



## Cultural heritage, incentives system and the sustainable community: Lessons from Ogimachi Village, Japan

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### Abstract

Historic villages normally connote settlements that reflect the combination of natural, cultural and social characteristics of the urban and sub-urban fabric of pre-modern era which existence is not neglected by modernization. In highly developed and modernized Japan, there are numerous public incentives provided by the authorities to conserve historic buildings, villages and areas but the most challenging part of the task is to realize the principles and goals of sustainable communities. This refers to making the decision making process inclusive and equitable, recognizing the diversity and differences of the community participations that cut across gender, political, cultural and social lines. This study seeks to understand how the concept of public inclusiveness has been implemented by the local authorities. Field interviews involved officials and residents of the historic Ogimachi Village at Shirakawa-go in Gifu Prefecture. Results revealed that relatively little consideration had been given to regenerate the intangible heritage aspects of this historic village such as drama, music and festivals, language and works of art, manners and customs, folk performing arts, and religious faith. The basic lesson that may be drawn from this Japanese experience of heritage settlements is that any effort to preserve cultural heritage should be aimed not merely at conserving its architectural and natural forms, but more fundamentally, at safeguarding the intangible components of the heritage. Hence, future research should further our understanding of the historic village as a living system which is capable of evolving without losing its identity.

**Keywords:** cultural heritage, historic village, identity, incentives, Japan, sustainable community

### Introduction

The modernization of Japan had begun on post-World War II with many of historic buildings and neighbourhood has been torn down due to urbanisation. It can be said that, preservation movement in Japan started in the early 1970s which resulted in the establishment of local public bodies and their own preservation measures by residents and civil groups. According to Enders and Gutscghow (1998), “system of preservation districts for group of traditional buildings” was established in 1972 by the Agency for Cultural Affairs in order to support such preservation activities. The first funds were allocated for an investigation, and in the same year a committee composed of historian, architects and city planners was formed to develop measures in preserving groups of historic buildings.

In Japan, the preservation efforts focus of historic villages lie in remote regions that were much affected by the economic development of the post-war years. With the declining population and rising average age in the rural areas, it makes long-term preservation measures more difficult. According to Kang (1999), historic villages are often being connoted as settlements with reflect the combination of natural, cultural and social characteristics of the urban and sub-urban fabric. However, in spite of its

potential as the typical settlement type in the pre-modern era, its existence has not been neglected by modernization.

Numerous studies have attempted to explain the importance of preserving historic villages in the challenging urban landscape, for example; Saleh (1998) and Sharifah Mariam Alhabshi (2010). Other authors (see Alberts and Hazen (2010), Pendlebury, Short and While (2009), have attempted to draw the importance between the use of authenticity and integrity principles in guiding preservation efforts and balancing the needs and goals of multiple stakeholders in historic areas.

Potential conflict may also exist if there is a mismatch between the effectiveness of the current incentives policy with residents need on the actual site. According to Stern et al. (1986), the financial aspects of a conservation incentive programme are not the only important ones. He points out that the success of a programme may depend on its ability to get the attention of its intended audience; communicate in a way that is understandable and credible and address itself to the users' needs. Success may depend not only on the size of the incentives offered but on the form of the incentives and on the way the programs are organized, marketed, and implemented. This view is supported by Meng and Gallagher (2012), who write a single incentive, may be more effective in a particular area and thus, success of incentives programme requires various efforts, both internally and externally.

For the above reasons, in dealing with the efficiency of the current incentives programme, this paper takes a stand by which a policy formulation of cultural heritage conservation and incentives program has to look at the needs of the residents or local communities. This is in line with research conducted by Zainah Ibrahim (2007) which found that the present process of community involvement in urban conservation project is inadequate to promote sustainable communities. Her research findings proved that there is an imbalance of power and control which requires practise-oriented framework for better coordination and collaboration between stakeholder organisations.

Therefore, this study seeks to understand how the concept of public inclusiveness has been undertaken by the local authority for enabling the sustainable communities. This paper presents the existing incentives on central, prefectural and local government level of which the Ogimachi Village has benefited.

## **Cultural heritage conservation in Japan**

The practical usage of the term 'cultural heritage' or 'cultural properties' in Japanese law includes structures such as shrines or temples, statues, paintings, calligraphy and other skills such as performing arts and craft techniques, traditional events and festivals. Under the Japanese Law for the Protection of Cultural Properties, these cultural properties are divided into several categories.

According to Scott (2006) Japan possesses one of the most complete systems for the promotion of cultural heritage protection existing in the world community and has been heralded as a model for domestic regulation. General legislation, titled the 'Fundamental Law for the Promotion of Culture and Arts', was enacted on November 30, 2001 for the purpose of providing a comprehensive mechanism for promoting culture and the arts in Japan.

