

スキー場再興をめぐる観光地の変容
野沢温泉村を事例として

Transformation of tourist destination through the revival
of a ski resort: A case study in Nozawa Onsen

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【Abstract】

The population of some local areas has decreased, and a debate has emerged within many destination regions about the sustainability of local communities. Some studies have investigated the influence on local communities through sports tourism development. Local communities and sports have closely tied to each other. In order to realize sustainable sports tourism, it is necessary to reveal how residents and local communities think about sports tourism with increasing the number of foreign tourists. Thus, the purpose of this study was to investigate the influence on residents and the local community through the revival of a ski resort. The study's methods were to gather documents, conduct interviews with six residents in Nozawa Onsen, and complete related fieldwork. The study examined three categories of characteristics in Nozawa Onsen: autonomous tourism, foreign residents, and successor issue. Resent great prosperity in Nozawa Onsen was related with the appropriate development based on the characteristics of Nozawa Onsen. However, the lifestyles of residents were influenced by increasing the number of foreign residents. Nowadays, the population of skiers are still decreasing in Japan. While the establishment of tourism strategy is important to increase the number of foreign tourists in snow resorts, it is necessary to recognize the transformation of local communities behind the revival of ski resorts.

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