

村を盛り上げる若い力を育てる

私は民間出身なので、宜野座村をひとつの企業に、村民の皆さんと共に村を経営する同僚にたとえることがあります。村をより良くするために、皆さん一人ひとりが何をすべきか考え、自由に語り合える村民会議のような場を立ち上げたいと思っているのです。そして、そこで出たアイデアや意見を村づくりに活かし、皆で宜野座村を盛り上げていきたいのです。その準備として、平成25年度は役場の若い職員でプロジェクトチームを構成し、活潑な議論ができる体制づくりを行いました。

「水と緑と太陽の村」のスローガンの通り、宜野座村には豊かな自然と水源があり、それと並んで豊年祭や八月あしびといった郷土芸能が守り伝えられていることも特長のひとつです。祭りは文化財として高い価値を持つ一方で、地域の皆さんが団結し、交流を深める機会でもあります。祭りを通して育まれる愛郷心と連携が地区同士を切磋琢磨させ、宜野座村全体を盛り上げる活力になっていることは間違いありません。

## 宜野座らしさを追求

村を盛り上げる活力という視点で申し上げますと、近年、観光や農業の分野で若い世代の活躍が目立ちます。ご存知の通り、宜野座村の基幹産業は農業でしたが、観光推進協議会が「バーガーフェスタ」などのイベントを企画し、村外からの誘客を展開しています。そういった若い世代の活動を支え、後押しをするのが私たち行政の役割です。例えば、阪神タイガースとのタイアップで阪神ブランドの農産物を作るなど、できることは沢山

あります。また、ホームページの充実など情報発信やPRも課題です。観光は、村の新たな産業として期待されていることから、役場に観光部門を新設することとしました。観光用の大きな施設を新たに作るのではなく、今ある資源を活用するのが宜野座型の観光。これまで以上にいちご狩りやカヌー、「未来ぎのぞ」などのコンテンツを観光推進協議会と役場がつなぎ、「宜野座の観光」として村内外に発信する。また、沖縄の原風景というような、懐かしい風景が残る松田区。その景観形成や保全とともに、それぞれに合った地域づくりに取り組んでいきたいと思っています。

このように、「宜野座らしさ」を大切に「宜野座の魅力」を発信していくことが、定住人口と誘客数を増やし、村の経済的發展と自立につながると考えるのです。

私は「株式会社宜野座村」の同僚である村民の皆様と、宜野座村のさらなる発展を目指して共に歩んでいきたい。そして、子や孫の世代に安心して暮らせるふるさとを残してあげたい。それが、村長としての私の仕事であり、心からの願いです。



ATSUSHI TOMA  
宜野座村長

眞淳

# Interview

共に歩んで行く覚悟。

村民の思いを

次の世代に繋ぐために。

Prepared to move hand-in-hand  
to ensure the dreams of this generation  
are realized in the next



## Energizing our village by nurturing young talent

Coming from the private sector, I tend to see the village as one big enterprise that my colleagues, the village residents, and I are running together. In order to make our village a better place, we need to figure out the role of each and every individual and I'd like to create a place, say a village council, where the citizens can freely share ideas with each other. I'd like to then take those thoughts and opinions and turn them into the basis for building our town character, to really set things in motion here in our village. Consequently, as a means of setting the groundwork, we set up a Young Workers Project Team here at the Village Office during the 2013 fiscal year, establishing a system for open discussion.

In line with our slogan, "the village of water, greenery and the sun", Ginoza's character can be defined by its rich natural environment and water sources, as well as festivities such as the Honen-sai and Hachigatsu Ashibi (August Jubilee) that serve as protectorates and vessels for carrying on our local culture. These festivals not only possess great cultural value, but they are also a means by which the citizens can strengthen their ties and community interactions. There is no doubt that these festivities energize all of Ginoza by creating create positive competition among the different districts and fostering residents' solidarity and love for their hometown.

## Closing in on what Ginoza is all about

From a certain perspective, vigor energizes our village and, in recent years, the younger generation has been making a place for themselves in the tourism and agricultural industries. It is well known that the key industry in Ginoza Village has been agriculture. However, with the Tourism Development Bureau putting on events such as the "Burger Festa", our village is attracting more and more visitors. It is our job, as the village government, to support and encourage the actions of the younger generation. For instance, through collaboration with the Hanshin Tigers we could cultivate Hanshin-branded produce.

There is also the matter of disseminating information and getting more publicity by enhancing our village website. Given that we expect tourism to become the new big industry in our village, I believe that we need to create a department of tourism. The version of tourism that Ginoza is aiming for is not creating new facilities to attract tourists, but rather capitalizing on the resources we already have at our disposal. Now, more than ever, we'd like to present the "Ginoza of the Future" to those within our village and beyond its borders and join forces with the Ginoza Village Tourism Bureau and the Ginoza Village Office to develop "Ginoza-style Tourism" with activities such as strawberry-picking and canoeing, as well as by reliving the nostalgia of the old Okinawan landscape in places like Matsuda District. We'd like to work on creating an image for each individual community while preserving and maintaining the local townscape.

In this way, we'd like to treasure what Ginoza is all about and propagate the "Wonders of Ginoza". I believe that through these efforts we can retain more residents and attract more visitors, and that this will lead to economic development and independence.

I would like to work to further the development of Ginoza Village together with my colleagues, the village residents at "Ginoza Village Corporation". I'd like to provide our children and our children's children with a hometown where they can live with peace of mind. That is my greatest mission and deepest wish from the bottom of my heart, as mayor of Ginoza.

