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UNWTO
World Tourism Organization

Gastronomy Tourism

The Case of Japan

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Foreword by the World Tourism Organization

Gastronomy tourism presents an immense opportunity to promote local culture, diversify tourism demand, enhance the value chain, create jobs and spread the benefits of tourism throughout the territory.

As more and more travellers search for the unique experiences of local gastronomy, the promotion of gastronomy tourism has moved towards a central position in tourism development and its potential contribution to the Sustainable Development Goals.

Through various successful examples of gastronomy tourism in Japan, this report shows how the country has achieved turning gastronomy tourism into a tool for development, inclusion and regional integration.

We would like to thank UNWTO Affiliate Members Gurunavi and Japan Travel and Tourism Association, as well as all report contributors, who provide us inspiration through their examples and experiences.

I trust that this report will help all those destinations looking to develop gastronomy tourism products and initiatives that can help make the most of tourism's value in social and economic development.

Zurab Pololikashvili
Secretary-General,
World Tourism Organization (UNWTO)



Foreword by the Japan Travel and Tourism Association

It is my great pleasure to release this joint research report by UNWTO, Gurunavi, Inc. and us, the Japan Travel and Tourism Association (JTTA) on gastronomy tourism in Japan.

JTTA and UNWTO entered into a wide-ranging partnership in December 2015. In doing so, one of the challenges both parties face is the promotion of gastronomy tourism.

Japan has enjoyed a steady climb in the influx of inbound visitors, casting new light on the opportunities provided by tourism as a result. This trend is in stark contrast with the past, when a great majority of tourists were Japanese; our nation, for the most part then, had been an undiscovered gem and giant for the global tourism trade. In 2017, for example, a reported 647.51 million domestic travellers spent a total of JPY 21.113 trillion – 4.8 times more than spent by international visitors in the same year.

As the annual number of domestic tourists attests, the market in Japan remains vast and untapped. Yet its very size means that little attention was paid to the potential of new tourism ventures to breathe new life into the flagging economies of communities outside the major cities. Meanwhile, prospects for domestic-driven market growth are not heartening, primarily because the nation's population will be contracting in the years ahead.

Yet many of Japan's outlying communities have begun to change. They are transitioning away from a marketing

strategy once focussed almost entirely on attracting the Japanese to one targeting international visitors as well. And in doing so, preparations are now underway to host travellers from abroad.

At JTTA, we believe gastronomy tourism will serve as a powerful tool in redeveloping communities through the revitalization of nationwide tourism that attracts visitors from both home and abroad.

Japan has distinct four seasons, and with its elongated landmass extending from north to south, it features a variety of climate zones. Given its significant littoral region, the Japanese enjoy agricultural and maritime products that are as diverse as they are abundant. While culinary cultures tend to be region-specific, there are also dishes consumed nationwide. Indeed, the principal reason cited by visitors for travelling to Japan is to sample its cuisine.

This report was compiled to analyze the state of food and culinary culture in Japan, how it is evolving and the challenges before it, as well as what lies ahead. It does so from the perspective of gastronomy tourism, therefore tourists may visit, taste and enjoy the food and culinary cultures that have diversified by region and perfected over time, looking at various communities and enterprises throughout the country to grasp the trends and initiatives in play.

As a result of our surveys, we have learned that Japan has already adopted a variety of initiatives and practices



worthy of the world's attention. At the same time, it would do well to bear in mind that such efforts are not only revitalizing local communities, they are also contributing to the fostering of young successors who are to carry forward those regional traditions and culinary cultures.

On behalf of all of us at JTTA, allow me to close by expressing my heartfelt appreciation to the Japanese Government, along with all the municipalities and private enterprises that were involved, for the full and generous cooperation they rendered in completing this report. I am equally grateful to the Mitsubishi Research Institute, Inc. for extending us its expertise in the execution of research. Lastly, I wish to thank Gurunavi, Inc. and UNWTO for making all this reality.

Shigeto Kubo
President,
Japan Travel and Tourism Association



Foreword by Gurunavi Inc.

When we started this research, we first tackled the problem of an easy-to-understand explanation of gastronomy tourism. In Japan, the term *gastronomy tourism* has not been clearly defined, and is not yet a household word. Since the survey respondents did not understand the term well, our research team clarified the understanding of the term.

As a result, we used the following explanation as we started to design each research question, conduct the survey research and prepare this report.

What is gastronomy tourism?

“A form of tourism through which participants can experience the culinary culture of a given place, enjoying the regional foods created by the climate, food ingredients, culture, customs, traditions and history of that local area.”

This definition indicates that the key phrase in expressing the essence of gastronomy tourism is *culinary culture*, with each region in Japan having equal opportunity to promote their own gastronomy tourism.

