

Title	住民主体の内発的发展による持続可能な地域活性化促進モデルー新潟県湯沢町の地域づくりの事例研究ー
Author(s)	江野, 泰子
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Description	Supervisor: 白肌 邦生, 先端科学技術研究科, 博士

## Abstract

The depopulation of rural areas is a serious social issue in the local economy. However, it has been pointed out that many policies do not contribute to regional sustainability. There has been a growing debate on endogenous development theory, which focuses on citizens, and it is widely recognized to create a sustainable society. Citizens need to be involved as actors in local governments and businesses. However, the process by which citizens can grow from being resource consumers to becoming resource providers and contributing to the co-creation of local value has not been fully elucidated.

This study aims to identify the factors forming a value co-creation system that promotes sustainable regional revitalization and proposing management guidelines for fostering value creation in a local community. This dissertation constructs an analytical framework that integrates the “actor transformation” process, in which citizens grow from resource recipients/consumers to resource providers/integrators, and the concept of “civic pride,” which expresses citizens' attachment to and pride in their region.

We focused on Yuzawa Town, Niigata Prefecture as a case city, where the municipality was a depopulated, but the number of migrants has increased recently, and the local community is becoming more active. We interviewed 15 residents involved in community development and observed local community meetings and conferences. The data was analyzed by the grounded theory approach. Furthermore, we observed local community meetings during fieldwork.

As a result, it became clear that value co-creation is promoted by the interaction between civic pride and actor transformation. Civic pride is fostered in places where citizens interact in community network and is transmitted through the interaction between actors. It was confirmed that this interaction is the trigger that transforms citizens into generic actors. By elucidating the process by which citizens themselves co-create value while changing their roles, we were able to add new insights to service research.

This research provides significant insights for the construction of a regional value co-creation model for regional revitalization and contributes to the advancement of future regional revitalization research from the perspective of service studies. For sustainable regional revitalization, value co-creation through citizens' participation is important, and this dissertation is able to propose specific mechanisms and management guidelines for this.

### Keywords :

Local revitalization, Civic pride, Actor transformation model, Value co-creation, Sustainable regions