

Effect of Study Tour toward Participants' Attachment on the Study Site - Case Study of University Student Tour to Iitate Village, Fukushima Prefecture -

*Natsumi Ebitani¹, Masaru Mizoguchi¹, Hiroaki Sugino¹

1. Graduate school of Agricultural and Life Sciences, The University of Tokyo

Reconstruction in the affected areas of the Great East Japan Earthquake is progressing, but now there have been many people who feel less interested in understanding of the current situation and remained damage. In order to advance the further development after the basic reconstruction with lessons learned from the disaster, it is necessary to communicate the charm of the area to people outside of the affected area and make opportunities for rural exchange. Therefore, the authors are considering regularly holding study tours to the affected area. This presentation introduces a one-night two-day study tour as a case study for Iitate Village in Fukushima Prefecture held three times from October to November 2018. Before and after the tour, we conducted a questionnaire survey on a total of 44 participants (university students) who are mainly majoring in agriculture, and analyzed the obtained data by co-occurrence network analysis and factor analysis. In the end, this study discusses the effect of the tour on students' attachment to the tour site, and examined how future study tours should be.

Keywords: study tour, rural exchange, place attachment