

Inhabitants' Response to Marine Resort Development

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1. About the Utsumi Beach/Port Basic Plan Area

[1] Location of Ise Bay

The present survey covers a local port area in the northern part of the Chita peninsula in the eastern part of the Ise Bay opening to the Pacific in the central part of the Japanese Archipelago. Having played a considerable role in the economic history of the modern Japan, the Ise Bay played an important part in the present day Japanese economy as well. Inhabitants' aspiration for construction of the New Chubu International Airport is increasing with the coming 21st century in mind. Both the private and public sectors are working together to find ways to leave important assets to the future generation.

Also, with three rivers of Kiso, Nagara and Ibi flowing into the bay, the area poses an important question regarding how to strike harmony between environmental conservation and urbanization/industrialization, etc.

[2] Location of the Chita peninsula

In between the Ise and the Mikawa Bays the Chita peninsula extends some 40 km from north to south, covering an area of about 376 km². It is a long and narrow peninsula with a mild climate where it seldom snows. The temperature averages 16.5°C annually with the winter average temperature of 5°C more or less.

[3] Utsumi Area

Utsumi is a seaside area facing Ise Bay extending to the Pacific and backed by gentle slopes running down the middle of the Chita peninsula. It is located in the northwest part of Minami Chita town, at the southernmost part of the peninsula. There is a total of 1718 households with a population of 5245 (male: 2718; female: 2527) as of October, 1985.

The Utsumi beach extends for some 3 km. With the Utsumi river as the border, the western part is called Chidori-ga-hama, while the eastern side is called Higashi-hama. During the summer season, it has more than 1.5 million visitors, and more than 2 million tourists come annually. The Utsumi beach is reached in 15 minutes on foot from Meitetsu R.R.'s Utsumi station and also by way of National Route No. 247, Chita Peninsula Road, the major local road of the Handa/Minami Chita line. The number of cars and railway passengers reaches its peak in the summer. After that, the area runs out of parking space. Thus, access by sea must be considered in the future development.

[4] Utsumi Port

A local port in the northwest portion of Minami Chita town, Utsumi port, is managed by Minami Chita town. It has 48 ha of public water and 3.3 km of anchorage, where only the seashore is utilized and small pleasure boats are moored. Chidori-ga-hama, a swimming resort located in the port area, is known for having the world's finest grain of sand, and its beach is so beautiful as to be acclaimed as 'Number One' in the Tokai area.

2. Utsumi Beach/Port Basic Plan

In addition to areas for swimming, seashore fishing and seashell hunting which attract more than 1.5 million visitors annually, the Utsumi port area is endowed with highly recreation-oriented resources, such as a natural seashore environment. The plan aims to develop a seaside resort base, improving supporting facilities, moving the port area to another location and making use of the natural environment.

The port area is designated as an ordinary area in the quasi-national park. Therefore, the ways to coordinate the improvement plan with natural and environmental preservation and to consolidate facilities, especially those including swimmers' accommodations scattered all over, is important.

- [1] To develop the area as a seashore and off-shore recreation type resort.

The seaside promenade will be improved along the swimming beach with development of a sea-faring recreation resort in mind.

- [2] To develop an all-season type resort to cope with diversified recreational needs.

To turn a summer resort to an all season resort where various sea-faring recreational activities are enjoyed by improving facilities to meet diversified recreational needs. Facilities must be improved with a view to conserving the natural environment at the seashore and attracting people to the wider area than just a single spot.

- [3] To coordinate resort development with existing port facilities and the natural environment.

Drift-net fishing and seaweed culture are underway at the waterfront of the Utsumi area with various designations such as the seashore preservation area, semi-national park designations enforced. Harmonized development is called for.

3. Survey on Inhabitants' Reactions

Prior to implementation of the above plan, a survey of the inhabitants' requirements and awareness was conducted to find ways to coordinate development with the local people's idea.

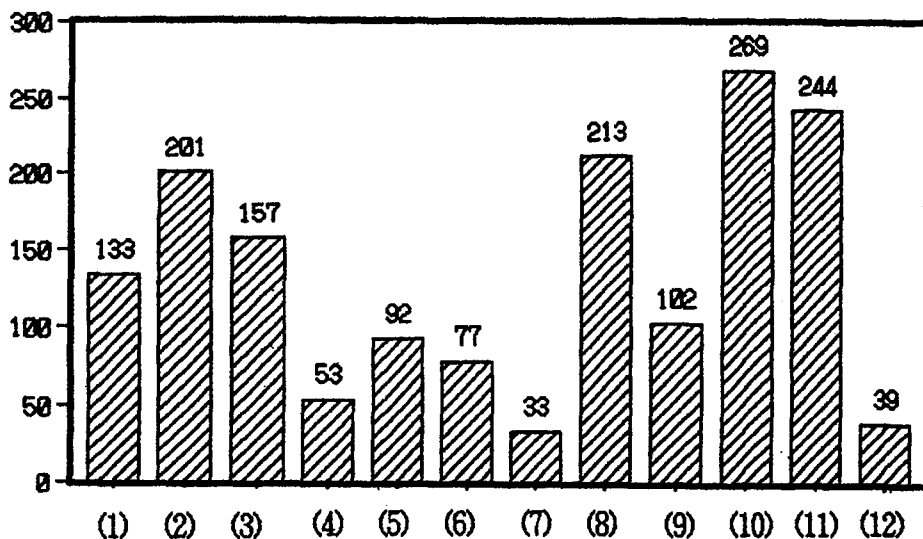
Ear-marking the new Utsumi port and adjoining seashore as the center of seashore type recreation, Minami Chita town sent out questionnaires to its residents to collect basic data for the seashore resort plan (Marina and seaside promenade plan). What follows is the results of people's reply to the questionnaire:

- [1] Desirable marina facilities

The greatest need "a marina equipped with recreation facilities including accommodations", followed was by "a marina where a yachting class or some youth training courses can be conducted", "a high class marina as the central attraction of a tourist resort", "a public marina mainly for sports fishing boats".

The pleasure boat owners accounting for about 40% of the residents are engaged in the fishing industry. Therefore, unlike non-owner residents who opt for "a marina equipped with recreation facilities including accommodations" and for "a marina where yachting class and youth training course could be conducted", owner-residents wish to have "a public marina mainly for sports fishing boats" most. Then comes "a marina mainly for the inhabitants' boats".

「 Inhabitants' "Desired Marina Facilities" 」



- (1) Full-fledged marina mainly for cruisers
- (2) Public marina mainly for sports fishing boats
- (3) Marina mainly for the inhabitants' boat
- (4) Marina for boats of non-residents who are from cities like Nagoya city.
- (5) Marina mainly for hotel guests' boat.
- (6) Marina for one-day tourists
- (7) Full-fledged marina for yachts
- (8) High class marina as the central attraction of a tourist resort
- (9) Marina where the visiting boats can be accommodated
- (10) Marina equipped with recreation facilities including accommodations
- (11) Marina where yachting classes and school children's training courses can be conducted
- (12) Others

More tourism related people opted for "a public marina mainly for sports fishing boats", "high class marina as the central attraction of a tourist resort", "marina where yachting classes and some youth training courses can be conducted", in order of priority for inhabitants in general. However, unlike the general citizen, they prefer "a full-fledged marina mainly for cruisers" to "the one equipped with recreational facilities including accommodations". The former "authentic marina" seemingly has more merit in attracting visitors as a tourist resource giving a better image to the area, while the latter "marina equipped with accommodations and recreational facilities" may have to compete with other similar facilities.

Resort apartment residents were not asked about "the desirable type of marina facilities". However, they wish to have "public and inexpensive facilities which can serve as the center of marine sports". About 24% of them wish to buy pleasure boats, while only 10% of the citizens wish to do so.

Asked if "they planned to own a pleasure boat as a service to the tenant", one resort apartment owner/manager out of eight replied "he had one already"; "four would consider the purchase"; and "three had no intention to do so".

[2] Facilities Required for the Seaside Promenade

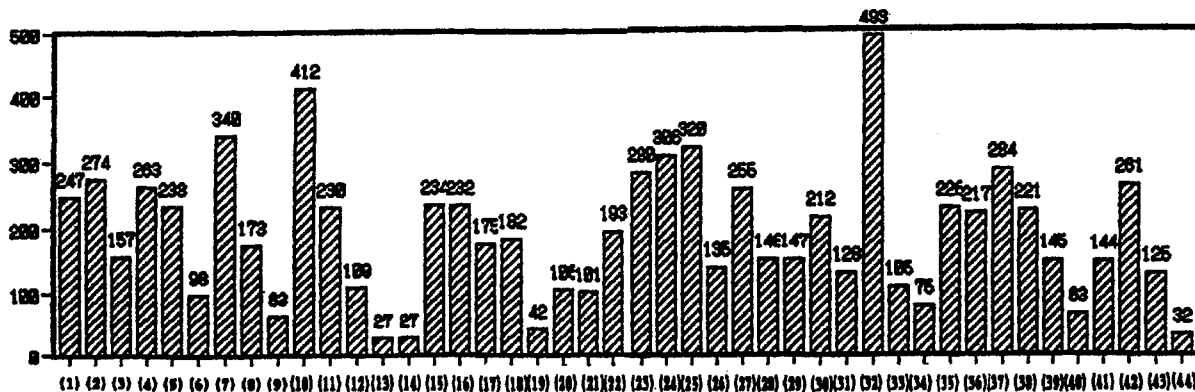
Among citizens, there is a strong demand for "a public restroom", "small park, green area & plaza", "pedestrian path", "stylish street lights & telephone booths", "first-aid center", "benches", "tall trees like palm trees" in order of priority. because at the seaside, a tourist spot centers around the natural beach, and visitors concentrate in the summer season for sea bathing, and up to now, there has been almost no demand for public restrooms or a small park available all year round. However, there is a strong demand now.

