

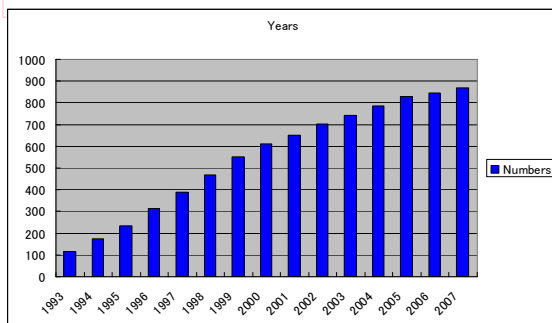
Road Stations: Local Industry, Tourism, and Rural Women's Empowerment

APEC/SME Seminar on Support for Local and Cottage Industries: 2nd OVOP Seminar:
07/10/24 Fukuoka: Kazuko Kano (JBIC)

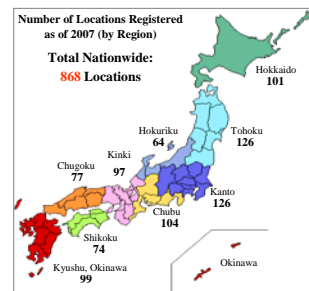
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3. Impacts on rural women's empowerment :
 - 1) provide opportunities for women: employment, income and empowerment

1. 1) Present outlook of RS



2) Regional Distribution: (9 Regions)



3) Facilities: parking, toilet, community development, information, network



4) 3 Functions of road stations

1. Rest

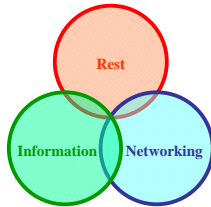
For road users & local people

2. Information

For road users and local people

3. Networking

provide opportunities for local people & visitors to join together while working to develop their communities



4) Additional Functions: Local industry promotion, Tourism promotion, Rural Women's empowerment, etc.



2. Impacts of road stations on local industries & tourism:

1) Network: Gifu Pref. 'Tono' network; 10 stations:

① Kirira-sakashita, noodle-making experiences: tourists



② 'Tono network': Shizubo with the art museum: tourism



③ Goboku-no-yakata, known for good quality trees & timbers; weaving experiences: tourism



'Kashimo', famous for tomatoes



④ 'Hana- kaido Tsukechi', famous for flowers



To sell what the area do not produce: oranges from Ehime



2) Local industry promotion: RS 'Toyotomi', Yamanashi Pref.



Road station as a nuclear of the area: 'Toyotomi', Yamanashi



Vegetable corner: before & after !



OTOP: sweet corns, boiled corns



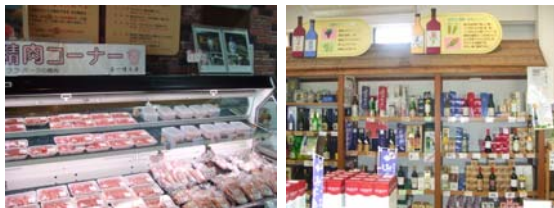
Fujizakura pork: delicious curry & rice ; restaurant



Pottery & Silk sections



Other OVOP: meats, processed meats & corn wines



Promoters of RS; Mr. Watanabe & Mr. X, Education Committee Member & Deputy Chairman of the Village Council : Participatory



石川県内「道の駅」の雇用状況 H19.3.12

駅名	従業員数		男女別の職種				備考
	全数	パート・アルバイト	運営	企画	接客	清掃	
千枚田ポケットパーク	4	4	0	0	0	0	構内で売券を出している方がいる。 4名が道の駅に会社内での雇用されている。
高松	20	16	1	1	10	3	0
いぶり	1	1	0	0	0	0	1
徳神	4	4	1	0	3	0	0
しらやまさん	4	3	1	0	0	1	0
なかまろマン峠	3	3	0	0	3	0	0
赤神	3	3	0	0	3	0	0
とぎ海浜道	6	4	1	1	0	0	0
輪島	11	3	1	0	3	0	0
ころもりの里	4	3	0	0	3	0	0
湯た	25	21	1	0	20	0	0
一向一揆の里	3	3	0	0	1	0	1
輪島空海	13	12	1	0	3	0	0
徳利徳経 源平の館	9	4	0	0	0	0	4
山中温泉ゆかり健康村	16	11	0	0	11	0	0
のとじま	5	3	2	0	0	0	0
すず場田村	20	19	3	3	0	0	0

