

A Study of the Best Practice for Developing Fishing Villages into Cultural Tourism Destination: A Case Study of Ine Fishing Village, Kyoto Prefecture, Japan

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Abstract

This research aimed to study the concepts and development models for fishing villages into cultural tourism destinations, using the case study of Ine fishing village, Japan. This study was conducted as qualitative research employing in-depth interviews, with a sample group consisting of fishermen, residents in Ine and scholars with relevant studies, total 15 samples. The research findings indicated that the fishing village applies the concept of “Kankou Machizukuri” for its development. This concept refers to urban development for tourism through public participation by focusing on resources in the area. Importantly, the Kankou Machizukuri concept has no well-defined mechanism and process; development processes depend on the objectives and context of the specific area. Regarding the development model of Ine fishing village, it was found that various stakeholders are involved in the development as follows: (1) The central government developed a conservation mechanism called DENKEN, which is a framework emphasizing collaboration among all sectors. In this mechanism, the central government provided budget and technical assistance for the preservation of old buildings. (2) The local government established the Ine Town Council and developed financial mechanisms to support small businesses. (3) The local community recognizes the cultural resources value in the area and proposed the conservation of Funaya houses through the DENKEN mechanism, as well as the establishment of a city conservation committee to drive conservation and development at the community level. (4) Civil society supports the development of the Ine fishing village under the essential support from fishermen’s cooperative

Keywords: Kankou Machizukuri, DENKEN, Funaya, Cultural resource, Cultural tourism

Introduction

The COVID-19 pandemic has had extensive effects across all sectors globally, particularly within the tourism industry. In 2020, Thailand experienced a significant decline in tourist arrivals, with international visitors reducing to 6.7 million, representing an 83.2% decrease. Concurrently, revenue from international tourists fell to 0.441 trillion baht, marking a 76.2% reduction [1]. The Gross Domestic Product (GDP) of the tourism sector was 6.78%, down from 18.21% in the previous year [2]. Beyond its economic repercussions, the pandemic also had notable social consequences, including a rise in unemployment due to the economic contraction induced by COVID-19. Many workers who had migrated to Bangkok for employment were compelled to return to their rural hometowns to engage in agricultural activities. Consequently, creating opportunities for employment in sectors outside of agriculture is crucial to mitigating the adverse effects of the pandemic on both the economy and society.

The development of tourism through the utilization of cultural resource in local communities is a key strategy for revitalizing local economies. This approach emphasizes leveraging the cultural resources inherent in communities to create meaningful and memorable experiences for tourists. Such development not only generates increased income for local populations but also fosters the preservation of local cultures and traditions. Furthermore, this approach is in alignment with the National Strategy 2018-2037, specifically in relation to the national strategy on competitiveness enhancement and the 13th National Economic and Social Development Plan (2023-2027), which identifies Thailand as a destination focused on quality and sustainability [3]. Additionally, it aligns with the National Tourism Development Plan (2023-2027), particularly Strategy 4, which advocates for the promotion of sustainable tourism, and Strategy 4.2, which focuses on the conservation and enhancement of cultural assets and Thai identities through contemporary adaptations [4].

The development of tourism through the strategic use of cultural resource in local communities offers a sustainable means of improving the quality of life for residents, fostering employment opportunities, and generating income. This approach is congruent with the nation's development objectives. Upon examining areas with significant potential, fishing villages are identified as key locations for tourism development based on the community's cultural resources. Thailand's coastal regions, including the Gulf of Thailand and the Andaman Sea, are endowed with abundant natural resources and distinctive cultural assets. The integration of cultural resource into tourism development in fishing villages and coastal communities can enhance Thailand's tourism potential and its ability to attract international visitors. Additionally, this approach provides the younger generation within these communities with the opportunity to create employment and generate income through the sustainable development of tourism.

Based on the background and significance of the study outlined above, the study of best practices is a process of examining and analyzing successful practices in various fields to serve as a model for the development of tourism. This approach emphasizes the identification of critical success factors within specific case studies, as well as the exploration of strategies that can be adapted to different contexts. In the context of tourism development through cultural capital in Thailand, the tourism approach used in Ine fishing village, Japan serves as a best practice model.

The objective of this study is to investigate the concept of community participation in the development of fishing villages as cultural tourism destinations and to examine the development model of fishing villages as cultural tourism destinations. The case study focuses on Ine fishing village in Kyoto prefecture, Japan, with the goal of adapting the findings to suit the context of Thailand.

Objectives

1. To study the concept of community participation in the development of a fishing village as a cultural tourism destination: A case study of Ine fishing village, Kyoto prefecture, Japan.
2. To examine the development model of a fishing village as a cultural tourism destination: A case study of Ine fishing village, Kyoto prefecture, Japan.

