



QUALITY OF LIFE ASPECTS IN SUGASHIMA ISLAND COMMUNITY

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TABLE OF CONTENT

1	EXECUTIVE SUMMARY
2	INTRODUCTION AND APPROACH
2.1	Introduction
2.2	Group Discussion Approach
2.2.1	Step 1: Lecture
2.2.2	Step 2: Field Study
2.2.3	Step 3: Group Discussion
	1. Brainstorming Session
	2. Research & Analysis
	3. Conclusion & Recommendation
3	SUSTAINABLE COMMUNITIES
3.1	Definition of Sustainable Communities
3.2	What are the essential factors that make communities sustainable?
3.2.1	Focusing on Quality of Life (QoL)
	1. Internal Factors of QoL
	2. External Factors of QoL
3.2.2	Appropriate use of Innovation & Resources
	1. Innovation
	2. Resources
3.2.3	Collaboration with stakeholders
	1. Government
	2. Local Community
	3. Private/Business Sector
	4. Non-Government Organizations
	5. Schools
	6. Media
	7. Expert
3.3	Concluding Remarks on Sustainable Communities
	1. Correlation between External & Internal Factors
	2. Reason for Choosing Sugashima Island
4	HOW RESOURCES ARE MOBILIZED IN SUGASHIMA ISLAND TO ACHIEVE SUSTAINABLE COMMUNITY
4.1	Kaito Yumin Club Concept
4.2	How Sugashima Community Mobilize Resources
4.2.1	Development Focus: Social Environment
	1. Fostering Awareness from Early Age
	2. Ensuring Intergeneration Communication
4.2.2	Balance Development: Economic & Natural Environment
	Economic Environment
	1. Creating Platform for Business Opportunity
	2. Sustaining Local Economy
4.2.3	Natural Environment - Fostering Environmental Responsibility
4.3	SCOPE Model for Sugashima Island



5 CONCLUSION & RECOMMENDATION

5.1 Conclusion

5.1.1 QoL is Different by Each Region/Area

5.1.2 Sugashima Island is Very Strong from Social Aspect of QoL

5.1.3 Shimakko Guide is Powerful Tools to Enhance Social Aspects of QoL

5.2 Recommendation for Improvement

5.2.1 Increase Mass Media Exposure

5.2.2 Collaborate with Business Sector

5.2.3 Opportunity to Improve other Aspects of QoL

6 KEY IDEAS TO BRING BACK TO OUR COUNTRIES

According to the Situation in Each Countries

7 POSTSCRIPT

7.1 Lessons that your group learned through the Group Study activity

7.2 Challenges in proceeding with Group Study and how to overcome



1. EXECUTIVE SUMMARY

The objective of this study is to analyze Quality of Life (QoL) aspect in Sugashima Island. QoL factors will contribute to the sustainable community. The selection Sugashima Island is based on the three steps of Sustainable Community Study. First step was through general seminar and workshop. Second step was field study to Karahori, Nishiyodogawa, Toba City and Sugashima Island. From these four field study, general analysis on QoL aspect were conducted and identified. Through brainstorming session, Sugashima Island was selected as our main case study. As for discussion, we analyzed on how they mobilize resources to achieve sustainable community in QoL aspect. For conclusion, there is some recommendation for improvement for Sugashima Island to improve their QoL for their sustainable community. At the same time, the Shimako Guide concept they are practicing for their community opens the same opportunity for the other areas to implement the same concept.

2. INTRODUCTION AND APPROACH

2.1 Introduction

The term sustainable development was popularized almost 30 years ago in Our Common Future, a report published by the World Commission on Environment and Development in 1987. All stakeholder, from Government, private sector, NGO and civil society has accept this notion as visionary development paradigm (Drexhage & Murphy, 2010). A number of shortcomings are associated with maintaining sustainability in the midst of economic growth. These include environmental, social, and economic issues that affect not only the residents of the development, but everyone within the surrounding urban area (Churchill & Baets, 1999). Despite the effort in the past 20 years to enhance sustainable development metrics, and improved business and NGO participation in the sustainable development process. The concept remains elusive and implementation has proven difficult which results in unsustainable trends to continue and sustainable development has not found the political entry points to make real progress (Drexhage & Murphy, 2010).

The ASEAN countries has gone through an enormous period of economic growth. Development and economic growth have improved the quality of life for many people. On the other hand, Economic growth has often had negative environmental problems, and the gains have been uneven. Natural resources—land; water, and air—are degrading at alarming rates in many countries. This impact is more profound on poor people especially in developing countries, due to their high dependence on natural resources, limited capacity to adapt to a changing climate, and their limited resources to remedy the impact of such changes or to implement mitigating policies.



Our life is based on the natural resources in the forms of materials, energy, water as well as the land available. Without the constant use of natural resources, neither our economy nor our society could function. Due to the growth of world population, continued high levels of resource consumption in the developed world and rapid industrialization of countries such as China, India and Brazil, worldwide demand on natural resources and related pressures on the environment are steadily increasing. In 2005, by far the largest share of resource extraction took place in Asia (48%).

Some developing countries encourages the development of the industrial zone area and has suffered from big environmental destruction like an Air pollution, Water contamination, Land pollution, Bad smell, Sound noise, Pulsation, Ground sinking and others. Environmental risks such as the impact of global climate changes. We need to take care of environmentally-conscious sustainable community design.

Bartlett explained “sustainability” in the context of the First Law of Sustainability “You cannot sustain population growth and/or growth in the rates of consumption of resources”. The larger the population, the larger the rates of consumption of resources, the more difficult it will be to transform the society to the condition of sustainability.

We must first envision ideal society and global environment, then create a long term vision to realize our ideas and aggressively promote environmental conservation activity, global environmental conservation is challenge for which there is no second chance and we will never be able to sufficiently realize our vision if we act on our short term goal.

Human beings and communities are both the means and the ends of their development; we are both the decision makers and the primary benefactors or victims of our decisions. In addition to that development, we believe that each region has its own uniqueness in meeting their needs to sustain. Hence, community wellbeing stem from the degree of fit between an individual’s perception of their situation and their needs or aspirations relative to their living environment. Different community will define different aspects of quality of life, to attain sustainable community.

This paper seek to explore the definition of sustainable community in regards to quality of life. In addition, we also identify how the resources and involvement of stakeholder help the community to attain their quality of life.