We position “preserving and enriching the gastronomy of Japan” as our company’s mission, and operate a website

that introduces restaurants all over Japan. We provide information on those restaurants because eating outside the home is our best opportunity to feel the local culinary culture most intimately.

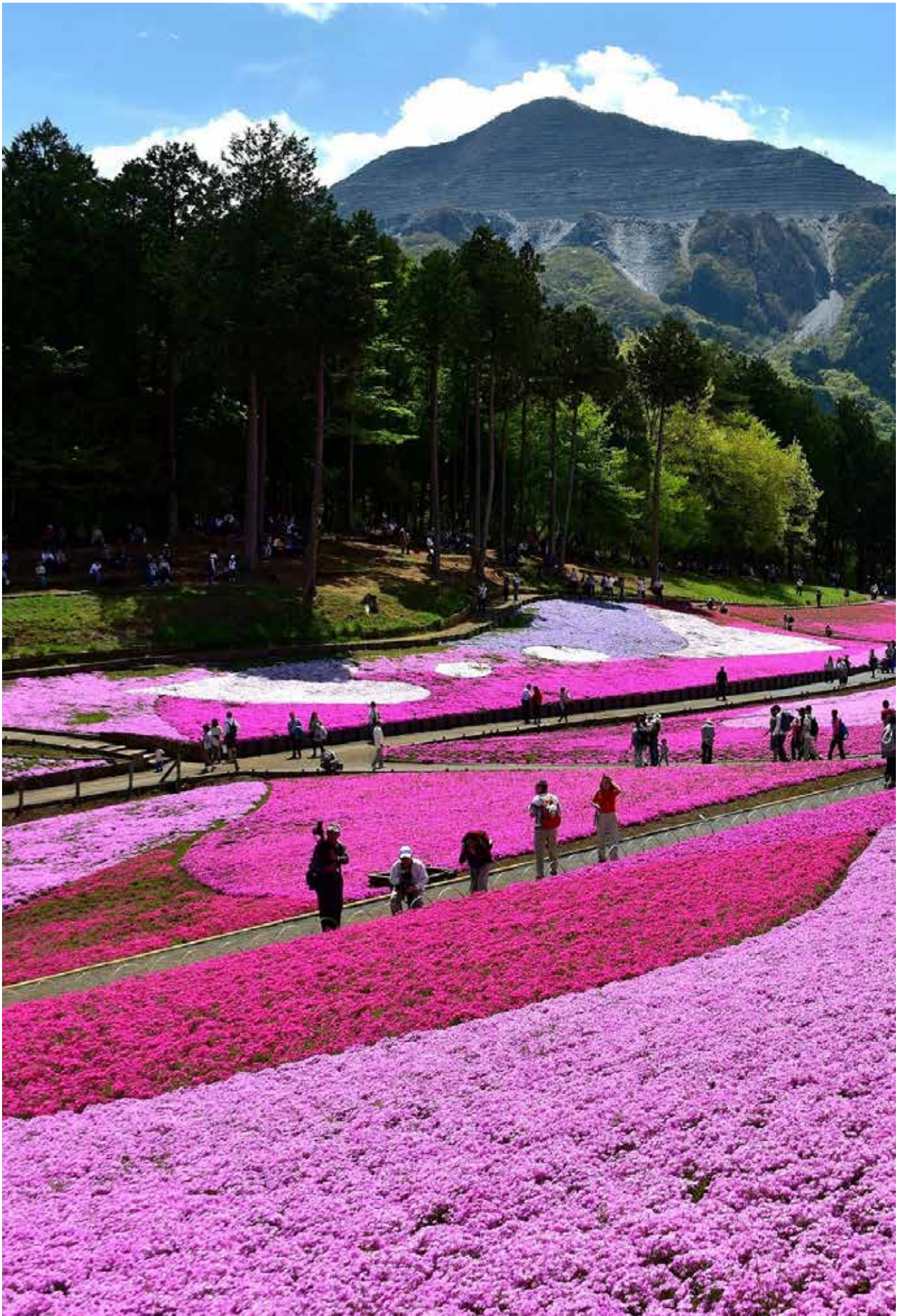
Travelling and eating are inseparable, and we can say that the importance of eating is common around the world.