The national government of Japan also implements diverse measures necessary for the preservation and utilization of cultural properties (Table 1). Measures for tangible cultural properties (such as work of fine arts and crafts, buildings and folk materials) including preservation, disaster protection work, and acquisition. For intangible cultural properties (such as performing arts, craft techniques, manners and customs, and folk performing arts), these measures include subsidies for programs, for training of successors or for documentation. As of April 1, 2011, the national government had designated 12,816 important cultural properties (including 2,386 building and other structures, and 10,430 works of fine arts and crafts).

**Table 1. Number of cultural properties designated by the National Government (As of April 1, 2012)**

Designation			
Important Cultural Properties (National Treasures)		12,816	(1,082) *1
Buildings and other structures		2,386	(216)
Works of Fine Arts and Crafts		10,430	(866)
Important Intangible Cultural Property		(Number of Holders and Groups)	
Performing Arts	Individuals recognition	38	(56 people)
	Collective recognition	12	(12 groups)
Craft Techniques	Individuals recognition	42	(57 people) *2
	Collective recognition	14	(14 groups)
Important Tangible Folk Cultural Properties		212	
Important Intangible Folk Cultural Properties		278	
Special Historic Sites, Places of Scenic Beauty, Natural Monuments		2,952	(162) *3
Historic Sites		1,668	(60)
Places of Scenic Beauty		331	(30)
Natural Monuments		953	(72)
Selection			
Important Cultural Landscape		30	
Important Preservation Districts for Groups of Traditional Buildings		93	
Registration			
Registered Tangible Cultural Properties (buildings)		8,834	
Registered Tangible Cultural Properties (works of fine arts and crafts)		13	
Registered Tangible Folk Cultural Properties		25	
Registered Monuments		61	
Object of conservation that are not Cultural Properties			
Selected Conservation Techniques		(Number of Holders and Groups)	
Holders		46	(52 people)
Preservation Groups		29	(31 groups) *4

Source: Agency for Cultural Affairs (2013).

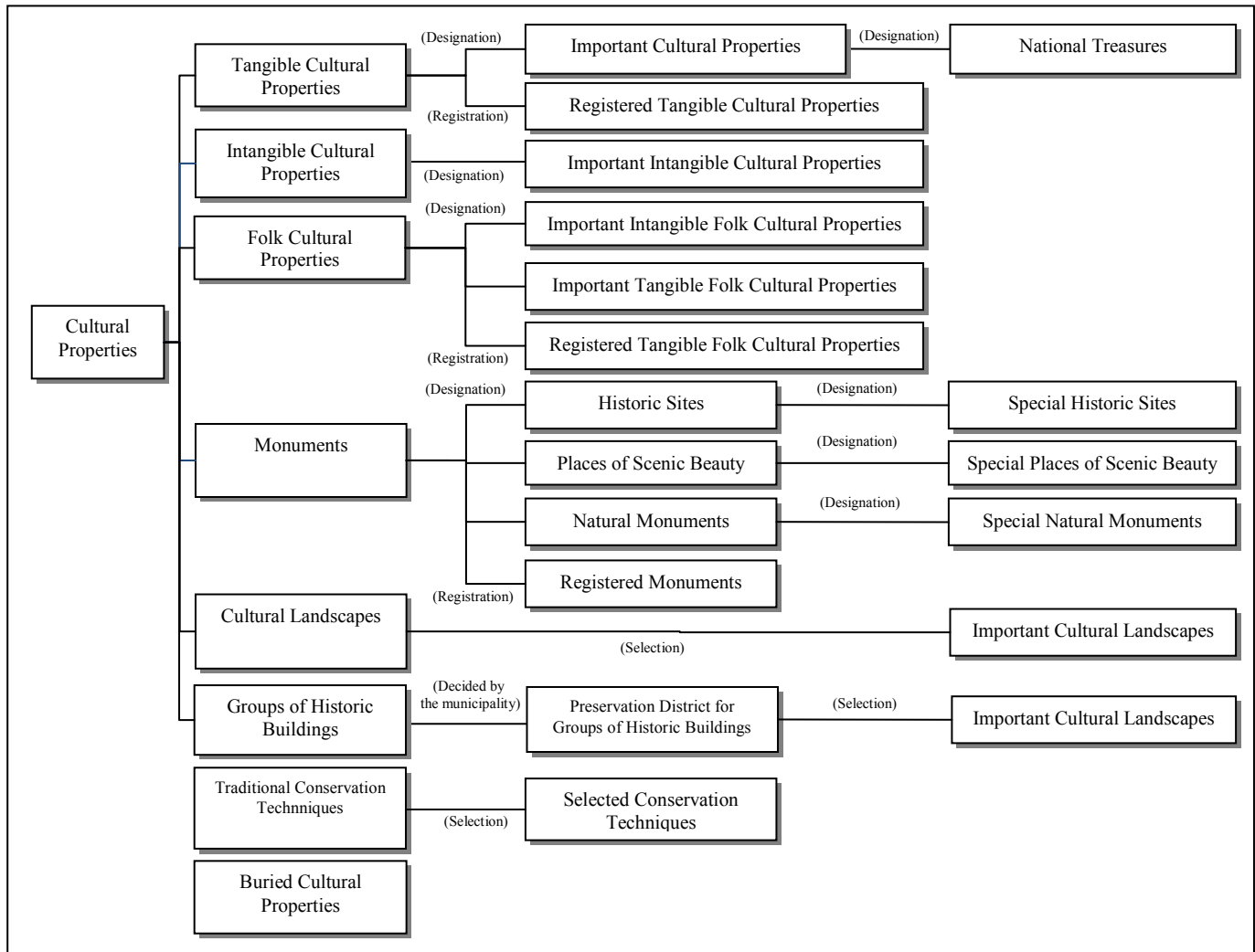
\*1 The number of Important Cultural Properties includes National Treasures.