2.2 Group Discussion Approach

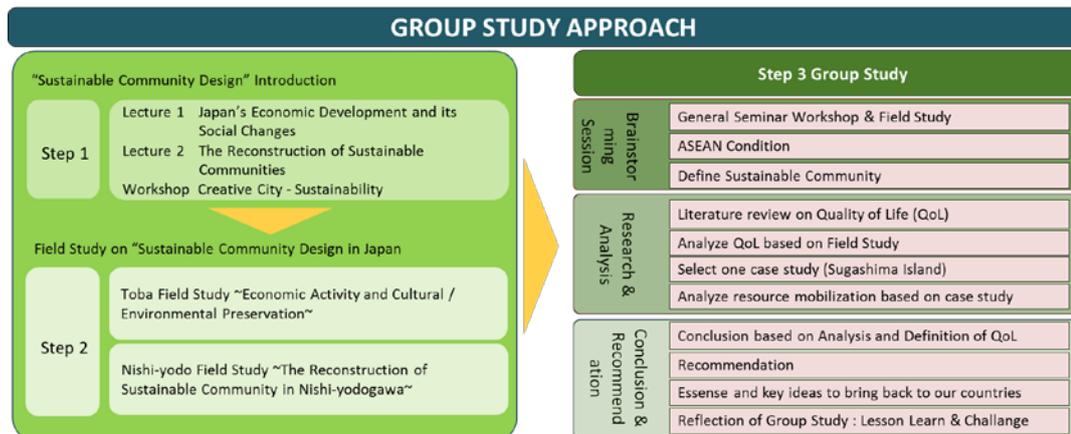


Figure 1. Group Study Approach

2.2.1 Step 1 : Lecture

1. Lecture 1 : Japan's economic development and it's social changes
Throughout the Japan modernization lecture, we learned that Japan faced with the pollution problem while they move forward to the economic development which caused health damage to the citizens in Nishiyodogawa. Because when we are going toward to the economic growth, we will affect to either social or environment if there is no precaution and counter measure.
2. Lecture 2: The reconstruction of sustainable communities
Precaution is the best option than reconstruction after the problem occurred because it will take time and we cannot compensate the health damage of the people in that area and sometimes it is too late to go back to the sustainability. People involvement is important and local government support, NGOs, NPOs, private enterprises also important to reconstruct the sustainable communities.
3. Workshop: Creative city sustainability
This is the one more step ahead to create the sustainable communities. There are not much creative city in the world as it is costly, can slow down the economy as economy growth and community development are first priority in the communities still. But the Karahori club try to organize the community by preserving the culture by using the modern technology and educate the local citizens to aware of the culture and environment.

2.2.2 Step 2: Field Study

1. Nishiyodogawa Field Study: The Reconstruction of Sustainable Community in Nishiyodogawa

After the crisis was over, local citizens didn't felt safe to live in Nishiyodogawa and want to move out of the town.

2. Toba field study: Economic activity and Cultural/ Environment preservation

We learned the important of economic activity and preservation of cultural and environment in Toba. Ama play very important role for economy, cultural and environment as they understand that resources are limited so they limited the diving hours and time very strictly so that it will last long for the future generation as well.



2.2.3 Step 3: Group Discussion

1. Brainstorming Session

Our first step in group study was brainstorming session. During this brainstorming session, we discussed and recalled back our understanding of sustainable community based on general seminar and field study that we went through. All of our team members gave input on what we have learnt for both general seminar and field study. We also focused our discussion of ASEAN countries condition in relation to sustainable community. Most of ASEAN countries have common issues related to the environment such as air pollution, water pollution as well as management of natural resources. From the brainstorming session, we managed to define our first question 'What is Sustainable Community'. Our definition of sustainable community related to Quality of Life aspect.

2. Research and Analysis

To gain deeper understanding for our findings from the Brainstorming Session, we proceed to literature review, mainly touching on aspects of quality of life. Then we analyze the four case studies in Karahori, Nishi Yodogawa, Ama culture and Sugashima based on the definition of quality of life we have defined. We found there are some common aspects as well as different ones due to the situation in reflecting to the quality of life. Based on the analysis, we selected Sugashima Island for our research on how they mobilize the resource to achieve their quality of life and the sustainable community.

3. Conclusion and Recommendation

This is very important part of our group study as it concludes all our researches and insights on what we have seen and what we have found from our discussion reflecting to our the definition of sustainable community and how do they mobilize resource to achieve the quality of life for the sustainable community for the selected case of Sugashima Island. We also provide some recommendation for improving the quality of life of the Island.

From the conclusion, our group members reflect the case study to our country situation particularly in achieving quality of life for sustainable community. At the end of the discussion, we present our challenges with ways of overcoming those challenges and lesson learned from our group study.

3. SUSTAINABLE COMMUNITIES

3.1 Definition of Sustainable Communities

Based on our literature review there are several definition of sustainable community one of them is from:

"Sustainable society - Society whose long term prospect for continuing to exist are good. Such a society would be characterized by an emphasis on preserving the environment, developing strong peaceful relationships between people and nations, and an emphasis on equitable distribution of wealth."

Coop America Quarterly, No. 37 Summer 1995.

This definition encompass that sustainable refers to society's prospect of continuing its existence. With the characteristics of balance development between aspects related to environment



Based on our literature review and analysis on field studies we define sustainable community as:

“A community that able to preserve or improve quality of life with the aid of appropriate innovation and resource with the involvement of all stakeholders.”

Quality of life has also been defined “as the satisfaction of an individual’s values, goals and needs through the actualisation of their abilities or lifestyle” (Emerson, 1985, p. 282). This definition is consistent with the conceptualisation that satisfaction and wellbeing stem from the degree of fit between an individual’s perception of their objective situation and their needs or aspirations (Felce & Perry, 1995).

3.2 What are the essential factors that make communities sustainable?

3.2.1 Focusing on Quality of Life (QoL)

For a society to be sustainable, it is important for the people’s basic needs to be fulfilled before considering the other elements. For our community design, we aim for quality of life which we define based on our reference of Quality of Life concept and field study.

In the purpose of getting a more comprehensive view of sustainable community, this section will focus on aspects in quality of life in a community.

Quality of life has so long been a debatable concept, due to the complexity of the concept, plenty and variety of the factors determining quality of life, a wide range of levels and kinds identified in the scientific literature. Some stressed on the economic aspect, but economic effectiveness itself does not guarantee ecologic and social sustainability because economic indicators used do not reflect it.

Therefore, assessment of sustainable development needs integrated approach, a set of multi-dimensional indicators, which evaluate both separate parts of the system and their relationships.

One of the definition commonly used for quality of life is:

“An individual’s perception of their position in life in the context of the culture and value systems in which they live and in relation to their goals, expectations, values and concerns incorporating physical health, psychological state, level of independence, social relations, personal beliefs and their relationship to salient features of the environment quality of life refers to a subjective evaluation which is embedded in a cultural, social and environmental context. “

(World Health Organization Quality of Life (WHOQOL Group, 1995).

The model of quality of life distinguishes external and internal environment, each of them in turn containing four groups of factors. External environment of quality of life encompasses factors, which are not regulated by public policy (climate conditions, quality of natural environment) and those regulated by public policy (political stability, political rights and civil liberties, corruption, economic growth, social security, etc.). Those factors, which mostly depend on the individual himself, are classified as belonging to the internal environment of quality of life.



