

地域振興の効果を通しての 策定者・施行者・受益者の認識とその相違

—神奈川県湘南ブランド商品開発事業を事例にして—

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The aim of this report mentioning each recognition of the government of deciding policies, the executor of policies, and the beneficiary, and each difference of them, through the effect of an undertaking for regional development.

Most of the previous studies are only on the side of policy decision of the national government or local governments. About a local undertaking, there are few of studies of an undertaking by the government, as far as I know.

As an example, the undertaking of commercialization of products of Shonan brand is studied in this report. It is considered that the local government of deciding a policy is Kanagawa Prefecture, the executor is the conference of commercialization of products of Shonan brand (including Kanagawa Prefecture, and local governments and the Chambers of Commerce and Industry in Shonan region, etc.), and the beneficiaries are the companies joining the undertaking and the consumers in Kanagawa Prefecture.

The conference examines products and the companies make and authorize good-quality products of them as Shonan brand, while making use of good image of Shonan as resources. Also the conference tries to spread the products to the public. Those are the characteristics of this undertaking.

The main methods of the study are surveying literature, interview, sending out questionnaires.

At the present, the undertaking has almost no effect on local economy. According to the questionnaires to the consumers, the undertaking is hardly known to the public. It does not make the best use of good image of Shonan as resources.

By analyzing the researches into the government, the executors, and the beneficiaries, the some reasons of such effect is considered from each position. Originally the undertaking was worked out in the local event "Surf '90" to solve local industries problem in Shonan region. In spite of it, this undertaking got replaced with that to solve the small and medium-sized business problem in Kanagawa Prefecture, when including the undertaking in "The second New Kanagawa Plan", the master plan of Kanagawa Prefecture. So the local governments and the Chambers of Commerce and Industry in Shonan region, the executors, do not promote this undertaking aggressively. In the demand of the companies joining the undertaking, the publicity and the expansion of sales channel in Shonan Brand are hardly carried out. Such conditions cause poor publicity of the consumers. But some of consumers knowing the undertaking recognize good-quality of the products. If the publicity is well-known, this undertaking may be able to active.

For the development in the future, it needs reconsidering the undertaking and feeding the opinions of the executors and the beneficiaries back to the government.