\*2 The actual number of people who received recognition as holder is 56 after deleting the number of double recognition.

\*3 The number of Historic Sites, Places of Scenic Beauty, natural Monuments includes Special Historic sites, Places of Scenic Beauty, and Natural Monuments.

\*4 The actual number of recognized groups is 29 after deleting the number of double approvals.

A policy formulation of cultural heritage and conservation management in Japan has given a significant impact to the system for the preservation of historic buildings. Under the Law for the Protection of Cultural Properties 1950, the national government thus designates and selects the most important cultural properties and imposes restrictions on such activity as alteration of their existing built properties. Diverse and systematic laws on cultural properties have also been created and developed throughout Japan's long history (Figure 1).



Source: Agency for Cultural Affairs (2012).

**Figure 1.** Schematic diagram of cultural properties in Japan

The designation, selection and the registration of cultural properties are carried out by the Minister of Education, Culture, Sports, Science and Technology (MEXT) on the basis of reports submitted by the Council for Cultural Affairs in response to a ministerial inquiry (Figure 2). MEXT is the umbrella agency charged with the protection of cultural property in Japan, administering the different types of cultural property protection. Under the Law for the Protection of Cultural Properties 1950, the national government may designate the most significant of Japan's cultural treasures. Through this mechanism, restrictions are imposed upon conservation and the use of tangible objects, including their acquisition, protection, maintenance, alterations, repairs and exportation. Selection, designation, and registration of specific cultural properties are carried out by MEXT through the Commissioners for Cultural Affairs, following the recommendation of an advisory panel called the Council for Cultural Affairs.



Source: Agency for Cultural Affairs (2012).

**Figure 2.** *Process of designation, registration and selection of cultural properties*

In accordance with the provision of the Law for the Protection of Cultural Properties, the permission of the Commissioner for Cultural Affairs is required for any alteration to the existing state of structures designated as Important Cultural Properties. Major or minor repair work is periodically required to keep them in good condition.

### **Types of heritage incentives system in Japan**

In Japan, over the past 40 years, villages and towns have changed drastically. Many historic buildings and neighborhoods had been torn down. Thus the system of preservation districts for groups of historic buildings was established in order to support such preservation activities (Table 2). Favorable tax incentive, such as the national tax and municipal property tax is improving.

In the system of preservation districts, municipalities are taking the opinions of the communities in designating the preservation districts. Therefore municipalities are the central figures in promoting a preservation project, in terms of giving permission for the alteration of the present state, repairs and enhancement within preservation districts. Conservation repair work is carried out by the owners of Important Cultural Properties or their custodial bodies for historical structures that are made of wood while financial support is available to cover large expenses. As many of them have roofs made of plant materials like thatch, wooden shingle, and cypress bark, they are extremely vulnerable to fire. For this reason, the Agency for Cultural Affairs provides necessary subsidies for the owners or custodial bodies to install or repair fire-preservation facilities and other necessary disaster prevention system.

**Table 2. Type of Heritage Incentives System in Japan**

Types	Descriptions
Tax Incentives	<u>National tax</u> <ul style="list-style-type: none"> <li>▪ 30% of inheritance tax deduction for accessed values within preservation districts for groups of historic buildings.</li> <li>▪ No land value tax is imposed on land within important preservation districts for groups of historic buildings.</li> </ul>
	<u>Municipality tax</u> <ul style="list-style-type: none"> <li>▪ No fixed assets tax is imposed on listed historic buildings within important preservation districts for groups of historic buildings.</li> <li>▪ The fixed assets tax for land on which are located listed historic buildings that are within important preservation districts for groups of historic buildings is reduced to within one half of the property's taxable value. The fixed assets tax for land, for buildings, other than listed historic buildings are also reduced in accordance with the particular conditions within the municipalities.</li> </ul>
Long term preservation for the rebirth of towns and villages	After enduring wind and snow, many of the buildings which comprise preservation districts for groups of historic buildings are dilapidated and are in need of immediate repairs. Such buildings that are not in harmony with the characteristics of the preservation districts should be enhanced so that they become harmonious with the historic landscape.
Disaster prevention facilities	The preservation districts which are mostly composed of wooden buildings need disaster prevention measures. Many preservation districts are improving disaster prevention device, such as improvement of fire prevention facilities and the reinforcement of stone walls which are in need of repair, while at the same time considering the historic landscape. They also practice disaster prevention training periodically.

