

Chiiori and Sustainable Tourism Development
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Student Name:
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Course Code:
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Define the issue

Issue: How to use tourism to combat the structural problems facing a traditional Japanese Farmhouse

Prepared for: Chiiori Project Organizers, Iya Valley, Japan

Briefing: Destination Management Organization (DMO) is the study of the social and economic dimensions of tourism, taking into account statistical analysis in terms of domestic arrivals, characteristics of visits, and consumption of goods and/or services (Blain et al., 2005, p. 328).

This report is intended for the Chiiori Project organizers in order to explore the data regarding the worsening conditions of Chiiori Projects in lieu of structural deficiencies in the traditional farmhouses used as tourist destinations.

Chiiori is the name of a Japanese farmhouse (*minka*), located in Iya Valley, a remote and mountainous area in the centre of Japan's southern Shikoku Island (Carter 2007, p. 1) (Figure 1). According to a recent survey and analysis of the structural problems facing this unique destination of Japan, published by the University of Hawaii's School of Architecture, "the remoteness and isolation of Iya made it an ideal location for medieval political refugees, but has kept the area underdeveloped until recent time" (Carter 2007, p. 1). After World War II, the population moved to urban centres and the remaining residents have attempted to use tourism and destination activities as their main source of income.

Appendix

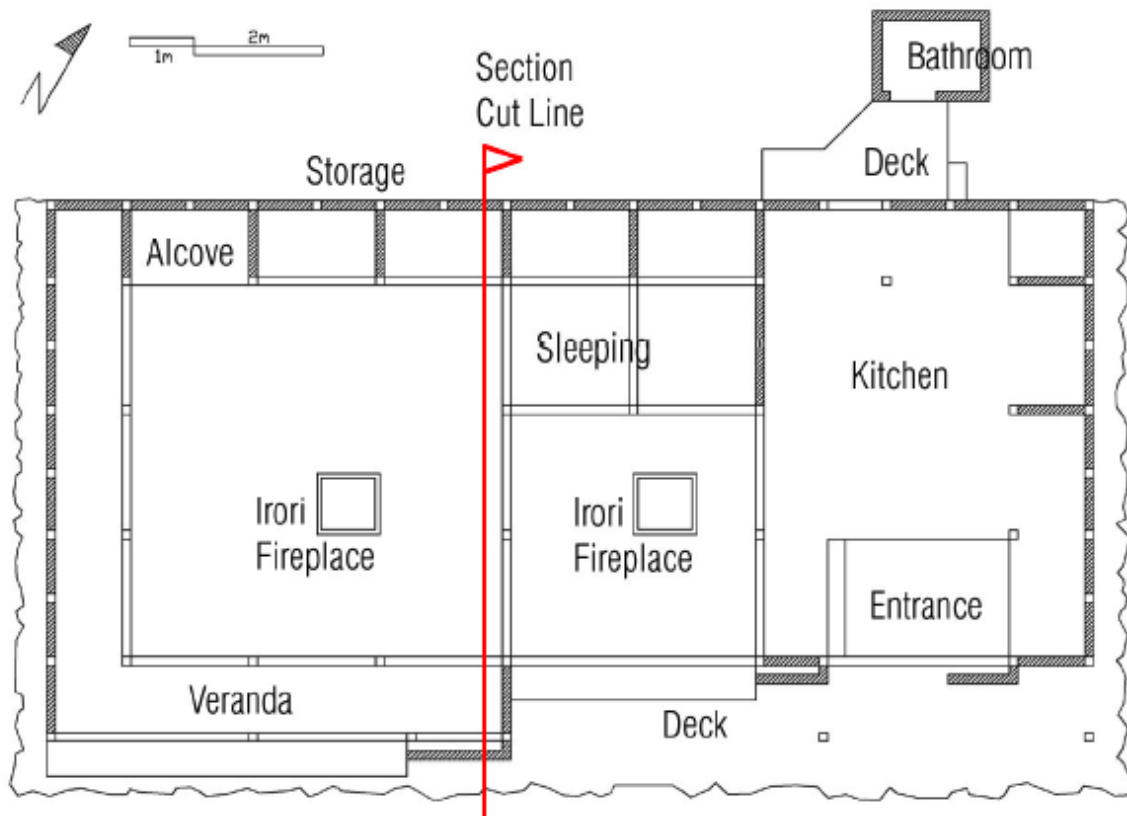


Figure 1: Floor Plan of Chiiori (source: Carter 2007).

