



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

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## 博士論文内容の要旨

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論文題目（外国語の場合は、その和訳を併記すること。）

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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## 1. Research Background and Purpose

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.

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 Local Revitalization Cooperators (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 the theory of planned behavior (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.

## 2. Research Methodology and Framework

This research has adopted various research methods, including a literature analysis and theoretical, quantitative, and qualitative research.

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. Meanwhile, it is unrealistic for urban dwellers to instantly start a business after migration. It takes a process for them to establish a trustworthy relationship with rural residents. Correspondingly, LVCs have established such a good relationship with the region, thereby possessing the basic conditions for migrant entrepreneurship. For this reason, they serve as typical cases for analyzing farm-stay and inbound tourism businesses by migrants.

Referring to the framework, the present study consists of six chapters, including the Introduction, Chapters 1–5, and the Conclusion.

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

Chapter 1 introduces the relevant theoretical basis for this research including the intention-behavior relationship theories as well as theories from the perspective of individual micro-environments, like individual attributes, social embeddedness and social network.

Meanwhile, the theoretical framework consists of two parts, awareness and pre-start-up behavior.

Chapter 2 sorts out 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 this research by reviewing previous research findings on starting farm-stay and inbound-tourism businesses and migrant entrepreneurship.

In the case of countryside-stay businesses targeting foreign tourists in the urban-rural exchange, the number of business areas and visitors have been increasing before the outbreak of the COVID-19 pandemic. Currently, despite the shock from the COVID-19 pandemic, the importance of countryside-stay business and inbound-tourism business has remained intact. From the survey of migrant trends and awareness, the number of consultation seekers and the number of areas with increasing migrants have been going up, proving that the trend of returning to rural living indeed exists. Migrants are becoming more interested in securing work in the place of migration and are diversifying the expected work forms. In particular, the LVC system continues to be promoted as an important part of the policy to boost settlement, and their intention to start businesses is increasing, with more people choosing to set up businesses in farm stay.

Regarding the previous research on farm-stay and inbound tourism, there have been no quantitative studies of the entrepreneurial awareness and the influence factors of local residents who have not yet started businesses. Regarding the previous studies on rural migrant entrepreneurship, few researchers have analyzed the difficulties migrants encounter or the support they receive at the pre-start-up stage. Given this academic context and the existing gaps in the literature, it is clear that the present study is both innovative and original.

Chapters 3 to Chapter 5 illustrate the entrepreneurship intentions of local residents and their willingness to cooperate and clarify the barriers and the relationship between the entities in the process of starting farm-stay and inbound tourism businesses by migrants, through the surveys on the migrants and local residents.

In Chapter 3 and Chapter 4, residents' intentions to business start-up and influence factors, as well as the willingness to cooperate are clarified through the quantitative analysis of the awareness of local residents in Murakumo area, Tamba-Sasayama city.

The residents' intentions to start farm-stay businesses and accept foreign visitors are not

high. However, there is still a certain percentage of people who have high intentions of starting businesses, which is relatively high for an ordinary rural area. Based on the framework of TPB, attitude and perceived behavioral control have a positive effect on the intentions to start agricultural and rural-exchange experience businesses, farm-stay businesses and inbound-tourism businesses. In the Murakumo area, residents' intentions toward starting farm-stays businesses and receiving foreigners are influenced mainly by their own attitudes and perceived abilities. Concerning the relationship between demographic characteristics and intentions, it is confirmed that the demographic characteristics of gender, farming time, and free time have significant differences in high-intention and low-intention groups considering starting a farm-stay business. Men have higher levels of intention than women. 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.

Referring their willingness to cooperate the business start-up by others, 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.

In Chapter 5, the research cites two cases of LVC migrants and clarifies the barriers and support networks in the process of the farm-stay and inbound tourism entrepreneurship. Regarding the barriers in starting the farm-stay business, 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. 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. In the process of overcoming barriers in daily life, the entrepreneurs established local-government and local-association networks and won the trust of local residents. For migrant entrepreneurs, this key process involves embedding themselves in rural life in order to launch a local business in the local area. The connection network and the bridge of trust established in overcoming life barriers can help to settle the barriers more smoothly to starting a new business. In addition, migrants usually have social- and economic- network connections outside the migration area. In overcoming the barriers to start accepting foreign tourists, migrants use assistance from both inside and outside the migration area.

