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## Incentives for the conservation of traditional settlements: residents' perception in Ainokura and Kawagoe, Japan

Indera Syahrul Mat Radzuan<sup>a,b\*</sup>, Naoko Fukami<sup>c</sup> and Yahaya Ahmad<sup>d</sup>

<sup>a</sup>*Faculty of Technology Management & Business, Universiti Tun Hussein Onn Malaysia, Batu Pahat, Malaysia;* <sup>b</sup>*Faculty of Built Environment, University of Malaya, 50603 Kuala Lumpur, Malaysia;* <sup>c</sup>*Organization for Islamic Area Studies, Waseda University, 9 Bldg., 906, 1–6–1 Nishiwaseda, Shinjuku-ku, Tokyo 169-8050, Japan;* <sup>d</sup>*Department of Architecture, Faculty of Built Environment, University of Malaya, 50603 Kuala Lumpur, Malaysia*

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This study emerged from the author(s)' experience in conducting a survey with the residents in Ainokura Village at the Toyama Prefecture and the Kawagoe in the Saitama Prefecture, Japan. With the comprehensive legislations bound into the cultural heritage's sophisticated systems, Japan is often regarded as one of the leading countries in promoting cultural heritage protection despite the tendency for westernization and modernization influences prevalent after World War II. At present, the establishment of the Law for the Protection of Cultural Properties in Japan has increased public awareness for the conservation of the cultural heritage including tangible and intangible heritage. This research intends to look at the perceptions of the residents on the implementation of the cultural heritage conservation and incentives programme in those two traditional settlements. By using questionnaires and interviews involving the residents in the two areas, this study has employed the quantitative and qualitative approach in order to gather factual data. This research is conducted in order to address the overarching question of whether the incentive programmes that have been created for the community have been found to be suitable for the fulfilment of their aspirations and real needs.

**Keywords:** cultural heritage; incentives programme; traditional settlement; cultural properties; Japan

### 1. Introduction

Over the last eight decades, villages and towns in Japan have changed drastically with many historic buildings and neighbourhoods being torn down due to modern urbanization pressures. In Japan, preservation movements started in the early 1970s which have resulted in the establishment of local public bodies with their own preservation measures instituted by the residents and civil groups. Thus, 'the system of preservation districts for group of traditional buildings' was established in order to support such preservation activities. This system aims at preserving the historic landscapes of the villages and towns, improving the historic landscapes as the 'today' place for living, and for passing them on to the next generation for their benefit with the assistance of the national government.

This study analyses the residents' perceptions and outcomes of the implementation of the cultural heritage conservation and incentives programme of two of Japan's unique

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\*Corresponding author. Email: [syahrul@uthm.edu.my](mailto:syahrul@uthm.edu.my)



Figure 1. Location of Ainokura and Kawagoe in Japan.

traditional settlements, namely Ainokura Village and the Kawagoe Historic District. Ainokura Village is a living village that was inscribed under the UNESCO's World Heritage Site in 1995 and is often regarded as an example of a human settlement site with universal cultural significance. Meanwhile, the Kawagoe District represents the cultural properties and historic sites of the late Edo era (Imai, 2012). Ainokura Village is situated on a high terraced plateau on the west bank of the Sho River in Toyama Prefecture in the west part of Japan while Kawagoe is located in Saitama Prefecture and it is connected to Edo (former name of Tokyo) through the Shingashigawa River in the north of Tokyo (Figure 1). This research intends to look at the residents' perceptions on the implementation of the cultural heritage conservation and incentives programme in both the case-study areas.

## 2. Traditional settlements, incentives programme and the sustainable communities

In Japan, from the late nineteenth century, economic and social changes have affected even the remotest of the rural villages. After World War II, many traditional settlements have been disappearing at a fast rate in every part of the country due to modern urbanization. Thus, a wide variety of incentives programmes have been created either at the national or at the local government level to motivate the historic property owners to retain and maintain their historic buildings and sites.

Furthermore, traditional settlements have been found to reflect the unique combinations of the natural, cultural and social characteristics of the urban and sub-urban fabrics. However, in spite of its potential as the typical settlement type in the pre-modern era, the traditional settlement has barely been spared by the modernization phenomena. Numerous studies have attempted to explain the importance in preserving these traditional settlements in the challenging urban landscape, for example the studies by Saleh (1998) and Sharifah Mariam Alhabshi (2010). Other researchers such as Alberts and Hazen (2010), as well as Pendlebury, Short, and While (2009), have attempted to emphasize the importance of the

use of authenticity and integrity principles in guiding the preservation efforts and balancing the needs and goals of the multiple stakeholders in these historic areas.

Potential conflict might also be found to exist if there was a mismatch between the effectiveness of the current incentives policy and the residents' needs on the actual site. According to Stern et al. (1986), the financial aspects of a conservation incentives programme were found not to be the only important ones. They have pointed out that the success of an incentives programme will depend on its ability to get the attention of its intended audience; to communicate in a way that could be understandable and credible as well as to address itself to the users' needs. Success might depend not only on the size of the incentives offered but on the form of the incentives and on the way the programmes have been organized, marketed and implemented. This view has been supported by Meng and Gallagher (2012) who have found that a single incentive might be more effective in a particular area and thus the success of the incentives programme would require various efforts, either internally or externally.

For the above reasons, in dealing with the effectiveness of the current incentives programme, this study has taken a stand by which a policy formulation of the cultural heritage conservation and incentives programme has to look seriously at the real needs of the residents or local communities. This view is in line with a research conducted by Ibrahim (2007) who has found that the present process of community involvement in the urban conservation project has been inadequate to promote sustainable communities. Her research findings have proved that an imbalance of power and control, which had required a practice-oriented framework for better coordination and collaboration between the stakeholder organizations, was found to exist.

According to Taylor-Powell, Steele, and Douglah (1996), the term 'evaluation' has been subjected to different interpretations where a programme could be evaluated in a variety of ways. In this respect, this study has used the concept of sustainable conservation propounded by Zancheti and Hidaka (2011) which has been found to be parallel with the Operational Guidelines for the Implementation of World Heritage Convention (1996) by UNESCO. It should be noted here that this guideline was the first reference used to emphasize the stakeholders' participation in the decision-making process (Landorf, 2009). Given the scarcity of government funding for financing the cultural heritage system, it has been found essential that the sustainable community concept should be adopted in order to look at the various forms of creative financing (Roseland, 2005).

This study has also based its approach on the use of both the 'sustainable communities' principles and Bennett's hierarchy in evaluating the incentives programme implementation of the two study areas (Bennett & Rockwell, 2004). Using Bennett's hierarchy would possibly help to describe the programme's logic and the expected links from inputs to the end results. According to the model, Bennett's hierarchy of evidence for the programme evaluation has been classified into seven levels, namely the programme's resources, programme's activities, programme's participation, programme's reactions, programme's learning, programme's actions and programme's impacts.

### **3. Research methodology**

A case-study approach was chosen to allow for a general understanding of the research problem. Following the case-study approach by Yin (2003) and Stake (1995), this research study hopefully presents an appropriate method of inquiry into the emergent and diverse components of the community development. In this regard, a mixed method of concurrent triangulation design was used such as by using a document review, observations, structured

interviews and survey involving qualified residents in the two traditional settlements. Qualified residents were those respondents who had enjoyed government assistance in their conservation activities. This method consisted of two distinct phases: quantitative and qualitative (Creswell, Plano Clark, Gutmann, & Hanson, 2003). In this design, the researcher hopes to successfully collect both quantitative and qualitative data concurrently and then compare the two databases to determine if there is/are convergence, differences or some combination (Creswell, 2009). With this methodology, the quantitative data and their analysis could refine and explain those statistical results by exploring the participants' view in more depth (Creswell, 2003; Rossman & Wilson, 1985; Tashakkori & Teddlie, 1998).

Primary data were collected from both the settlements, particularly through the use of questionnaires, interviews and observations. A two-stage cluster sampling was selected to filter the optimal respondents, for those residents who had received the heritage incentives from the authorities. The samples were filtered based on the screening question, whether or not they had ever received any incentives, financially or otherwise, from the authorities. In other words, respondents who had never received any financial support were not included in this study. An interview sheet was prepared based on the literature review of similar studies. Some dimensions of the interview guide concerned the perceptions towards the cultural heritage conservation and the residents' opinions on the success of the current heritage incentives programme.