Source: Agency for Cultural Affairs (2012).

## Methodology

This research adopts the concurrent triangulation approach, and is conducted through the combination of quantitative and qualitative methods. According to Cresswell (2009), the concurrent triangulation approach is where the researcher collects both quantitative and qualitative data concurrently and then compares the two databases to determine if there is convergence, differences, or some combination.

### *Study areas*

This study has been conducted in Ogimachi Village, Shirakawa-go at Gifu Prefecture, Japan (Figure 3). Ogimachi is a farming village located in the Chubu mountain region of Gifu Prefecture, which is situated on the east bank of the Sho River in central of Japan. This village was inscribed as UNESCO's World Heritage List in December 1995 as a cultural property. The most architectural significance in Ogimachi is the *gassho*-style houses, with the thatched roof shape looks like the hands' folded in a prayer (Figure 4). This type of farmhouse is very unique and thus cannot be found in any other region of Japan (Kuroda, 2010).



**Figure 3.** Location of Ogimachi Village in Japan

The *gassho*-style houses remain as a group, corresponds to the definition of “group of buildings” described in Article 1 (UNESCO World Heritage Centre, 2010). Today Ogimachi has 117 *gassho*-style buildings mixed with 329 modern buildings, two Buddhist temples, two Shinto Shrines, and miscellaneous other buildings (Figure 5). In recent poll, there is about 1,746 people living in this village with over 500 families. In this village, private houses are occupied by their owners but there also many of the houses that have been converted to *minshuku* (bed-and-breakfast inn), restaurants, souvenir shops, museums and other tourism-related businesses.



**Figure 4.** A *gassho*-style house in Ogimachi Village

#### *Data collection*

A case study approach was chosen to allow a general understanding of the research problem. Following Yin's (2003) and Stake's (1995) case-study approach, the research represents an appropriate method for inquiry into the emergent and diverse components of community development. In this regard, a mixed method of concurrent triangulation design are used by using a document review, observation, structured

interviews and survey involving residents in the historic villages. This method consists of two distinct phases: quantitative and qualitative (Cresswell, Plano Clark, et al., 2003). In this design, the researcher collects both quantitative and qualitative data concurrently and then compares the two databases to determine if there is a convergence, differences, or some combination (Cresswell, 2009). With this, the quantitative data and their analysis refine and explain those statistical results by exploring participants' view in more depth (Cresswell, 2003; Rossman & Winson, 1985; Tashakkori & Teddlie, 1998).



**Figure 5.** *A panoramic view of the Ogimachi Village in Shirakawa-go*

Stratified sampling was used in the questionnaire survey to classify the specific residents, based on the residents who received the heritage incentives from the authorities. The survey data was collected during March 2013 with the questionnaires written in Japanese language. Most questions were a combination of multiple choices, followed by open-ended queries. For instance, respondents were asked about types of incentives they have received, their perception on the effectiveness on the current incentives policy and their needs on the cultural heritage conservation. The selection of respondents was based on the following criteria: (i) residents who received the heritage incentives from the authorities, and (ii) they should be residing permanently at the settlements. Survey questionnaires were distributed to 72 respondents (Table 3). In this regard, face-to-face interviews and mail distribution survey techniques were conducted. For face-to-face interviews, the researcher delivered the questionnaire to the home of respondents and explained the study with the assistance of an interpreter who conducted the bilingual interviews. The interviews lasted approximately from 30 min to 1.5 hours each session. As for the mail distribution survey, about 100 questionnaires with self-addressed and stamped envelope were distributed within the study areas.

To attain a holistic view, formal interviews were carried out with the officials of Gifu City Hall, Shirakawa Village Office and the World Heritage Shirakawa-go Gassho Style Preservation Foundation. The researcher also undertook on-site interviews with groups of specialist (including curators), cultural reference groups (including Buddhist priest, heritage manager, cultural group, private sector and NGOs). The open-ended instruments for the semi-structured interviews were prepared based on the insights in order to investigate the state of the art, how and in what way the incentive mechanism could be interposed for community in the historic villages. Nine semi-structured interviews were completed during the fieldwork activities.



