

Title	地域づくりにおける「ばか者」への変容プロセス - ホストタウンの取組を事例として -
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Abstract

The Process of the Transformation for ‘Baka- mono (fool)’ in Community Revitalization —A Case Study of Host Town Initiative—

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Keywords: baka- mono, fool, crazy, ambiguity, Community Revitalization, Host Town Initiative, Tokyo 2020 Olympic and Paralympic Games, innovator, social innovator

It has been said that there are three key elements to successful community development: outsiders, young people, and fools. In particular, it is often pointed out that there have been 'foolish people' who have acted recklessly. There are high expectations of 'foolish people' as people who will take the initiative in innovative community development.

However, there is no evidence that research has progressed to date because of the negative connotations of the term 'foolish people'. Therefore, the aim of this research is to clarify the existence of 'foolish people' in community development and the process of their transformation.

To achieve this aim, interviews with 10 local government officials who have taken on new challenges in the 'Host Town Initiative' implemented in conjunction with the Tokyo 2020 Olympic and Paralympic Games have been conducted. Additionally, the study explores the etymology, historical context, and usage of the Japanese term *baka-mono* (meaning 'foolish people') through document analysis.

As a result, this research clarified the existence and transformation process of *baka-mono* in community development, which is significant as it enables us to consider mechanisms for revitalizing regional development.