Most questions were a combination of multiple-choice questions, followed by open-ended queries. For instance, respondents were asked about the types of incentives they had received, their evaluation on the existing incentives programme, their perception and awareness of the cultural heritage conservation and their real needs on the cultural heritage conservation. The respondents were selected based on the following criteria: (i) residents who had received the financial incentives for heritage conservation from the authorities and (ii) residents who were residing permanently at the settlements (Table 1).

Based on the above criteria, a total of 99 respondents were chosen from both the study areas. There were about 55 (Ainoura) and 495 (Kawagoe) residents living in these two selected areas. The researcher was able to identify and interview qualified respondents who could meet the study's two criteria. The questionnaire was administered orally with the assistance from a Japanese interpreter who conducted the bilingual interviews with the chosen household heads. The household heads were selected because they had experience in implementation of the incentives programme in their properties and sites. Groves et al. (2009) have found out that the opinion of the head of the family would usually carry the most weightage rather than any other member of the family. Usually, more authoritative views of the family voice were found to be expressed by the head of the family. Nevertheless this view does not mean that this research study would reject the argument that any family member was not entitled to come up with their opinions. Otherwise this research study would have played down the role of the representative structure in such a

Table 1. Socio-demographic characteristics of Ainokura and Kawagoe.

Parameters	Ainokura	Kawagoe
Number of populations	55	495
Number of households	27	123
Total areas	18 ha	80 ha
Number of incentive recipients	27	109
Number of samples	12	87
Major occupations	Agriculture and tourism	Business and tourism

community. The interviews lasted approximately 30 minutes to 1.5 hours for each respondent. Fieldwork was undertaken during the months of March and May 2012.

To attain a holistic view, one-on-one interviews were carried out with the officials of the Agency for Cultural Affairs, the Nanto Educational Board and the Kawagoe City Office in the first quarter of year 2012. The researcher also undertook on-site interviews with groups of specialists (including educators and curators), cultural reference groups (including village heads, heritage managers, cultural groups), the private sector and the non-governmental organizations (NGOs). The open-ended instruments for the semi-structured interviews were prepared based on the feedback from the groups of specialists in order to investigate the state of the art, how and in what ways the incentives mechanism might be implemented for the benefits of the community in these historic villages. Twenty-one semi-structured interviews were successfully completed during the fieldwork survey.

#### 4. The two cases: Ainokura and Kawagoe

Japan has a long history of heritage conservation. Particularly in recent years the cultural heritage has been regarded as a precious stock of the community. The selection of the two cases was based on the fact that Ainokura Village has been inscribed as the UNESCO World Heritage Site while Kawagoe represents an important preservation district for groups of historic buildings designated by the Japanese government. In this regard, the differences between these two incentives systems have been explored in order to understand the cultural heritage characteristics.

Articles that could provide good insights into the impact of the world heritage site and current conservation activities in Ainokura Village were available for research. These insights can be found in recent articles written by Jimura (2011) and Kuroda (2010). However, their studies have mainly looked at the social changes and the current conservation activities within the three historic villages, namely Ogimachi, Ainokura and Sukanuma, but not at the provision of the incentives' schemes. However, for a more international view, Thornton, Franz, Edwards, Pahlen, and Nathanail (2007) have provided an in-depth analysis of the use of more effective instruments on the incentives in order to promote economic, environmental and social sustainability in the regeneration areas. Other researchers such as McClearly (2005); Spiteri and Nepal (2008); Stern et al. (1986); as well as Snowball and Courtney (2010) have attempted to draw out the importance of the effectiveness of the incentives programme in guiding the conservation efforts for the local economic development.

Ainokura Village in the Toyama Prefecture is located in the remote valley in the rugged high-mountain terrain of the Chubu mountain region, and it experiences particularly heavy snowfall (Figure 2). Due to the difficulty of access to the village until recent times, social contacts between this area and the outside world were very limited and this long isolation has given rise to the unique culture and traditional social systems, folklore and customs which have been handed down to the present day. Recently, the Ainokura Village has been showcasing its unique and beautiful landscapes with its *gassho*-style houses set against the surrounding irrigated rice fields as well as the dry crop lands in the remaining traditional landscape. Moreover, Kuroda (2010) has stated that this type of farmhouses has been found to be very unique and thus they cannot be found in any other regions of Japan.

However, Ainokura Village is now confronted with rapid changes in the social and natural environments and consequently its lifestyle is being diversified to adapt to these modern changes. According to Kuroda (2012), from 1950 to 1975, the number of *gassho*-style houses has decreased tremendously, from 275 in 1951 to 81 in 2007, with the whole area experiencing de-population as more and more residents moved to urban areas

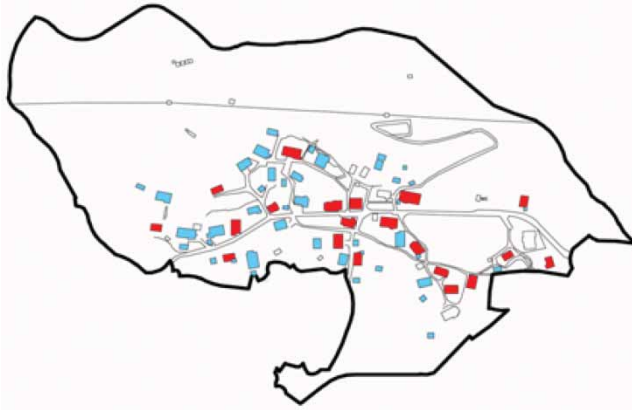


Figure 2. The Ainokura Village boundary in the Toyama Prefecture, Japan.  
Source: Redrawn map of Ainokura site with permission of the Nanto Educational Board.

(Figure 3). Kuroda (2010) has reported that there were over 1800 *gassho*-style houses in 93 villages in Shirakawa-go at the end of the nineteenth century. In 1994, Ainokura Village was selected as an important traditional building preservation area. In 1995, the Historic Villages of Shirakawa-go and Gokayama were inscribed under the World Heritage Site. Ainokura Village, with 21 households in the preservation district, covers an area of 18 ha of the village and land, including the snow-holding forest area behind the village (Figure 4).

In a study by Ping (2013), she has pointed out that the main problems caused by mass tourism in the Shirakawa-go and Gokayama regions included littering, risk of fire, traffic and parking, leading to a deterioration of the physical environment and disturbance of the residents' privacy. Also villagers or workers were abandoning the farmland and commercial industries, resulting in the degradation of the social quality.

On the other hand, Kawagoe is a historic district located in the centre of the Saitama Prefecture, which has flourished as a castle town in the seventeenth century during the Edo Period (Imai, 2012). It has many cultural properties and historical sites which represent the culture and influences of the Edo Era. With permission granted by the shogunate, the construction of fireproof storehouses known as *kurazukuri* began. *Kurazukuri* is a symbol of the Edo influence in 1720. Kawagoe started having *kurazukuri*-style warehouses in the aftermath of a great fire that consumed one-third of the old Kawagoe in 1893. Within

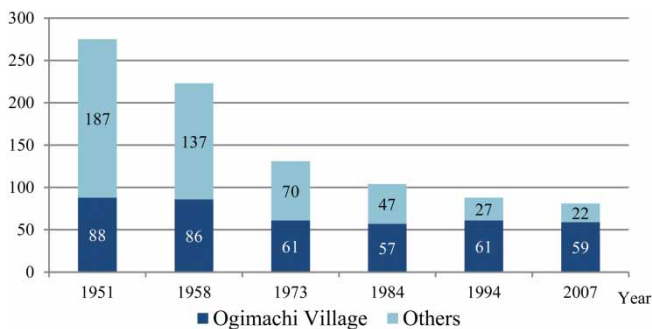


Figure 3. A decreasing number of *gassho*-style houses in Shirakawa-mura.  
Source: Kuroda (2012).





