

**PROBLEMS AND POSSIBILITIES INHENRENT IN SPECIFIC
SUSTAINABLE PLANNING FOR A HISTORICAL POTTERY
VILLAGE :
A CASE STUDY OF OKAWACHIYAMA, IMARI, JAPAN**

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Abstract

For a town that possesses a significant historical heritage, preservation of that historic heritage, as well as the town's development are important issues. This paper examines the current state of sustainable development in Okawachiyama, a historical pottery village, including the village's practical use of its historic relics. This study examines the spatial characterization of the area in relation to tourism. It also offers suggestions that might improve the village's future development. Data employed was collected through field survey, observations, and discussions with local residents.

Okawachiyama was created as a pottery production village by the local government during the Edo Era. During the Meiji Era, political changes caused pottery production management to private initiative management.

Based on survey data, the village consists of pottery stores and factory-houses arranged along streets in rows in a linear position. The street leads to a variety of historic relics. However, these relics are not utilized in the current production of pottery and they lack tourism significance. The historic kilns are closed to the public, and site relics are inaccessible. Observations revealed that some questions related to land management have developed; some overlap has occurred between the historic site line and private land lines. Therefore, no development actions related to the site can be done because parts of the historic area are owned by private landowners.

First, this study suggests that access from the main road to the historic kilns and site relics should be provided to improve development. A road should be developed that continues in the direction of the sightseeing trail and walking routes. Second, the village should provide

additional historical information to tourists and offer educational opportunities for local citizen by creating historical museum and a library.

Keywords : Preservation, Sustainable development, Spatial characteristic, Historical Pottery Village

1. INTRODUCTION

Okawachiyama is a small mountain village located in a ceramic producing region of Imari City, Saga Prefecture, Kyushu, Japan. Imari City is a modern town that is well known known as the birthplace of a high quality pottery in Japan. Its development was closely related to pottery production. Its pottery is shipped worldwide. In this context, Okawachiyama remains an exclusive village filled with rich traditional Japanese culture and architecture. It is known as the exotic “village of the secret kilns” because of its thousands years of history. Yet, the village preserves its history by maintaining the significance of its pottery. It relies on pottery as its main source of income by marketing it globally. In fact, the production and marketing of has become a part of villagers’ cultural identities because the pottery industry has affected each family lives for many generations. In addition to creating pottery, the village is attempting to preserve its historical heritage. For example, they have preserved a 130 m long stepped kiln that was used in the past for pottery production. The village also maintains a site once used for pottery worker’s housing and governmental office. Although the buildings have vanished, site relics are being preserved and no activities are allowed. Villagers are attempting to keep the site relics safe from destructive activities because they value and treasure their history. In fact, the Japanese National Government has designated the relics in Okawachiyama a Japanese National Heritage site. Thus, the village has been attempting to maintain its physical, material, and abstract heritage. Therefore, because of its historical and cultural background, the village has become a tourism destination.

Because of its reputation as a pottery producing and marketing village that possesses a cultural and historical background, the village has developed some significant characteristics. First, it contains a street lined with pottery shops that contain both living and work spaces. Yet, it is important to note that mixed composition can be found in almost every settlement. A typical example of a mixed-use, closed-off neighborhood is Melrose Arch in Johannesburg, South Africa. Residents perform two or three functions on one plot of land (e.g., a shop, house, and factory, a shop and a house, a shop and a factory, or a house that contains an interior factory). This characteristic correlates with Okawachiyama’s reputation as a pottery producer. As noted above, the villagers produce their own pottery independently. Hence, almost every family in the village that earns its living by producing and selling pottery maintains its own factory and shop.

An additional significant characteristic is connected with the Japan National heritage site. The village maintains an ancient kiln and site relics. Because this heritage site now belongs to the government, the kiln and site relics remain static because no activities can be conducted there. The government now manages most of the property. However, some exceptions exist. The ancient kiln relic is not 100 % belonged to the government; it is shared with private owner. This case occurs in the site relic as well, where some sections belong to private. Although the government owns the most part of the relics, still it is difficult for further management for the whole part.