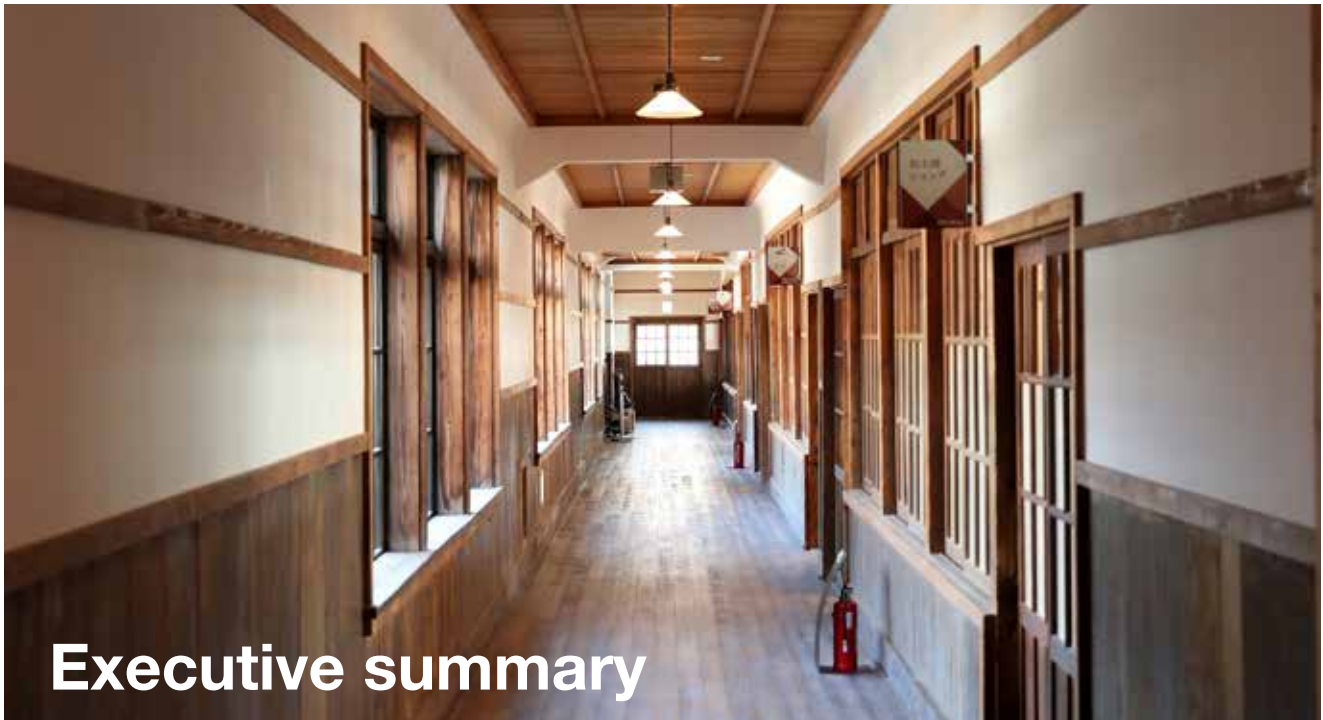
Japan has attractive culinary cultures in every region, and these all have geographic, historical and cultural backgrounds.

I believe that we have a very good basis for promoting gastronomy tourism through the promotion of collaboration between regions and making good use of existing culinary cultures.

It is my great pleasure to be able to introduce the reality of gastronomy tourism in Japan to people all over the world with this report, and I sincerely hope that gastronomy tourism will take root as a standard of travel in Japan as well.

Seiichiro Kubo
President, Representative Director,
Gurunavi Inc.





Executive summary

Defining features of gastronomy tourism in Japan

The present study has uncovered that while *gastronomy tourism* is a little-known term in Japan, activities in line with the term of *gastronomy tourism* are being undertaken across the nation. Japan's gastronomy tourism features a high frequency of public-private collaboration when compared to other nations.

For the preparation of this publication a survey within Japanese prefectures and municipalities was conducted. The aim of the survey was to uncover examples of gastronomy tourism activities and to gain an understanding of the current state of gastronomy tourism in the country. It revealed that while only 18% of respondents were aware of the term of *gastronomy tourism*, 42% conduct activities in their region that can be defined as related to gastronomy tourism. In addition, 66% of respondents are implementing their gastronomy tourism activities through public-private collaboration.

The following trends provide the backdrop for the current state of gastronomy tourism in Japan:

- Government officials involved in promoting tourism are shifting their focus solely from the simple increase in economic impact for industry members to sustainable regional development;
- Policies are being implemented for both the agricultural industry and for regional development; and

- Gastronomy tourism has begun to receive attention as a means to achieve these policies and as a form of convergence of these distinct policies.

An additional feature of gastronomy tourism in Japan is the frequent collaboration of local governments with private-sector businesses that provide services on a national level.

In addition to the activities of regional and national governments, the prevalence across Japan of public-private collaboration and the strengthening of services by food-related businesses has contributed to the construction of Japanese gastronomy tourism.

The role of the Government in gastronomy tourism in Japan

The promotion of tourism in Japan has primarily been carried out by the Ministry of Land, Infrastructure, Transport and Tourism (MLIT).