Scope of research

Scope of content: The study of community participation concepts and development models for fishing villages as cultural tourism destinations, using the case study of Ine fishing village, Kyoto prefecture, Japan.

Scope of population and sample: This research includes a population and sample consisting of fishermen and residents living in Ine fishing village, Kyoto prefecture, Japan, as well as scholars with research related to Ine fishing village, totaling 15 samples (with repeated responses). The sample selection was conducted using purposive sampling.

Scope of area: This research selected Ine fishing village as a case study due to its location in Kyoto prefecture, Japan. Kyoto, once the ancient capital of Japan, has a rich cultural heritage, and Ine fishing village has successfully preserved its cultural assets sustainably. This has contributed to the success of its cultural tourism. In addition, in 2008, Ine fishing village became a member of the Most Beautiful Villages of the World Association, an organization established in Gordes, France, with the aim of creating a network of beautiful villages globally. The association includes five member countries: France, Belgium, Italy, Japan, and Spain [5]. Furthermore, in 2005, Ine was designated as an Important Preservation District for Groups of Traditional Buildings [6].

The significant cultural asset of Ine fishing village is the Funaya (Boat houses). The distinctive characteristic of the Funaya is that the ground floor of the building functions as a boat storage area, as fishing is the primary livelihood for most residents of the village. Furthermore, Ine fishing village has incorporated the concept of Machizukuri in its development to transform the village into a cultural tourism destination [7].



Figure 1 Funaya house

Literature review

1) **Kankou Machizukuri** (かんこう まちづくり) is a term comprising two Japanese words: “Kankou,” which refers to tourism, and “Machizukuri,” which denotes urban development [8]. Additionally, Watanabe [9] further elaborates that “Machizukuri” can be broken down into two components: “Machi,” meaning city, and “Zukuri,” meaning creation. However, the processes, mechanisms, or tools associated with the development framework of Machizukuri remain not fully specified. According to Satoh [10], Machizukuri entails urban development that is sensitive to and respectful of the social context, with an emphasis on the city’s foundations, traditions, culture, as well as its social and economic activities. During the 1960s, urban planning predominantly followed a top-down approach, referred to as “Toshikeikaku”. In contrast, Machizukuri embodies a more participatory, bottom-up approach to urban development. Since the 1970s, there has been an increasing incorporation of Machizukuri principles in municipal-level urban planning, leading to greater citizen involvement in the planning process [11]. In summary, “Kankou Machizukuri” is composed of three Japanese terms: (1) “Kanko” (かんこう), meaning tourism, (2) “Machi” (まち), meaning city, and (3) “Zukuri” (づくり), meaning creation or development. The concept refers to urban development for tourism through public participation by focusing on resources in the area.



Figure 2 Kankou Machizukuri

2) **Denken** (Dentou-teki-Kenzoubutsu-gun-Hozon-Chik: 伝統的建造物群保存地区) refers to the designation of preservation districts for traditional architectural groups and structures of historical and cultural significance. This mechanism was officially established in 1975 by the Cultural Affairs Bureau of the Ministry of Education. The “DENKEN” process involves a collaborative effort between the public, local authorities, and the central government in the preservation of architectural ensembles. It begins with the local community recognizing the cultural significance of the buildings within their area. Subsequently, the community, in collaboration with scholars, assesses the value of these buildings with support from the Cultural Affairs Bureau, and together they formulate strategies for preservation. These strategies may include the enactment of ordinances, the development of preservation plans, and the implementation of related conservation and development projects. The designation of preservation districts for traditional and valuable architectural structures (DENKEN) is classified into eight settlement typologies: (1) samurai residences, (2) temple and shrine complexes, (3) merchant districts, (4) nightlife districts, (5) inns, (6) port cities, (7) villages, and (8) industrial cities [6]. The Ine fishing village has participated in the establishment of a preservation district for traditional architectural groups, with a designated area covering 432 historically significant buildings. Following the designation, property owners receive government support, covering 80% of the costs associated with the maintenance of the Funaya houses [12].

Methodology

This study is structured into two main components: (1) Documentary Study, which involves the examination and synthesis of relevant documents. This section reviews literature that addresses key concepts and models of public participation in urban development for tourism in Japan, as well as case studies that illustrate the participatory processes in Japan’s urban development for tourism purposes, and (2) Field Study, which employs interviews as the primary data collection method. The field study focuses on gathering data from interviews with fishermen and residents of the Ine fishing village in Kyoto prefecture, Japan, along with scholars whose research pertains to the Ine fishing village. A total of 15 participants were interviewed (data saturation). In the data collection process, a Japanese language expert was consulted to review and verify the information, ensuring that the interview data were represented with precision and thoroughness.