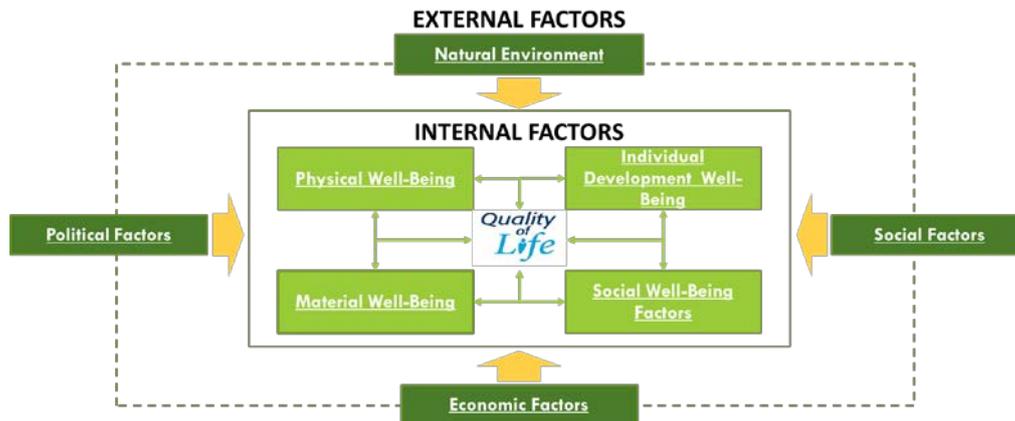


Figure 2. Quality of Life Diagram

Economic Environment

It has long been accepted that material wellbeing, as measured by GDP per person, cannot alone explain the broader quality of life in a country. There have been numerous attempts to construct alternative, non-monetary indices of social and economic wellbeing by combining in a single statistic a variety of different factors that are thought to influence the quality of life. Economic Environment we convey in this paper includes aspects such as sufficient income and job opportunity.

Social Environment

Social environment (living and working conditions, accessibility of education and healthcare services, social inequality), in which a person is living and other people and organizations (family, friends, various communities) with which he is interacting directly affects person's quality of life. It must be noted that large differences in social environments in various countries determine the growing differences in quality of life: there are significant differences in life expectancy and morbidity between the wealthy and the poor, the well-educated and uneducated, manual workers and professionals.

Natural Environment

Research indicates that individual opportunities to seek quality of life to a large extent depend on natural environment and its quality. In spite of still conflict-ridden relationship between a consumer society and nature, both scientific literature and public policy makers more and more often speak about the quality of natural environment as a value. It is interesting to note that adverse climate conditions, poor biological and landscape diversity, increasing energy demands resulting in growing greenhouse gas emissions have negative effects not only on balance of ecosystems, but on people's quality of life as well.

Political Environment

Empirical studies and foreign countries indicate that countries with long-standing democratic traditions and unrestricted human rights and liberties have better chances for achieving high quality of life than those countries, which have totalitarian regimes, unstable political situation, and flourishing corruption and crime.



Physical Well Being

Physical well-being includes such factors as health condition, independence (ability to move and work), and personal security. This group of factors encompasses physical condition (pain and unpleasant sensations; energy and fatigue; sleep and rest) and functional condition (individual's physical capacity, communication ability, emotional condition). The latter factor describes individual's ability to perform daily tasks. R. L. Schalock (2004) suggests a wider understanding of physical well-being and supplements health factors (physical condition, nutrition, activity) with leisure – rest, entertainment, and hobbies.

Material Well Being

From the economic point of view, another group of factors affecting quality of life is important. It is material well-being. On the level of individual's quality of life, material well-being includes such factors as a financial situation (income and accumulated wealth), living/housing conditions, and employment.

Social Well Being

Social well-being constitutes probably the largest group of factors affecting quality of life and is gaining prominence in quality of life research. Such factors as income and material assets are pushed aside by social wellbeing factors, bringing family, social life, and leisure to the center of the stage. The drive of the industrial consumer society to earn as much money as possible reduced amount of free time and disrupted work-rest balance, hence the importance of leisure and time with a family for quality of life had grown.

Individual Development Well Being

Individual development in term of education system to focus on the factors in life that promote wellbeing, rather than turning out pupils focused on fulfilling roles as economic actors and consumers. The precise nature of this education remains to be developed, but it would enhance social and personal confidence and promote strong personal and social relationships.

1. Internal Factors of QoL

From the internal and external factors of Quality of Life (QoL) discussed, we did research and study based on field study that we went through such as Karahori, Nishiyodogawa, Ama culture and Sugashima Island at Toba City. From our observation, all of the people living in this area are having happy and contented life with what they are going through now. We analyzed all the factors of quality life which contributed to their sustainable community life. There are a total of 4 dimensions in the internal environment:

1. For physical well-being, quality of life can be achieved if there is minimum health problem, which some of measure and policy taken to prevent future health problem. Every people in the community are looking for healthy lifestyle without any pressure and implication from health problem. They yearn for good lifestyle not only for present generation, but also for the next generation.
2. Under material well-being, the main focus is business creation based on local resources should create job opportunities for the community to have sufficient income live on and be able to buy/rent house for their family. Although from the



view of outside people, they are still lack in term of economy growth, but as long as they are happy and satisfy with what they have, it would not give any impact to their lifestyle.

3. Social well-being been defined as when there is time for interaction and participate in activity together. People will feel happy when they can meet and share the same interest with their community. Sense of belonging to their community and environment will foster bond within community and can avoid conflict within community. Besides good health, people also need good environment for them to live on. Good environment not only refer to natural environment, but also refer to the community they are living in and interaction with other during their leisure time.
4. Another internal factor is individual development well-being in term of education and availability to information technology. It is an essential element that availability to education from the young age so that they can get early awareness and knowledge at the earlier stages of their life. Education from early stage would also impart the needs for continuity of culture from generation to generation. It would help to preserve their traditional culture to young generation such as Ama culture in Toba City. Besides learning by theory, there is also good opportunity to learn by experiential learning of the environment and other culture as experienced by Eco-Tour kids guide Sugashima Island. The school kids experience various culture and background by doing Eco-Tour guide activity. They could interact with different people from different background and culture.

2. External Factors of QoL

Beside internal factors, external factors of QoL also give impact to the sustainable community life of the people. There are total of 4 factors of the external environment of quality of life:

1. For social environment, community would prefer to have easy accessibility to public services and social equality. Social environment contribute to opportunity for communal activity, opportunity to share information and express opinion through media like Nishiyodogawa air pollution case as well as access to other services like education centre, day care centre and healthcare. Community life would not be convenient if they cannot access and get what they require especially for public services.
2. As for political situation, what the community desire is for political stability and civil liberties. Generally, political situation is not observed in most of the case study, except for Nishiyodogawa air pollution case, where local community fight for their right against the government. For them, air pollution case was one of the violations of human right. Lawsuit by the local community to the government showed that public have the right to defend their right and get what they should get which government cannot abridge. Stable and dynamic political environment is important so that everyone can get equal right for their life.
3. Natural environment refer to quality of natural environment they are living on such as clean air and clean water. Good and healthy environment lead to good and healthy lifestyle. For some reason, some of the authorities establish initiative in



maintaining good environment and ecological balance so that next generation would be able to live in with the same environment as the present generation. For example like case of Ama culture, they have regulation for catching abalone. Ama can only catch abalone with the right size so that small abalone can grow up to their mature time. This kind of regulation is important in order to maintain the population of abalone so that they can continue Ama traditional job as their unique culture.

