

Visit rural areas involved in NIPPON GREEN TOURISM

The project subsidized by
Ministry of Agriculture, Forestry and Fisheries



Photo by Miyamacho Tourism Association
**The blessings
of mountains**

Kyoto

a wild deer cutlet



**Crystal-clear
river**
Kochi



Fully booked. **Rural foods**
Hokkaido



Sake
Chiba

Traditional festival
Yamanashi



Local deities
Kumamoto



**Come join us
on a test tour!**



This test tour is a program in which you will visit the rural areas involved in green tourism, experience the actual lifestyles in these areas such as production activities and food culture, and interact with the local people. An English-speaking guide will accompany you on the tour and help with the exchange. To use as reference in welcoming international tourists to each area in the future, all participants are asked to cooperate with questionnaires and discussions during the program.

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Rural foods
Kamifurano Town, Hokkaido
 The connections between food, agriculture, people and nature in Kamifurano
Date: 28-30 September (Sun.-Tues.) 2014, 3 days/2 nights **Fully booked.**
Meet & Ends: Sapporo City **Accepted applicants:** 10
Program overview: Biei and Furano in Hokkaido are popular for their beautiful scenery. Stay at a rural farmhouse cottage and enjoy a locally-raised beef & pork barbecue and freshly-harvested vegetables. Experience activities that can be called the definitive green tourism in Hokkaido, and explore developments in green tourism in central Hokkaido.
Tour organizer: Hokkaido Treasure Island Travel



Local deities
Aso Town, Kumamoto Prefecture
 Gain a better understanding of the traditions of Aso: tour the village of Aso on foot
Date: 8 October (Wed.) 2014, 1 day (return)
Meet & Ends: the Asobi-Gokoro Guesthouse **Accepted applicants:** 10
Program overview: There is a Shinto shrine in every rural area of Japan, and each area keeps its shrine by making offerings and holding festivals each year. Shimenawa (a sacred straw rope), a symbol of the shrine, is also made locally. In addition to a chance to make the rope, this visit will let you enjoy local cuisine made with local ingredients. Explore the true Aso on foot that you would pass by on the bus.
Tour organizer: Guesthouse Asobi-Gokoro



Crystal-clear river
Shimanto City, Shimanto Town, Kochi Prefecture
 Old-fashioned life along the river: a tour of a village blessed by the Shimanto river water
Date: 15-17 October (Wed.-Fri.) 2014, 3 days/2 nights
Meet & Ends: Kochi Ryoma Airport (or JR Kochi station) **Accepted applicants:** 10
Program overview: The Shimanto river is a clear stream that is representative of Japan. In this tour, you'll visit the village along the Shimanto river and enjoy river fishing and farming along with canoeing and biking to get a feel for what life is like by the river. Stay at a private farmhouse, interact with local people and enjoy rice, vegetables and river harvests grown with the water of the Shimanto river.
Tour organizer: Taiheiyō Travel (Kochi Prefecture)

- * As a general rule, the organizer covers meals, accommodation and transportation included in the program.
- * The participants bear the expenses for travel to meeting/end places of each tour, shopping during the tour, and eating and drinking outside of the program.
- * The organizer will arrange accident and liability insurance for participants and compensate for any injury, illness, or personal accident damage that may occur during the tour. These details will be provided separately.

Conditions for Participation

- Tourists with non-Japanese nationalities visiting Japan or foreign residents in Japan.
- You must be healthy, able to take care of yourself, and able to communicate with other participants and local people. Participants should be at least 20 years old.
- Any chronic diseases or allergies should be declared in advance.
- You will fill out a questionnaire as a test participant and take part in a discussion.
- * Questionnaire results or advice will be utilized by Ecotourism Japan and the Ministry of Agriculture, Forestry and Fisheries in planning future green tourism projects. Personal information will be protected.
- * During the tour, the staff will take photographs that will be used for future promotion. Please inform the staff if you do not wish to be photographed.



Traditional festival
Minami-Alps City, Yamanashi Prefecture
 Sense the blessings of fruit trees in the Shangri-la of Japan and experience a traditional night festival
Date: 22-23 November (Sat.-Sun.) 2014, 2 days/1 night
Meet & Ends: JR Kofu station **Accepted applicants:** 10
Program overview: The foothills of Japan's Southern Alps lie at the foot of Mt. Fuji, Kitadake and Ainodake, which are some of Japan's most famous mountains. One of Japan's three largest alluvial deltas, this area offers views of expansive rural scenery along with the history of flood control and water utilization of the town's ancestors, including 16th-century leader Takeda Shingen. The tour offers a journey to experience the richness of the culture of everyday agriculture-centered life. Sense the blessings of fruit trees such as sumomo plums in the region that boasts the largest production volume in Japan, and participate in a festival that joyfully gives thanks for long-lasting fertility.
Tour organizer: Minami-Alps City Local Job Creation Council



Sake
Kozaki Town, Chiba Prefecture
 Japanese food is rooted in fermentation: visit a village of fermentation and see sake brewing
Date: January 2015, 1 day
Meet & Ends: JR Shinjuku station **Accepted applicants:** 10
Program overview: Bordering on the Tone River, Kozaki Town has prospered since the Edo period as a place of sake brewing and soy sauce and miso (fermented soybean paste) production. It has developed its community as a "village of fermentation". This tour explores the fermentation culture, which is indispensable to Japanese food, by visiting Terada Honke, the sake brewery that has operated for over 300 years, and viewing the sake brewing process, along with tasting tofu, miso and soy sauce made using locally-produced soybeans.
Tour organizer: Reborn Inc.



The blessings of mountains
Miyamacho, Nantan City and Miyazu City, Kyoto prefecture
 Enjoy wild game, a winter delicacy, and experience winter life in the remotest mountain village of Kyoto
Date: 7-8 February (Sat.-Sun.) 2015, 2 days/1 night
Meet & Ends: JR Kyoto station **Accepted applicants:** 10
Program overview: Walk the village in the remotest part of Kyoto where traditional thatched-roof houses remain, and experience the way of life in winter as passed down among generations in the mountain village. With an initial lesson by a local hunter, learn the wisdom in living with nature by experiencing hunting and cutting, cooking and then enjoying the wild game, to fully sense the blessings of the mountains.
Tour organizer: Tautasya (Auberge)

How to Apply

If you would like to participate, please send an e-mail to the address below for inquiries and applications. Applications will be closed once all places are taken. The program organizer's office will send detailed information and instructions about the tour to those who have been accepted.

Please fill out the following information.

- ① Desired tour area;
- ② Full name, gender, age, nationality of all participants;
- ③ Contact information (mobile phone, address) of the representative;
- ④ Scheduled date and time of arrival in Japan, scheduled departure date, and arrival and departure airport in Japan

For Inquiries and Applications

NPO Ecotourism Japan

Contact: Yuko Inoue

desk@ecotourism-center.jp * Please make inquiries by e-mail.
<http://www.ecotourism-center.jp/>