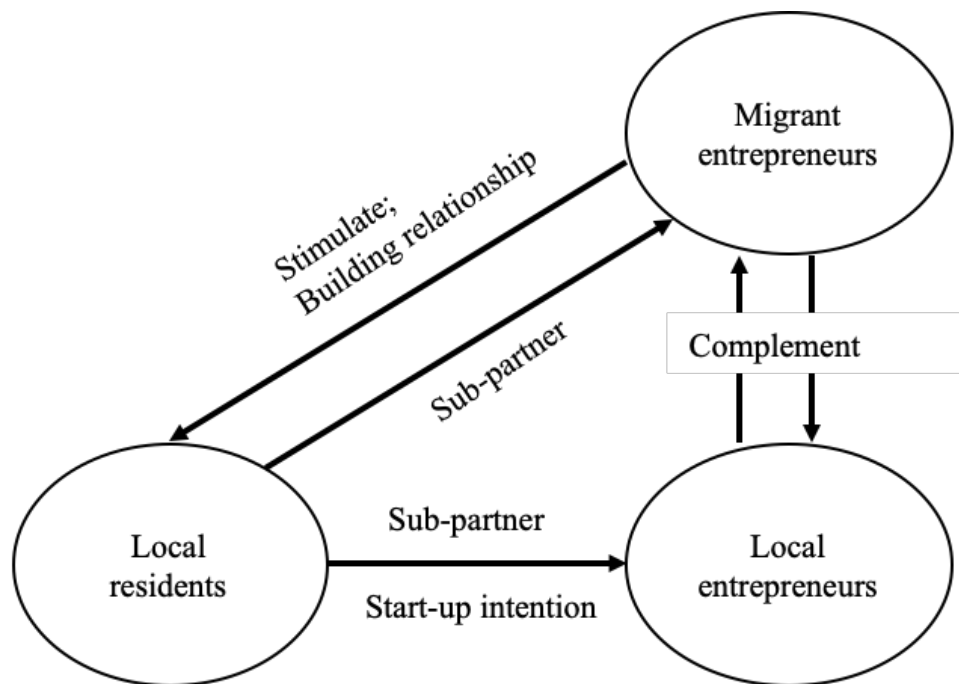


Fig. 6-2 The relationship mechanism between local residents and entrepreneurs

inbound-tourism businesses. Key factors that support local entrepreneurship include local resources, information, relationships and networks, although migrant entrepreneurs face some barriers. Although local entrepreneurs can access local resources during the start-up process, they lack external resources and information. By working together with migrant entrepreneurs, local entrepreneurs can ensure a smooth entrepreneurial process and improve the quality of their businesses.

2. The process of migrant “embeddedness” and its role in rural entrepreneurship

Launching a new tourism business, such as a farm-stay or inbound-tourism business, is a vital means of ensuring rural regional development. To press ahead with rural regional development, local residents and outsider talents should play a dominant role; their interactions and mutual complementarity are indispensable (Fig. 6-3).

When migrants launch businesses in rural areas, they must undertake an embedding process to integrate themselves into the rural area. Since migrants encounter fundamental barriers in local life, the regional government should support them in building a comfortable life. When migrants launch businesses, the regional government should offer relevant rules and information. While accepting new ideas from migrants, the regional government should also support their businesses, thus creating a favorable environment for migrants to integrate easily into the area to launch their businesses smoothly.

The embedding of migrants into rural areas is an important process in rural entrepreneurship. Migrants who adapt to rural areas and start new businesses can serve as a bridge between internal and external networks and resources. Using their external networks, they can bring in external resources, new knowledge, and information. Our research findings show that local residents are influenced in their intention to start farm-stay or inbound-tourism businesses by local attitudes and perceived behavioral-control factors. Migrant entrepreneurship can stimulate entrepreneurship among local residents. On the one hand, when more migrants start their own businesses, they strengthen entrepreneurship in the region, increasing local residents' intention to start businesses by influencing their attitudes and views on entrepreneurship. On the other hand, migrants can introduce new knowledge and information to local residents, pull in new resources through external networks, and offer new ideas about meeting the needs of urban and foreign tourists, from an outsider's perspective. Thus, when migrants start tourism businesses, local residents gain more resources and opportunities, which can strengthen their perceived behavioral control and improve their levels of entrepreneurship intention.