4. Finally, when we discuss about quality of life, economic factor pose substantial impact on quality of life. Economic factor usually refer to economic growth of the community area as well as job opportunity they have to help their life. In order to achieve quality of life, community economy growth and planning contribute to personal income. Besides utilizing existing natural resources for economic growth, other business related to the community also might help to provide job opportunity. Community will live happily if they can have sufficient income to support their life and family, which also somehow affected by the economic growth of the city itself.

In conclusion, for all the case study we attend and learnt, most of them focus on the aspect of QoL discussed above to achieve their sustainability community life. As for Karahori, they focus on culture preservation which gives impact to their economic growth. For Nishiyodogawa area, the community really care about their quality of life starting from having good physical and social well-being when they call for specific measure to improve the air quality. Presently, they are sustaining and putting efforts to maintain their healthy environment for the next generation. In Ama culture case, for them having happy living/life environment is more important for the community to preserve culture and natural resources they have. Lastly for Sugashima Island area, they focus on education/innovation of human capacity from the young age, therefore instilling a sense of belongings to their community.

3.2.2 Appropriate use of Innovation & Resources

Innovation

Sustainability drive innovation by introducing new designs constrains that shape how key resources are used in the community. We observed in most of our field study that communities implement strategies which integrated the social, environment and economic sphere of development to foster greater collaboration among the stakeholders.

Although innovation is highly correlated with advancement in technology, some of our field study results imply different approach of innovation. In Toba city, through diversification of business, they expand into other economic activities such as eco-tourism. By entering into another business sectors, not only help in the growth of the community, and also complement other product that are stagnant in growth.



Unique approach toward student eco-tourism guide was a value added services and it display a differentiation in the service they provided. Furthermore, instead of constructing on the current landscape while driving towards tourism, they work around the environment while preserving the natural landscape.

Resources

With the scarcity of resources for the community is a constraint, capital utilization is imperative to maximise the output of the community. At a point of time when fishing industry are at it constant growth with no opportunities to expand, potential economic activities such as tourism might be able to complement with each other creating a value added product. It has little or no value when consumed alone but when combine with eco-tourism industry, it adds to the overall value of the services. With the complementary factors in place, we can fully utilise the resource within the community.

3.2.3 Collaboration with stakeholders

1. Government

The government is the largest consumer of energy and has the largest impact on the environment. For this reason, the governments should incorporate sustainability principles in their internal operations and regulation. In developing countries such as ASEAN countries, the role of the government is even of a greater implication. In terms of sustainability, the governments need to encourage companies to address global environmental issues. For example in Toba City development, government play major role in planning for the sustainable of the city itself.

2. Local Residents (Community Members)

The Local Residents (Community Members) is responsible for their local community, cultures, and economic activities. Therefore, the communities have to be independent and self-reliance in order to improve their own community and are required to actively participate in urban development.

For example in Nishiyodogawa case, local residents are involved to solve the environment issue like air-pollution, asthma as the responsible to the community.

3. Business Sector

The Business Sector plays an important role in advocating the consumption of resources so that they can utilize their resources with the concept of minimum usage of local resources but producing maximum benefits. In order to encourage participation from local community and promoting economic growth, the community should be given the opportunity to innovate their creativity in working with limitation of local resources.

To achieve that, the Business Sector needs to be stimulated towards more economic activities and integration of various businesses cohesively in the local areas. It is possible to enhance the sustainable growth potential for them. For example in Ama-culture case, they are own business by maintaining the cultural and natural resources.



4. Non-Government Organizations

The Non-Government Organizations should support local community in achieving sustainable living style by creating enabling environment for the local community to be actively involved in planning, designing and implementing any aspects of development such as economic, education, community wellbeing and environmental initiatives.

5. Schools

The Schools need to play its role effectively in order to help all the children learn better and reach their fullest potential in local community. For this reason, the School should be become main platform for the education of the students such as Eco Club activity in Nishiyodogawa area which focus on educating students on environment issues.

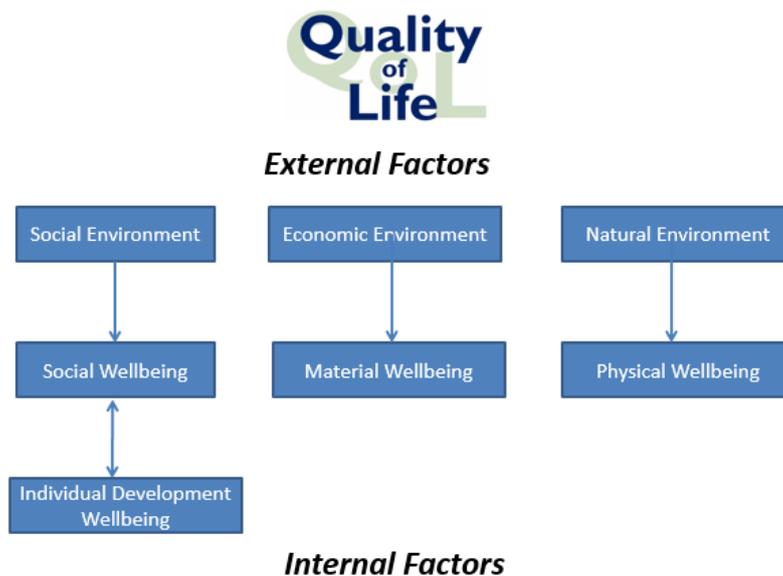
6. Media

The function of mass media serves as an agent to disseminate information to the masses with different target of audience. Mass media play a very prominent role in our lives. They are used to communicate and interact with people from various walks of life. They have the potential to increase the quality and quantity of small business reporting with targeted and sustainable advocacy initiatives with the involvement from various stakeholders.

7. Expert/Researchers

An expert plays a crucial role in engaging with the community to give opinion based on his experience, knowledge and expertise. He can provide valuable insights, in depth knowledge of subject matter that enhance the community understanding of a given process.

3.3 Concluding Remarks on Sustainable Communities



Based on the analysis of QoL factors from our field trip study, we found that external factor really give impact to internal factors in order to achieve



quality of life of the community. Social environment factors will influence the social wellbeing and individual development wellbeing such as the community lifestyle and education level. If the community can live in good social environment, they can interact with each other happily. Social environment aspect such as good accessibility to public services will help to fulfil community’s personal need for education system as well as the communication platform within the community.

Economic environment will influence the material wellbeing of the community. Economic growth of the community area and job opportunity will help towards their personal income. The sufficient personal income will be able to support their life and family, also providing the appropriate house for their living.