**Table 3. Demographic profile of Ogimachi Village**

Demographic Profile	Total
Number of populations	1,746
Number of households	571
Total areas	45.6 ha
Number of incentive recipients	180
Number of <i>gassho</i> -style house	117
Number of respondents	72

**Table 4. Respondents' social and economic profile**

Profile	Frequency	Percentage (%)
<u>Gender</u>		
Male	52	72.2
Female	20	27.8
<u>Age</u>		
Below 20 years	0	0
20-30 years	0	0
31-40 years	8	11.1
41-50 years	20	27.7
51-60 years	28	38.9
61-70 years	4	5.6
Above 70 years	12	16.7
<u>Education Level</u>		
University	8	11.1
Collage	0	0
High School	36	50.0
Junior High School	16	22.2
Elementary School	4	5.6
Others	8	11.1
<u>Monthly Income* (¥)</u>		
Below ¥ 100,000	8	11.1
¥ 100,000 to ¥ 199,999	16	22.2
¥ 200,000 to ¥ 299,999	8	11.1
¥ 300,000 to ¥ 399,999	20	27.8
¥ 400,000 to ¥ 499,999	4	5.6
¥ 500,000 to ¥ 599,999	4	5.6
¥ 600,000 to ¥ 699,999	0	0
¥ 700,000 to ¥ 799,999	0	0
Above ¥ 800,000	0	0
Private and confidential	12	16.7

Source: Ibid, to Table 3.

\*Equivalent to US\$1,000 per ¥ 100,000 (Currency exchange based on May 2013 rate).

### *Data analysis*

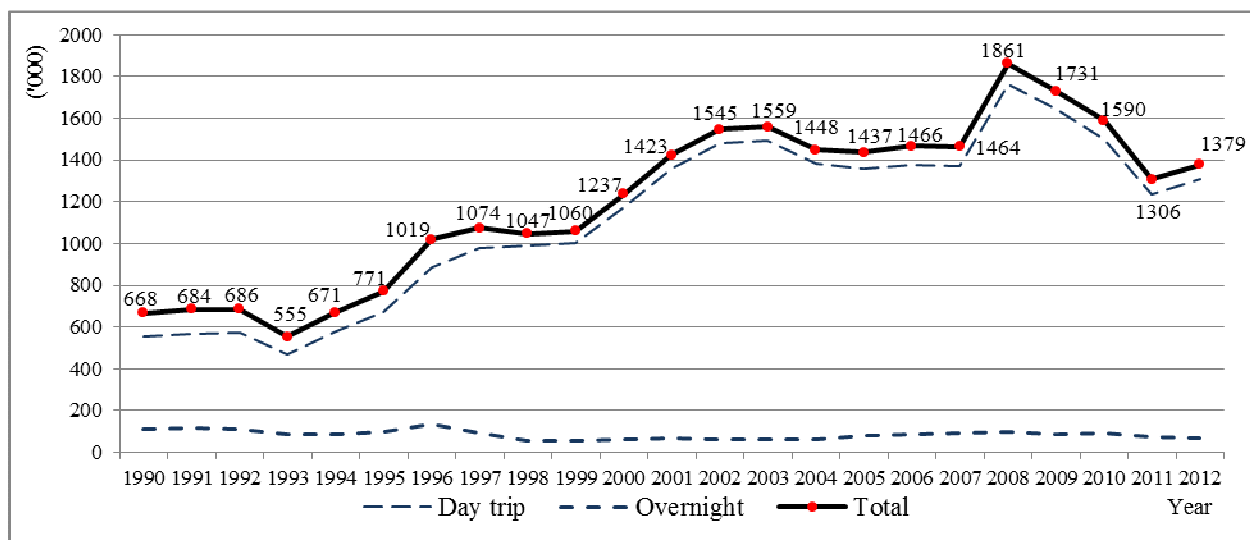
Data were analysed using the Statistical Packages for the Social Sciences (SPSS) Version 16.0. To measure the effectiveness of the incentives programs, this study employs the Bennett's programme evaluation method (Bennett, 1975) . Respondents were asked to state their level of agreement for the statements pertaining to the satisfaction towards incentive programs' inputs, activities, participation,

reactions, learning, actions and impacts. An analysis of mean was used to identify the differences of the incentives programmes' evaluation by the residents' and their needs for educational training.

*Respondents' characteristics*

As a result of the survey, a total of 72 answered questionnaires were collected from the residents (Table 4). The gender breakdown of respondents was 72% male and 28% female. The most represented age group in Ogimachi Village was 51-60 years (39%), followed by 41-50 years (28%) and above 70 years (17%). Almost majority of respondents from the study areas had formal education. About 11% had attended university, while half of them had completed high school, 22% junior high school, 6% elementary school, and 11% had completed different education categories listed as 'others'.

It should be noted here that, Ogimachi's economic environment had greatly changed after the inscription under World Heritage Site in year 1995. Tourism is seen as one possibility for assuring an income for the occupants and thus enabling the preservation of the buildings (Figure 6). In this investigation, for monthly income, most respondents earned in the range of ¥300,000 (US\$ 2,929) to ¥400,000 (US\$ 3,905), with many earners of households involved in sectors such as tourism-oriented businesses, private and public sectors. In Ogimachi, most respondents identified tourism as their main occupation while agriculture was the minor livelihood activity in this village. Those that reported the least income were housewives, pensioners, and laborers.