Conclusion chapter summarizes the results in terms of the entrepreneurship awareness of local residents and the issues in preparation stage of farm-stay and inbound tourism entrepreneurship by migrants, discussing the creation of a pro-entrepreneurial environment in rural areas.

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.

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.

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要 旨

都市農村交流は、農村振興方策の一つとして重要である同時に、都市・農村双方に住む国民全体にとって、相互理解、生活の豊かさの向上、国土の均衡ある発展などの点において重要である。グリーンツーリズム（農山漁村における滞在型の余暇活動）は、具体的な取り組みとして注目され、その推進は我が国の食料・農業・農村政策においても重要な位置づけにある。グリーンツーリズムには、一時滞在型のものから二地域居住型、定住型まで多様な形態があるとされているが、なかでも特に注目されているのが、一時滞在型の事業としての「農泊」すなわち農山漁村滞在型旅行である。農泊（Farm-stay）は、今日でこそ、新型コロナ禍の影響で経営的打撃を受けているものの、インバウンド需要の増加を背景に、農村部における成長産業の一つとして期待されてきた。コロナ禍による制限に続くものの、収束の折には、その反動も含め国内外からの需要が再び伸びることが予測されている。

このように期待が高まる農泊事業であるが、その需要に比べて供給の動きは鈍い。農泊事業の主体として考えられるのは第一に地域住民・農家であるが、農業に従事していた者が、新たに農泊事業を起業することは容易でない。また、「田園回帰」の潮流といわれるように、農村部への移住希望者も増加している一方で、移住者の所得確保は容易でなく、その手段として農泊事業への期待も大きい。しかしながら農村地域社会の中で、外部者が起業することも容易ではない。

そこで本研究では、インバウンド需要の高まりを背景に、我が国の農村部における農泊に焦点を当て、移住者を含む地域住民が農泊事業を始めることを促す環境条件を明らかにすることを通して農村の持続可能な発展に寄与することを目指している。

具体的な課題は次の2点である。1つは農泊起業に関する地域住民の意識構造の解明である。農泊という宿泊事業を始めることについては意識構造を、計画行動理論に基づき解明するとともに、集落内の他者の起業についての認識や協力意欲などを、インバウンドとして外国人客を受け入れることも想定して分析する。2つ目は、移住者が農泊事業を起業する過程で対峙する障壁とその克服についての分析である。外部者であるがゆえに抱える問題を、自らの行動と関係者のサポートによってどのように克服できたのかを明らかにする。本研究では、上記2つの研究課題を解明することにより、農村での農泊起業を促す環境条件について考察している。研究方法としては、主に我が国の農村集落を事例地域とした定量的な分析（質問票調査）と、外部者として農村に移住り住み農泊事業を始めた起業者を対象とした比較事例研究によって行った。なお、住民の起業意識の分析においては、計画的行動理論（the Theory of Planned Behavior）を援用することにより分析を進めた。

本論は、序章、第1～第5章、終章で構成されている。序章では、上記のような本研究の背景や目的、研究の位置づけ、用語の定義、研究方法などが述べられている。

第1章では、起業に関連する意識と行動を分析するための理論的フレームについて整理している。計画的行動理論のほか、個人の属性、社会的埋め込み、ネットワークに関する理論などの、本研究に関連する理論的な基盤を紹介している。その上で、本研究の理論的フレームワークとして、起業に対する意識（Awareness）から起業に至る行動（Pre start-up behavior）を整理し示している。

第2章では、都市農村交流の政策や、農村地域での農泊事業に関連する統計データや意識傾向について整理している。また、インバウンドツーリズムに対応する農泊の起業や移住者の起業に関する先行研究のレビューを行い、本研究の学術的な独自性を明確にしている。また、先行研究においては、起業していない地域住民の起業意識や影響要因の分析は行われていないこと、移住者による起業については、起業前の段階での移住者視点に立った課題や支援の分析は行われていないことなどを確認している。