1.1 Concepts and Considerations Related to the Sustainable Management Plan

The management plan issue addressed here relates to both community and its heritage. Both abstract and physical substances are central issues, with respect to the continuity of the community of the community’s livelihood and its ability to preserve its heritage. A similar

case occurred with respect to the Fethard historic town walls which are located in County Tipperary, South Tipperary, Ireland (Oxford Archaeology, 2009). The Fethard's monument includes the surviving walls and all other defenses located above and below the ground surfaces, as well as including other adjacent medieval structures located in and around the town's walls. The case involves the town as a whole, and includes both its landscape and the regional setting. However, during discussions focused on community continuity tourism implied. A strong bond has developed among heritage preservation, tourism, and community continuity. Cultural tourism as a growth market segment, offers new opportunities for the economic revival of historical cities (Jansen-Verbeke, 1998). However, simultaneously, threatens cultural resources during the process of tourismification. The key issue lies in how the process of tourismification is managed when it operates in historical cities. The challenge lies in finding ways to develop innovative touristic uses of cultural resources and methods for the strategic marketing of cultural tourism products (Ashworth, 1995). The system used to design tourism attractions can be analyzed based on points, lines, and areas (Wall, 1997). This concept can be very helpful in attempts to develop additional planning for tourist activities in the village. Private sector involvement in tourism is significant. It will most likely expand given the current strength of increased globalization, privatization, and commercialization. However, the public sector must shape the environment in which the industry might develop by taking responsibility for the security and management of natural and cultural heritage sites that function as tourism attractions (NWHO Report, 1999). Communities play important roles as receivers of tourists. They must also manage the positive and negative impacts tourists generate. Still according to the report, sites must be preserved in ways that maintains their attractiveness to visitors and ensure that values for which they were preserved will be protected to maintain sustainability.

With respect to community continuation, it has been stated that 68 % of the total area of Japan's total area is covered by forests. These forest regions contain mountain villages. The total combined area of these mountain villages accounts for 47 % of Japan's total area. However, the entire current combined populations of the residents of those equaled only mere 3% of Japan's total population in 2009 (Toshiaki, 2009). The policies that affect mountain villages are important for modern Japan because historically, Japan has been maintained by these villages. Current forestry policies do not effectively promote the use of domestic timber. Similarly, because policies tend to focus on large scale farmers, most mountain villages have been negatively affected by economic inactivity. Therefore, it is important to increase efforts to revive the economic segment by improving other areas especially tourism.

1.2 Objectives

The following questions related to sustainable management plans must be addressed :

1. Will a particular significant characteristics benefit the community and preserve types of heritage simultaneously, or will this characteristic solely benefit one party?
2. Which management plans and possibilities might achieve sustainability for both parties?

Therefore, the management plan's primary objectives were to make significant improvements to the villagers' understanding and awareness of the relics and their significance, to promote the community's livelihood, and simultaneously, to prioritize the relics protection.

1.3 Methodology

The management tasks tend to be determined based on the size of protected areas, e.g. as performed for the Town of Piranhas, Brazil (Zancheti, Pontual, & Carneiro, 2007). Each task should be specified in accordance with one of the protection components e.g. the territory

of the protected area which in this case is provided by the National Heritage, as well as by the abstract assets such as cultural values and peoples' ways of life.

The process of determining the problems and possibilities related to sustainable planning management for this historical village began by overlaying data related to the geographical setting and context of the village location's periphery that include mountains and rivers barricades. This revealed some hints related to the village's historical background.

2. HISTORICAL BACKGROUND AND THE CHANGES OF THE POTTERY VILLAGE

In this chapter, we focus on the fundamental management principal and established conditions of the village. The following explanation will describe the changes occurred during each period.

2.1 The Beginning of the Pottery Village; The Early of Edo-era [1660~]

During the early of Edo Era, Okawachiyama pottery village was planned and formed by local government called the Han. At that time, the clan that ruled was Nabeshima Han. In order to produce a fine quality pottery from Imari, the village was equipped with facilities, including the kiln and the factory. Many skillful pottery artists and workers from Arita were sent to this village. For their livelihood, the Han provided dwellings. During this period, the pottery production system was mass production managed by Nabeshima Han in order to fulfill the need of high quality pottery. These pottery were given as priceless presents to the Han's noble and aristocratic friends inside and outside of Japan. Hence, the village was chosen as a hidden place in order to prevent pottery method technology leakage.