Upon its establishment as an external agency of MLIT in 2008, the Japan Tourism Agency (JTA) made its goal to move beyond a focus on the expansion of economic benefits for a limited number of tourism-related enterprises. Instead, JTA aims to build communities that are both enjoyable to visit and live in. The establishment of the JTA and its mission resulted in a wider understanding of tourism as a means for regional development. Sustainable development of the country's regions was

recognized to be the ultimate goal of the tourism value chain.

Regional development activities were subsequently enacted across the entirety of the Japanese Government in an effort to stave off the long-term effects of the country's ever declining birthrate and aging population. The building of better communities, people, and employment were identified as essential to the sustainability of these regional development initiatives. Officials strengthened programmes to facilitate "sixth-sector industrialization", which is the combination of the "primary" production sector, "secondary" processing sector and "tertiary" selling sectors, and to promote primary-sector industries such as agriculture. Following a burst in the establishment of destination marketing/management organizations (DMOs), numerous regions are in the process of improving their food and culinary cultures with the understanding that gastronomy constitutes a major portion of their local offerings.

Centering policy on the goal of regional development has brought gastronomy tourism to the forefront as the overarching product of the government's previously independent initiatives, spanning industrial, tourism and regional promotion. Such policies exist on both the national and local levels – from the central Government's clarification of its tourism strategy to the establishment of regional DMOs.

However, different perspectives have been shown from some case studies included in this report. Regional peculiarities contribute to low level of maturity at certain points in the value chain. Such shortcomings are often due to the fact that these cases of gastronomy tourism were not specifically planned from the outset, but are the result of multiple independent activities.

The role of private-sector businesses in gastronomy tourism

Food has always been considered an integral aspect of travel. The food-service industry in Japan is defined by its relatively large scale and wide-variety of cuisines. The above factors result in participation from a wide range of food-related businesses, and many gastronomy tourism initiatives thus feature public-private collaboration.

Survey of local political entities (prefectures and municipalities)

Researchers conducted a survey of Japan's municipalities by questionnaire. The aim of the survey was to uncover examples of gastronomy tourism activities and to gain an understanding of the current state of gastronomy tourism in the country. From the 1,788 questionnaires distributed 631 responses were received (response rate: 35.3%).

Outline of results

1. **"Awareness of gastronomy tourism"** – low awareness of gastronomy tourism within Japan:
 - 18% of municipalities had encountered the term of *gastronomy tourism*; and
 - 16% of municipalities were aware that gastronomy tourism is gaining attention and being promoted abroad.
2. **"Local gastronomy-tourism activities"** – in Japan, there are quality examples of activities that promote tourism based on regional foods and culinary culture (i.e. gastronomy tourism):
 - 42% of municipalities responded that they have examples of gastronomy-tourism activities; and
 - 18% of municipalities responded that they have examples of gastronomy-tourism activities that produce positive results for the community.
3. **"Strategy and plan for the activities"** – most local governments in Japan do not yet include gastronomy tourism in their policies and enterprises. As such, gastronomy tourism in Japan has potential for further growth:
 - 22% of municipalities and 38% of prefectures include or plan to include gastronomy tourism in their policies/enterprises; and
 - For comparison, 47% of respondents to the survey published in the *Second Global Report on Gastronomy Tourism* (p. 18) have a gastronomy tourism strategy in their respective destination's Tourism Action Plan.
4. **"Current state of the activities"** – gastronomy tourism in Japan features a relatively high degree of public-private collaboration:
 - 65% of municipalities responded that they collaborate with local enterprises; and
 - 44% of respondents to the survey published in the *Second Global Report on Gastronomy Tourism*

(p. 19) answered that they “develop public-private collaboration”.

5. **“Local resources for gastronomy tourism promotion”** – results indicate that the creation of government partnerships with travel companies, effective use of DMOs/DMCs, and the building of quality media relations are required for the development of gastronomy tourism in Japan.
- 17% of municipalities listed “creation of travel products and routes” and 51% listed “increased media coverage” as effects of their gastronomy tourism efforts; and
 - For comparison, 60% of respondents to the survey published in the *Second Global Report on Gastronomy Tourism* (pp. 18 and 19) listed “tourism product development” and 77% listed “increase in positive media coverage” as effects of their gastronomy tourism efforts.

The concept of gastronomy tourism

According to UNWTO’s Committee on Tourism and Competitiveness (CTC), *gastronomy tourism* is a type of tourism activity which is characterized by the visitor’s experience linked with food and related products and activities while travelling. Along with authentic, traditional and/or innovative culinary experiences, gastronomy tourism may also involve other related activities such as visiting the local producers, participating in food festivals and attending cooking classes.

Gastronomy tourism can provide the following benefits:

1. Gastronomy tourism enables differentiation and unique positioning of regions;
2. Gastronomy tourism has the potential to provide visitors with new values and experiences;
3. Gastronomy tourism can be implemented in less developed regions and those lacking in tourism resources (possible even in small villages);
4. Gastronomy tourism is easy to introduce and to develop as a story; and
5. Gastronomy tourism provides the region with high revenue and creates a desire to return or loyalty among the visitors.