Figure 4. Bird's eye view of the World Heritage Site of Ainokura Village during winter.  
Source: Author.

and beyond the Kurazukuri Street, many warehouses from the eighteenth and nineteenth centuries can still be found.

The city has been designated as an important preservation district because of the groups of historic buildings where rows of magnificent merchants' houses in the traditional store-house style can be found standing side-by-side. It is called 'Ko-edo', or 'Little Edo', because of its city architecture. The feudal lord of Kawagoe Castle ordered a bell tolling the time to be built in the seventeenth century. The bell has been rebuilt several times, and the present fourth-generation bell is a symbol of Kawagoe, together with the streets lined with these traditional *kurazukuri* houses (Figures 5 and 6).

A recent study conducted by Imai (2012) has identified that although Kawagoe is promoting an urban preservation plan in an attempt to obtain a balance in the urban revitalization, preservation and tourism, this historical district is found to be facing various challenges such as an increase in the aging population, declining young families as well as disagreements on the community-based tourism approaches. The following section will document how the cultural heritage conservation appears to be a catalyst for the socio-economic development in Japan.

## 5. Cultural heritage conservation in Japan

The practical usage of the term 'cultural heritage' or 'cultural properties' in Japanese law includes structures such as shrines or temples, statues, paintings, calligraphy and other skills such as performing arts and craft techniques, traditional events and festivals. According to Scott (2006) Japan possesses one of the most complete systems for the promotion of the cultural heritage protection existing in the world community and has been heralded as a model for domestic regulation for any country.

Under the established Law for the Protection of Cultural Properties 1950, these cultural properties are divided into several categories (see Table 2). Under the law, the administration for protecting cultural properties was strengthened significantly, for instance with the integration of the conventional laws such as the National Treasures Protection Law, a systematic arrangement of the designation, management, utilization and other systems of



Figure 5. Map of the Kawagoe Historic District in the Saitama Prefecture, Japan. Source: Redrawn map of Kawagoe site with permission of the Kawagoe City Hall.

all cultural properties, and the establishment of the Cultural Properties Committee, which is the precursor to the Agency for Cultural Affairs. Significant amendments to the law were subsequently made on several occasions over the years in order to strengthen the system (The Japanese Government 2007).

A general legislation, entitled the Fundamental Law for the Promotion of Culture and Arts, was enacted on 30 November 2001 for the purpose of providing a comprehensive mechanism for promoting culture and the arts in Japan. According to Nijkamp, Baycan, and Girard (2012), the law has made provision for the support of cultural activities developed not only by the national and local governments but also by the NGOs, private companies and individuals. Indeed, the establishment of the above law has thus provided a significant foundation for this study, mainly in order to understand such a comprehensive law with regards to the preservation of cultural heritage protection.





Figure 6. *Kurazukuri* warehouses (front) and the bell tower (back) are the symbols of Kawagoe.  
Source: Author.

The national government of Japan has also implemented diverse measures necessary for the preservation and utilization of cultural properties (Table 2) as well as measures for tangible cultural properties (such as works of fine arts and crafts, buildings and folk materials) including preservation, disaster protection work and acquisition. For intangible cultural properties (such as performing arts, craft techniques, manners and customs, and folk performing arts), these measures include subsidies for programmes, for training successors or for documentation. As of April 1, 2011, the national government had designated 12,761 important cultural properties (including 2374 buildings and other structures, and 10,387 works of fine arts and crafts).

A policy formulation of the cultural heritage and conservation management in Japan has given a significant impact to the system for the preservation of historic buildings. Under the Law for the Protection of Cultural Properties 1950, the national government has designated and selected the most important cultural properties by imposing restrictions on such activity as alteration of their existing built properties. Diverse and systematic laws on cultural properties have also been created and developed throughout Japan's long history. The Agency for Cultural Affairs (2012) has formulated an elaborate process of designation, selection and registration of cultural properties (Figure 7).

The designation, selection and registration of cultural properties are carried out by the Minister of Education, Culture, Sports, Science and Technology (MEXT) on the basis of reports submitted by the Council for Cultural Affairs in response to a ministerial inquiry (Figure 8). MEXT is the umbrella agency charged with the protection of cultural properties in Japan, administering and protecting the different types of cultural properties in conjunction with other relevant ministries. Under the Law for the Protection of Cultural Properties 1950, the national government may designate the most significant of Japan's cultural treasures. Through this mechanism, restrictions are imposed upon conservation and the use of tangible objects, including their acquisition, protection, maintenance, alterations, repairs and exportation. Selection, designation and registration of these specific cultural properties are carried out by MEXT through the Commissioner for Cultural Affairs, following the recommendation of an advisory panel called the Council for Cultural Affairs.

Table 2. Number of cultural properties designated by the national government (as of 1 April 2011).

Designation			
Important cultural properties (National Treasures)	12,761	(1082)	*1
Buildings and other structures	2374	(216)	
Works of fine arts and crafts	10,387	(866)	
Important intangible cultural property	(Number of holders and groups)		
Performing arts	Individuals recognition	39	(56 people)
	Collective recognition	12	(12 groups)
Craft techniques	Individuals recognition	43	(59 people) *2
	Collective recognition	14	(14 groups)
Important tangible folk cultural properties	211		
Important intangible folk cultural properties	272		
Special historic sites, places of scenic beauty, natural monuments	2921	(162)	*3
Historic sites	1655	(60)	
Places of scenic beauty	322	(30)	
Natural monuments	944	(72)	
Selection			
Important cultural landscape	24		
Important preservation districts for groups of traditional buildings	88		
Registration			
Registered tangible cultural properties (buildings)	8331		
Registered tangible cultural properties (works of fine arts and crafts)	11		
Registered tangible folk cultural properties	21		
Registered monuments	55		
Object of conservation that are not cultural properties			
Selected conservation techniques	(Number of holders and groups)		
Holders	45	(51 people)	
Preservation groups	29	(31 groups)	*4

Source: Agency for Cultural Affairs (2012).

Notes: \*1, The number of important cultural properties includes National Treasures; \*2, the actual number of people who received recognition as holder is 58 after deleting the number of double recognition; \*3, the number of historic sites, places of scenic beauty, natural monuments includes special historic sites, places of scenic beauty, and natural monuments; \*4, the actual number of recognized groups is 29 after deleting the number of double approvals.

In accordance with the provision of the Law for the Protection of Cultural Properties, the permission of the Commissioner for Cultural Affairs is required for any alteration to the existing state of structures designated as Important Cultural Properties. Major or minor repair work is periodically required to keep them in good condition.

Alternatively, as a source of local development, more emphasis is being accorded to promoting cultural tourism and the local traditional industry with a view to harmonize the economic development and local sustainability. According to Nijkamp et al. (2012), in 2006 the Fundamental Law for the Promotion of Tourism Nation was enacted to strengthen strategic measures to attract tourists from all over the world, utilizing the local cultural assets such as historic sites, beautiful scenery, monuments, landscape and traditional industry.

## 6. Types of heritage incentives system in Japan

In Japan, over the past half-centuries, villages and towns have changed drastically. Many historic buildings and neighbourhoods have been torn down. Thus, a system of preservation