In other words, Okawachiyama's secret location is the identity of this village. Thus, it can be said that it is the basic characteristic of the village.

2.2 The Change of Management System of the Pottery Village; Meiji-era [1880~]

The management of local government (Nabeshima Han) lasted for about 200 years. However, there was a classification system of craftsmen that complement each other which divided into official and private craftsmen; the official craftsmen worked to produce special pottery for the government, and private craftsmen produced pottery for the villagers. The kiln used at that time was 130 m in length and consisted of 30 rooms climbing up near the mountain. The official craftsmen used just 3 rooms for producing special pottery, and the rest of the rooms were used by private craftsmen to produce general pottery.

In addition, the remains of huge kiln, factory and houses as described above, is in the range of current site heritage. This traditional heritage site is only the part of local government has direct control in Edo-era.

During the Meiji Era, management system of pottery production by local government was gone. Instead, it was done by the union and people. In relation to management system of the village, there had been a dramatic change. But the change was needed in order to survive the recovery from the World War I.

Even after the Meiji era the principal has been changed to the private sector in this way, pottery production has been survival.

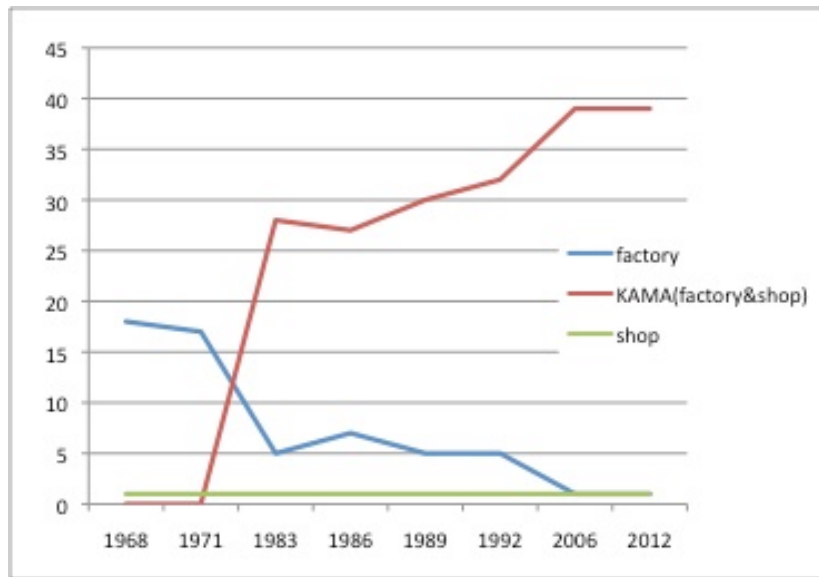


Figure 1. The Changing of the Building Name from Factory to “KAMA” (Factory & shop)

2.3 The Formation of Private Pottery Shops for Tourist; The Middle of Showa-era [1960~]

Production of pottery by private sector in Japan is surviving comparing to mass production; the latter one had undergone a delay in progress. During this period, the pottery management production is family industry. Production such form is not suitable for mass production, but as the movement of the background of tourism in Japan, we have been the promotion of the village in collaboration with the tourism industry in Okawachiyama. Tourists increased from the 1960s, it is possible to sell the pottery directly to the tourists who visit the village.

Figure 1 is a result of the investigation aging that when and how did the building name of factory changed to the name of private pottery shop being conscious for the tourists. We found that in 1980' onward years, the number of pottery factory jumped to private pottery shop and factory. We said that the change of name has also a significant effect on physical factors such as new construction and the addition of shop building in the village.

From the above, the part formed by the local government is used in the historic site today. On the other hand, the private part survived to the present from the Edo period is the family industries and shopping street for tourist. And we can be considered as the private part is not being by themselves, it is important whether design how the relationship of historic site.