氏名	李 驥
<p>第3章から第5章にかけては、本研究の核となる章で、地域住民と移住起業者を対象とした事例調査に基づく分析結果である。農村部に住む一般の住民が、農泊起業についてどのように考えているのかを明らかにする一方で、実際に起業した者が、起業に至るプロセスにおいて、どのように経営資源を調達したのか、また、具体的にどのような障壁があり、それを地域との関係性においてどのように解決したのかを明らかにしようとしている。</p> <p>第3章では、兵庫県丹波篠山市の村雲地区を事例として、住民意識を定量的に分析し、起業に対する意向や影響要因、懸念事項、地域内他者への協力意欲などを明らかにしている。</p> <p>全地区住民に対する質問票調査をおこなった結果、農泊起業や外国人客を受け入れることについて、その意向が高い者が、一定割合存在することを明らかにした。これは、起業意向を持つ者はごく少数とされていた従来一般認識を改める結果であった。また、計画行動理論に基づき、農泊起業や外国人客受け入れを行おうとする意向を分析した結果では、農泊起業は、主として“行動への態度”や“主観的規範”という要素に影響されることを明らかにしている。なお、ここでは、地域住民の態度をあまり気にしていないという現代農村集落の特徴も確認している。また、外国人の受け入れについては際には、住民自身の“行動コントロール感”が強く影響することを明らかにしている。</p> <p>第4章では、起業意向や外国人受け入れ意向の特徴を分析した。属性との関係については、性別、農業従事時間、自由となる時間について、起業意向の高い群と低い群との間に有意差があること、具体的には起業意欲が高いのは、女性よりも男性、農業従事者、週2日程度の適度な自由時間がある者ということを確認している。また、外国人客の受け入れについて同様に分析した結果では、受け入れ意向が高いのは、農業従事者と外国人とのコミュニケーション経験が有する者であることを明らかにしている。なお、自らが農泊起業や外国人客の受け入れに関心が低い人々であっても、地域内の他者が農泊事業を開始することを好意的に捉えていることも確認されている。このように、自らが起業しなくとも、副として協力するレベルで取り組むことは厭わないという意識も確認されている。</p> <p>第5章では、2つの移住起業の事例を取り上げ、農泊および外国人客の受け入れを進める起業プロセスにおける障壁と支援関係について分析している。障壁に関しては、起業前の段階で地域での生活面に関する障壁とビジネス面に関する障壁の2つがあり、それらは相互に関連することを明らかにしている。また、外国人客の受け入れについては、主に、周囲の人の態度に関する不安、宣伝、食事や生活習慣に関する不安、施設面での未対応などが障壁となっていることが具体的に示されている。この克服については、本事例では、地域おこし協力隊員として活動する期間が、地域に馴染む準備期間として重要であること、具体的には、地域に埋め込まれ、地域での社会ネットワークを構築し信頼を得ることが、生活上の障壁およびビジネス上の障壁の双方において有効であることを明らかにしている。さらに、移住起業者は、当該地域以外にも社会ネットワークの接点をもっており、外国人客受け入れをはじめとするビジネス上の障壁は、そうした外部のネットワークによって解消していることも明らかにしている。以上の結果をもとに、移住者による農泊起業における障壁克服と支援の関係性をモデルとして提示している。</p> <p>終章では、第1～5章で示した、インバウンド対応を踏まえた農泊に対する住民意識、移住起業者による起業準備段階での障壁や支援関係の結果をまとめ、我が国の農村部における農泊起業促進の社会経済環境について総合的に考察している。</p> <p>本研究を通して、日本農村における住民の農泊起業のポテンシャルは高いことが確認された。これは適切な支援をおこなうことによって、一般の農村地域においても起業創出が図られる可能性があることが示すものである。さらに起業を実現した事例分析から、起業促進の要点も明らかになり、今後必要とされる具体的な支援も明らかにしている。なお、起業者精神を有した移住者の起業であっても、地域との関係性構築には時間を要し、障壁となる。地域住民側は、このような起業者を積極的に支援することで、外部の資源を内部化することが可能となり、そのことによって地域主体の起業の創出にも繋げられる。最後には、これらを取りまとめ農村再生にモデルとして提案している。</p> <p>このように、本研究は、農村部における農泊事業に焦点をあて、その起業に対する住民の意識構造を解明するとともに、起業促進の障壁および支援の要点を明らかにしたものであり、それらの解明を通じて農村再生のための地域住民と移住者の相互補完的な関係構築の方向性を示した研究であり、地域主体のツーリズム振興による農村の持続的な発展について重要な知見を得たものとして価値ある集積であると認める。よって、学位申請者の李驥は、博士（農学）の学位を得る資格があると認める。</p>	