

# 英 文 要 旨

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論文題目	A Geographical Analysis of the Local Foundations of the Traditional Ceramic Industry
<p>The following paper aims to identify the local foundations of traditional industries that enable them to survive amidst industrial modernization through a case study of the traditional ceramics industry. The analysis proceeds by examining four key aspects of the traditional ceramic industry, including 1) skills transmission and training, 2) procurement of raw materials, 3) procurement of markets and 4) attraction of tourists through local community-planning campaigns. Since these four aspects are interconnected and mutually constitutive, traditional ceramic producing regions were first classified according to their defining characteristics. Representative case study sites were then selected for each of four types of regions identified. Methodologically, the paper focuses on identifying and analyzing key periods of transition for ceramic products and the accompanying transformations in the structure of ceramic production.</p> <p>Traditional ceramic producing regions were categorized into four types based on the degree of tradition, or 'traditionality', found within the structure of each region. The first type - 'tradition-strong areas' - consists of regions where historical ceramic industry traditions remain strong. The second type - 'reinvented tradition areas' - consists of regions where historical ceramic industry traditions were at one point largely extinguished but where these older traditions have been reinvented in novel forms. The third type - 'tradition-weak, government-supported areas' - consists of regions where historical ceramic industry traditions are weak but where the local government has played a strong and supportive role in the ceramic industry. The fourth type - 'other areas' - consists of regions that do not conform to any of the above criteria of classification. Following categorization, a representative ceramic producing region was then identified and selected for each of the above four types, including Bizen as a 'tradition strong area', Mashiko as a 'reinvented tradition area', Kasama as a 'tradition weak, government-supported area' and Aizu-Hongo as an 'other area.'</p> <p>In regard to the first aspect of the local foundation of ceramic producing regions analyzed here - 'skills transmission and training' - it was identified that productive regions emphasizing tradition have robust and effective human resource training systems in place. In these 'tradition-strong areas', there is widespread recognition of the specific traditions that must be transmitted and maintained and these key traditions define the character of the ceramic producing region itself. In contrast, in areas where tradition is not emphasized, the defining features of the area are ambiguous and training systems are not robust. This study also identified that in traditional weak regions the publicly funded ceramic industry incubation centers are compensating for the lack of human resource training and also highly important as a critical support for maintaining and expanding ceramic production. Additionally, it was also found that these sites are playing important roles in the development of new ceramic products. However, it also became clear that these publicly funded ceramic industry incubation centers are only applicable in large-scale ceramic producing regions and that smaller scale regions are forced to continue to rely on larger scale regions for human resource training.</p> <p>The second aspect analyzed here - 'procurement of raw materials' - is an important issue for traditional ceramic producing regions. However, this study also identified that the transformation of the productive structure of ceramic producing regions has led to dramatic changes in the types of raw materials utilized. On one hand, shifts in the types of ceramics produced can make it impossible to utilize locally procured raw materials. At the same time, improvements in raw material distribution have made it easier for traditional ceramic producing regions to procure raw materials from beyond the local area. Resultantly, with the exception of highly distinctive local traditional ceramic products, the general trend in the traditional ceramic industry is toward a dramatically decreasing rate of reliance on locally procured raw materials. Thus, outside of a few select regions, the local availability of local raw materials cannot be seen as a crucial component of the local foundation of traditional ceramic producing regions.</p> <p>The third aspect of the traditional ceramics industry under analysis here - 'procurement of markets' - is closely interconnected with product development. In ceramic regions where ceramic production consists mainly of the production of artistic pieces by master craftsmen, individual artists have often established galleries to create strong direct links to buyers and patrons and the ceramic producing region itself has formed largely on the basis of the market successes of an individual artist. However, while the Mashiko region has advanced such independent efforts as the construction of a cooperative sales facility, other tradition-weak ceramic producing regions have not been able to adequately procure access to markets. This point also demonstrates that the local foundations of tradition-weak areas are not robust.</p> <p>The fourth aspect of the ceramics industry analyzed - 'attraction of tourists through local community-planning campaigns (i.e. machi-zukuri)' - was found to be highly effective as a government supported means for sustaining and revitalizing ceramic producing regions. These community-planning campaigns have been particularly effective in the Mashiko region. However, such campaigns are not effective when limited to the construction of facilities by the local government. Rather, these programs are only effective when the entire community participates. Accordingly, it is imperative for local people to recognize the value of local traditional industries and the importance of reviving them.</p> <p>This study demonstrates that the local foundations of traditional ceramic producing regions are strong in regions based firmly on tradition and less robust in regions where historical traditions are weak. In many ceramic-producing regions, the expansion of local industry has been enabled by drawing in people and resources from outside the local area, a process that has served to diminish the traditions of the local area. At present, these diminishing traditions and the local foundations of the ceramic-producing regions are, however, being reinforced and augmented by the various support programs being initiated and implemented by the publicly funded ceramic industry incubation centers and the government supported community planning campaigns. These programs and campaigns need to be effectively implemented in order to have beneficial results for the revitalization of localities centered on traditional industries.</p>	