Evaluation criteria and tool for comparison

A value chain for analysis was defined and a case chart template (with information on collaboration) was created in order to objectively compare gastronomy tourism activities. The value chain and case charts provided the basis for analysing both the cases and the results of the “Survey of local political entities”. The concept of gastronomy tourism, value chain, and case charts can be used in analysing gastronomy tourism in countries other than Japan.

Value chain and inter-organizational collaboration

The value chain for gastronomy tourism in regional Japan includes the following activities: production of ingredients, distribution, recipes development, providing services and information. The value chain involves a variety of participants across the industry, educational and government fields. For this survey distinct value chains for foods and beverages were defined. Two end goals for sustainable regional development by means of gastronomy tourism were defined:

1. *Destination development*: developing a destination that not only receives attention domestically and abroad, but is actually visited by tourists; and
2. *Culinary-culture preservation*: preserving the traditional culinary culture, environment and way of life of a region that already enjoys a number of visitors.

The degree to which cases meet these goals was examined and their factors of success and remaining challenges analysed. For public-private collaboration, the collaboration of local governments with both regional and national enterprises was analysed.

Comparing cases with case charts

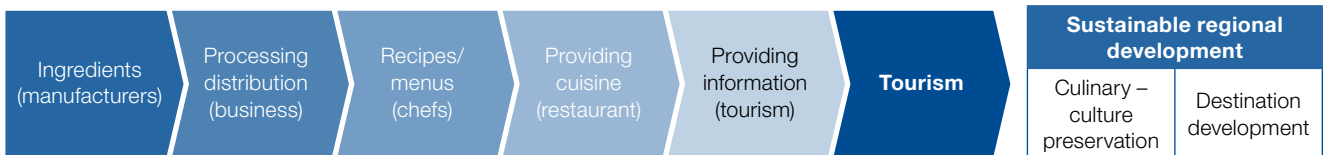
Each case introduced in this report has its own case chart. Each case chart includes the following parts:

- **The value chain phases achieved by the case:** ingredients, processing and distribution, recipes/menu/list development, providing of cuisine, providing of information, tourism.

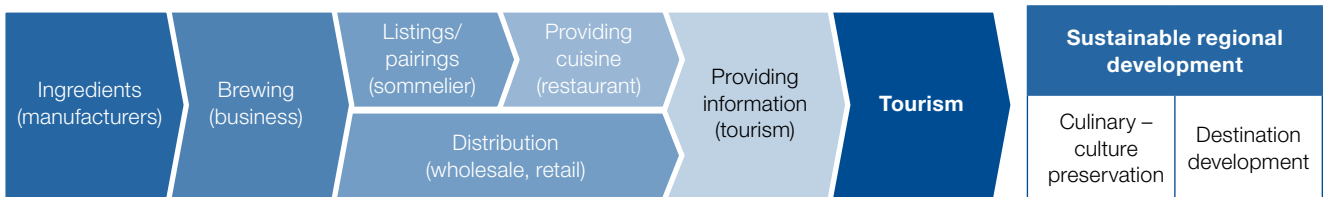
- **The primary agents for its implementation:** government, private-sector enterprise (food production/processing, restaurants, distribution, sales, transportation, travel companies, etc.), educational institution, manufacturer (fisheries, forestry), residents.
- **The ingredients and cultural elements involved:** agricultural products, seafood, traditional culture, fermentation/brewing (sake, miso, vinegar, etc.).
- **The type of activity within the case:** ingredient/dish development, regional/culinary culture-based, travel product development, other (combination of types possible).
- **The impact of the case:** branding, increased awareness of region, increased media coverage, increased sales of local products/sales at local restaurants, increased number of visitors, other.

Gastronomy tourism value chains

Foods



Beverages





Chapter 1 The relevance of gastronomy in Japan's tourism

Food is considered one of the main reasons for both local and international visitors in coming to Japan. *Washoku*, a term which encompasses all traditional Japanese food and Japanese food culture which is now registered as a UNESCO Intangible Cultural Heritage, has a long history as a motive for travelling around Japan. The high level of interest in food among the Japanese people has also contributed to the creation of nationwide private-sector services which provide a variety of food-related information to consumers. Both the scale of food-related industries and the variety of foods offered are supported by the development of human resources in Japan.