Finally, natural environment factor will influence the physical wellbeing. Healthy environment lead to healthy lifestyle and good health condition every personnel need. Climate change and poor environmental condition will have negative effect not only on balancing ecosystem but on people’s quality of life as well.

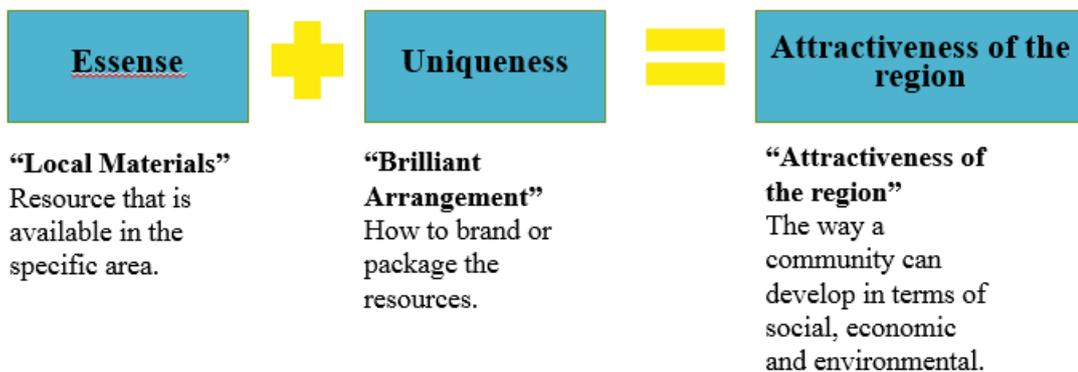
From the theory part of factors of QoL, political environment include as one of the external factors that contribute to QoL. However, from the case study that we went, no political aspect was observed especially for our main case study, Sugashima Island. The reason is maybe due to no political interest at their stage of sustainable community at the moment.

From all the case study above, we chose Sugashima Island as our main case study because of following reasons:

1. Sugashima Island seek to develop a community that is ensure the wellbeing of the citizen.
2. Shimako guide activity is very simple approach, but yet act as a good platform to promote sustainable community that is socially strong, environmentally sound and economically feasible.
3. Opportunity for implementation of the Shimako guide concept not only in Sugashima Island but also to the other area in Japan and also globally.

4 HOW RESOURCES ARE MOBILIZED IN SUGASHIMA ISLAND TO ACHIEVE SUSTAINABLE COMMUNITY

4.1 Kaito Yumin Club Principle



Based on the diagram, essence is considered unique local material/resources that available in specific area which might not available at other places. While



uniqueness define as tool/method to mobilize the essence to make attractiveness of the region (sustainable community). We analyze resource mobilization in Sugashima Island based on this principle, which will be explored on the next section.

4.2 How Sugashima Community Mobilize Resources

A sustainable community’s resources and opportunities are available to everyone, regardless of ethnicity, age, gender, cultural background, religion, or other characteristic. Adding on, it does not deplete its resources; destroy eco system, and building a resilience community to its future generation. A responsible community see itself as existing within a physical environment and natural ecosystem and tries ways to co – exist with the environment. It does its part by avoiding unnecessary degradation to the eco-system. It tries to replace detrimental practises with those that allow ecosystem to continuously renew themselves. In some cases, protecting what they have by finding ways to redirect human activities and development into less sensitive areas.

4.2.1 Empowering Human Resource to Strengthen Community Bond

During our field study in Sugashima, we have identified 3 types of different resources. They are as per table below:

Types Resources Unique to Sugashima Island			
Human	Natural		Cultural
	Consumable	Non-Consumable	
<ul style="list-style-type: none"> • Community member • Teachers • Parents • School students 	<ul style="list-style-type: none"> • Abalones • Seaweeds • Shark meats 	<ul style="list-style-type: none"> • Beach 	<ul style="list-style-type: none"> • Shrine • Lighthouse

From all the resources mentioned above, the community mobilize their resources to achieve all the QoL factors so that they can achieve sustainable community. Social environment contribute to social wellbeing of the community. To achieve social environment, they educate school student to be tour guide as a learning process for them to appreciate the environment and enhance communication skills. Kids will have sense of belonging to their island and will appreciate their community more. Costanza et al. (1991) stated that "humans have special place in the system because they are responsible for understanding their own role in the larger system and managing it for sustainability." Based on this statement, it is clear that education from the young age will give more knowledge to the kids and they will realize the important role of their generation to preserve their culture and improve the life of their community.

Through Shimako Guide activity, the kids have the chance to spend time with neighbours while introducing their island to the tourist. By exchanging views with those people, they can have more interest of the island and can foster their hearts to value the culture and nature of the island, as well as the ties between the people. At the same time, it extends the communication capability of human resources responsible for the future. With such program in place, it develops not only fundamental principle of declarative knowledge and terminology, it also instil soft skill such as personal, social, interaction development, inter personal skill such as speech, language and communication skills. Teachers and parents also are very supportive for this kind of program.



The children of Sugashima are strength as human resources. This is because, from the point of view of sustainable community, the young generation of human resources is very important. Education through Shimako guide has helped the formation of a sense of belonging to the island. At the same time, it develops the communication capability of the young generation who will be responsible for the future.

Sugashima Island also uses their existing natural resources to improve their social environment factor. They have beautiful beach and shrine as part of tourist attraction. Through this activity, community become happy since they can organize some events to welcome the tourist to their area such as Ama festival. During this event, Ama will catch the abalone in the sea, and the one who catch abalone first will become Ama leader for that year. This event held once a year but it will strengthen the bonding within the community as they enjoy the event together. This kind of event also make tourist happy and appreciate the way they preserve their unique traditional culture. Despite Sugashima's characteristics of a small land area, they have forged strong bond among the community. They have built relationship with one another, actively involved in the community activities. The bond within the community has given meaning and richness to their work and their daily lives.

Utilizing existing resources to enhance the tourism of the island.(Natural resources; Lush island, beautiful landscapes, coastal seafood and nostalgic streets / Human resources; Tour guide, children in island, shops, restaurant, hotel, water taxi) Particularly "Ama" culture in the Sugashima Island has very unique characteristic. With it unique characteristic, it had become a distinctive tourist attraction. To bring this tourist attraction to the next level, they are aiming to be registered under the UNESCO cultural property.

4.2.2 Creating Platform for Business Opportunity

As for economy factors, Sugashima Eco-Tour guide activity give opportunity for the local people to get more income through introducing their local products to the tourist. They can use their natural resources such as abalone, seaweed and shark meat to sell to tourist. In other time with kids as tour guide, the local villagers will provide lunch box to the tourist as well as to the kids. The lunch boxes are made from their local natural resources.

Other business such as boat services, restaurant and small retail will help them to improve their economy growth. They use this opportunity to make profit from these businesses besides introducing their island to the tourist. As discussed in the part 3.1, business creation based on local natural resources will give sufficient income to the community.