Source: Shirakawa Village Office (2013).

**Figure 6.** Number of tourists to Shirakawa-go

**Incentives and sustainable community in Ogimachi Village**

There is only a few articles that provide good insights into the impact of world heritage site and current conservation activities in Ogimachi Village. These insights can be seen in recent articles written by Jimura (2011) and Kuroda (2010). However, these studies mainly look at the social change and the current conservation activities held within the world heritage site but not on the provision of the incentives' schemes. While for a more international view, Thornton et al. (2007) provides in-depth analysis for more effective instruments for the incentives to promote economic, environmental and social sustainability in regeneration area. Others authors (see McClearly (2005); Spiteri and Nepal (2008); Stern

et al. (1986); and Snowball and Courtney (2010); have attempted to draw the importance of effective incentives programme in guiding the conservation efforts for local economic development.

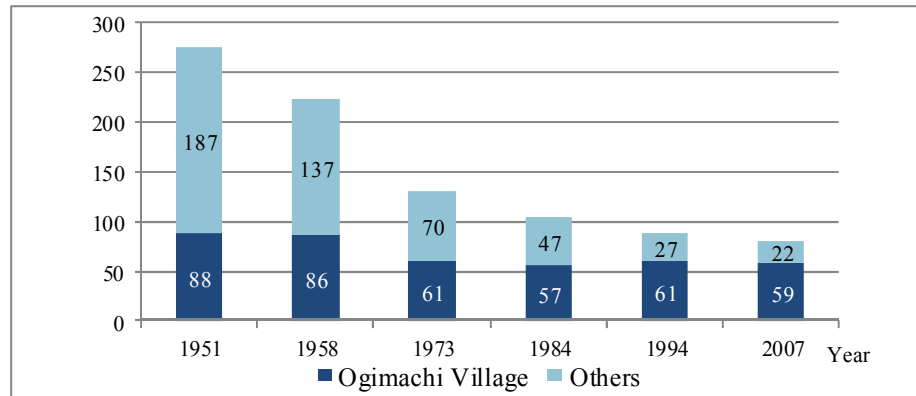
This study also bases its approach by using the sustainable community principles and Bennett's hierarchy in evaluating incentives programme implementation at the study area (Bennett, 2004). By using this hierarchy, it can help to describe a program's logic and expected links from inputs to end results. According to the model, Bennett's hierarchy of evidence for programme evaluation can be classified into seven levels namely: the programs' resources, activities, participation, reactions, learning, actions and impacts. This reflects the fact that for sustainable community development to occur, the knowledge and efforts of local people are essential. This view is supported by Potapchuk (1996) who writes,

This "participatory democracy" become the central element in unleashing the power of people to control their own destiny and nurturing the citizen-to-citizen connection that helps build political consensus and will, strengthens neighbourhood, improve intergroup relations, and creates the neighbourliness that helps with the daily needs.

In another study, Bridger and Luloff (2001) suggested that the forms of social capital are the most important in developing sustainable communities. This is in line with the Brundtland Report which defined sustainable development as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (WCED, 1987). In other words, does the competent public authority, when enacting new incentives schemes, consider the needs of the present and the future? Therefore, this article will look into how the incentives program for conservation of cultural heritage works within the community. The aim is to find out whether the incentive policies work accordingly towards the sustainable community concept.

This part mainly touches the concept of public inclusiveness that has been undertaken by the authority with regards to the conservation activities in Ogimachi Village. In order for the decision making process to be inclusive and equitable, it must recognize the diversity and differences of the communities participations that cut across gender, political, cultural and social lines. For the decision making to take place, it is crucial to understand the whole procedures dealing with the system of designation, registration and selection of cultural properties as discussed earlier on page 5. In the case of Ogimachi, the owner of the designated property appears to play a significant role in the decision making process.

According to Enders and Gutseghow (1998), the decision-making process regarding conservation projects in Japan are very complex. To really understand the procedures for dealing with the conservation of cultural properties, it is necessary to look at the issues, actual practice and its history. According to Kuroda (2012), from a period of 1950 to 1975, the number of *gassho*-style houses has decreased tremendously, with the whole area experiencing de-population and more people moving to urban areas (Figure 7). It is reported that, there were over 1,800 *gassho*-style houses in 93 villages in the Shirakawa-go at the end of the 19<sup>th</sup> century. However, because of the awareness among active society to preserve the remaining *gassho*-style from extinction, it is apparent from the graph below that the number of *gassho*-style houses in Ogimachi declined smoothly rather than drastically. As compared to other village, about 88 *gassho*-style houses recorded on year 1951, to about 59 houses remain on year 2007 due to effective conservation measures conducted by the local residents.