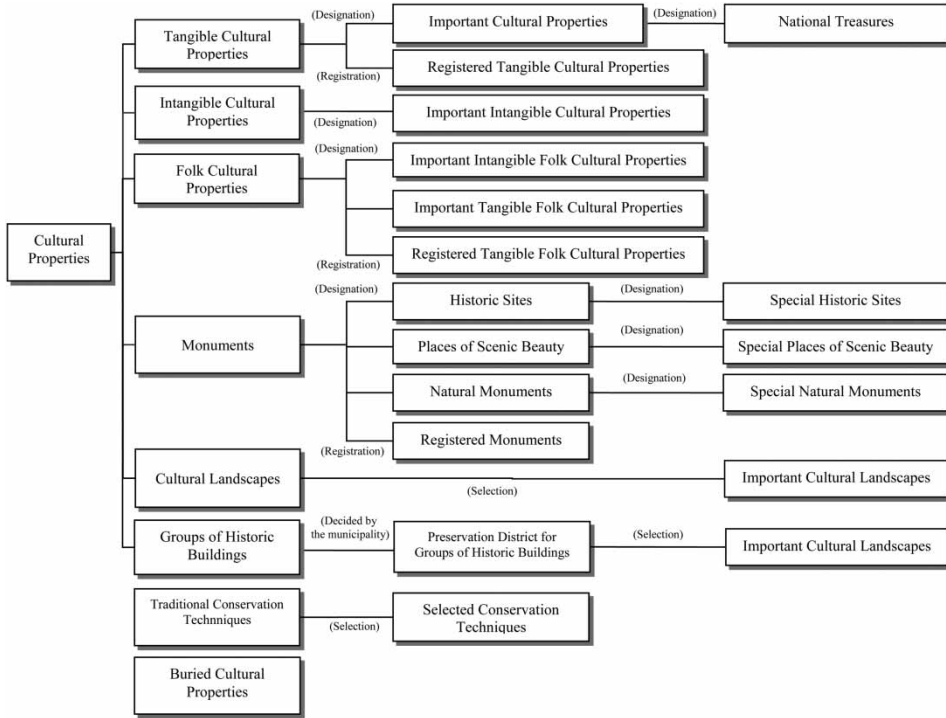


Figure 7. Schematic diagram of cultural properties in Japan. Source: Agency for Cultural Affairs (2012).



Figure 8. Process of designation, registration and selection of cultural properties. Source: Agency for Cultural Affairs (2012).

districts for groups of historic buildings was established in order to support such preservation activities (Table 3). Favourable tax incentives, such as the national tax and municipal property tax, are found to be effective.

In the system of preservation districts, municipalities have taken into consideration the opinions of the communities in designating the preservation districts. Therefore, municipalities are the central figures in promoting a preservation project, in terms of giving permission for the alteration of the present state, repairs and enhancement within the preservation districts. Conservation repair work is carried out by the owners of the

Table 3. Type of heritage incentives system in Japan.

Types	Descriptions
Tax incentives	<p><i>National tax</i></p> <ul style="list-style-type: none"> <li>• 30% of inheritance tax deduction for accessed values within preservation districts for groups of historic buildings</li> <li>• No land value tax is imposed on land within important preservation districts for groups of historic buildings</li> </ul> <p><i>Municipality tax</i></p> <ul style="list-style-type: none"> <li>• No fixed assets tax is imposed on listed historic buildings within important preservation districts for groups of historic buildings</li> <li>• The fixed assets tax for land on which are located listed historic buildings that are within important preservation districts for groups of historic buildings is reduced to within one half of the property's taxable value. The fixed assets tax for land, for buildings, other than listed historic buildings is also reduced in accordance with the particular conditions within the municipalities</li> </ul>
Long-term preservation for the rebirth of towns and villages	<ul style="list-style-type: none"> <li>• After enduring wind and snow, many of the buildings which comprise preservation districts for groups of historic buildings are dilapidated and are in need of immediate repairs. Such buildings that are not in harmony with the characteristics of the preservation districts should be enhanced so that they become harmonious with the historic landscape</li> </ul>
Disaster prevention facilities	<ul style="list-style-type: none"> <li>• The preservation districts which are mostly composed of wooden buildings need disaster prevention measures. Many preservation districts are improving disaster prevention device, such as improvement of fire-prevention facilities and the reinforcement of stone walls which are in need of repair, while at the same time considering the historic landscape. They also practice disaster prevention training periodically</li> </ul>

Source: Agency for Cultural Affairs (2012).

Important Cultural Properties or their custodial bodies for historical structures that are made of wood while financial support is available to cover large expenses. As many of them have roofs made of plant materials like thatch, wooden shingle and cypress bark, they are found to be extremely vulnerable to fire. For this reason, the Agency for Cultural Affairs has provided necessary subsidies for the owners or custodial bodies to install or repair fire-prevention facilities and other necessary disaster prevention systems. The national law implemented by the Board of Education has laid down a firm basis for the preservation of the physical environment (Ping, 2013).

## 7. Incentives programme: how does it work?

This study seeks to elicit the perceptions and opinions from residents living in the two study areas, hence the need to distinguish the effectiveness of the cultural heritage conservation and incentives programme. It was found that conservation efforts by the authorities, be they direct or indirect, tended to yield significant benefits to the economy. However, as asserted

Table 4. Preservation aid for repairs of buildings and roofs in Ainokura Village from 2004 to 2011.

Year	Number of cases	Total (¥ thousand)
2004	8	29,501
2005	6	24,633
2006	7	21,193
2007	2	8929
2008	4	23,187
2009	5	20,120
2010	4	17,375
2011	3	18,893

Source: Nanto Educational Board (2012).

by Mason (2005), the methods of determining the value of the historic preservation could vary widely, and several challenges have persisted in applying the appropriate economic methods to the field.

Numerous incentives programmes have been created such as financial or non-financial for the cultural heritage conservation of these two study areas. In both these study areas, 92% of the respondents in Ainokura and 78% of the respondents in Kawagoe, respectively, have received financial incentives from their local authorities. As shown in Table 4, Ainokura Village's incentive benefits have included preservation aid for the repairs of buildings and roofs since 2004. The highest budget amounted to ¥29,501,000 (US\$290,000) for the fiscal year 2004 and the allocation has slightly decreased over the years. Building and maintaining the *gassho*-style houses with the steeply pitched thatched roof would require a communal labour-sharing system called 'yui'. According to David and Young (2007), 'yui not only provides labour for repairing houses, especially replacing the roof, but also for activities such as planting, harvesting and clearing snow'.

In Japan, a growing recognition of the incentives programme also includes the non-financial incentives which are also known as indirect incentives. In Ainokura and Kawagoe, such incentives are provided through tax incentives (national tax and municipality tax), special property and city planning taxes (tax reduction for historic buildings in the affected preservation district), subsidized organizations (to conduct several festivals at the local level), disaster prevention systems (for those historic property owners to install or repair fire-prevention facilities) and the grants for improvements to non-listed buildings and structures (in an attempt to harmonize the surrounding of the historical and natural features) to name a few. The Commissioner for Cultural Affairs and Prefectural Board of Education can also provide municipalities others facilities required for disaster prevention systems and the fire drill exercise where necessary (McClearly, 2005).

According to the research conducted by Uchiumi, Hanyu, and Kuroda (2008), only about 20% of the roofs were re-thatched by using the traditional method during recent years. The reason for this change was because the traditional way required extra effort such as asking all the residents to contribute, but now skilled contractors have done most of the work. As recorded by Nanto Educational Board, the oldest *gassho*-style house in Ainokura was built approximately 400 years ago while the more recent ones are believed to have been built between the past 100 and 200 years. Their roofs are being re-thatched every 15–20 years with the recent initiatives of the Gokayama Forest Owner's Cooperative.

Architecturally speaking, the *gassho*-style houses in Ainokura are a very rational type of abode, having a strong structural design that has enabled these houses to survive the

Table 5. Preservation aids for the maintenance of the nominated historic buildings (allocated to owners of buildings) in Ainokura Village from 2004 to 2011.

Year	Number of cases	Total (¥ thousand)
2004	27	4960
2005	27	4782
2006	27	4344
2007	27	5617
2008	27	5605
2009	27	5685
2010	27	5655
2011	27	5580

Source: Nanto Educational Board (2012).

harsh conditions as a result of very heavy snowfalls. In accordance with the provision of the Law for the Protection of Cultural Properties, major and minor repair works are periodically required for any alternation to the existing state of the structures designated as Important Cultural Properties. As shown in Table 5, the breakdown of preservation aids for the maintenance of the total of 27 nominated buildings in the Ainokura Village has shown a fluctuating trend. It is evident from these data that preservation aid peaked in 2009, with the total fund amounting to ¥5,685,000 (US\$55,740), which has decreased slightly to ¥5,580,000 (US\$54,710) in 2011.

Small repair works have also been allocated to the residents by the Japanese authorities for the preservation of their buildings and the natural landscape. This aid has provided some improvement to the man-made sites or the natural landscape. As Table 6 shows, the preservation aid for small repair works amounted to the highest allocation of ¥7,515,000 (US \$73,690) in 2010 with 10 cases, and decreased in the following years to ¥3,810,000 (US \$37,360) for 7 cases.

