

Attractions of regions as revealed by migration to rural regions

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1. Introduction

People are now migrating to rural regions, a phenomenon called the UJI Turn, and the attractiveness of rural regions is being reconsidered. This research analyzed the attractiveness of rural regions through a consciousness survey of people who have migrated to rural regions, a trend which will continue in the future, in order to provide infrastructure based on the values of diverse regions and their citizens. As case studies, the survey was conducted in Ono Town in Fukushima Prefecture, Nichinan Town in Tottori Prefecture, and Tarumizu City in Kagoshima Prefecture, which have aggressively supported migration and have welcomed many migrants (Fig. 1).



Figure 1. Location of surveys areas

2. Values of migrants

Values which migrants consider important in their lives were surveyed in this study. Then the results were compared with the National Survey on Lifestyle Preferences, which was a public opinion survey, to analyze trends which are seen particularly among migrants.

Figure 2 shows characteristics of migrants shown by the survey. When migrating, migrants prioritize whether or not there is work and if it is worth-doing, and seek an environment which provides ample

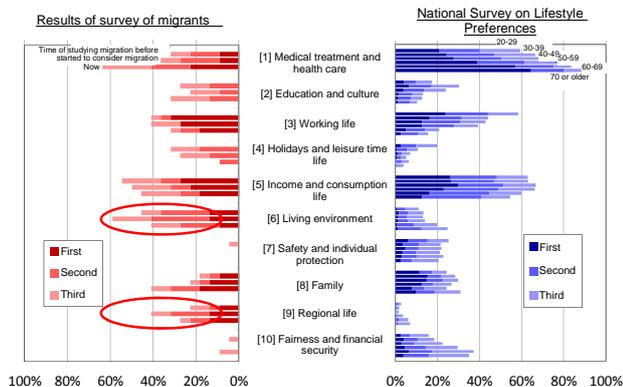


Figure 2. Values of Migrants (Range of “Important” responses)

holidays and leisure time. The results of a study of migrants’ destinations show that they prioritized the living environment and felt uneasy about whether or not they would get along well with the local people. After migrating to the rural region, they prioritized their family and living environment, other aspects of the environment surrounding them in their daily life, and human relationships with local people.

3. Attractiveness of rural regions seen in reasons for migration

An interview survey of people’s reasons for migrating was conducted to analyze the attractiveness of the rural regions from the perspective of migrants. Table 1 shows the results. Judging from the consciousness of migrants responding to the survey, an environment in which they can “Enjoy material resources of the region,” “Use the material resources of the region,” and “Contribute to and to be part of regional human resources”, are attractive features of rural regions.

Table 1. Consciousness of Reasons for Migration

Statements during interviews	Characteristics
<ul style="list-style-type: none"> Seem to have come for the hot springs. Having food nearby is attractive. 	Wish to enjoy material resources of the region.
<ul style="list-style-type: none"> Has long been interested in famous natural farming methods. Wanted to conduct a business taking advantage of sightseeing resources Moved by never before experienced delicious taste of local vegetables. Wish to expand it as a food product. 	Wish to use material resources of the region.
<ul style="list-style-type: none"> There is a job I want to do, so it was necessary Was interested in advanced efforts in the medical treatment and welfare field and wanted to work here. 	Wish to contribute to and to be part of regional human resources

4. Conclusions

In the future, based on the attractiveness of rural regions as it was revealed by the survey, efforts will be made to enhance the attractiveness of regions and to conduct surveys of the resolution of challenges , through links and exchanges between regions.

[Reference]

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