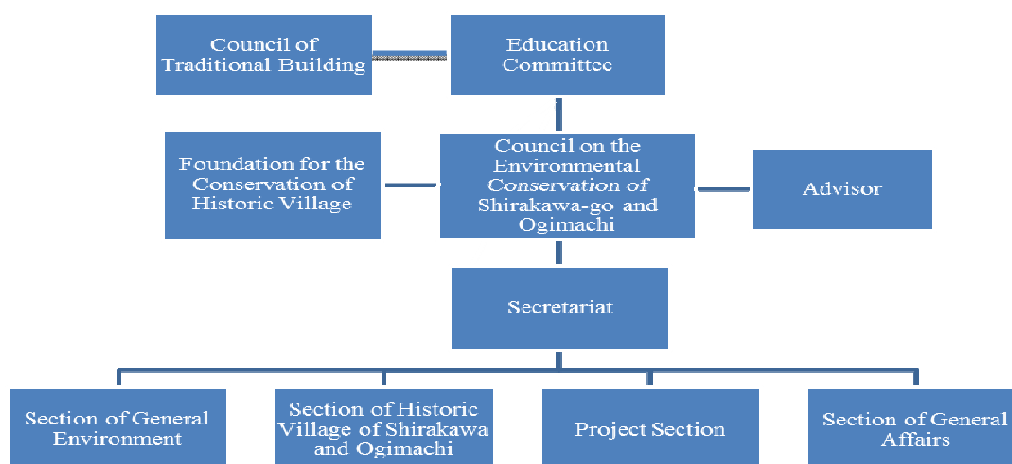


Source: Kuroda, N. (2012)

**Figure 7.** A transition number of gassho-style houses in Shirakawa-mura

Saito and Inaba (1996) assert that the earlier preservation movement in Ogimachi Village started by the initiatives of the local residents. In 1971, the village people set up the Association for the Protection of the Historic Village Landscape in Shirakawa-go with the establishment of the Village Residents' Charter (Figure 8). Within the same year, a preservation action group was initiated to preserve not only the houses but also the fields, canals, roads and forests, which in combination with the buildings form historic natural features of high cultural value.

Many houses in Ogimachi are at least 250 years old; with some property have been owned by the same families for many generations. Preserving these large thatched roof houses is difficult because of deep snow and the ever-present threat of fire. Thatched roofs are also susceptible to decay and infestation by insects and rodents. When properly cared for, thatched roofs may last for 100 years and must be replaced when needed. The village has a traditional labour-sharing system called 'yui'. According to David and Young (2007), *yui* provides labour not only for repairing houses, especially replacing the roof, but also for activities such as planting, harvesting and clearing snow. According to the research conducted by Uchiumi et al. (2008), only about 20% of the roofs were re-thatched by using the traditional method during these years. The reason for this change is that the traditional way required extra effort of asking all the residents to contribute, but now most of the works have been done by skilled contractors.



Source: Shirakawa Village Office (2013)

**Figure 8.** Organisational chart of the Association for the Protection of the Historic Village Landscape in Shirakawa-go

Specifically, in current conservation system the modern buildings are regulated in size and construction so as not to clash with the traditional architecture. Residents who want to modify their houses must first apply to the Association for the Protection of the Historic Village Landscape or prefectural board of education for permission. The prefecture then informs the Agency for Cultural Affairs to investigate the urgency and the extent of the repairs on site. A preliminary survey of damage is conducted before an application for subsidies for a restoration project can be made. Once the subsidies for the restoration have been approved, the owner named either the authorized architectural consultant or architectural department in the prefectural government to carry out the project. During the progress of the project on site, constant supervision by the conservation architects is necessary. The work is documented in monthly reports to the owner, the prefecture and the Agency for Cultural Affairs, allowing the property owner to participate in the decision-making process as well. On the other hand, new buildings in Ogimachi must follow the current regulation with the use of a wooden structure, brown or dark wooden walls, and dark brown or black tin roofs (Kuroda, 2010).

The most significant incentive in existence for Ogimachi Village is a fund for the conservation and landscape preservation allocated by the national and local government. As shown in Table 5 below, the breakdown of the funds for maintaining the *gassho*-style houses was distributed year by year except for the landscape. From this data, we can see that conservation expenses from national government peaked in year 2009 with ¥56.56 million and ¥36.763 million for the subsidy. The local government also provide the subsidy for the landscape preservation programme mainly for the beautification of landscape, consisting the paddy fields, canals, roads, and forests. With the total subsidy for the year 2010 amounted for ¥5.114 million, it was recorded the highest allocation so far.