On the other hand, the Kawagoe City Hall has initiated the preservation subsidies and support system in order to enhance the historical glory of the Kawagoe Historic District, especially in its *kurazukuri* (old warehouses) zone. Based on Table 7, the category of the support system can be divided into five main categories, namely the repair scheme, exterior repair, landscape, recovery and maintenance. Repair for traditional buildings in this conservation area was permitted for an exterior restoration up to 4/5 of the support to a value of

Table 6. Preservation aid for small repairs (for buildings and natural landscape) in Ainokura Village from 2004 to 2011.

Year	Number of Cases	Total (¥ thousand)
2004	3	2000
2005	1	2000
2006	0	0
2007	2	1804
2008	2	1089
2009	2	4000
2010	10	7515
2011	7	3810

Source: Nanto Educational Board (2012).



Table 7. Preservation subsidies and support system for the conservation area of the Kawagoe Historic District.

Category	Types	Details of support	Proportion of support	Maximum subsidies (Japanese Yen <sup>a</sup> )
Repair	Repair of particular traditional store houses (include emergent repair)	Costs of the exterior preservation and reinforcement of buildings structure	Within 4/5	16,000,000
Exterior repair	Newly built houses or renovation based on the construction of traditional building	Costs of the exterior maintenance	Within 3/5	6,000,000
Landscape	Newly build houses or renovation in harmony with a historical landscape	Costs of maintenance of the exterior which can easily be seen from the public places such as streets, parks and squares	Within 3/5	3,000,000
Recovery	Costs for recovering traditional buildings and sightseeing spots destroyed by disaster; cost expected for this should be permitted by mayor			Depends on Mayor's decision
Maintenance	Expenses for the fire alarm equipments in buildings or maintenance of other buildings, cost expected for this should be permitted by mayor			

<sup>a</sup>Equivalent to US\$10,750 per ¥ 1,000,000 (currency exchange based on March 2013 rate).  
Source: Kawagoe City Hall (2012).

maximum subsidy up to ¥16,000,000 (US\$160,000). For an exterior repair, the newly built houses or the renovated building with construction based on the traditional building with 3/5 proportion in order to cover the costs of the exterior maintenance, it would be given up to ¥6,000,000 value of the subsidy. However, for the landscape category the owners of the new or renovated building could be given a subsidy up to ¥3,000,000, including the costs of maintaining the surrounding landscape. Grants would also be given for disaster recovery and for the maintenance of the fire alarm equipment with the permission of the Mayor.

The preservation funds available to support the Kawagoe City Hall were able to help it perform a variety of functions. These include the management and administration of the existing cultural heritage properties, organizing local festivals and cultural activities, review and advice on heritage projects and actions, determination and nominations of the significant cultural heritage properties and technical preservation advice. Comparatively, fund allocations for the tangible heritage have been larger than the ones provided for the intangible heritage provision (Table 8). From the data, it is apparent that the tangible heritage funding has increased considerably over the years starting from 2008 with the total value allocation of ¥38,486,000 (US\$377,390), peaking in 2010 with a total value of ¥45,984,000 (US\$450,900). However, the allocation of funds has shown a slight decrease from 2011 to 2012 with the total value of ¥45,833,000 (US\$449,420) and ¥44,000,000 (US\$431,440), respectively. Interestingly enough, allocation for the intangible heritage was found to rise nearly five times with the total value amounting to ¥6,565,000 (US\$64,370) in 2008 and ¥29,137,000 (US\$285,700) in 2012. According to the authorities of the Kawagoe's Cultural Heritage Department, this quick increase was based on the

Table 8. Preservation funds for the tangible and intangible heritage allocated by the Kawagoe Historic District from 2008 to 2012.

Year	Total (Japanese Yen <sup>a</sup> )	
	Tangible heritage	Intangible heritage
2008	38,486,000	6,565,000
2009	39,005,000	7,960,000
2010	45,984,000	8,400,000
2011	45,833,000	13,348,000
2012	44,000,000	29,137,000

Source: Kawagoe City Hall (2012).

<sup>a</sup>Equivalent to US\$10,750 per ¥ 1,000,000 (currency exchange based on March 2013 rate).

national concern of increasing the awareness among the public about the various intangible heritage programmes to be implemented. Funding in this account has also been used to support direct grants to qualified individuals or organizations, which were found to be particularly in support of heritage tourism and local historical preservation in Kawagoe.

## 8. Empirical findings

According to Hogg and Tanis (2006), in order to assess the population mean by using the two-sample *t*-test, 30 samples might be sufficient, depending on the confidence interval requirements. For this study, a total of 12 sets of questionnaires were returned from Ainokura Village and 87 sets from Kawagoe (about 44% and 79% responses from the number of incentive recipients in the respective areas). Out of this 50.0% (6) and 67.8% (59) were males while the remainder were females, respectively. However, because the analysis in this study has been concerned only with the respondents who had received the heritage incentives from the authorities and who were living in the settlements, due to these two conditions, only 12 sets were returned by the Ainokura residents and 87 sets were returned by the Kawagoe residents. Thus the following data were calculated based on those two variables.

As for the socio-economic status, majority of respondents from both Ainokura and Kawagoe were in the age range of 51–60 years (34%), followed by 61–70 years (27%) and those above 70 years (just over 19%) (Table 9). Most respondents in both the study areas have completed their education up to the high school level; Ainokura (58.4%) and Kawagoe (36.8%). However, in Ainokura, 8.3% and 25.0% of the respondents completed their college and university education, respectively. In Kawagoe, 55.2% respondents with university education were the majority with 6.9% having college education (Table 10). In other words, the Kawagoe residents were found to be better educated than their Ainokura counterparts. This could account for a better outcome in the survey of the Kawagoe residents.

In general, the type of jobs the residents were holding tended to reflect the household income for both the areas. The average monthly income for the Ainokura residents was in the range of ¥200,000 (US\$2154) to ¥300,000 (US\$3231), with many households involved in agricultural and tourism businesses. Those that reported the least income were housewives, pensioners and labourers. However, in Kawagoe, the average monthly income for its residents was in the range of ¥400,000 (US\$4307) to ¥500,000 (US\$5385). The highest income was reported from those holding managerial positions (due to better education) and those operating businesses. Those that reported low income were housewives or restaurant or shop helpers (Table 11).

Table 9. Respondents' socio-economic profile.

Profile	Ainokura	Kawagoe
Number of respondents	12	87
Gender		
Male	6	59
Female	6	28
Age		
Below 20 years	0	0
20–30 years	1	0
31–40 years	2	8
41–50 years	1	7
51–60 years	5	29
61–70 years	2	25
Above 70 years	1	18

Source: Author's field survey (2012).

Table 10. Respondents' education background.

Education level	Ainokura out of 12 respondents (%)	Kawagoe out of 87 respondents (%)
University	25.0	55.2
Collage	8.3	6.9
High School	58.4	36.8
Junior High School	8.3	0
Elementary School	0	1.1
Total	100.0	100.0

Source: Author's field survey (2012).

## 9. Residents' perception of the incentives programme

This research was conducted to address the overarching question: was the incentives programme that had been created for the community effective for the fulfilment of their aspirations and real needs? The following section analyses the residents' perception of the success of the implementation of the incentives programme for both the study areas.

By using Bannett's hierarchy, the perception experiments on the incentive programme's evaluations were carried out with the respondents. Using the five-point Likert scale, respondents were asked whether they agreed or disagreed with the statements pertaining to the satisfaction regarding the incentive programme's inputs, programme's activities, programme's participation, programme's reactions, programme's learning, programme's actions and programme's impacts. In order to obtain a satisfactory perception for this evaluation, the programme's terms were explained in Japanese to the respondents based on the guiding terminology attached to the questionnaire. As shown in Table 12, most respondents in Ainokura and Kawagoe were found to have a favourable attitude for all the incentives programme's attributes with the total mean score of 3.3698 and 3.5263, respectively. In Ainokura, among the seven factors of the incentives programme's evaluation, 'programme's inputs' had the highest mean score with a value of 3.78, followed closely by 'programme's participation' (3.47), 'programme's learning' (3.42), 'programme's activities' (3.37), 'programme's actions' (3.33), 'programme's impacts' (3.17), and 'programme's reactions' (3.06). However, the Kawagoe respondents were found to give the highest

Table 11. Respondents' income level.

