Dynamics of Community Development in Hot-spring Resorts
──How does Bonding and Bridging Social Capital Work?──

Yamagata University Masayuki Kanai

1. Introduction
We investigate how two classes of social capital, bonding and bridging, promote community development in hot-spring resorts. Bonding social capital seems to be useful because close relationship among community members will be necessary for cooperation. And bridging social capital also seems to be important because new information brought about from the outside will help community members to conduct their own community development. But it is not obvious whether these two capitals simultaneously work. Community development is a dynamical process. Each stage might require a different kind of social capital. So we examine the dynamic relationship between two social capitals and community development.

2. Data and Methods
Our research group conducted a self-administered questionnaire survey to local hotel unions of 56 hot-spring resorts in 4 prefectures, in January to February 2007. The response rate was 91% (51 resorts). We conducted three qualitative comparative analyses (QCA). The dependent variables are three stages of community development; <No plan>, <Drawing up>, <Completed>. Here we pay attention to whether a development plan exists or not. The independent variables are two kinds of social capital; <Bonding> and <Bridging>.

3. Results
The results of these analyses are as follows. (1) The condition for <No plan> is that there exists NO <Bonding> social capital. This means that in order for a community to start its development, cohesiveness of the community is indispensable. (2) On the other hand, the condition for <Drawing up> is that there EXISTS <Bonding> social capital. Note here that in this stage <Bridging> social capital has no effect on community development. (3) Finally, the condition for the transition from <Drawing up> to <Complete> is that <Bridging> social capital exists but <Bonding> social capital does not exist.

4. Conclusion
These results show that in each stage of community development, a different type of social capital plays an important role. At the beginning of its process, bonding social capital (cohesiveness and solidarity of a community) unites its members and helps to start the development process. But after that, in order to discuss concise contents of a development plan and finally complete it, bridging social capital (information from outside) has become necessary.

References