**Table 5. Funds for conservation and landscape preservation in Ogimachi Village**

Year	Conservation			Landscape	
	National Government			Local Government	
	Number of Cases	Expenses (¥ '000)	Subsidy (¥ '000)	Number of Cases	Subsidy (¥ '000)
2008	4	31,800	20,670	5	1,096
2009	6	56,560	36,763	12	2,103
2010	6	52,100	33,865	30	5,114
2011	6	53,300	34,645	19	3,749
2012	10	54,820	35,633	0	0
2013	5	43,820	28,483	0	0

Source: Shirakawa Village Office (2013).

The perception experiments were carried out with the respondents over the incentives programs' evaluation by using the Bannett's hierarchy. In this analysis, respondents were asked whether they agreed or disagreed with the statements pertaining to the satisfaction towards incentive programs' inputs, activities, participation, reactions, learning, actions and impacts. As shown in Table 6, most respondents in Ogimachi held favourable attitudes for all the incentives programs' attributes with the total mean score is 3.6302. Among the seven factors of incentives programs' evaluations, 'program's participation' has highest mean score with value of 4.20, followed by 'program's activities' (3.74), 'program's inputs' (3.72) 'program's learning' (3.54), 'program's impacts' (3.50), 'program's actions' (3.41), and 'program's reactions' (3.30). The most striking result to emerge from this data is that residents in Ogimachi felt that their participation towards incentives and conservation program are relatively high as compared to other factors.

**Table 6. Mean for the incentive programmes' evaluation in Ogimachi**

Incentive Programmes' Evaluation	Mean
Programme's Inputs	3.7222
Programme's Activities	3.7444
Programme's Participation	4.2037
Programme's Reactions	3.2963
Programme's Learning	3.5370
Programme's Actions	3.4074
Programme's Impacts	3.5000
Total Mean	3.6302

Furthermore, the respondents were asked to state their level of agreements for educational training focused on the safeguarding the tangible and intangible heritage that they need the most in the study area (Table 7). This study has identified 10 parameters for both tangible and intangible needs for educational training focused for both the study area. For tangible heritage, the parameters are: (i) maintenance and preservation works, (ii) repair and restoration of structure, (iii) alteration and new work, (iv) planning and management of heritage areas, (v) policy and legal issues, (vi) works of fine arts and crafts techniques, (vii) paintings, (viii) documentation and assessment, (ix) cultural landscape; and (x) entrepreneurship. While for intangible heritage, 10 parameters have been identified as follow: (i) cultural and intangible heritage policy, (ii) identify and delineate the intangible heritage, (iii) heritage policy and legal instruments, (iv) cultural and historical traditions, (v) cultural and arts management, (vi) drama, music and festivals, (vii) language and a work of art, (viii) manners and customs, (ix) folk performing arts; and (x) religious faith.

**Table 7. Parameters on the needs for educational training focused in safeguarding the tangible heritage and intangible heritage**

Tangible heritage	Intangible Heritage
i. Maintenance and preservation works	i. Cultural and intangible heritage policy
ii. Repair and restoration of structure	ii. Identify and delineate the intangible heritage
iii. Alteration and new work	iii. Heritage policy and legal instruments
iv. Planning and management of heritage areas	iv. Cultural and historical traditions
v. Policy and legal issues	v. Cultural and arts management
vi. Work of fine arts and crafts techniques	vi. Drama, music and festivals
vii. Paintings	vii. Language and a work of art
viii. Documentation and assessment	viii. Manners and customs
ix. Cultural landscape	ix. Folk performing arts
x. Entrepreneurship	x. Religious faith

Based on Table 8, the respondents were asked to state their level of agreements for educational training focused for tangible and intangible heritage needs. The mean of intangible needs are higher with the mean score value of 2.03 as compared to tangible heritage needs with the value of 1.95. This means that Ogimachi's residents felt that they need more intangible heritage educational training focused as compared to the tangible heritage need.

**Table 8. Mean for the tangible and intangible heritage needs in Ogimachi Village**

Residents' Needs	Mean
Tangible Heritage	1.9538
Intangible Heritage	2.0312

## Conclusion

This article has analysed the direct association between the present incentives' scheme to the local communities perception. The results of the incentives programs' evaluation showed that the program's participation is among the most effective factors to address the sustainable communities' characteristics. However, little consideration is given to regenerate the intangible heritage aspects within this historic village. Hence, more research on this topic needs to be undertaken to comprehend the historic villages as a living system which, to a certain extent, can evolve without losing its identity.

Based on a survey, this research provides empirical evidence to establish a link between incentives and the needs in the conservation programme. All in all, the acceptance of the incentives proves to play a driving role in encouraging best practice and ensuring the conservation program's success. This study confirmed that financial incentives tool do not conform to the effectiveness of the program; however, the participation among the local people in addressing decision making should be promoted effectively. Consequently, the Japanese government should give urgent attention to introduce a set of sustainability criteria to guide and develop tourism activities in a sustainable manner. A possible explanation for this result might be that any efforts to preserve the cultural heritage should be aimed not merely at conserving its architectural and natural forms, but mainly at safeguarding the intangible heritage as well.

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