The purpose of this paper is to reexamine the relationship between the urban and the rural in the era of globalization, and to consider policies for advancing not an opposition between the two but a symbiotic coexistence from the point of view of utilizing cultural resources. Between urban and rural areas, a one-sided and asymmetrical relationship has been formed in which the rural areas are places that supply human resources to the cities while at the same time being places that are forced to consume the products of the cities. To express this in other words, urban areas have squeezed out both people and money from the rural areas. However, the problem I would really like to focus on here is the fact that in the pronouncements of the media and academia, this two-dimensional structure of opposition of “urban vs. rural” is accepted without premise and has been made the departure point for discussion. I fear that this only leads to a strengthening and a hardening of such an “urban vs. rural” structure. In this society there are groups which benefit from that structure. It is important to alter that social structure. In order to do that, by carefully observing the exchange practices between the urban and the rural, it is necessary to expose the sterility of talking separately of “the urban and the rural,” and to offer new methods of practice. How then should we re-envision our grasp of “the urban and the rural”? Eliciting an answer to that question can be said to be the second objective of this paper. As a case study, I take up the mountain village of Totsukawa Village in Yoshino County, Nara Prefecture, Japan.

Personal Information
He is the professor of Urban Research Plaza and the Graduate School of Literatures & Human Sciences, Osaka City University. He has had responsibility to maintain the cooperation between Chulalongkorn University and Osaka City University since 2002. He has been working on soundscape and music in Southeast Asia and Europe, and arts management study. He got his Doctoral degree from Osaka University of Arts in 2001. He got many awards; the cultural prize from Kyoto Prefecture, Kyoto Music Prize, Suntory Prize, Koizumi Music Prize, City Planning and etc.. He has written books including "Heiankyo Oto no Uchu (The Sounding Cosmos of the Heiankyo(Kyoto) Capital)" in 1992, which was published in Germany in 2000, "Musik dan Kosmos, Sebuah Pengantar Etnomusikologi, Yayasan Obor, Indonesia" in 2000, "New Methodology of Arts Management" in 2011 and "Power of Arts" in 2013. He published his first novel, titled “Sawa Sawa” in 2003. He is the founder of the Javanese gamelan group called ‘Marga Sari’ in Osaka, which takes him abroad often. He is now mainly involved in socially engaged arts management activities in collaboration with NPO sectors and local government.