The key informants for this study were selected using purposive sampling and include fishermen and residents of the Ine fishing village, as well as scholars with relevant research on the village. This qualitative research utilized in-depth interviews as the primary data collection method. A total of 15 participants were interviewed, and their responses were analyzed for thematic repetition.

Table 1 Samples used in the study

Samples	Samples sizes	Sampling technique	Sampling Criteria
Residents and Fisherman in Ine	9	Purposive sampling	The residents and fishermen living in the Ine fishing village
Entrepreneurs / Shops and Homestay owners	4	Purposive sampling	Entrepreneurs/ Shops and Homestay owners in the Ine fishing village
The academic	2	Purposive sampling	Scholars with research related to the Ine fishing village
Total	15		



The informants

1. Mukai Brewery 向井酒造(株)
2. Shop in the Ine fishing village
3. Prof. Dr. Nobuo Mishima (The Academic)

Figure 3 The sample in this research

The research adopts a qualitative approach. For the first objective, which focuses on examining the concepts of public participation in the development of a fishing village as a cultural tourism destination, a literature review was utilized as the primary tool for deriving key insights. For the second objective, which aims to explore the development model of the fishing village as a cultural tourism destination, in-depth interviews were conducted, with interview form serving as the primary data collection instrument.

Data collection for this study was conducted through interviews to gather information in alignment with the research objectives, with fieldwork carried out in the Ine fishing village, Kyoto prefecture, Japan, to collect the relevant data. The individual interviews continued until data saturation was achieved, at which point the interviews were concluded as responses began to repeat.

Data analysis in this study was performed using coding analysis on the interview data. The process involved three stages: (1) open coding to identify initial categories, (2) axial coding to examine relationships between the identified codes, and (3) selective coding to integrate the data into coherent groups [13].

Results

Objective 1: To study the concept of community participation in the development of a fishing village as a cultural tourism destination: A case study of Ine fishing village, Kyoto prefecture, Japan. A review of the literature reveals that the concept of Machizukuri has been applied in the development of the Ine fishing village, as well as in various other regions across Japan. The details of the case study are as follows:

The Ine fishing village in Kyoto prefecture manages the Funaya houses through a community-based participatory approach, which serves as the primary strategy for preserving cultural resource and promoting tourism development. The concept of Machizukuri has been implemented in the village [7] through the establishment of the Community and Town Preservation Board, which is responsible for overseeing tourism management in the area [12]. Furthermore, the governance model in Ine is centered around a local council, which plays a central role in the administration of the town, focusing on the protection and restoration of the area, while also opposing projects that could negatively impact the environment. The council is also tasked with preserving cultural heritage and tradition, such as organizing the annual Ine Festival, held every August by the local community [7].

Yokohama City, located in Kanagawa prefecture, adopted the Machizukuri concept in its urban development strategy. In 1990, urban development management incorporated public participation as a central mechanism in city planning. A notable example of successful urban development under the Machizukuri approach is the Takashima Central Park Project, initiated in 2008. This project involved the development of a public park through a process of soliciting public feedback, which enabled the resolution of urban challenges and effectively addressed the needs of the local community, contributing to the project's significant success [11].

Okayama prefecture, in 1980, initiated an urban development plan aimed at mitigating traffic congestion around Nishigawa Canal Park by promoting pedestrian movement and the use of public transportation. In August 1986, a group of architects known as "Team 25" was formed to enhance the park's appeal and encourage pedestrian activity through the establishment of the Nishigawa Machizukuri Charter. This charter outlined three key principles for community development: (1) both sides of the park should be developed as pedestrian pathways, (2) the park area should be managed to facilitate group gatherings, relaxation, and recreational activities, and (3) the buildings along the park should integrate harmoniously with the surrounding environment to enhance the urban landscape. This charter became the foundation for Team 25's work and provided an opportunity for city residents to voice their opinions to guide the development of Nishigawa Park [14].

Kobe, in 1955, was severely affected by the Great Hanshin Awaji Earthquake. The

city's post-earthquake recovery process incorporated the Machizukuri concept, encouraging community members to collectively assess, share information, and collaborate in the urban recovery planning. In certain areas, local governments-initiated community group formations, while in others, such as Rokko, residents began organizing themselves to facilitate the city's recovery. Community members and stakeholders held meetings to discuss details regarding the recovery plan and to inform the groups about the earthquake's damages and available options for rebuilding the affected areas. The recovery efforts focused on rebuilding homes for the victims, disaster prevention, environmental conservation, and the construction of roads, open spaces, and public parks. The emergence of recovery groups attracted significant attention from local residents, leading to increased participation in the development process. Prior to the earthquake, the community had minimal involvement in or awareness of the development efforts. The formation of recovery groups indicated that, in urgent situations where government support may be limited, local communities have the ability to assist themselves [15].