4.2.3 Fostering Environmental Responsibility

Finally, for the environment factor, Sugashima Island uses their existing natural resource to protect and preserve the clean environment such as big trees and beach. These natural resources are important so that the community would be able to have clean air and clean water for the living. The healthy natural environment will lead to healthy life of physical wellbeing of the community. Good physical wellbeing like health condition and personal security are the first thing people would need in order for them to survive and work on.

Through Eco-Tour guide, the kids investigate the island with interest, in order to let people from outside the island know what they love about the island, where they lead their casual life and what they want to boast of it. Sometimes, the kids' invite



some of participants to clean up the beach, which some of the guest complained that their beach is dirty and have lot of trash. This kind of the activity will reflect back to the way of they care about their environment for the healthy lifestyle.

As for the conclusion, the way they are mobilizing their resources influence the factors of QoL they want to achieve and require. External factors of QoL will give impact to the internal factors of QoL. As for Sugashima Island, they mobilize young generation to appreciate their natural and to help for their economy growth.

4.3 SCOPE Model for Sugashima Island

SCOPE stands for situation, core competencies, obstacles, prospects and expectations. It not only analyzes internal and external factors, but it also attempts to align the internal with the external to provide a road map of strategic development. Situation refers to prevailing conditions under which everything must be considered, while internal core competencies of the business are aligned with external prospects. Obstacles and expectations can be either internal or external. This model can present more information and has more flexibility than SWOT.

Situation	
<ul style="list-style-type: none"> Sugashima Island develop a community that ensure the wellbeing of the citizen → strong social factor of QoL Economic factor of QoL has more potential to be improved 	
Core Competencies	Prospect
<ul style="list-style-type: none"> Unique culture/heritage Unique local product Human resource (student guide) Strong community bond Involvement of private company Good support from education institution to incorporate shimakko guide as syllabus of the curriculum Local government effort to preserve uniqueness of their culture and resources 	<ul style="list-style-type: none"> The Island will be more publicly visible through increasing mass media exposure. More collaboration between many private companies and local government to initiate new business for all people in Sugashima Island. Shimakko guide model can be replicated and capitalized for other place in Japan or even overseas.
Obstacles	
<ul style="list-style-type: none"> Lack of fund from nation government Lack of cross-border cooperation No secondary school on the island Lack of tourism promotion activity No support from national government preserve Ama Culture Declining in number of Ama diver endangered unique culture Declining number of abalone Declining population of young generation 	
Expectation	
<ul style="list-style-type: none"> More tourist will come visit More investor come to island to do business Shimakko guide can be spread out 	

From the SCOPE model that we analyzed, we found that Sugashima Island develop a community that ensure the wellbeing of the citizen with strong focus on social aspect of quality of life. However we also identified some potential prospect to be developed such as collaboration between many private companies and local government to initiate business for all people in Sugashima Island, as well as their good approach of Shimako guide eco-tour model.

With the improvement and support to overcome the obstacles they have, we see the potential of their island to meet our future expectation from the economy aspect of quality of life such as more tourist and investor to come to the island, also the spread of Shimako guide eco tour model to the other area abroad.



5 CONCLUSION & RECOMMENDATION

5.1 Conclusion

QOL is different by each region/ area

Quality of life adopts a broad perspective in practise the pursuit of sustainability is fundamentally a local endeavour because every community has different social, economics, and environmental needs and concerns. And in each community the quality, quantity, importance and balance of those concerns is unique (and constantly changing). For that reason, we tend to define of sustainability mostly in terms of local action and decisions. The best mitigation efforts also tend to be locally based. Each locality must define and plan for quality of life it desires and believes it can achieve for now and for future generation.

Sugashima Island is very strong in the social aspect of QOL

Sugashima Island creates vibrant new communities that offer residents quality of life and that open up new opportunities. A community that are well balanced, integrated, sustainable and well connected, think about building for a wider needs of the whole community, not just focus on economic growth like any other method.

Shimakko guide is a powerful tools to enhance social aspect of QOL

Based on our case study in Sugashima Island, we focus more on social aspect of quality of life. A community based approached to meeting the basic needs through the empowerment of local communities while ensuring the protection and optimal utilization of natural resources within the community. Our priority is capitalisation on human development especially the young generation in preparing them for the future of the community. Hence environment education through “shimakko eco tour guide” to encourage the active participation with the local resident to enhance their life skills, adaptability and to enable them to attain a sustainable live hood.

5.2 Recommendation

5.2.1 Increase Mass Media Exposure

As the Island is so successful in preserving the environment and preserving natural resource and culture, there should be heavily advertised on media, TV and newspaper on its view, tour activities. Additionally, to showcase the potential capacity that the school student possess. Local government should package the success story of the Island for other Island to enrich the case as one of the role model in preserving environment, educating children and solidarity. The sense of belonging is very d their high school. People in the Island have good relationship with each other, there should be more program to show the solidarity among citizen, parents, school Principle, authority and private company through media as well.

5.2.2 Collaborate with Business Sector

To further develop the economic activities in Sugashima, is a very peaceful place that people want to live in, so there should be home stay with package of



touring to all the main places to explore more about the nature. The local government and also private companies should play more active role in promoting Sugashima Island to have more tourists through creating some event seasonally or quarterly to be attractive. Then there should be more collaboration between many private companies and local government to initiate new business for all people in Sugashima such as handicraft or sea food business.

5.2.3 Opportunities to improve other aspect of QOL

A viable local economy is essential to sustainability. This includes job opportunities, provision of infrastructure and services and business climate. A robust economy must be diversified, so that it is not easily disrupted by internal and external events or unforeseen adversity. Diversification involve in widening its community scope across different product and market sector. It is associate with taking on high risk as it require the community to take on new experience and knowledge outside its existing market and product. Sustainable local economy is reliant on diverse population and resources.

6 ESSENSE AND KEY IDEAS TO BRING BACK TO OUR COUNTRIES

According to the Situation in Cambodia

The Shimako Guide is so special in Sugashima. However, it is can be applicable in Cambodia. I see a lot of opportunities for the coastal area (Sihanoukville) and cultural area (Angkor Wat) where there are already a lot of children who earn for their life by selling some souvenir handmade product at the area. I observe that some of them know more about the tourist places with the specialties and culture behind from their observing or from their parents but there have been no training for them on that yet.

I think if there is a tourist company in cooperation with the Ministry of Tourism and the Ministry of Education organize a training course as similar to Shimako Guide for the children outside school and for children in school as one of their leisure time activities, it would be better for them to be more visible and important then the two area can attract more tourist to come to enjoy their holiday with the uniqueness of the children in the area. Then the economic situation of the people there will be improved with promoting education for sustaining the environment and culture which lead to improve the quality of life for the sustainable community.

According to the Situation in Indonesia

Through all activities under theme study, I find a very useful and practical tools to bring back to Indonesia. Related to our report focus that is Sugashima Island, I believe that Indonesia also can apply the same method and approach toward promoting local resources through Eco-Tourism. Currently Eco-Tourism have not gain a high popularity to attract local as well as international tourist. To realize Eco-Tourism concept, collaboration between private sector and community involvement would be the most important success factor. This is a great opportunity for rural or remote islands to be self-reliant.



