

## 科学研究費助成事業 研究成果報告書

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 研究課題名(和文)イノベーション・マネジメントを可能とする農村ツーリズム経済学の先駆的基礎体系化  
  
 研究課題名(英文)Economics of rural tourism and innovation management  
  
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研究成果の概要(和文)：1)農村ツーリズムを、農業の多面的機能などの正の外部性を内部化して所得化する経済活動の経済学的な定義づけを明確にした。  
 2)農村地域におけるプロダクト・イノベーションの成立について、体験サービスを提供する酪農教育ファームの取り組みを対象として、アンケート調査結果に基づき、段階的なプロセスが存在することを実証的に明らかにした。  
 3)これを段階的イノベーション仮説と呼び、初期段階は、外部性の認識のない場合であり、私的均衡の状態にある。次の段階として、原材料費などの平均費用を回収しようとする場合であり、平均費用均衡段階に移行する。最後は、最終的に外部性を完全に内部化して、所得化が達成される場合である。

研究成果の概要(英文)：1) We clearly defined rural tourism as an economic activity that internalizes positive externalities generated with farm production.  
 2) We found a stepwise process toward rural product innovation by focusing on the Educational Dairy Farms in Japan. We named this process as the stepwise rural product innovation hypothesis.  
 3) The first stage of this hypothesis is that farmers do not understand the externality they generate. This stage is a private optimal. The second stage is that farmers provide their services as volunteer, which is average cost optimal. Then, farmers reach the final stage that farmers fully internalize the externalities. At this stage, new farm services become a new income source.

研究分野：農村ツーリズム

キーワード：農村ツーリズム 多面的機能 外部性 内部化 プロダクト・イノベーション 内部化

### 1. 研究開始当初の背景

農村地域は、伝統的に様々な有用な機能を社会に果たしてきたが、現在過疎化・高齢化の進展で、農村資源の維持管理をいかにマネジメントして、自立的な発展につなげるかという点が問われている。そこで、新たな自立的な農家活動を確立するため農村プロダクト・イノベーションの支援を行う農村資源マネジメントの経済学の構築が必要となっている。具体的には、新たな農家の活動として、農村ツーリズムなどの都市農村交流による農業経営多角化を支援する経済学の構築が求められている。そして、こうした新たな社会的な需要が増加している背景を踏まえて、構築した理論的および実証的なフレームワークを適用して、これらの新たな活動の市場形成にかかわる条件を明らかにすることが、農村資源の有効な活用と保全を通じて農業経営の多角化を図る上で重要な課題となっている。

### 2. 研究の目的

本研究課題では、農村資源マネジメントを可能とする農村ツーリズム経済学の構築を目指して、農村ツーリズムを始めとする農村資源を活用した農業経営多角化の方策を明らかにすることを目的とする。

具体的には、社会的ニーズが拡大している都市農村交流ビジネスをもたらし農村プロダクト・イノベーションへのプロセスの解明とそうした新たな都市農村交流ビジネスの市場形成に向けた条件を明らかにする過程で、農村資源マネジメントの理論的フレームワークを構築しつつ、そのフレームワークを実証分析に適用する。

### 3. 研究の方法

(1) 分析方法は、我が国の農業分門で最も組織化が進んでいる体験教育サービスを提供している酪農教育ファームについて対象として、経営者へのアンケート調査結果から、計量経済学的手法により、その活動と経営者意識、体験教育サービスの経済的自立化に向けた段階的ステップを解明する。

(2) 我が国のブランド農産物形成と農村ツーリズム振興との関連性をアンケート調査結果から、計量経済モデルを構築して、両者の関連性に作用する要因を解明する。

(3) イタリアのアグリツーリズムを対象として、その振興のための制度的な枠組みについて、解明する。

### 4. 研究成果

(1) 酪農教育ファームの体験教育サービスについての分析から、段階的に経済的自立化が進展することを明らかにして、これを段階的農村プロダクト・イノベーション仮説と名付けた(図1)。具体的には、無料でサービスを提供するボランティア段階( $e_0$ )、次いで原料費のみ回収する段階( $e_1$ )、そして料金を賦

課して自立化する段階( $e_n$ )へと発展することで、農業の外部性が内部化され新たな自立的サービスが成立して所得化が達成されることを明らかにした。

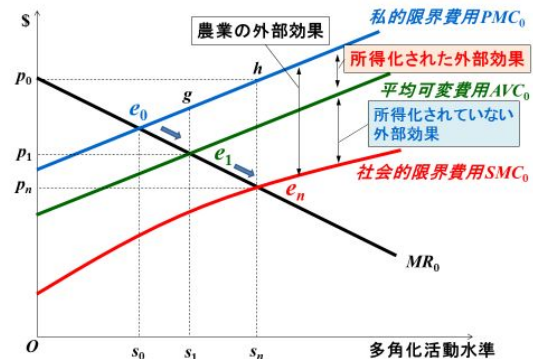


図1 段階的プロダクト・イノベーション生成のプロセス

(2) 農協のブランド農産物の成立により、観光的活動が進展するという因果関係を実証的に明らかにして、観光的活動の成果が出ている産地では、地域内での飲食業との連携が有効であることを実証した。

(3) イタリアのアグリツーリズムに関する国の振興法の2006年改正の意義を分析した結果、従来の同法でのアグリツーリズムによる所得制限である農家所得の50%以内の制限が、労働時間の50%以内に変更されたことで、部門間の生産性の違いを考慮できる対応を可能とした点で、プロダクト・イノベーションを促進する効果が認められることを明らかにした。

(4) 以上の分析結果から、農村資源を活用した、農村ツーリズムによる農業経営多角化を進めるための農村における段階的なプロダクト・イノベーションのプロセスを理論化して、それに作用する要因を実証的に明らかにした。

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〔産業財産権〕  
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番号：  
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〔その他〕  
受賞

農業技術功労者表彰(2014)  
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6. 研究組織

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