1.1 Interest in food and travel

The number of inbound visitors is increasing rapidly. In 2017, it exceeded 28 million. The number one motivation for tourists visiting Japan was “to eat Japanese food” which is also the number one thing they wished to do on their next visit to the country. Meanwhile, “drinking Japanese sake” was the 6th on the list of what they expect to do in Japan.¹ For the domestic market, the second most common reason to travel is similar to those of non-residents of the country that is “to enjoy a variety of foods”. The percentage of food and drink expenses in domestic travel expenditure is about 12%, or JPY 1.92 trillion (approx. USD 15.6 billion) and its trickle-down effect on production is estimated at JPY 2.79 trillion (approx. USD 22.7 billion).²

Washoku was registered as a UNESCO Intangible Cultural Heritage in December 2013.³ The main reason for this selection was that *washoku* is a diet with well-balanced nutrition by taking advantage of the diversified and fresh ingredients produced within the country's national territory. Additionally, it is possible to enjoy the sense of all four seasons with the beauty of nature and the transition of seasons represented in different dishes and local cuisine. It is a culinary culture that has been fostered and promoted through many annual events in Japan throughout the year.

Literature suggests that travelling became popular among the Japanese people in the Edo Period, starting in the 1600s.⁴ The Edo Period lasted almost 260 years without war, and both the population and economy grew significantly during that time. It was a period when a decentralized system of governing units called *han* (domains) were the basic governing unit in the overall structure. Due to absolute restrictions on communications and travel between domains, independent culinary cultures were fostered in each domain. These cultures were rooted in the soil of each region, ultimately leading to *washoku* being declared as an UNESCO Intangible Cultural Heritage.

There were, however, two exceptions to the restrictions on communications and travel:

1. Pilgrimages based on religion, for example to visit Shinto shrines and Buddhist temples; and
2. Travelling to hot springs for a medical reason.

Such travel was popularly enjoyed in the mid-Edo Period. Behind this travel boom was a mutual aid system similar to modern-day crowd funding, called *kou*, which was established among farmers and townsfolk as they started to have resources to finance their travel expenses. Main roads, as well as posting stations along those roads were developed, initially from the *sankin* attendance system which forced all the lords of each domain to move periodically between the capital of Edo and their own domains.

What is known now as gastronomy tourism has been commonly enjoyed in the past through preparation of specialty dishes and products from each region, as well as short-distance picnic trips and day trip dining as an option to spend free time.

1.1.1 Improving the scale and quality of Japanese gastronomy

As of 2018 there were 283 educational facilities⁵ focussed on training chefs in Japan which suggests the effort in preserving, as well as standardizing the quality of the nation's restaurant industry. In addition, there are also tourism-related colleges, specialty cooking schools, as well as addition of gastronomy tourism as a subject in top universities (e.g., Ritsumeikan University or Miyazaki University). Some private companies have also hosted a number of competition events for young chefs.

Furthermore, the size of the restaurant industry as the main player in gastronomy tourism was valued around JPY 16.6 trillion in 2017 (approx. USD 148 billion)⁶, whilst the number of restaurants, currently decline, was roughly 510,000 in 2014 (650,000 less than the peak in 1986).⁷ The quality of the restaurant industry in Japan has been measured by the Michelin Guide; the first Japanese version of which was published in in 2008. Since then, a great number of chefs have earned prized Michelin stars.

For the purpose of the national survey, restaurants are divided into 15 categories, whilst Japan's leading gourmet and restaurant guide, Gurunavi, has as many as 259 food

categories.⁸ Gurunavi has categorized restaurants which serve traditional dishes, those with regional atmosphere, dishes from various countries in the world, fusion cuisine, dishes evolved from traditional recipes, etc.

The interest in food among Japanese people has fostered the scale and the quality of the restaurant industry for well over a century, as well as the distribution of food-related information: books about restaurants have been published since the Edo Period. Today, as media advances, the numbers of TV shows related to food, as well as magazines and books, have escalated significantly. With the rise of the Internet over the past 20 years, a wide variety of websites and mobile applications specialized in restaurants have been steadily growing.

There are three leading search engine platforms in Japan allowing users to search for a place offering food/drink:

1. "Gurunavi", operated by Gurunavi Inc., which allows restaurants to publish their own information;
2. "Hot Pepper Gourmet", operated by Recruit Holdings Co. Ltd.; and
3. "Tabelog" operated by Kakaku.com Inc., which allows users to post their own ratings.

Apart from these, there are numerous other food and gourmet-related media sites curated by celebrities, bloggers and so on.

The emergence of information and communications technology (ICT) has been increasing since consumers' behaviour is based on restaurants' websites and facilities to make reservations by phone or online, thus giving restaurants the opportunity to attract customers regardless of their location.

1.2 Geographic characteristics and culinary cultures of Japan

Japan's geography, which stretches from northern to southern latitudes, places the country in various climate zones. Moreover, it is surrounded by seas where warm and cold currents collide. These factors, in addition to distinct seasonal changes and other geographical aspects, such as extensive coastlines, have resulted in unique culinary cultures.