According to the Situation in Japan

Through the analysis, we should study the measures that would be necessary achieving for sustainable community. We didn't know about Sugashima case until we have visited, but that case is one of good model case for the sustainable community design. Not only local government, but also national ministry, Education Board, private company, school, student and all stakeholder will be gathered and need to implement specific and effective related measures. At the same time, The mass media is highly influential. Sugashima case nominated for and won awards as eco-tourism which supported by environmental ministry. It is important to expand to share the information to be communicated through mass media.

In Japan, every year is progressing depopulation of the region, it is important that how to balance between urban area and local area. Even at the present time, some local government set out on a tour to Sugashima for their future guidance. But there are some difficulties still lie ahead and most other local governments are unsuccessful to make a sustainable community. That is one big reason why that they only apply the concept of Sugashima case and they also have forget to consider the region of originality or their natural resources.

For example, we offer to foster an advisor and/or coordinator on regional development, is also considered necessary to create a system that can contribute to regional development at a uniform level.

According to the Situation in Malaysia

Good lesson learnt from the Sugashima Island is that Shimako guide concept, which they train school kids as tour guide. This program not only made the kids appreciate their environment and island, they also learn on communication skill. They also learn on the various culture and background of the tourist that they meet. As for Malaysia, this concept is really good to be adopted since Malaysia also have so many islands which can attract a lot of tourists every year such as Tioman Island, Redang Island, Pangkor Island and Perhentian Island. This concept should be put as part of the school syllabus so that students on that island will learn to appreciate and have sense of belonging to their community. I would suggest for Malaysia to adopt this concept during school holidays so that they can have experiential learning.

According to the Situation in Myanmar

There are two primitive ancient religious cities in Southeast Asia: Bagan in Burma and Angkor wat in Cambodia.

Bagan is an ancient capital of Myanmar which is located in the Middle part of Myanmar in Mandalay Region. Bagan is famous by the more than 2000 pagodas and temples from the 9th to 13th century. Now the preparations are underway to add the ancient temples and pagodas of Bagan to Unesco's World Heritage List. Bagan is one of the Tourist attraction place, however, they are facing the problem of inadequate amount of station guide. Tourism Association is now trying to increase the quality station tour guide by holding the training in the location but only for the adult. But I found there are many children act as a Tour guide around this area because they were born in this area and they overheard from their elderly and they learned from the book, they can explain the history of Bagan very well sometimes the throughout guide even ask the information from them.



They can speak a little bit of some languages for the communication not perfect but understandable. So, I think if we can encourage these children guide like Kiku San did in Tsugashima Island, they will become a professional station tour guide which is very useful for the community and also can upgrade their way of living.

According to the Situation in Singapore

In the face of growing challenges such as increasingly discerning travellers and resource scarcity, we need to continue to innovate and create value for our visitors. As before, this can only be accomplished through continued support and close collaboration among the community. Together, we will embark on a successful journey towards Quality Tourism – a model of tourism development that emphasises innovative enterprise, local engagement and strong economic contribution.

With that in mind, I would like to bring home this socially eco-tourism concept to reach out to the young generation. Through this events and activities, I hopes to raise awareness and appreciation of past and present tourism developments, encourage public interest and participation, and celebrate the journey to the next phase of development for the tourism sector.

7 POSTSCRIPT

7.1 Lessons that your group learned through the GS activity

(1) Facilitation Skills

Facilitation is considered a challenging task when it comes to a dynamic team with cross languages, cultures and background, especially on a topic which is very wide and general. Group study in IATSS Forum program has provided a great opportunity for all of us to examine ourselves on our leadership skill, facilitation skill, coordination skill, team work, multitasking, time management within time constraint and understand each other to achieve our common goal. To have a smooth group study, it needs good planning, clear goal and objective, set clear direction, sharing clear task at the beginning and when it come to the flow it needs the positive response to the flexibilities and creativities as they are the best ways to learn new thing from each other. There is a need that the facilitator has to contribute more than the rest of the team as it says that when there is a chance there is a responsibility.

(2) Time management skills

Time management skill is very vital when working under time limitation. Our group often set deadline, however we were unable to meet them and often the deadline are push back due to many reason. We thought that multi-tasking would be an effective way to get thing done, we come to realise that we work better when we are able to focus and concentrate one thing at a time. Multitasking hamper productivity and should be avoided to improve time management skill. We also learn that prioritize our task, focus on task that is more important. Some task need to be completed on that day while other unimportant task could be carried forward to the next day. Politely refuse to accept additional work if we think we are already overload with work. Take a look at our “To do list” before taking on additional responsibility.



(3) Multitasking

There are a lot of lectures, seminars and programs in IATSS forum activity. One of the important things that we learned through this group study, it is "multi-tasking". We need to perform several own and group study tasks at the same time. Each task has its own deadline. If the sudden request and requests came out, we also attend to the needs of others. Therefore, we have to mention and always thinking about what I has to do now and next and we does things in order of priority.

In addition, we have a limited capacity and time among individual. One of the important thing is to share the information and set a role and responsibility within team members to get a better result.

(4) Effective communication

During group study, we learned that communication with open-mindedness between the team members is the most effective way. This open-minded communication is the essential means of discover and explore new idea that is in the mind of all team members. The good relationship is built gradually through team building, day-to-day discussion, and off-time activity. Overcoming our differences in the thought and background of each other and breaking the language barrier are fundamental to have a healthy and effective discussion. Effective communication is a key interpersonal skill and by learning how we can improve our communication has many benefits

(5) Teamwork

Throughout the group study, we had learned a lot regarding teamwork. As we are trying to achieve the team objectives, there are many negotiations, building mutual understanding and allocating the work on what we are good at. We had a time for individual research for each group members; however, after we come up with some ideas, team members share their knowledge and give an idea which is very good. Eventhough, we faced some conflict through the discussion, we manage to keep on the same track which is very important for the group study. In conclusion, if you want to go faster, go alone but if you want to go further go together.

7.2 Challenges in proceeding with GS and how your group overcome

(1) Narrowing Down Theme Study Topic

One of the challenges that our group faced during the discussion and group work is confusing over theme study topic. This is a little bit tough and difficult since we need to get right direction for us to move on with our research. At first, all of us really did not get clear ideas on what we are going to focus for this theme study. We cannot really decide either to go general topic or focus on specific topic. We tried to work based ASEAN countries condition and problems to achieve sustainable community. We still did not get clear direction and objective until the intermediate presentation. After receiving feedback and comments from the advisor, as well as self-reflection among the team members, finally we managed to coordinate, synchronize and direct our thinking and ideas together to achieve the common goal. Towards the end, all of us know what we want to have and achieve in our group study. The important part is the process of thinking and learning together to achieve the objective



(2) Time Limitation

Generally in during IATSS Forum, time constraint has always been the issue. Specifically for Group Study process, this has been a very huge challenge for us since we have a very broad discussion about the focus theme that is Quality of Life. The philosophical nature of this topic drive us toward a never ending and very conceptual discussion which cannot be practically implemented. After midterm presentation, we receive suggestion that our approach of study is too sophisticated. We decided to change our approach, and tried to make up the lost discussion time during our Tokyo visit. We try to spend few hour of our individual plan day and self development day to discuss and change our approach. Then we decided the table of content, divided the responsibilities for report as well as presentation.