Kyoto prefecture established the Kyoto Center for Community Collaboration, with the Kyoto City Municipality playing a central role in promoting cooperation between the public, private sectors, and local government organizations. The goal of this center is to preserve and create a unique landscape of Kyoto through the conservation of traditional wooden houses known as Kyo-machiya, as well as the development of quality housing with a good environment. The Kyoto Center for Community Collaboration has applied the Machizukuri concept by establishing the Machiya Machizukuri Fund to raise funds for the conservation of Kyo-machiya houses [16].

Uchiko, located on Shikoku Island, has set its sights on developing a new model of tourism based on the community's inherent resources. The city boasts traditional buildings with distinctive architecture, known as Uchikorashii, which embodies the local culture and architectural heritage. The city has implemented the Machizukuri concept through collaboration between local government authorities and the community. Public involvement is facilitated through temporary task forces, which are formed to accomplish specific objectives and are disbanded once those goals are met. In Uchiko, such task forces have been established to enhance tourism development across multiple dimensions. For example, a group of local farmers has come together to promote and sell community products, while also organizing activities to inform visitors about the city. Additionally, certain groups have worked together to develop accommodations for tourists, with the local government providing support for the preservation of traditional buildings and infrastructure, such as public restrooms, open spaces, and parking facilities [7].

Harie community, located in Asahi town, Takashima city, Shiga prefecture, has implemented the Kankou Machizukuri concept as part of its efforts to revitalize the community, focusing on the traditional water usage culture along the “Kabata” riverbanks. A community-managed water administration group was established to oversee and manage local water resources, while also disseminating the Kabata water usage culture through various media platforms. This initiative has contributed to raising awareness of the Kabata tradition beyond the community, resulting in an increasing number of tourists visiting to learn about this cultural heritage [17].

From the literature review, it was found that Machizukuri does not have a defined mechanism, procedure, or process. The advancement of urban development through Machizukuri mechanisms is contingent upon the development objectives and the contextual factors of the specific area. Examples of urban development mechanisms under the Machizukuri concept include the formation of community groups, public-private sector collaboration, the establishment of committees, the creation of charters, and the establishment of funding mechanisms.



Figure 4 Examples of mechanisms for driving urban development based on Machizukuri concept

Objective 2: To study the development model of a fishing village as a cultural tourism destination: A case study of Ine fishing village, Kyoto prefecture, Japan. This study involved interviews with fishermen, residents of Ine fishing village, and scholars with research relevant to the village, comprising a total of 15 respondents. The interviews addressed four key questions. The following are sample opinions from the respondents and the coding process, as detailed below.

Table 2 Opinions of the samples and open coding analysis

Open coding		Coding
Samples' opinions	Analysis	
Question 1: What are the development methods/processes for developing Ine as a tourist destination?		
1. "...The development of Ine fishing village as a tourist destination occurred because the local community recognized the value of the Funaya houses. They proposed the conservation of the Funaya buildings as an architectural heritage by collaborating with the Fishermen's Cooperative through the DENKEN system. The community gathered information about the Funaya houses and received academic assistance from conservation experts and relevant scholars, who provided guidance on preserving the Funaya houses and developing them as a tourism destination..." Source: The academic	• Awareness of the value of cultural resources among local people is a driving factor that motivates efforts to conserve and promote the development of cultural resources. • The central government has developed the "DENKEN" conservation mechanism, which enhances the ability to access funding and technical assistance for local cultural resource preservation. The DENKEN mechanism is a collaboration between local communities and Japan's Department of Cultural Affairs, starting with the process of surveying cultural resources in the area and continuing through to the declaration of preservation zones for valuable traditional architectural structures and buildings. • The conservation of the cultural resource in the Ine fishing village integrates collaboration from all sectors, including the civil society sector.	• Awareness of the cultural resource value among community members • DENKEN • Budget • Technical assistance for conservation • Public participation in conservation between the central government and local authorities • Integration of collaboration across all sectors • Cooperation from civil society • Fishermen's Cooperative
2. "...Ine fishing village has the Ine Town Council to oversee the city's administration, including tourism. The Ine Town Council is a mechanism for the development of the fishing village that has been officially approved by law..." Source: Residents in Ine	The Ine fishing village has a concrete and clear management structure in the form of a council, which is supported by law (Article 93 of the Constitution of Japan). The legally-supported city council mechanism confirms that development efforts will be tangible and will receive support from the central government.	• Ine City Council • Council mechanisms underpinned by legal frameworks • Governance structure at the local government level