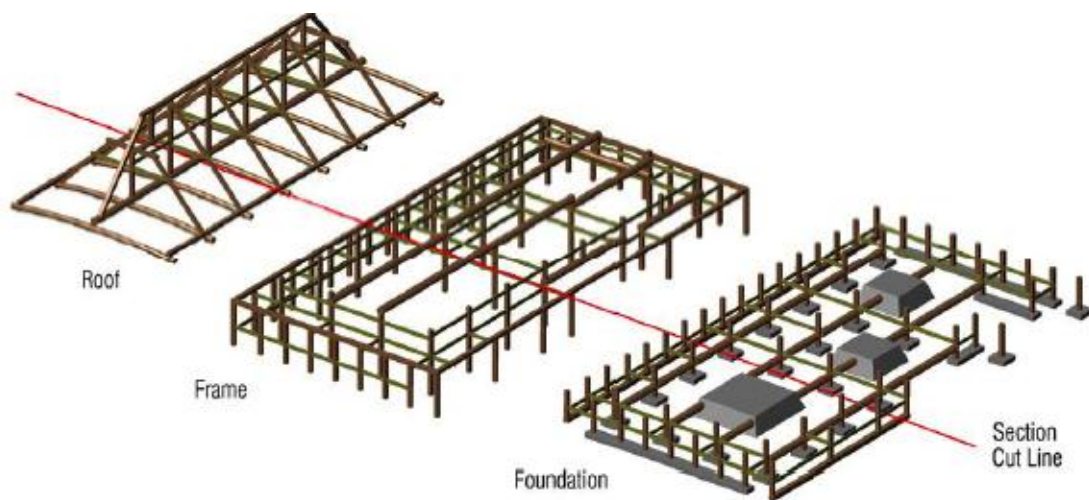


Figure 2: Overview of Structural Problems Facing Chiiori (source: Carter, 2007)

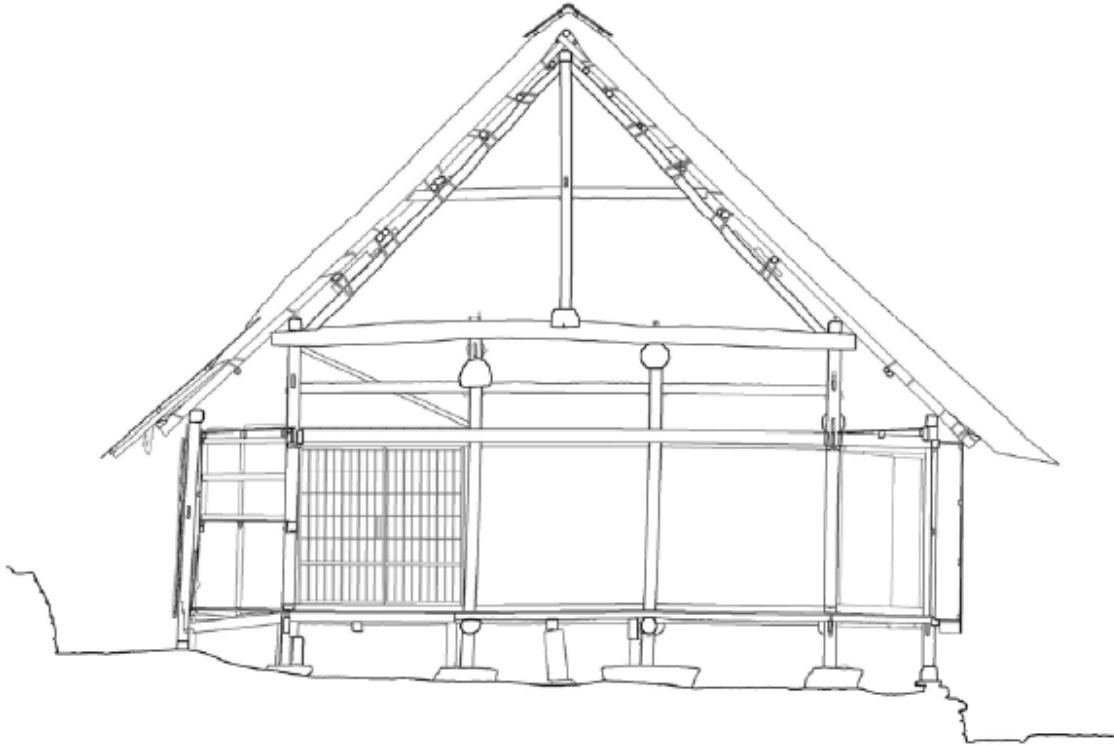


Figure 3: Typical Column Lean (source: Carter, 2007)

Works Cited

- Blain, C., Levy, S. E., & Ritchie, J. B. (2005). Destination branding: Insights and practices from destination management organizations. *Journal of travel research*, 43(4), 328-338.
- Carter, C. (2007). Chiiori: Survey and Analysis of Structural Problems Facing a Traditional Japanese Farmhouse. *Mechanical Behavior and Failures of the Timber Structures International Symposium*.