

Study of Quantitative Indicators for Urban Renewal by Utilizing Cultural Policy in Depopulated Areas

Yasuko KAWAHATA*¹, Takaaki OHNISHI²

^{1,2} Graduate School of Information Science and Technology, The University of Tokyo, 7-3-1 Hongo, Bunkyo-ku, Tokyo 113-8656 Japan

Keyword: Web application, social media, communication

In recent years, the number of tourists from China and other Asian countries visiting Japan has increased, and many of them often visit depopulated areas. Due to population, there is a decline in the number of cultural and arts-related institutions and businesses; however, because of the Cool Japan policy, the influx of tourists into facilities related to Japanese culture and animation is on the rise. Currently, in Kurume City in Fukuoka Prefecture and Tottori City in Tottori Prefecture, facilities for arts promotion or those related to local animation and cartoons are being constructed aggressively in areas with large garages in order to increase visitors from home and abroad[1,2]. In particular, Kurume City is actively engaged in city revitalization by constructing arts facilities in areas with many garages with appropriate consent and collaboration of local residents[3]. The city is also promoting online content considering the evaluation of Kurume City on Twitter and its association with age groups based on publicly available data. Moreover, in Tottori Prefecture, based on the content of local animation such as *Meitantei Konan (Detective Conan)* and *GeGeGe no Kitarō*, the city's appearance is being improved, the Bird Theatre Company (NPO) has been established, and an arts festival is held annually to attract visitors from home and abroad[4].

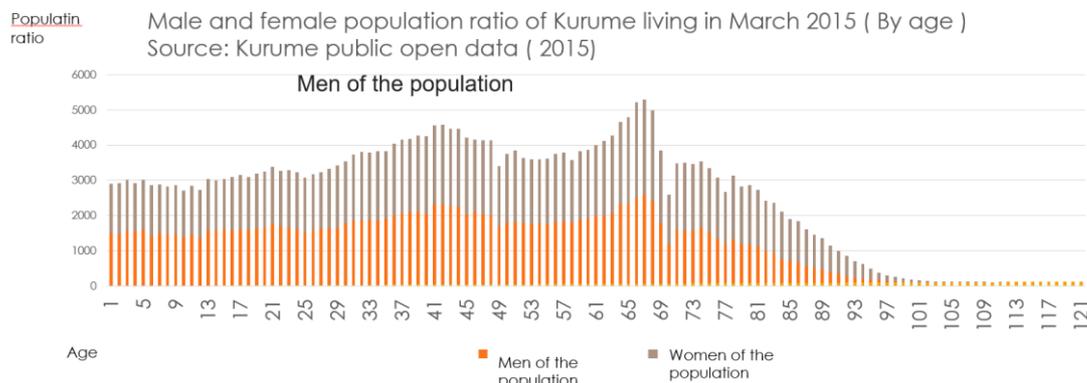


Figure1 Male and female population ratio of Kurume living in March 2015 (By age) Source: Kurume public open data (2015)

This study aims to quantitatively elucidate the effects of revitalization efforts undertaken in depopulated areas of Japan on other shopping streets in the neighborhood and commerce in and around areas near

railway stations. It also aims to elucidate the impact of Japanese culture and content on promising measures to build sustainable future cities through revitalization of old city centers. We performed quantitative analysis using a scaling exponent based on residential map data from 2011 to 2015, Telepoint data on the number of businesses and business categories in each region, the census, and other publicly available data. We focused on the efforts undertaken by Tottori Prefecture to attract visitors (inbound) to depopulated areas through advanced utilization of content and qualitatively and quantitatively analyzed the data on roads in city centers and around railway stations, buildings, shops, and population. Thus, we identified the existing challenges and factors and described the likely urban renewal aimed at the sustainable revitalization of depopulated areas[5].

Refereneces

- [1] Kim, Jewoo, and Choong-Ki Lee. "Role of tourism price in attracting international tourists: The case of Japanese inbound tourism from South Korea." *Journal of Destination Marketing & Management* (2016).
- [2] Zhang, Hanqin Qiu, and Nada Kulendran. "The Impact of Climate Variables on Seasonal Variation in Hong Kong Inbound Tourism Demand." *Journal of Travel Research* (2016): 0047287515619692.
- [3]Kurumecity Culture
Business<<http://www.city.kurume.fukuoka.jp.e.ax.hp.transer.com/1060manabi/2030bunka/>>[Accessed 2015.04.06]
- [4] Ryan, Roberta. "CLAIR Local Government Cooperation and Exchange Seminar Report 2014." (2016).
- [5] Bettencourt, L. M., Lobo, J., Strumsky, D., West, G. B.: Urban scaling and its deviations: Revealing the structure of wealth, innovation and crime across cities, *PloS one*, Vol. 5, No. 11, e13541 (2010).