This study mainly aimed at identifying in what way customary organizations or *Keiyakukou*—habitual organizations—were influenced by regional development, including tourism. Furthermore, it also sought to clarify how regional resource management was deployed because of this, by examining the case study of Onikobe Area in Osaki City, Miyagi Prefecture. Before World War II, horse breeding with the aim of acquiring income to supplement agricultural production was conducted in the Onikobe area; moreover, huge ranches were maintained. The *Keiyakukou* of each village managed these ranches. After the war, the role of the *Keiyakukou* with regard to ranch management changed significantly because of the following two events. The first was the development of a town-managed ranch in 1968, which reduced the number of cattle allowed to graze in the *Keiyakukou* ranches in each village; this became the reason for their conversion to other uses such as planting trees. The second was the development of skiing and golf resorts from the 1970s. Among the *Keiyakukou* of the regions targeted for development, Komukai *Keiyakukou* sold most of its ranch, and Hara *Keiyakukou* rented some of their land. Despite this, opportunities for the organization’s members’ to use the land throughout the year declined. In the case of Ikusazawa—a *Keiyakukou* that was not affected by the development of resorts—a highland vegetable estate was constructed to support the livelihoods of the associations’ members. However, users decreased because of the decline in the population of the village and population aging. The field burning—an important collaborative task in ranch management—is only found in Hara and Ikusazawa in Onikobe, because the necessity for maintaining ranches is being lost. One needs to question how to orient regional resource management in relation to the region’s survival. Consequently, the role of *Keiyakukou* has changed from land use management to the conservation of the rights of the land.

Keywords: *Keiyakukou*, ranch, field burning, development of resorts, Onikobe

*Keiyakukou*: a social group with common ties to the local community—mainly developed in the Tohoku region—based on mutual aid, conducting collaborative work in a wide range of fields related to livelihood including ceremonial occasions, rice planting, and field burning.