Monthly income (Japanese Yen <sup>a</sup> )	Ainokura out of 12 respondents (%)	Kawagoe out of 87 respondents (%)
Below ¥ 100,000	16.7	11.5
¥ 100,000 to ¥ 199,999	25.0	13.8
¥ 200,000 to ¥ 299,999	33.3	2.3
¥ 300,000 to ¥ 399,999	0	2.3
¥ 400,000 to ¥ 499,999	16.7	21.8
¥ 500,000 to ¥ 599,999	0	5.7
¥ 600,000 to ¥ 699,999	8.3	8.0
¥ 700,000 to ¥ 799,999	0	10.3
Above ¥ 800,000	0	17.2
Private and confidential	0	7.1
Total	100.0	100.0

Source: Author's field survey (2012).

<sup>a</sup>Equivalent to US\$1000 per ¥ 100,000 (currency exchange based on March 2013 rate).

assessment for 'programme's impacts' (3.64), followed by 'programme's participation' (3.63), 'programme's activities' (3.58), 'programme's actions' (3.53), 'programme's learning' (3.51), 'programme's inputs' (3.43), and 'programme's reactions' (3.36).

From Table 13, the data of further statistical tests using Levene's test and the *t*-test revealed the entire incentives programme evaluation of the residents. The *t*-tests were carried out to identify differences in perception of the programme's inputs, programme's activities, programme's participation, programme's reactions, programme's learning, programme's actions, programme's impacts, and the overall perceptions of the effectiveness of the incentives programme of the Ainokura and Kawagoe residents. The analysis has shown that the assumption of homogeneity of variance was not violated as the *p*-value of Levene's test for each variable was found to be greater than 0.05. In other words, the variances of the two groups (Ainokura and Kawagoe) were found not to be the same.

The significance levels of the *t*-test were used in this study in order to find out whether Ainokura and Kawagoe residents were statistically different in their perception level of the incentives programme for their areas. The results show that no statistically significant difference in perception was found regarding the programme's inputs, programme's

Table 12. Mean for the incentive programme evaluation for Ainokura and Kawagoe.

Incentive programmes' evaluation	Case study	
	Ainokura (mean)	Kawagoe (mean)
Programme's inputs	3.7778	3.4253
Programme's activities	3.3667	3.5770
Programme's participation	3.4722	3.6322
Programme's reactions	3.0556	3.3640
Programme's learning	3.4167	3.5096
Programme's actions	3.3333	3.5326
Programme's impacts	3.1667	3.6437
Total mean	3.3698	3.5263

Table 13. Summary of Levene's test and *t*-test for Ainokura and Kawagoe.

Programme's evaluation	<i>p</i> -Value (Levene's test)	Equal variances assumed	<i>p</i> -Value ( <i>t</i> -test)	Significance status
Programme's inputs	0.848	Yes	0.071	No
Programme's activities	0.122	Yes	0.129	No
Programme's participation	0.374	Yes	0.424	No
Programme's reactions	0.826	Yes	0.088	No
Programme's learning	0.338	Yes	0.667	No
Programme's actions	0.071	Yes	0.270	No
Programme's impacts	0.266	Yes	0.021	Yes
Overall programme's	0.578	Yes	0.203	No

activities, programme's participation, programme's reactions, programme's learning, programme's actions and the overall incentives programme for Ainokura and Kawagoe as the *p*-value of the *t*-test was found to be larger than 0.05 (full result of the *t*-test is shown in Appendix 1). Meanwhile, a significant difference was found in the perception of the programme's impacts between the Ainokura and Kawagoe residents as the *p*-value of the *t*-test was found to be less than 0.05 (*p*-value = 0.021). From Table 12, it can be seen that the perception of Kawagoe's residents ( $M=3.6$ ) regarding the programme's impacts was found to be greater than that of Ainokura's residents ( $M=3.2$ ).

When the subjects were asked whether the incentives distribution was justified, half of the respondents in Ainokura perceived an acceptable distribution (Figure 9). However, surprisingly enough nearly half of the respondents in Kawagoe felt an uncertain response towards this issue. Despite this uncertain view, one respondent in Kawagoe has expressed his opinions as follows:

In general, the incentives scheme in Kawagoe has been designed to address our local needs especially in preserving our cultural heritage. However, the government should give more flexibility in the way they distribute the money. It should be planned accordingly and not only to fulfill the fiscal budget. In some cases, they channelled the money during the winter season which could affect the quality of workmanship. (Personal communication, April 30, 2012)

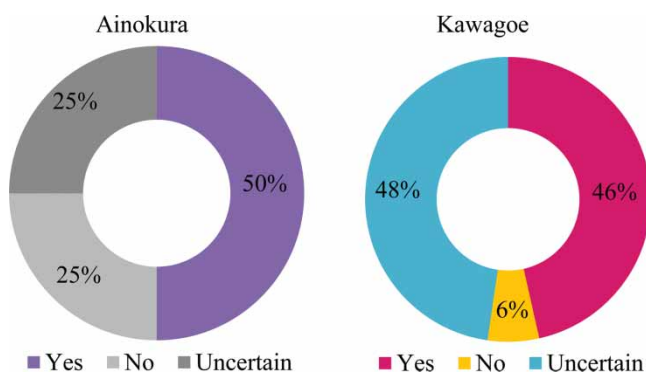


Figure 9. Residents' perception on the justification of the incentives distribution. Source: Author's field survey (2012).

A respondent from Ainokura has represented the views about the unsatisfactory method of the current incentives distribution:

I think the World Heritage Site status inscribed to our village has resulted in very rigid regulations. This is our property which has been passed down to us from generations. Yet, we are not even allowed to do minor changes to the exterior of our property. They have to consider our needs as well as what type of conservation is concerned. This is truly unfair. (Personal communication, March 20, 2012)

## 10. Residents' perception of cultural heritage and tourism

Figure 10 shows the participants' agreement on the importance of preserving the tangible heritage in Ainokura and Kawagoe. In order to understand the awareness of the importance of preserving the tangible heritage, the researcher asked the villagers: 'Are you aware of the importance of preserving the tangible heritage undertaken by the authorities?' It is apparent from this pie-chart that 75% of the respondents in Ainokura were found to agree, 8% did not agree and 17% were uncertain. However, in the case of Kawagoe, the majority of the respondents (98%) were found to fully agree with the importance of preserving their tangible heritage. From these results, it was found that the level of agreement in tackling issues pertaining to the tangible heritage conservation among the Kawagoe respondents was extremely high as compared to that in Ainokura. In addition, infrastructural development, accessibility, credibility of the institutions and the awareness among residents were perceived as merits of tourism. As noted by one resident in Kawagoe:

Kawagoe was a backward region for the last two decades. However, due to initiatives undertaken by the government, things have drastically changed now. Some of our historic buildings have been preserved and the beautification of the streets with side-by-side 'kurazukuri' shop-houses have improved our perceptions towards conservation and heritage. (Personal communication, May 2, 2012)

Contrarily, it was found that the agreement on the importance of preserving the intangible heritage in both the study areas has shown a significant result. Again, respondents were asked their awareness of the importance in preserving intangible heritage: 'Are you aware of the importance of preserving the intangible heritage undertaken by the authorities?' In Ainokura, about 67% of the respondents have perceived a consensus regarding the importance of preserving the intangible heritage. On the contrary, one respondent has voiced that:

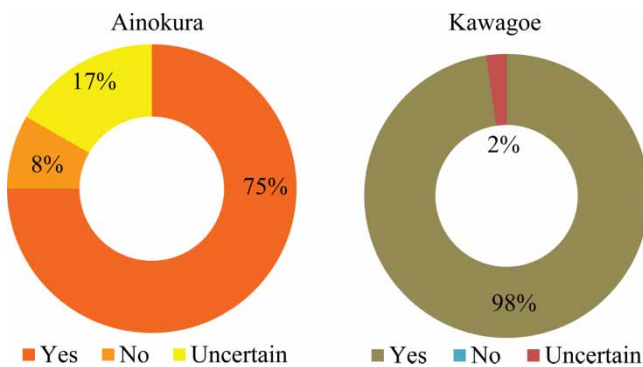


Figure 10. Awareness on the importance of preserving the tangible heritage.  
Source: Author's field survey (2012).