Table 2 Opinions of the samples and open coding analysis (continue)

Open coding		Coding
Samples' opinions	Analysis	
3. "...The Community and Town Preservation Board was established, consisting of local residents, Funaya house owners, merchants, and representatives from tourism organizations, to support the sustainable development of the fishing village at the local level..." Source: The academic	In addition to the council-based management structure, the Ine fishing village community has also developed tourism through a community-level committee mechanism. This approach aligns with the concept of Participatory Development, emphasizing the active involvement of local residents in decision-making and development processes.	• Community-level committee mechanisms • Participation through community-level committee mechanisms • Community members as key components of the committee
4. "...Ine town provides financial support for local entrepreneurs to ensure that the community has occupations, income, and the capacity to support tourism activities..." Source: Entrepreneurs in Ine	The Ine town supports local entrepreneurs in securing livelihoods, generating income, and reducing poverty through the "Ine Town Support Grant Project" This initiative provides financial support of 100,000 yen per month for a period of 24 months to small business owners. Such funding will contribute to the sustainability of the Ine fishing village's tourism supply chain.	• Local entrepreneurs • Financial support for local entrepreneurs • Support for tourism activities
5. "...The majority of the residents in Ine fishing village contribute to the development of the village by being good hosts and are willing to assist tourists..." Source: Residents in Ine	• Being a good host demonstrates the quality of service in the context of tourism. Being a good host helps creating a positive experience for tourists, which influences their perceptions and the spread of information through word-of-mouth. • The willingness to assist tourists reflects social behaviors that demonstrate a positive relationship between locals and tourists, which is essential for the sustainable tourism development.	• Being a good host • Tourist service • Willingness to assist tourists • Creating positive experiences for tourists

Table 2 Opinions of the samples and open coding analysis (continue)

Open coding		Coding
Samples' opinions	Analysis	
Question 2: Ine has a development model through “Machizukuri” mechanisms. Do you agree? (Please specify stakeholders and roles or guidelines for development of each stakeholder)		
6. “...The Japanese government functions as the central agency, supporting both the conservation mechanism and the allocation of funds to local organizations. It collaborates with the community to study the context of the village, plan conservation strategies, and jointly develop the area, with a focus on development grounded in the community’s environmental and cultural resources...” Source: Residents in Ine	• The central government plays a key role in developing conservation mechanisms, reflecting its function as a supporter and motivator for local communities to recognize the importance of preserving cultural resources. • The central government of Japan acts as a supporting agency, strengthening local communities by creating mechanisms that provide assistance in the preservation of cultural resource through funding and technical assistance. These mechanisms emphasize community cooperation rather than adopting a top-down approach.	• The Japanese government plays a role in supporting conservation mechanisms • Allocation of budget for conservation by the central government • Collaboration with the community in conservation efforts • Development based on the community’s environmental and cultural resources
7. “...The community is aware of the value of conserving cultural assets and has a strong social network, which has contributed to the successful development of the Funaya houses as a significant cultural asset in the community’s tourism industry...” Source: Residents in Ine	• The community is aware of and values the preservation of cultural resource, reflecting a process of awareness-building and education about cultural resource. This is a key factor in enabling the community to sustainably preserve its cultural resource. • A strong social network within the community aligns with the theory of social cohesion and cooperation, which is crucial for achieving success in conservation and development efforts.	• Community members are aware of the value of preserving cultural resource • A strong social network in the community

Table 2 Opinions of the samples and open coding analysis (continue)

Open coding		Coding
Samples' opinions	Analysis	
Question 3: What are success factors for the development of Ine to be a tourist destination?		
8. "...The key factors contributing to the successful development of the Ine fishing village are the strategic utilization of cultural capital and distinctive natural resources, both of which serve as sources of pride for the community and play a significant role in the advancement of tourism..." Source: Residents in Ine	A sense of pride in the community's cultural resources is essential for cultivating sense of belonging and pride among members, thereby promoting their engagement in the protection and enhancement of these resources. Furthermore, this pride contributes to promoting sustainable development.	• Pride in cultural resource • Sense of belonging
9. "...The people in the Ine fishing village are aware of the importance of conserving natural resources and cultural capital, and are willing to collaborate with relevant agencies in the development of the area. This process begins with conservation and progresses towards tourism development, utilizing the DENKEN mechanism of the government..." Source: Residents in Ine	The people of Ine fishing village are willing to collaborate with relevant agencies in development, demonstrating community participation in the development process, which is a key principle for sustainable development.	• Public awareness regarding the preservation of cultural heritage • Readiness to collaborate with relevant organizations in the area's development