3. Taking the initiative of local residents

In rural areas with decreasing populations, most residents are elderly and there are few young people. Regional revitalization may depend on external forces. However, it is not sufficient to rely on migrants alone. As dominant players in the area, local residents should take the initiative in creating businesses and cooperate with the migrants to revitalize rural areas. Local residents have a better understanding of regional resources and problems than migrants; they can therefore work with migrants to address regional pain points. While benefitting from the migrants' new ideas, they can support their businesses by helping with interpersonal relationships, providing relevant information and activities, and enabling them to integrate quickly into local life and start their businesses smoothly. Meanwhile, local residents should absorb the new knowledge, ideas, and foreign cultures introduced by migrants, as these can inspire local revitalization projects. Local residents should also take the initiative and work with migrants on regional revitalization, benefitting from mutual complementarity and cooperation.

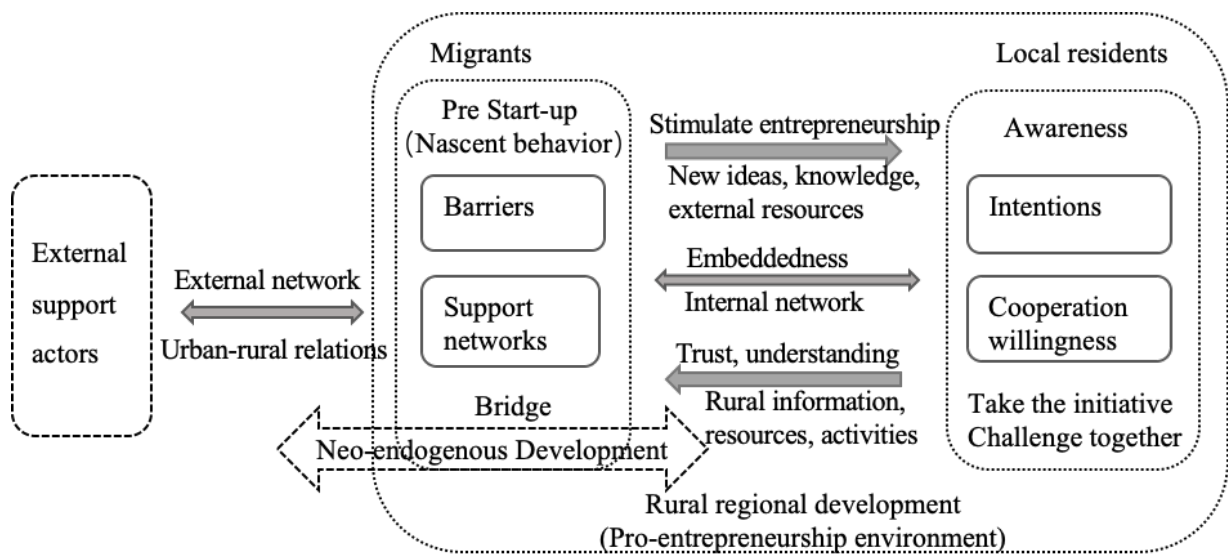


Fig. 6-3 Creating a pro-entrepreneurship environment in rural areas

6-4 Remaining issues

This study investigates and analyzes entrepreneurship intention, entrepreneurship barriers, and relationship building by migrants and local residents to support farm-stay and inbound-tourism businesses. However, it does not analyze entrepreneurship behaviors, the networks

established among various entities, or resource transfers from a local perspective. Future research should itemize and analyze cases in which intermediary organizations have promoted local entrepreneurship.

Moreover, the following issues remain to be resolved. First, although the Murakumo area has been selected as a typical rural area, it is difficult to know whether these research findings will apply equally to all other rural areas. However, by selecting an ordinary area in Sasayama City, positioned as an ordinary rural area, we can confirm that some people are interested in starting farm-stay businesses and inbound tourism. Second, in addition to factors that influence residents' intentions, other factors can also be analyzed to provide instructions to supplement the TPB model. Third, this research includes a qualitative analysis of migrant entrepreneurship carried out by local vitalization cooperators; the results therefore present limitations when generalized to entrepreneurship carried out by ordinary migrants. For this reason, additional questionnaires will be distributed to measure the entrepreneurship of ordinary migrants on a larger scale, capturing different barriers to entrepreneurship and the impact of migrant network-building on entrepreneurial success through a quantitative analysis.

Appendix

Questionnaire

Survey of awareness of rural tourism businesses (Request for cooperation)

This survey is part of a joint research project carried out by graduate students from the Kobe University Faculty of Agriculture and the Tamba-Sasayama City Local Vitalization Cooperator, with the aim of clarifying local residents' awareness of long-stay tours and farm-stay businesses, efforts to welcome foreign tourists, and ways to develop new practices and policies for rural-community development.

The results of the survey will be processed statistically and no individual information will be disclosed. Your cooperation would be highly appreciated.

Q1 How interested would you be in the following activities as a new source of income or pleasure? Please circle the number that most closely matches your feelings.