3. SPECIFIC CURRENT CONDITIONS

3.1 A Living Heritage Village Surrounded By Mountains and Rivers

The village is located in a contoured area. The settlement is located between 133.5 m – 150 m above sea level. It is surrounded on the east, south, and west by rocky mountains. The Gongen River flows from the east and the Imari River flows from the south. Both rivers flow towards the north and unite together to form the Imari River. The settlement is most strongly concentrated in the areas surrounded by the rivers. Settlements located on the other side of the rivers did not expand far. However, some other settlements developed beside the river line. Hence, in addition to being surrounded by mountainous land, the village is also confined by two rivers that form barriers and offer protection.

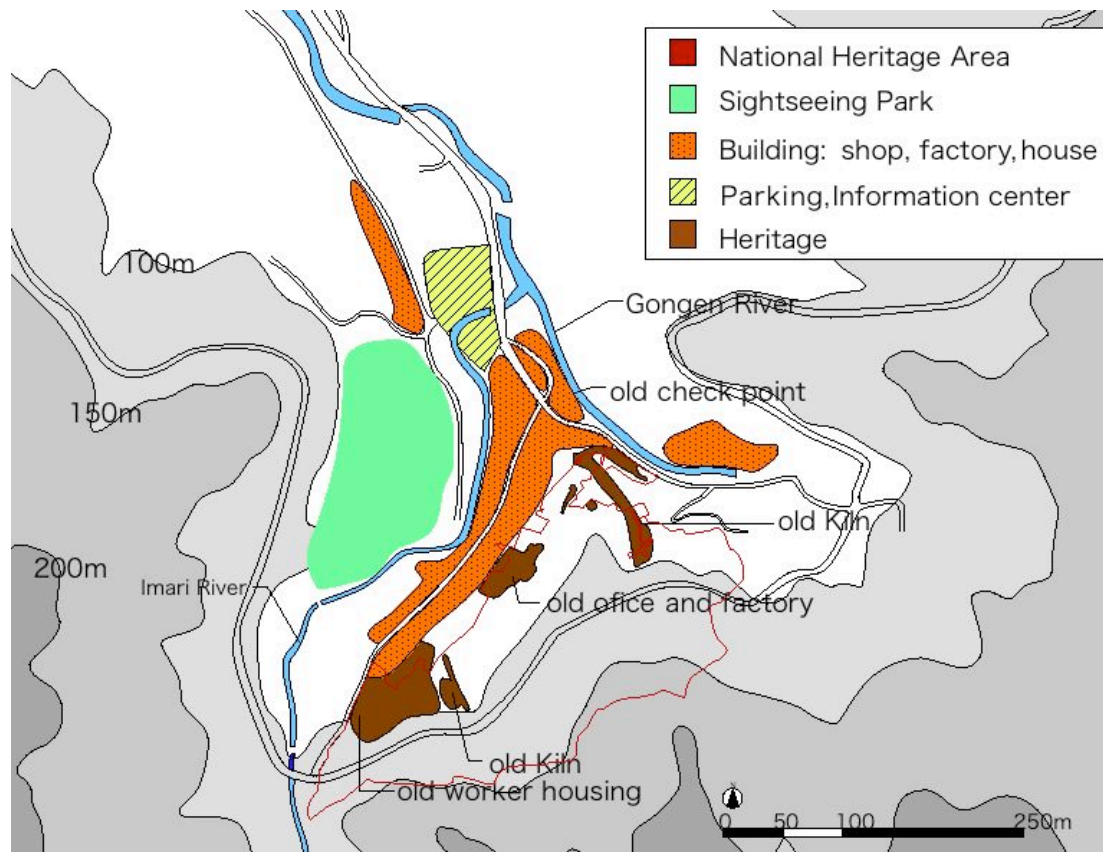


Figure 2. Location of OKAWACHIYAMA Village and its Heritages

The main road to the village travels from the northwest in parallel with the Imari River. The main road separates into two main roads when it enters the main part of the village. These roads then stretch in two different directions: One road travels east and the other road travels southwest. Both roads follow the same lines as the rivers. Small roads branch out from the main roads. These smaller roads are pedestrian roads that connect to one another.

The Japanese National Heritage site is located directly beside the urban settlement. The National Heritage site inhabits an area of 83.872,09 m². It is located south of the village in a rocky mountainous area. No settlements exist there. It is solely a forested mountainous area. It can only be accessed on foot. Inside this National Heritage site, three major areas are considered historical relics: the old stepped-kiln, the housing and office site, and the pottery workers' housing site.