(3) Find the best approach

To cope to the confusion, misunderstanding and having many different ideas in our discussion which led us to be so difficult to find out before the intermediate presentations, the group has reflected ourselves to all individual members with all the feedback from all advisors and also other groups then propose idea to make the group better with rotating the facilitation roles and more focus on our topic with linkage to some related field study with mutual understanding for achieving our goal professionally and emotionally.



APPENDIX 1: Analysis of Quality of Life from Field Study

Quality of life	Workshop	Field Study 1	Field Study 2		Group Conclusion
	Karahori	Nishiyodogawa	Ama Culture	Sugashima Island	
Physical wellbeing - Health condition - Personal Security	N/A	1)Some of them have asthma after the air pollution, but they are taken care by Azora Foundation. 2) They fight for their right during the bad air pollution and claimed that air pollution was violation of human right.	(HC) They have a regulation for - how many times to dive or hours/day. - only professional Ama can dive (PS) N/A	N/A	In terms of physical wellbeing, quality of life can be achieved if there's no health problem, and also some measures or policy are taken to prevent future health problem.
Material wellbeing - Sufficient Income - Availability of housing	Since the town revitalization people starts coming to the town and creates more business in the area.	N/A	(SI) Catch & sell Abalone, seaweed and some sea natural resource. Ama hut is another source of income during off season. (AH) N/A, sea is treasure	-Vilagers in island benefit from eco-tourism to get sufficient income	Business creation based on local resources create sufficient income for the community.
Social wellbeing - Community life - Family - Leisure	Community life in Karahori is very lively after the initiative. Groups of artist open their store in the area. Art exhibition is held, which attract a lot of visitors and influential artist.	1)The family also has been taken care by Azora Foundation, have good health and healthy life 2)People can have leisure time by cycling and walking at Ono River 3) Awareness program on environment organized by Azora Foundation for local community	Ama divers have a very strong and close relationship with each other After dive they're have time to gather and sharing with each other which foster mutual understanding among them. Ama community Leader manage fishing zone, so conflict can be prevented.	-Vilagers become more happy -Enhance their community -Island kids are able to communicate better with their family or neighbors with open-mindedness. -Vilagers feel a sense of belonging to the island.	Social wellbeing : - When there's time to interact and do activity together - Sense of belonging to their community and environment fostering bond within community. - There is no conflict within community.
Individual Development Wellbeing - Education - Availability of information technology	N/A	Eco Club Activity 1) Education on the environment activity and awareness from the school students 2) Students are planting vegetables at school to encourage healthy lifestyle and environment	(EC) maintain for Ama Diving skills (AI) N/A	-Improve children's communication skill -They know their own island better -To experience various culture and background	Individual development wellbeing: - Availability of education from early age (?) - Maintain continuity culture from generation to generation - Experiential learning of environment and other culture
Social environment - Accessibility of services? - Social equality?	-Karahori Club provides opportunity for community to know about arts and history.	1) Media information on environmental issue to the community/public 2) Local community can express their opinion/voice related to the environment issue 3) Government subsidy for healthcare 4) Daycare centre for the patient and old people established by Azora Foundation 5) Facility for cycling and walking at Ono River	Equal opportunity to fishing zone for Ama	- Tourists have a chance to know about elementary school eco-tour guide. - Kaito-Yumin Club provides opportunity to know about Sugashima island through their guide service. - Equal opportunity for education for elementary school students (programs such as Shimakko Guide)	Social environment contribute: - Opportunity for communal activity - Opportunity to share information and express opinion through media - Services such as healthcare and housing and education
Political Situation - Political stability - Civil Liberties	N/A	1) Lawsuit by local community which involved the government action. It showed that public have the right to defend and get what they should get which government cannot abridge.	(PS) N/A (CL) N/A	N/A	Generally political situation is not observed in most of field study, except for Nishiyodogawa air pollution case, where local community fight for their rights to the government.
Natural Environment - Quality of natural environment?	N/A	Clean air and water 1) After the case of air pollution, most of industry involved takes precaution measure to discharge only allowable specification of waste into air and water 2) Air purifier and sound absorber are located in the main road to control noise and air pollution 3) Plant trees along Ono River Park	(QS) regulation for abalone, maintain their traditional cultures, keep the natural environment	- They recognized that they have to protect environment. So they care more about environment. - natural environment such as big trees are preserved.	- Good and healthy natural environment lead to Good and healthy lifestyle. - Authority put initiative in maintaining Good environment and ecological balance.
Economic Environment Economic growth? Job opportunity?	Revitalization of this town creates job opportunity for the community	1) Sakaiko Power Station and Kansai Power Plant create job opportunity for local people. 2) CSR principle by company to gain more public trust and subsequently enhance economy.	(EG) In order to preserve abalone, economic growth is constant. (JO) Ama population will be decline, to keep the culture alive, they are focus on tourism as source of income	-This create job opportunity in this island. - Other business such as hotel, boat, restaurant and small retail shop also improved in economy	In order to achieve quality of life, community economic growth and planning contribute to personal income.



Appendix 2: Analysis of Innovation & Resources from Field Study

Appropriate Use of Innovation & Resources	Workshop	Field Study 1		Field Study 2	Group Conclusion
	Karahori	Nishiyodogawa	Ama Culture	Sugashima Island	
Innovation	Creative City Urban Planning	-Ono River -Sound Absorber -Air Pollution Monitoring -Eco Club	Diversification business from fishery to tourism	Shimakko Guide	- Innovation does not always related with new technology - Innovation created based on limitation of the natural resources community have
Resources	Cultural Heritage Karahori Club Local Community	Eco Club Azora Foundation	Culture Natural Resource	Natural Resources Shimakko Guide	- Utilization of readily available of resources for economy growth - Capacity utilization, fully utilize a capacity of each resource.

Appendix 3: Analysis of Stakeholder from Field Study

Collaboration with Stakeholder	Workshop	Field Study 1		Field Study 2	Group Conclusion
	Karahori	Nishiyodogawa	Ama Culture	Sugashima Island	
Who is the stakeholder involved?	Expert Local community Private/Business Sector	Media NGO Local Community Private/Business Sector School	Government (Chamber of Commerce) Ama Diver Community Private/Business Sector	School Government Local Community Private & Business Sector	1. Government 2. Local Community 3. Private/Business Sector 4. Non-Government Organizations 5. Schools 6. Media 7. Expert