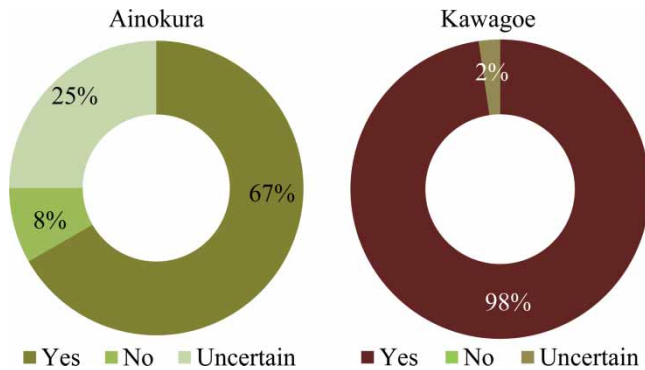


Figure 11. Awareness on the importance of preserving the intangible heritage.  
Source: Author's field survey (2012).

Tourism often generates positive social-economic impact on the society. However, in Ainokura the outward flow of the out-migration rate especially among youngsters is high. There are no job opportunities here and even the seven homestays operated in this village cannot accommodate job seekers. The youngest children raised in this village are now only at 2 and 4 years old. To sustain our cultural heritage we need younger people to be with us. (Personal communication, March 20, 2012)

This comment was about the arrival of hordes of tourists, which greatly affected their way of life, resulting in loss of jobs for the locals' to high out-migration of the youngsters bleeding the village heritage to a slow death and they need younger people to maintain their cultural heritage inheritance. But in Kawagoe, they were more positive over this issue as compared to Ainokura residents. About 98% of the respondents were found to agree with the importance of preserving their intangible heritage. The results, as shown in Figure 11, have indicated that agreement among the Kawagoe respondents has been found to have cemented the intangible heritage preservation as complementary to the cultural heritage conservation in both the study areas.

With the shift from merely traditional settlements to a cultural tourism destination, both the study areas were found to be facing negative consequences from the impact of tourism. Based on observations, tourism enterprises such as homestays, museums, restaurants, small and medium enterprises were found to have a high societal recognition in Kawagoe. However, both the study areas have similar perceptions towards tourism impact. A respondent in Ainokura perceived that:

It gives us a little bit of inconvenience when tourists are walking around and taking pictures of our homes and village every day. Some of them are trying to enter our homes without permission. We can feel that our privacy has been interrupted. (Personal communication, March 19, 2012)

Nevertheless, in a different view, a respondent from Kawagoe pointed out that:

Due to the growing concerns towards the tourism oriented business, people in Kawagoe tend to be more materialistic. Everything is seen from the profit angle. That is why you can see very few local products found here and many handcraft stores selling merchandise items have obtained them from all over the country and some are even imported from China. Definitely cheap but not authentic. (Personal communication, April 30, 2012)

Furthermore, the respondents were asked to state their level of agreement for educational training focused on safeguarding the tangible and intangible heritage that they needed the most in the study areas (Table 14). Based on the work done by Jamiyngiin Dolgorsuren (2004), this study has adopted the 10 parameters of her study for both the tangible and intangible needs for educational training focused for both the study areas. For the tangible heritage, the parameters used were: (i) maintenance and preservation works, (ii) repair and restoration of structure, (iii) alteration and new work, (iv) planning and management of heritage areas, (v) policy and legal issues, (vi) works of fine arts and crafts techniques, (vii) paintings, (viii) documentation and assessment, (ix) cultural landscape and (x) entrepreneurship. Meanwhile for the intangible heritage, the 10 parameters used in this study were as follows: (i) cultural and intangible heritage policy, (ii) identify and delineate the intangible heritage, (iii) heritage policy and legal instruments, (iv) cultural and historical traditions, (v) cultural and arts management, (vi) drama, music and festivals, (vii) language and works of art, (viii) manners and customs, (ix) folk performing arts and (x) religious faith.

Table 15 has revealed that the significance level according to Levene's test has been found to be larger than 0.05 ( $p$ -value = 0.861 and 0.120). This means that the variances for Ainokura and Kawagoe were found to be not the same. Therefore, these data have not violated the assumption of equal variance between these two settlements. In addition, using the  $t$ -test a statistical difference was found in the intangible heritage needs of the Ainokura and Kawagoe residents. This was because the  $p$ -value was found to be less than 0.05 ( $p$ -value = 0.000). However from Table 16, the mean values of the intangible needs for Ainokura and Kawagoe were 2.15 and 1.58, respectively. This finding means that most of the Ainokura residents felt that they needed more intangible heritage educational training as compared to the Kawagoe residents. This could be due to their lower education opportunities. In addition, there was no significant difference found between the Ainokura and the Kawagoe residents for the tangible heritage educational training needs. The full result of the  $t$ -test is shown in Appendix 2.

## 11. Community engagement

This research seeks to find out the preliminary insight on the question, 'Has the conservation programme succeeded in achieving the community engagement principles and have their opinions been valued by the government?' This research tried to interpret the

Table 14. Parameters on the needs for educational training focused in safeguarding the tangible heritage and intangible heritage.

Tangible heritage	Intangible heritage
i. Maintenance and preservation works	i. Cultural and intangible heritage policy
ii. Repair and restoration of structure	ii. Identify and delineate the intangible heritage
iii. Alteration and new work	iii. Heritage policy and legal instruments
iv. Planning and management of heritage areas	iv. Cultural and historical traditions
v. Policy and legal issues	v. Cultural and arts management
vi. Work of fine arts and crafts techniques	vi. Drama, music and festivals
vii. Paintings	vii. Language and a work of art
viii. Documentation and assessment	viii. Manners and customs
ix. Cultural landscape	ix. Folk performing arts
x. Entrepreneurship	x. Religious faith

Table 15. Summary of Levene's test and *t*-test for Ainokura and Kawagoe.

Needs	<i>p</i> -Value (Levene's test)	Equal variances assumed	<i>p</i> -Value ( <i>t</i> -test)	Significance status
Tangible	0.861	Yes	0.052	No
Intangible	0.120	Yes	0.000	Yes

Table 16. Mean for the tangible and intangible heritage needs of Ainokura and Kawagoe.

Residents' needs	Case study	
	Ainokura (mean)	Kawagoe (mean)
Tangible heritage	1.9083	1.6949
Intangible heritage	2.1500	1.5831

residents' perception of the programme's success based on the principle of community engagement developed by Brown and Isaacs (1994), namely the six 'C's of successful community engagement. The six Cs include the programme's: (i) capability, (ii) commitment, (iii) contribution, (iv) continuity, (v) collaboration and (vi) conscience. Analysis of means was used to interpret the evidence of the programme's success according to these six filters in this study in order to measure the quality of the programme.

The data from the six indicators, as shown in Table 17, were derived from the respondents' perception of the success of community engagement practice in the study areas. This study used the five-point Likert scale; strongly agree, agree, uncertain, disagree and strongly disagree. From the survey, in Ainokura the highest mean score was recorded for commitment (4.00) followed by capability and contribution (both 3.58), continuity (3.25), conscience (3.17) and collaboration (3.08). In the case of Kawagoe, the highest mean score was recorded for both contribution and collaboration which was (3.75), followed by continuity (3.60), capability (3.54), conscience (3.49) and commitment (3.33).

However, the *t*-tests' analyses were carried out to identify differences in perception of the success of community engagement practice in Ainokura and Kawagoe. From the *t*-test analysis (see Appendix 3), no significant difference was found on the community engagement perception between the residents in Ainokura ( $M = 3.44$ ,  $SD = 0.504$ ) and Kawagoe

Table 17. Respondents' perception of the success of the community engagement practice.