3.2 The Pottery Shop Street that Contains Living and Working Spaces

The obvious characteristics of this village have largely been defined by the fact that it is now a Japanese historical tourism village. The village's main market segment product is pottery, although its history is also valuable because thousands of years of past pottery production are visible in the village's conditions. The village's geographical setting was created by its mountain and river boundaries. Another contributing factor to the village's historical appearance is that, occasionally, people can observe old chimneys on buildings that show signs of kiln smoke that resulted from pottery processing. This recalls stories from the past. However, the primary factors in the historical discussion are the existence of (1) a 50 m long, stepped kiln that originated during the Edo Era, (2) site relics that were once used as government offices that differ from the pottery-workers' housing area, and (3) the tombs of highly skilled pottery workers.

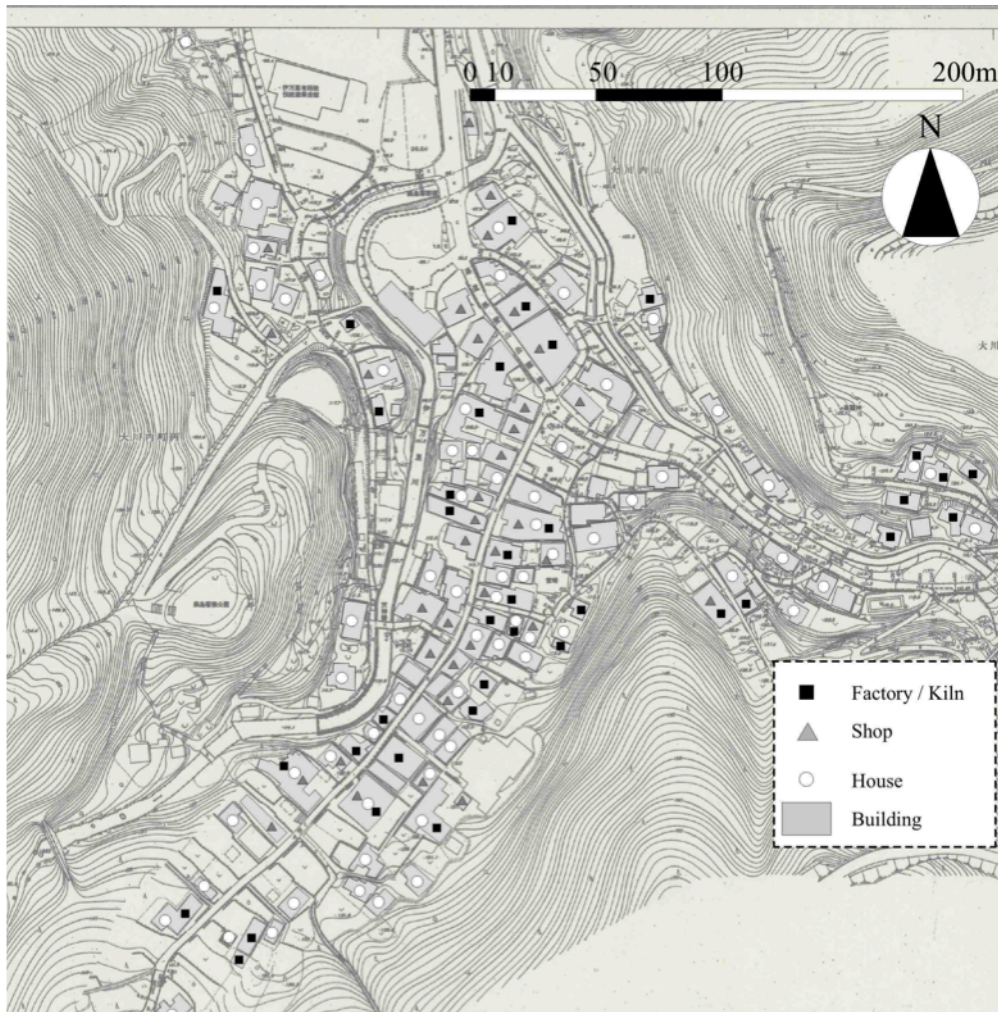


Figure 3. Building's Function on The Pottery Shop Street

The National Heritage site is located on the same line as the southern main road. It is located quite close to the urban settlements that developed alongside the road. In fact, the site relics actually “touch” private land. A small part of the old stepped kiln, as well as some other site relics, are privately owned.

