

Consciousness of Gardener in the Application Form and a View of Gardening Competition

-In Case of The Primary Examination Passage Person of
“HANANO MIYAKO GIFU Flower Decoration Competition”-

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In present age society, the limit has arisen in how to catch "local = community." Gardening has captured the spotlight, using them as a background because of that from which residents can be concerned with a town and may become the cause of the production of a base of community activity as extension of everyday life. The garden is the space with a public role, though it is a private place. We can surmise that gardening performed centering on the gardening has such a public meaning.

According to the previous reference, gardener acquires satisfaction internal in the first place by gardening, next the viewpoint is changed for the external purpose and the practical purpose. Furthermore, it is clear from them that it is one of the promotion factors for the activity whose gardening competition is an individual having a spread to an area.

The purposes of this research are clarifying the consciousness characteristic of the participant of a competition, and influence which a competition's gives to a participant's consciousness. Moreover, it proposes about the ideal way of a competition from these.

First I investigated the consciousness characteristic of gardener, the present condition and the subject of “HANANO MIYAKO GIFU Flower Decoration Competition” made into the investigation object of this research, from reference investigation and hearing investigation. Based on these results of an investigation, I drew the consciousness characteristic of gardener by analyzing an application form.

THE OUTLINE OF “HANANO MIYAKO GIFU FLOWER DECORATION COMPETITION”

“HANANO MIYAKO GIFU Flower Decoration Competition” is a-sponsored prefectures gardening competition which took the initiative and started in the whole country, and will be the 9th time in 2000.

Moreover, it is taking out the improvement in a scene, and the effect of making communication. However, on the other hand, the mental tiredness for a prizewinner because of too much inspection to them, and the dilemma which the improvement in gardening technology brought have arisen there.

THE ANALYSIS RESULT OF an APPLICATION FORM

I classified gardener into six types for description of 148 persons' application form among the 8.9th competition primary examination passage persons. Furthermore, I divided those six types into the micro view type and the macro target view type.

With a type, although the difference was seen by the consciousness to the public, action was not accompanied by those many only with consciousness.

As influence of competition winning a prize, it let the visitor pass and macroscopic-izing (Figure1) which consciousness develops to the public, and micro-ization that interest increased in prize acquisition increasingly to adherence or gardening were shown.

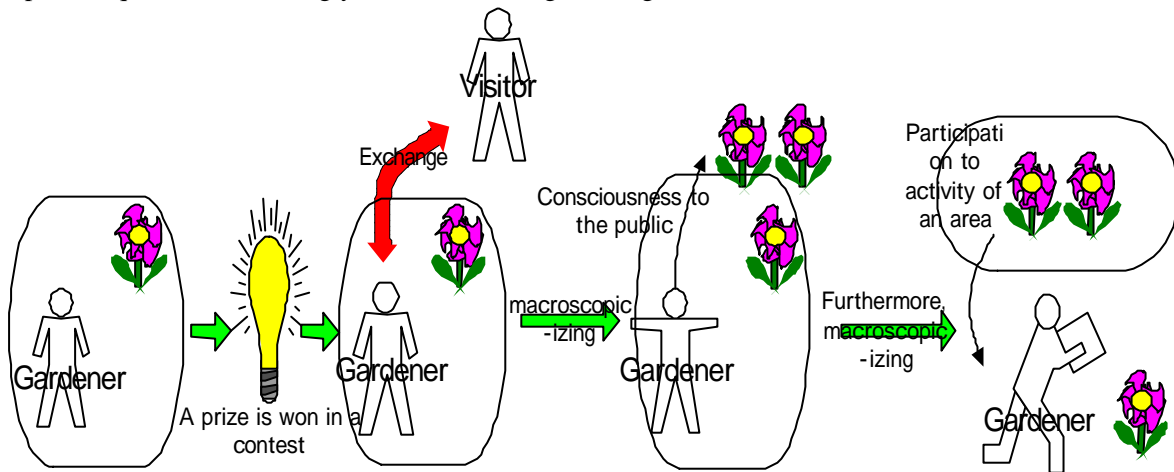


Figure1 Macroscopic-izing Of Gardener's Consciousness

Then, I claim the necessity for building the cause to action from consciousness while I give a macro target view to gardener, in order that gardening by the individual may develop to the public practically. Moreover, it is necessary to also recognize the limit simultaneously with the effect of a competition. Then, I observe process in which exchange and a surrounding reaction make the consciousness of gardener turned to the public, and I propose the gardening competition stuck to the area.

Furthermore, I claim the necessity for building the point of contact of gardener and an area together for example a public relations magazine and the event aiming at exchange of gardener. These are important in advancing community planning filled with the flower by residents' participation.