Aside from the sky, sea and greenery, there is nothing colorful, making the area desolate in the seasons other than summer. That is why fashionable things like "stylish street lights and telephone booths" are required as long as they will not interfere with the natural landscape of the tourist spot. In the Utsumi seaside area, higher priority is given to "pedestrian paths", "stylish street lights & telephone booths", "an information board", "observation post", etc. which takes tourists' convenience into account. Quite a few people find the seaside road without a pedestrian path(side walk), dangerous. Therefore, "a wider seaside promenade" and "a nature path", etc. are strongly required to ensure safe and leisurely walking.

"Stylish street lights and telephone booths", "a police station" and "a first aid center" are more strongly called for by recent residents than by those who were born and brought up in the area.

The more strongly one wishes to purchase a pleasure boat, the more one tends to opt for "tall and towering trees like palm trees", "a wider seaside promenade", "pavement made of tiles", "stylish street lights and telephone booths" and other landscape factors which fit the image of a marine resort suitable for pleasure boats or a marina.

「 Facilities Required by Inhabitants for the Seaside Promnade」



- (1) Means to prevent sand from being blown away wind
- (2) Tall trees like palm trees
- (3) Low height greenery
- (4) Nature path
- (5) Wide seaside promenade
- (6) Road where cars can be driven
- (7) Pedestrian path
- (8) Cycling road
- (9) Pavement made of tiles, etc.
- (10) Small park, green area and plaza
- (11) Observation tower
- (12) Fishing ponds
- (13) Electric cars (cars moved by electricity)
- (14) Coaches (horse and coaches)
- (15) Restaurants
- (16) Tearooms
- (17) Outdoor cafes
- (18) Shops
- (19) Open air booths
- (20) Open air market (drinking)
- (21) Automatic vending center
- (22) Tapping water quarter fountain
- (23) Benches
- (24) Stylish or modern street lights
- (25) Stylish or modern telephone booths
- (26) Stylish or modern road sign
- (27) Information board

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| (28) Showers | (29) Locker rooms |
| (30) Resting place | (31) Coin lockers |
| (32) Public restroom | (33) Charged restroom |
| (34) Information center | (35) Information |
| (36) Observation center | (37) First aid center |
| (38) Police station | (39) Bicycles for rent |
| (40) Roller skates for rent | (41) Marine recreation items for rent |
| (42) Children's game facilities | (43) Library |
| (44) Other | |

Among tourism-related people, want "public restrooms" as their highest priority, followed by "stylish street lights and telephone booths", "benches", "items effectively preventing sand from being blown away by wind", "a small park", "greenbelt or plaza", "information board", and "tall trees such as palm trees". This is not so different from that of the inhabitants in general.

Regarding a seaside promenade, great importance is attached to contact with nature, reflecting their aspiration for improvement of the facilities from the aesthetic viewpoint.

Resort apartment residents were asked as to "what recreational facilities are needed by Minami Chita town". "A hot spring/large public bath", and "outdoor bath" are the facilities most sought after. They wish to have "a public hot spring" most, which they could enjoy less expensively. Then, they want "pedestrian paths", "a swimming beach", "a fish market", "a beach for seashell hunting", "fresh fish cuisine", "a morning/open air market", "a fishing wharf", and "an indoor pool" in order of preference. Demand for "a hot spring/large public bath", "fishing wharf", "indoor pool", etc. seemingly reflects their aspiration for development of a tourism spot for all seasons or longer stays. Both inhabitants and tourism-related people strongly desire "pedestrian paths or a promenade" where people can enjoy walking safely and leisurely.

"The swimming beach and seashell hunting spots" are long cherished tourist resources representing the Tokai district. The desire for "a fish market" and "an open air market" shows citizens' high hopes to obtain fresh fin fish and shellfish at a low cost at the point of production.

[3] Town Building

Resort apartment residents requested the following for the town:

Beautification of the seashore is most desired. The dangerously narrow pedestrian path and driveway should be improved as soon as possible by widening them at least.

In terms of tourism, all season facilities should be constructed to develop a full-fledged seaside resort.

The tourism-related people required the following for the town:

Town building should be promoted making use of the natural environment for development of a tourist resort. Beautification of the seaside environment, development of hot springs, prompt development of road and traffic networks are most required to better Utsumi's image. The tertiary sector should extend its support or assistance to improve tourist facilities.

Questionnaire-based citizens' opinions of the Utsumi Beach/Port Basic Plan reflects important opinions of those who have regarded the sea as a part of their life. These questionnaire results should be taken into consideration in Utsumi's seaside development and environmental conservation with the 21st century in mind.