Table 2 Opinions of the samples and open coding analysis (continue)

Open coding		Coding
Samples' opinions	Analysis	
Question 4: What are the community participation models of Ine fishing village development?		
10. "...The Community and Town Preservation Board, which is composed of local representatives, serves as one of the mechanisms for fostering public participation in gathering opinions for the development of the Ine fishing village. Meetings of the board are held to brainstorm ideas on local development plans, activities to be organized in each year, tourism promotion, and other related matters..." Source: Residents in Ine	• The city committee, composed of local representatives, serves as an important management mechanism for conservation and development. This committee facilitates effective development and preservation that aligns with the community's needs, as it includes community members. The establishment of this committee reflects collaborative governance, fostering coordination between community members. • The meetings of the Community and Town Preservation Board to brainstorm ideas for the local development plan reflect a planning process and collective decision-making based on gathering input from various local stakeholders.	• The Community and Town Preservation Board • Community-level committees • Local representatives are part of the committee • The public participation process • Brainstorming sessions • The gathering of opinions
11. "...The local community participates in activities to develop and preserve the Ine fishing village, such as planting flowers in front of their houses to welcome tourists, organizing community children's day events and inviting tourists to join, and conducting clean-up activities to support tourism, among others..." Source: Residents in Ine	The participation of local residents in various activities, such as planting flowers, organizing Children's Day events, and city clean-up efforts, reflects public involvement in the conservation and development of the city. This participation is a key aspect of sustainable tourism development.	• Engagement in activities for the development and preservation of the city

Table 2 Opinions of the samples and open coding analysis (continue)

Open coding		Coding
Samples' opinions	Analysis	
12. "...Participation in monitoring and evaluating local development is primarily conducted through representatives who attend meetings of the Community and Town Preservation Board and the Ine Town Council..." Source: Residents in Ine	• The committee mechanism serves as a clear management structure for the conservation and development of cultural resource, including the monitoring and evaluation of development progress. • Local development monitoring is primarily conducted through representatives who participate in committee, reflecting a system of representative governance. These representatives are responsible for relaying community feedback and suggestions to the decision-making process, as well as overseeing progress and evaluation at the local level.	• Committee mechanism • Council mechanism • Monitoring and evaluation of development through - committee mechanism • Representative Management System

Based on the perspectives of fishermen, residents of the Ine fishing village, and scholars with research relevant to the village, the study has determined the codes, as illustrated in Table 2. The coded data was then subjected to axial coding to explore the relationships between the codes, using the roles of stakeholders in the development of the Ine fishing village as a framework for integrating the data. The outcomes of this integration, presented through selective coding, are summarized in Table 3. The integrated findings were subsequently synthesized into a development model for transforming the fishing village into a cultural tourism destination, with the case study focusing on the Ine fishing village in Kyoto prefecture, Japan, as depicted in Figure 5.

Table 3 Coding analysis of interview data

Coding	Axial Coding	Selective Coding
1. Ine City Council/ Council mechanisms underpinned by legal frameworks/ Governance structure at the local government level	Local government	Ine City Council (supported by law)
2. Local entrepreneurs/ Financial support for local entrepreneurs/ Support for tourism activities	Local government	Funding for local entrepreneurs
3. Budget/ Allocation of budget for conservation by the central government	Central government	Budgeting
4. Technical assistance for conservation	Central government	Technical assistance
5. DENKEN/ Public participation in conservation between the central government and local authorities/ Integration of collaboration across all sectors/ The Japanese government plays a role in supporting conservation mechanisms	Central government	DENKEN
6. Awareness of the cultural resource value among community members/ Collaboration with the community in conservation efforts/ Development based on the community's environmental and cultural resources/ Community members are aware of the value of preserving cultural resource/ A strong social network in the community/ Pride in cultural resource/ Public awareness regarding the preservation of cultural heritage/ Readiness to collaborate with relevant organizations in the area's development/ Engagement in activities for the development and preservation of the city	Community	The awareness of community members regarding the cultural resource
7. Being a good host/ Tourist service/ Willingness to assist tourists/ Creating positive experiences for tourists/ Sense of belonging	Community	The sense of belonging of cultural resource

Table 3 Coding analysis of interview data (continue)