Only one main entrance to the village is available: it crosses the Imari River from the north. The entrance road then separates into two streets that serve as the village's main streets. One street travels east. The other street travels south and curves down when it reaches the end of the village. In fact, the roads lie almost parallel with the river lines. This causes some settlements to face towards or away from the rivers. Small arteries that serve as pedestrian pathways branch out of these two main roads. These small branches link settlements located on the other sides of the main roads.

For the most part, the scale of both the streets and the buildings is comfortable. The main streets are about 5-6m wide. The small pathways are about 2.5 – 3 m wide. The settlements are located very close to the roads. Some barely leave sufficient space for yards. The settlements are also located very close to one another. In some ways, the neighborhoods feel very comfortable.

The architectural characteristics of the buildings are undoubtedly traditional Japanese. However, the core characteristics of the neighborhood were derived from its composition and functions. These characteristics can be found inside each of the settlements/buildings. Almost every settlement relies on three types of functions: house, shop, and factory. Houses provide

living spaces, shops offer spaces to display and sell pottery, and factories are locations in which pottery is produced. Sometimes, the three functions occur within one building. However, some buildings only contain variations of two functions. These characteristics are visible throughout the village.

With respect to the village's characteristics, the spatial zoning of the National Heritage relics involves a level of complexity because the site is located next to the settlement. This high-value historical setting provides precious tourism resources. The market for Okawachiyama's famous original pottery has raised the villagers' standards of living. The pottery offers economic value and provides the village with a sense of identity. On the other hand, urban livelihoods provide the village with authenticity and an abstract heritage.

3.3 The Various Conditions of Private Sites

The distinctive composition of the village is illustrated by the functional variations mentioned earlier. The side-by-side placement of shops, pottery factories, and houses on many privately owned lots gives the village a peculiar character. Other combinations include house with shop, shop with factory, and house with factory. These arrangements are decided based on owners' needs. (

The decision to combine living spaces, commercial areas, and work areas in one building or on one lot expresses the villagers' desire to live and work efficiently and effectively. A series of pottery production activities are performed inside each factory. Then, completed pottery is transported to each shop for display and sales. In these cases, the underlying purpose is to assure buyers or tourists that all types of pottery sold are original. This issue is very important because each factory owner focuses on the high quality of their products.

Shop, house, and factory combinations can be found in almost every settlement in the village. Shops are located in front of settlements. They face the street. Houses are located in the middle and factories are located in the back. Usually, the entrances to each function are kept separate. Thus, even though the functions are mixed, clear distinctions are made between each function. Shop and factory is an additional combination. Usually, because of certain owner considerations, the houses are located on the other sides of the village. The other combination seen in the village is the shop and house type.

Living space, commercial area, and working area are put and mix together inside 1 building or one lot is expressing the need of the people to live and work efficiently and effectively. The series of pottery production activities are done inside of the factory; after that, the potteries are moved to the shop to be displayed and sell. The underlying purpose here is to give an assurance to the buyers or tourists that the potteries being sold are original. This issue is very important, since every owner of factory have the quality of their product as their top attentions

The composition which can be found in almost every settlement here are the shop, house and factory type. The shops are located in front of the settlement facing the street, the house in the middle, and the factory in the back. Usually the entrance to each function is separated so even though the functions are mixed but there is a clear distinction between the functions. Another type of composition is the shop and factory, usually the house is located on the other sides of the village because of certain considerations by the owner. The other type of composition is shop and house.

3.4 Special Characteristics of the Village

The village's spatial characteristics distinguish it from other villages. However, its arbitrary compositions sometimes present problems:

1. Combinations of housing, commercial, and factory functions, in relation to living spaces, can cause discomfort to both inhabitants and tourists.

