

# A Study on a Possibility of Adoption of Public Subsidizing Policy for Maintenance of Historical Architectures in Kyoto

## ~Focusing on the Conservation of Kyo-Machiya~

- C h .     Hidehiko KANEGAE (Professor, Dr.Eng, Ritsumeikan University)  
M e m .   Kenichi ISHIBASHI (Assoc. Prof., Dr.Eng, Nagoya Sangyo University)  
M e m .   Satoshi OTSUKI (Researcher, Ph.D., Keio University)  
M e m .   Masahiro SHIROTSUKI (Ph.D. Candidate Ritsumeikan University)

### [SYNOPSIS]

The purpose of this research is to find the effects of economic support for the maintenance of Kyo-Machiya in terms of presenting the economic value of the Kyo-Machiya landscape, which is a positive externality, and tourist's evaluation of the landscape.

Nowadays, the owners of Kyo-Machiya have the problem that they could not afford to pay the maintenance cost to prepare for earthquake and fire in their lives. According to the investigation of city government for Machiya plan (2000), the owners mentioned the troubles of both paying the maintenance cost and caring earthquake and fire more strongly than the inheritance cost in the question.

Therefore, the author tries to prove that the economic support for the maintenance would be better for preservation policy of landscape. The author employed economic value-analysis and evaluation-analysis, by asking the tourist by using questionnaire. The result of the former analysis by CVM presents that the willingness to pay of the landscape is worth 3,995 Yen.

The result of the latter analysis shows most tourists approve the preservation policy of city government. This analysis was done in simple-analysis, cross-analysis, principal component-analysis, and conjoint-analysis. As the result, it was found that most tourists know the fact that city government has laws to protect the landscape like the restriction for high buildings and advertisement boards, and designates some areas for the preservation. And, they like the landscape without electric poles, and the traditional landscape makes them feel Japanese traditional culture. Also, the author found by the conjoint-analysis that tourists think the landscape of Kyo-Machiya is more important than other resources in their trip of Kyoto.

The author raises three more points, if the policy of economic support for the maintenance would be exercised. At first, information asymmetry occurred between the owner and carpenter should be solved. Secondly, city government should decide how much Kyo-Machiya and which areas would be preserved. Thirdly, it should educate the owners in order to make them have the consciousness for the traditional landscape, because their actions influence it.