Coding	Axial Coding	Selective Coding
8. Community-level committee mechanisms/ Participation through community-level committee mechanisms/ Community members as key components of the committee/ The Community and Town Preservation Board/ Community-level committees/ Local representatives are part of the committee/ The public participation process/ Brainstorming sessions/ The gathering of opinions/ Committee mechanism/ Monitoring and Evaluation of development through Committee mechanism/ Representative Management System	Community	City-level committee/ The Community and the Town Preservation Board
9. Cooperation from civil society/ Fishermen’s Cooperative	Civil society	Support by civil society

Discussion

Findings from research objective 1: A review of the literature indicates that Japan adopts the concept of “Kankou Machizukuri” as a framework for urban development aimed at transforming cities into tourism destinations. “Kankou Machizukuri” refers to urban development for tourism through public participation by focusing on resources in the area. This concept aligns with the definitions and frameworks proposed by Horita [8], Watanabe [9], and Satoh [10]. Furthermore, Machizukuri does not prescribe a fixed mechanism, procedure, or process, as it is shaped by the objectives of development and the specific context of the area. This perspective is consistent with Watanabe’s [9] assertion that the mechanisms, processes, or tools used for urban development under the Machizukuri concept are not rigid or predefined. Illustrative mechanisms driving urban development under the Machizukuri framework include community gathering, collaboration between public and private sectors, the establishment of committees, charters, and funds.

Findings from research objective 2: Based on interviews conducted with a sample group of 15 participants, including fishermen, residents of the Ine fishing village, and scholars with expertise in research related to the village, the development mechanisms of the Ine fishing village can be summarized as follows:

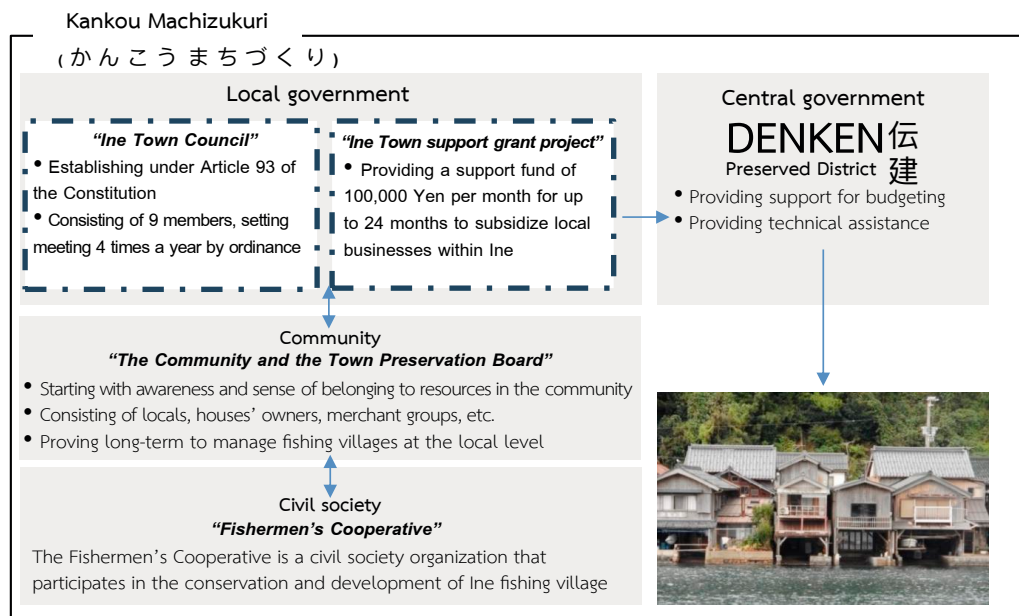


Figure 5 Development model of fishing village as cultural tourism destination: A case study of Ine fishing village

The central government has established a mechanism for defining conservation zones for valuable architectural groups and traditional structures, known as "DENKEN." This mechanism highlights the collaboration between the central government, local authorities, and the community in the collective effort to preserve historical buildings. The central government provides financial resource and technical assistance for the conservation of these valuable architectural resource, in line with the procedure for registering preservation areas for significant architectural structures, as noted by Tachakitkachorn [6]. However, in the context of Thailand, it is apparent that the country lacks a well-defined mechanism for the conservation and development of cultural heritage for tourism that emphasizes the active involvement of relevant stakeholders. Cultural resource management in Thailand primarily involves financial support channeled through local agencies, without academic assistance for conservation efforts. Consequently, the development of tourism based on cultural resource has not achieved its full potential.

The local government plays an active role in the development of Ine fishing village as a tourist destination through the Ine Town Council, established in accordance with Japanese law (Article 93 of the Constitution of Japan). Additionally, a financial mechanism has been put in place to support local entrepreneurs within the community, enabling them to operate businesses that contribute to tourism. This initiative is facilitated through the "Ine Town

Support Grant Project,” which aims to provide community members with access to funding to revitalize the tourism industry and stimulate the local economy. The program offers financial support of up to 100,000 yen per month for a maximum period of 24 months.