The country also features cultural and social factors. Japan integrates cultures from other countries to blend with its own culture, which is based on its proximity to the Eurasian continent. Against this backdrop, Japan's culinary cultures have been handed down over the ages in each region, whilst undergoing varied evolution.

1.2.1 Transformations of Japanese cuisine to form washoku

Many aspects of Japanese cuisine originated from offerings to gods and gradually changed its contents and styles depending on the age and the people to whom it was served. Culinary cultures adapted to each region's ceremonies and seasonal ingredients, in turn forming a shift in style. The UNESCO Intangible Cultural Heritage selected *washoku* because it has been preserved and handed down from early 1600s Edo Period *kaiseki* dishes (multi-course formal meals) until today. Table 1.1 below shows the transition in Japanese Cuisine throughout the centuries.

1.2.2 Appeal of Japanese sake and its high affinity to gastronomy tourism

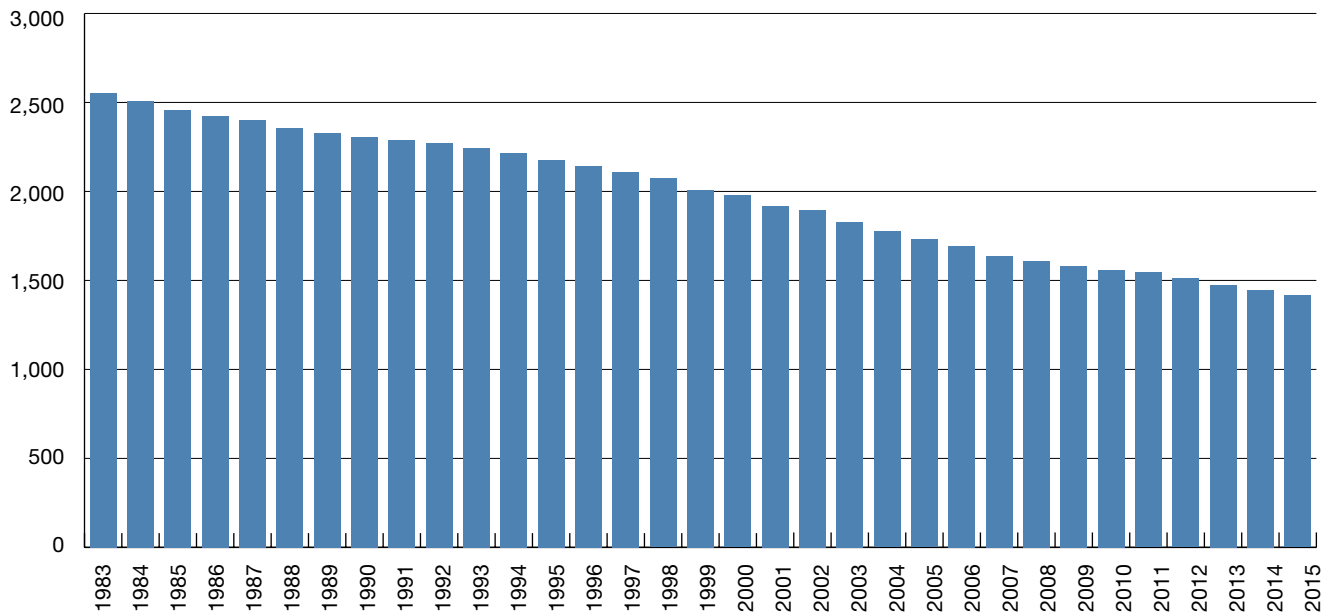
Dining quality cannot be enhanced without considering the drinks that accompany the food. Historically, such meal-accompanying beverages would often include sake (rice wine). In recent years however, the number of sake breweries that produce Japanese sake was little over 1,400 in the fiscal year of 2015, and has declined by 1,000 from its peak year in 1983. This declining trend continues year by year as shown in figure 1.1.

In contrast, the export of Japanese sake increased to some JPY 18.7 billion in 2017 (approx. USD 167 billion)⁹, up 20% year-on-year, and the volume produced has also hit a record high for eight consecutive years.¹⁰ As such, on the back of a worldwide boom in *washoku*, Japanese sake also started to be recognized internationally. While the concept of gastronomy tourism has not been widely recognized in Japan, each brand of Japanese sake is the basis of pride in its region, and sake breweries have been playing a crucial role in regional development. Against this backdrop, Japanese sake is now viewed by the Japan Tourism Agency (JTA) as a valuable resource for tourism, and the national-level organization of sake breweries has been striving to develop Sake Tourism.