■ To start an agricultural and rural-exchange experience business、

Have great interest Have interest Neither Have no interest Have no interest at all

5	4	3	2	1

■ To start a farm-stay (accommodation) business

Have great interest Have interest Neither Have no interest Have no interest at all

5	4	3	2	1

■ To start accepting foreign tourists

Have great interest Have interest Neither Have no interest Have no interest at all

5	4	3	2	1

Q2 Have you ever been involved in planning or implementing agricultural or rural (green) tourism? Please circle all that you have experienced.

- 1 Providing pass-through agricultural experiences, such as tourist farms/citizen farms/ownership system (apart from those in the district and relatives)
- 2 Providing rural experiences, such as village walks and participation in events and festivals
- 3 Providing agricultural and rural experiences with accommodation
- 4 Providing agricultural and rural experiences for foreigners

Q3 To what extent do the following statements reflect your views on agricultural and rural tourism and exchanges? Respond to each question (1) through (12) by circling the number that most closely aligns with your own viewpoint.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
(e.g.) It would be better if more people visited Murakumo	5	4	3	2	1
(1) It would be better if more people visited Murakumo	5	4	3	2	1
(2) I like to talk to people	5	4	3	2	1
(3) I am interested in communicating with foreigners	5	4	3	2	1
(4) I would like to increase my income through tourism	5	4	3	2	1
(5) When starting a new business, I would worry about the opinions of others in the community	5	4	3	2	1
(6) When starting a new business, I would worry about my family's opinion	5	4	3	2	1
(7) I would worry about the opinions of others in the community when starting a farm-stay business	5	4	3	2	1
(8) I hope to play a core role in the community	5	4	3	2	1
(9) I can cope with tourists from urban areas	5	4	3	2	1
(10) I can cope with foreign tourists	5	4	3	2	1
(11) I have a room in my house that could be used for accommodation with a little preparation.	5	4	3	2	1
(12) I have knowledge of related systems and support policies about starting and operating the farm-stay businesses	5	4	3	2	1

Q4 If you were to start a farm/hostel/guest-house business, what would be your main concerns? Please circle up to three of the issues that you are most concerned about.

- | | | |
|----------------------------|----------------------------------|-----------------------------|
| 1 Cannot envisage starting | | |
| 2 Workforce | 3 Rooms and facilities | 4 Business knowledge |
| 5 Food provision | 6 Business capital | 7 Visitors |
| 8 Cleaning work | 9 Diseases and safety management | 10 Neighbors' understanding |
| 11 Administrative support | 12 Cooperation system | 13 Nothing |

Q5 If you were to start accepting foreign tourists, what would be your main concerns? Please circle up to of the issues that you are most concerned about.

- | | | |
|----------------------------|----------------------------------|-----------------------------|
| 1 Cannot envisage starting | | |
| 2 Country and experience | 3 Language | 4 Diet and habits |
| 5 PR | 6 Reservation and accepting way | 7 Fee receipts |
| 8 Experience activities | 9 Diseases and safety management | 10 Neighbors' understanding |
| 11 Administrative support | 12 Cooperation system | 13 Nothing |

Q6 What do you think about someone in the community starting a farm-stay business in the future?

Extremely good	Good	Neither	Not desirable	Not desirable at all
5	4	3	2.	1
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Q7 Which of the following agricultural/rural tourism activities could you lead or provide lead (whether or not you actually provide them)? Please circle all that apply.

- | | | |
|----------------------|------------------------------|-----------------------------------|
| 1 Farming experience | 2 Food-processing experience | 3 Tradition and culture |
| 4 Food | 5 Accommodation | 6 Nature and sightseeing guidance |
| 7 Nothing | 8 Other () | |

Q8 Might you be able to offer any of the following activities (whether or not you actually offer them), in a cooperative or supporting capacity to an agricultural/rural tourism business led by someone in the Murakumo community? Please circle all that apply.

1 Farming experience	2 Food-processing experience	3 Tradition and culture
4 Food	5 Accommodation	6 Nature and sightseeing guidance
7 Nothing	8 Other ()	

Q9 Finally, tell us a bit about yourself.

Gender	1 Male 2 Female
Age	1: 10s 2: 20s 3: 30s 4: 40s 5: 50s 6: 60s 7: 70s and above
Living conditions	1 Living alone 2 Couple 3 Two generation 4 Three generation
Framing frequency	1 Almost every day 2 Several days a week 3 Almost none
Working condition (primary-source income)	1 Full-time employment 2 Part-time employment 3 Housework 4 Pension 5 Agriculture 6 Self-employment 7 Student 8 Other
Free time	1: Almost none 2: 1 day a week 3: 2-3 days a week 4: 4-5 days a week 5: Almost every day
Experience of communication with foreigners	1 None 2 Several times 3 Frequently
Community	1 Kusanokami 2 Mukai 3 Saikusho