Indicators	Mean (SD)	
	Ainokura	Kawagoe
i. Capability	3.58 (0.515)	3.54 (0.625)
ii. Commitment	4.00 (1.206)	3.33 (1.107)
iii. Contribution	3.58 (0.515)	3.75 (0.669)
iv. Continuity	3.25 (0.452)	3.60 (0.690)
v. Collaboration	3.08 (0.900)	3.75 (0.614)
vi. Conscience	3.17 (0.835)	3.49 (0.697)
Total mean	3.44 (0.504)	3.58 (0.455)

( $M = 3.58$ ,  $SD = 0.455$ ;  $t(97) = -0.931$ ,  $p = 0.354$ ). In other words, evaluation from the perception of Ainokura and Kawagoe residents with regards to their community engagement practice was found to be slightly equal.

The following were comments of one resident in Ainokura with regards to the community engagement practice: ‘The spirit of togetherness among us in Ainokura has weakened. People who engaged in tourism-related businesses ignored our social rules, the “kumi” and “yui”’ (Personal communication, March 20, 2012). For instance, in each village, the *kumi* composed of the special neighbourhood cooperative system for daily and seasonal tasks such as grass-cutting, cleaning the canals, fire-prevention warning and performing roles in religious functions. However, *yui* is the traditional mutual help system for cases of marriage ceremonies, funerals, house construction or the re-thatching of roofs. Another old Kawagoe resident interviewee alluded that:

In recent years there are huge numbers of new tenants who started their business in Kawagoe. This was due to the increase of the rent value and many of the Kawagoe’s original residents cannot afford to run their businesses and shifted to a new place. The new tenants are outsiders who do not really care about the history, heritage and traditions of this place. I can say that the majority of them are money-oriented and living here for the sake of gaining profit. They are selfish people and it is very difficult for us to get together for any community-based activities. (Personal communication, April 29, 2012)

## 12. Conclusion

At present, traditional settlements in Japan have been greatly facilitated by comprehensive regulations and supportive conservation policies which have brought about substantial changes to the living human landscape. It is important to note that the traditional settlements have evolved over a long period of time and have the potential to preserve the intrinsic characteristics of the local culture, heritage and identity. Perhaps the most significant factor affecting the growth and evolution of the traditional settlements to the economy has been the direct association between the authorities and their living residents. Hence, the traditional settlement as a living system has, to a certain extent, the ability to evolve without losing its identity.

This study has found that the administration for protecting cultural properties in Japan was strengthened with the integration of the fundamental laws, to name a few the Law for the Protection of Cultural Properties, National Treasures Protection Law and Law for the Promotion of Culture and Arts. The diverse and systematic conservation laws and policies have made provision for the support of cultural activities developed not only by the national and local government but also by the NGOs, private companies and individuals. The national government has also implemented diverse measures for the preservation of intangible heritage including provision of subsidies for programmes, training successors and documentation.

Based on a research survey, this study has provided empirical evidence to establish a link between the incentives programme and the residents’ real needs in the conservation programme. On the whole, the acceptance of the incentives programme has been found to be a proof so as to play a driving role in encouraging the best practices and to ensure the conservation programme’s success. In this regards, the financial incentives tool, however, was found not to be focused enough to conform to the effectiveness of the conservation programme. Nevertheless, the local people’s participation through imparting education to all stakeholders should be promoted actively.

In conclusion, this study has confirmed that the concerns and needs about the importance of cultural heritage among heritage residents have been found to be the top barriers for the adoption of sustainable communities. The study has found that tourism often generated positive socio-economic impacts on society. However, the main problems caused by mass tourism as pointed out by Ping (2003) including littering, risk of fire, traffic and parking, deterioration of the physical environment, privacy disturbance and degradation of the social quality. Furthermore, the authorities should realize that the prominence given to tourism might lead to an unsustainable dependence on tourism by abandoning useful traditional values and the real needs of the people. As noted by Imai (2012), in the historical district there was an increase in the aging population, declining young families as well as disagreements on the community-based tourism approaches. Consequently, any efforts to preserve the cultural heritage should not be aimed merely at conserving its architectural and natural forms, but also on sustaining the living communities as well as its intangible heritage.

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Appendix 1. Independent samples test for the programmes' evaluation by residents in Ainokura and Kawagoe.

		Levene's test for equality of variances				<i>t</i> -Test for equality of means				
		<i>F</i>	Sig.	<i>t</i>	df	Sig. (two-tailed)	Mean difference	Std. Error difference	95% Confidence interval of the difference	
									Lower	Upper
Programme's inputs	Equal variances assumed	0.037	0.848	1.829	97	0.071	0.35249	0.19275	-0.03007	0.73505
	Equal variances not assumed			1.687	13.572	0.114	0.35249	0.20897	-0.09703	0.80201
Programme's activities	Equal variances assumed	2.438	0.122	-1.531	97	0.129	-0.21034	0.13736	-0.48297	0.06228
	Equal variances not assumed			-1.283	12.975	0.222	-0.21034	0.16398	-0.56468	0.14399
Programme's participation	Equal variances assumed	0.797	0.374	-0.803	97	0.424	-0.15996	0.19911	-0.55514	0.23522
	Equal variances not assumed			-0.721	13.389	0.483	-0.15996	0.22176	-0.63763	0.31771
Programme's reactions	Equal variances assumed	0.049	0.826	-1.723	97	0.088	-0.30843	0.17899	-0.66367	0.04681
	Equal variances not assumed			-1.565	13.466	0.141	-0.30843	0.19706	-0.73267	0.11581
Programme's learning	Equal variances assumed	0.926	0.338	-0.431	97	0.667	-0.09291	0.21560	-0.52082	0.33499
	Equal variances not assumed			-0.591	18.964	0.562	-0.09291	0.15733	-0.42225	0.23643
Programme's actions	Equal variances assumed	3.335	0.071	-1.109	97	0.270	-0.19923	0.17959	-0.55567	0.15720
	Equal variances not assumed			-1.576	19.918	0.131	-0.19923	0.12644	-0.46304	0.06458
Programme's impacts	Equal variances assumed	1.252	0.266	-2.351	97	0.021	-0.47701	0.20292	-0.87976	-0.07427
	Equal variances not assumed			-1.964	12.962	0.071	-0.47701	0.24283	-1.00176	0.04774
Programme's inputs	Equal variances assumed	0.037	0.848	1.829	97	0.071	0.35249	0.19275	-0.03007	0.73505
	Equal variances not assumed			1.687	13.572	0.114	0.35249	0.20897	-0.09703	0.80201
Programme's evaluation	Equal variances assumed	0.312	0.578	-1.282	97	0.203	-0.15649	0.12202	-0.39866	0.08569
	Equal variances not assumed			-1.222	13.809	0.242	-0.15649	0.12810	-0.43159	0.11862

## Appendix 2. Independent samples test for residents' need in Ainokura and Kawagoe

		Levene's test for equality of variances				<i>t</i> -Test for equality of means				
		<i>F</i>	Sig.	<i>t</i>	df	Sig. (two-tailed)	Mean difference	Std. Error difference	95% Confidence interval of the difference	
									Lower	Upper
Tangible heritage needs	Equal variances assumed	0.031	0.861	1.966	96	0.052	0.21344	0.10856	-0.00205	0.42893
	Equal variances not assumed			2.071	14.749	0.056	0.21344	0.10308	-0.00659	0.43347
Intangible heritage needs	Equal variances assumed	2.462	0.120	4.998	96	0.000	0.56689	0.11343	0.34174	0.79204
	Equal variances not assumed			5.834	16.013	0.000	0.56689	0.09717	0.36092	0.77286

## Appendix 3. Independent samples test for community engagement practice in Ainokura and Kawagoe.

		Levene's test for equality of variances				<i>t</i> -Test for equality of means				
		<i>F</i>	Sig.	<i>t</i>	df	Sig. (two-tailed)	Mean difference	Std. Error difference	95% Confidence interval of the difference	
									Lower	Upper
Community engagement	Equal variances assumed	0.140	0.709	-0.9931	97	0.354	-0.13218	0.14198	-0.41397	0.14960
	Equal variances not assumed			-0.861	13.591	0.404	-0.13218	0.15351	-0.46237	0.19800