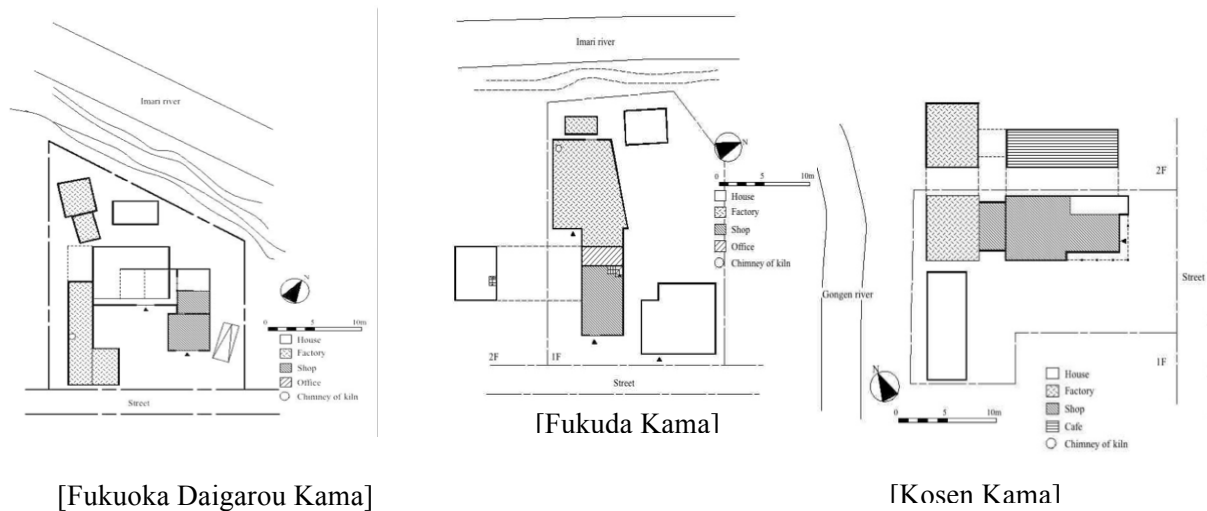


Figure 4. The Various Conditions of Private Sites on The Street

2. With respect to aesthetics, the village's zoning and site levels were poorly executed without benefit of rules and regulations. Therefore, the village's unique spatial characteristics can be vague in some areas.

On the other hand, the village's historical and cultural elements that contribute to the National Heritage site are not being used to develop tourism and a sustainable community. Current problems include:

1. The site relics are spread out on rocky mountainous land that is difficult to access on foot.
2. Small parts of the old kiln relic that includes the old workers' office and housing site are solely being used by private owners without government interference.

4. CONCLUSION

In this study, we examined two perspectives of space and history to organize the identity and intrinsic value of a village. We determined that:

1. The village's management has changed from private management to government management. However, some characteristics did not change: (a) the village's closed spatiality and its unique location, and (b) the village's ability to produce pottery. In addition, one village feature has changed in recent years: To address the needs of tourists, individual pottery stores have been added to houses.
2. It can be said further that it exists integrally is important is this interlocking is also important to each other. It is possible to find several problems and organize with improvement proposals for the problem below.

It should be noted that, currently, in Japan, principal and management divisions operate in parallel. Therefore, for each category, I will present suggestions for possible spatial improvements.

A. Information Disclosure of the Heritage Sites Managed by National and Local governments

To create meaningful historical sites for visitors and for villages, prior to the promotion of the use of public land near important historical sites, it is important to address conservation. In addition, the construction of certain facilities (e.g., guest houses, museums, and public information facility that links the historic sites) should be required.

B: The Landscape and the Townscape Conserved by the Community of Village

With respect to the current village that is located within the vicinity of the historic sites, it is important to organize a management policy for village landscapes based on a combination of the basic spatial element/unit = “kiln.”

C: Development of the Tourism Trail

Finally, I would like to highlight the connections that exist among the village’s space, pottery, tourism, and the importance of maintaining the Tourist Trail. Because routes that travel across private land (other than the main street) are available, cooperation among administrators and citizens is essential to the development of this route.

During the review process, people will gain a better understanding of village’s history and space. This will ultimately transform into to a better understanding of the entire development, including the historic sites.

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