

Title	金沢市における「新たな観光」の可能性について - 「観光まちづくり」の事例・大野町 -
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Citation	
Issue Date	2005-03
Type	Thesis or Dissertation
Text version	none
URL	<a href="http://hdl.handle.net/10119/529">http://hdl.handle.net/10119/529</a>
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# The possibility of “alternative tourism” in the *Kanazawa city* -A case study of *Oono-town*-

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March 2005

**Keywords:** “alternative tourism”, “*kankou-machidukuri*”(city planning for citizens and tourists), *Oono-town*(*Kanazawa city*), repairs of the warehouse

This research gropes for the methodology to develop the sightseeing of the *Kanazawa city* that is said the sightseeing city in addition in the future.

It can be said that the sightseeing of the *Kanazawa city* will face the mature stage as the number of sightseeing entering guests is level-offs. It is thought that there is a necessity for typing out "alternative tourism" in the *Kanazawa city* different from the current one to break down the situation.

Sightseeing is the amusement which spread and developed into people in modernization. By the development of transportation to everyone and where, It is possible to go sightseeing and it can be said now the becoming it age at any time. However, when sightseeing develops, it becomes impossible for people to be satisfied with the sightseeing which looks at the conventional tourist attractions(mass tourism), and they have come to ask for the thing "alternative tourism" as an experience of a resort place's life. The one "*kankou-machidukuri*" is arising as the one form.

"*kankou-machidukuri*" is an activity of producing the charm of sightseeing with the use of the resource of the town, and the one to attempt the sightseeing spot resources for tourism, resident and tourist harmony. The *Oono-town* in suburbs in the *Kanazawa city* is surveyed as the one practice case.

It is used in the *Oono-town* before by the soy sauce brewing industry that is the industry of the town, and the activity "*Kurakura-project*" of repairing the warehouse made a

unemployed capital now, and reproducing as a coffee shop or a gallery is done. This repair activity is done by the workshop in which the volunteer from the outside cooperated with the resident in the *Oono*-town. Now many tourists visits "*Moromigura*" of the warehouse repaired thus.

By seeing the case with the *Oono*-town, the atmosphere-makings that can gather regardless of the residents and tourists. Moreover, it is necessary that there is two kinds of leaders. One supports the activity of the type and another is that who move voluntarily positively well centers of the activity. That is, it is possible to become an element to which these pass "*kankou-machidukuri*".

It was shown for the *Kanazawa* city of the future to able to type out the idea "*kankou-machidukuri*" as one possibility of "alternative tourism" so as a conclusion of this thesis.