

Understanding Relational Values And The Impact of Tourism: A Case Study Of The People in Hinoemata Village And *Iwana*

Narumi Shimoda

Supervisor: Hiroe ISHIHARA

ABSTRACT

In the 1960s, there was a tourism boom in Oze national park and Hinoemata village in Fukushima prefecture. There were a series of changes in the lifestyles of the villagers after the designation of national park regarding the management practices of the local fish and how the people perceive their surrounding environment.

This research aims to understand and answer the question “How did relational values of the people in Hinoemata village towards *Iwana* [char fish] evolve overtime? What are the impacts of tourism on these values?” by focusing on 1) identifying key management practices of *Iwana*; 2) understanding the impact of external influences on the local ecosystem of the village and 3) to demonstrate how the relational values of the villagers towards *Iwana* changed and evolved over time.

Literature review demonstrates three types of values that are associated with human-nature relationships; instrumental, intrinsic, and relational values (Jax et al., 2018). To understand the complex values of human-nature relationships and how these values are shaped, a relational values approach can be applied. Relational values are preferences, principles, and virtues associated with relationships (Chan et al., 2016) and these are expressed through elements like individual identity, stewardship, social responsibility, social cohesion, social relations, cultural and social identity (De Vos et al., 2018). Therefore, the questions of how values are processed and changed can be answered.

To understand relational values, methodology consisting of literature review, participant observation, review of historical documents, semi-structured interviews and inductive coding is applied. The semi-structured interviews, the main questions were 1) meanings of *Iwana* for the villagers 2) current management practices 3) changes of interactions between the villagers and *Iwana*.

From the results of interviews and coding, the important aspects of relational values such as care and sense of responsibilities were identified. Later, the author combined management practices that are present in the park and

the village to the relational values of care and responsibility to find out how the values are processed. The results demonstrate that tourism had an impact on the ecosystems of the village, fishing practices, and how villagers engage with different stakeholders through events that are held in the village. These changes reconstructed their worldview and knowledge generation as well as shifted the boundaries between villagers and their surrounding environment.

Keywords: relational values, care and responsibility, *Iwana*, management practices, tourism, internal and external influences

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