The local community is aware of the cultural resource value of the area, including the Funaya houses. Upon recognizing their significance, appreciating their value, and feeling a sense of belonging over the cultural resources, the community proposed the conservation of the Funaya houses through the DENKEN mechanism designed by the central government. In addition, the establishment of the Community and the Town Preservation Board was initiated, comprising local community members, house owners, merchants, and representatives from tourism organizations, to drive the conservation of cultural resources and the development of tourism at the community level. This is consistent with the study on the transformation of Funaya houses under the DENKEN management system in the preservation area of Ine Town, Japan, by Duangputtan and Mishima [12].

The civil society supports the development of the Ine fishing village, with the Fishermen’s cooperative playing a key role in the development of the village.

Recommendation

The development of fishing villages as cultural tourism destinations should emphasize the involvement of all relevant stakeholders. Based on the case study of the Ine fishing village in Kyoto prefecture, Japan, the following recommendations can be proposed for the development of fishing villages into cultural tourism destinations:

The central government should provide financial support and technical assistance for the conservation of cultural resource and the development of tourism. This will facilitate the preservation of cultural resource’s uniqueness, identity, authenticity, and value, grounded in sound academic conservation principles. Such support will contribute to the sustainable development of tourism and it will also sustainably meet the needs of cultural tourists.

Local governments should advocate for the establishment of local legislation that supports the creation of local councils or committees, serving as effective mechanisms for advancing cultural resource conservation and tourism development. Furthermore, it is essential to promote decentralization, enabling local authorities to independently manage their budgets, thereby enhancing autonomy in governance and resource allocation.

The community should prioritize raising awareness regarding the value of cultural resource in the area. This includes fostering a sense belonging over both the area and its cultural resource, which will contribute to the sustainable management of tourism. Additionally, it is essential to support the establishment of city-level committees tasked with advancing

the preservation of cultural resource and the development of tourism at the local level.

Civil society should support communities in the conservation and management of cultural resource, as well as in the development of tourism, in order to ensure sustainable tourism development.

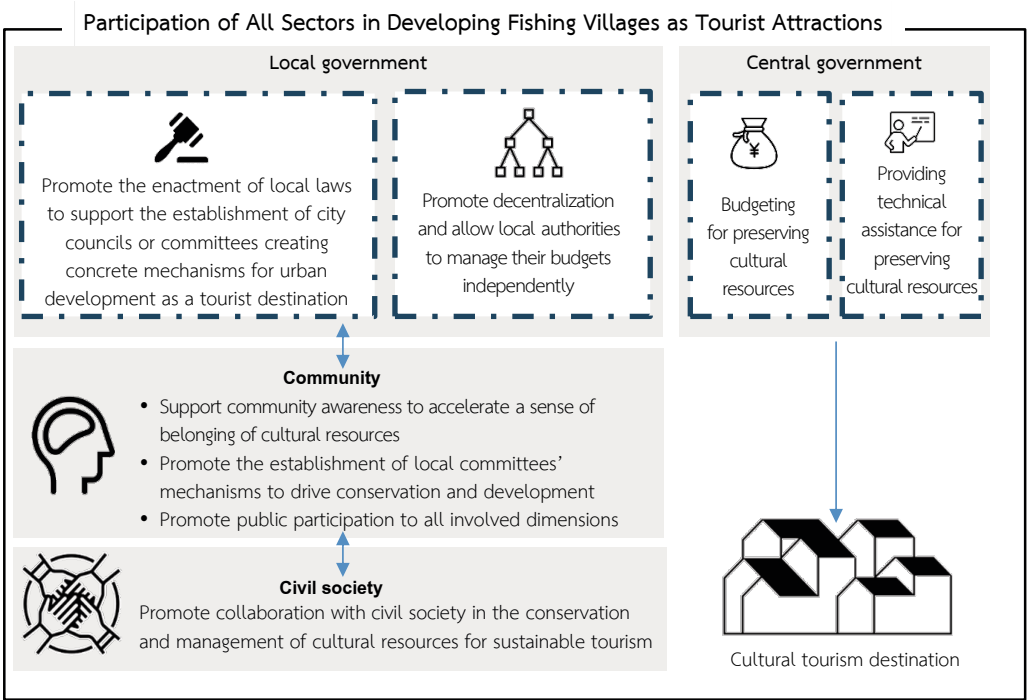


Figure 6 Development Model of Fishing Village into Cultural Tourism Destination

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