Table 1.1 Transitions in Japanese cuisines

Period	Cuisine	Served to
Ancient times until Nara Period (until 784)	<i>Shinsen ryori</i> (shrine cuisine)	Shinto gods (gods and people eating together, direct meeting)
Heian Period (794–1185)	<i>Daikyō ryori</i> (banquet food of nobility)	Nobility (feast)
Kamakura Period (1185–1336)	<i>Shōjin ryori</i> (vegetarian cuisine)	Buddhist monks (ascetic training)
Muromachi Period until Edo Period (1336–1603)	<i>Honzen ryori</i> (one of the basic styles of traditional Japanese cuisine)	Samurai (ceremony)
Early Edo Period (1603 and after)	<i>Kaiseki</i> (懷石) <i>ryori</i> (refined courses of one soup and three vegetable dishes)	Arts and culture admirers (subtle taste and elegant simplicity)
Late Edo Period (until 1868)	<i>Kaiseki</i> (会席) <i>ryori</i> (<i>Honzen ryori</i> and <i>Kaiseki</i> (懷石) <i>ryori</i>)	Townsfolk (ceremonial banquet)

Figure 1.1 Trends in number of sake breweries, 1983–2015



Source: Based on annual statistics released by National Tax Agency (1984–2016).

Endnotes:

- 1 Japan Tourism Agency (2017a), *JNTO Inbound Tourist Data Handbook 2017*, Tokyo.
- 2 Japan Travel and Tourism Association (2015), *Reality and Trend of Tourism 2015*, Tokyo.
Note: IMF Representative Exchange Rates for Selected Currencies for December 2015: USD 1 = JPY 123.
- 3 United Nations Educational, Scientific and Cultural Organization (2013), *Decision of the UNESCO Intergovernmental Committee: 8.COM 8.17* (online), available at: <https://ich.unesco.org/en/decisions/8.COM/8.17> (10-09-2018).
- 4 Kanzaki, N. (2004), *Edo no tabi bunka (江戸の旅文化) (Edo's Travelling Culture)* [in Japanese], Iwanami Shoten Publishers, Tokyo.
- 5 Japan Association of Training Colleges for Cooks (2018), *Chori-shi yosei shisetsu tokei (調理師養成施設統計) (Cook training facility statistics)* [in Japanese], Tokyo.
- 6 Note: IMF Representative Exchange Rates for Selected Currencies for December 2015: USD 1 = JPY 112.
- 7 Foodservice Industry Research Institute (2018), *Gaishoku sangyo shijo kibo suii (外食産業市場規模推移) (Trends in the foodservice industry market size)*, Tokyo.
- 8 The Foodservice Industry Research Institute, which in Japan is considered a major food industry information provider, uses 15 categories. Gurunavi's Japanese version website (www.gnavi.co.jp) provides 259 total categories.
- 9 Note: IMF Representative Exchange Rates for Selected Currencies for December 2015: USD 1 = JPY 112.
- 10 National Tax Agency (2018), *Shurui no yushutsu kingaku yushutsu suryo no suii ni tsuite shuryui no yushutsu kingaku no suii (Changes in export amount and quantity of alcoholic beverages: Trends in export amount of alcoholic beverages)* [in Japanese], Tokyo.



Chapter 2 Tourism market trends in Japan and prospect for gastronomy tourism

While the domestic travel market has been dreary amidst the declining birthrate and a population that is shrinking, as well as aging, the number of inbound tourists has risen remarkably in recent years. Among the motivations for visiting Japan, food rates highly, thus raising hopes for attracting tourists to local regions to enjoy gastronomy tourism.

2.1 Tourism market trends

It is expected that Japan's population, which currently numbers at 126.5 million,¹ will continue to shrink, with projections suggesting it will reach around 100 million by 2047. At the same time, the population is rapidly aging while the birthrate continues to drop sharply. In 2060, approximately 40% of Japan's total population will be over age 65. Due to this, the productive-age population is expected to decrease to near half of its current level.

Meanwhile, the trend in travel consumption from 2010 to 2017 indicates that while travel consumption by Japanese has been almost flat, spending by international visitors to Japan has risen from JPY 1.1 trillion in 2010 (approx. USD 13 billion)² to JPY 4.4 trillion in 2017 (approx. USD 39 billion)³ (see table 2.1). Further, the number of international visitors to Japan has been increasing since 2011, and reached 28.7 million in 2017 (see figure 2.1).

In terms of the number of international visitors arriving in Japan by region of origin in 2017, Asia constitutes the largest group with 87% followed by North America constituting only 6%. By areas within Asia, East Asia (China, Republic of Korea, Taiwan Province of China, and Hong Kong, China) constitutes about 74% with the remainder from Southeast Asia.

Moreover, the total travel consumption by international visitors to Japan reached JPY 3.75 trillion in 2016 (approx. USD 32.9 billion),⁴ which rose to JPY 4.42 trillion in 2017 (approx. USD 39.5 billion)⁵ – the largest in history (see figure 2.2) while inbound consumption occupying a large position in Japanese economy with food and drink expenditures constituting 20%.

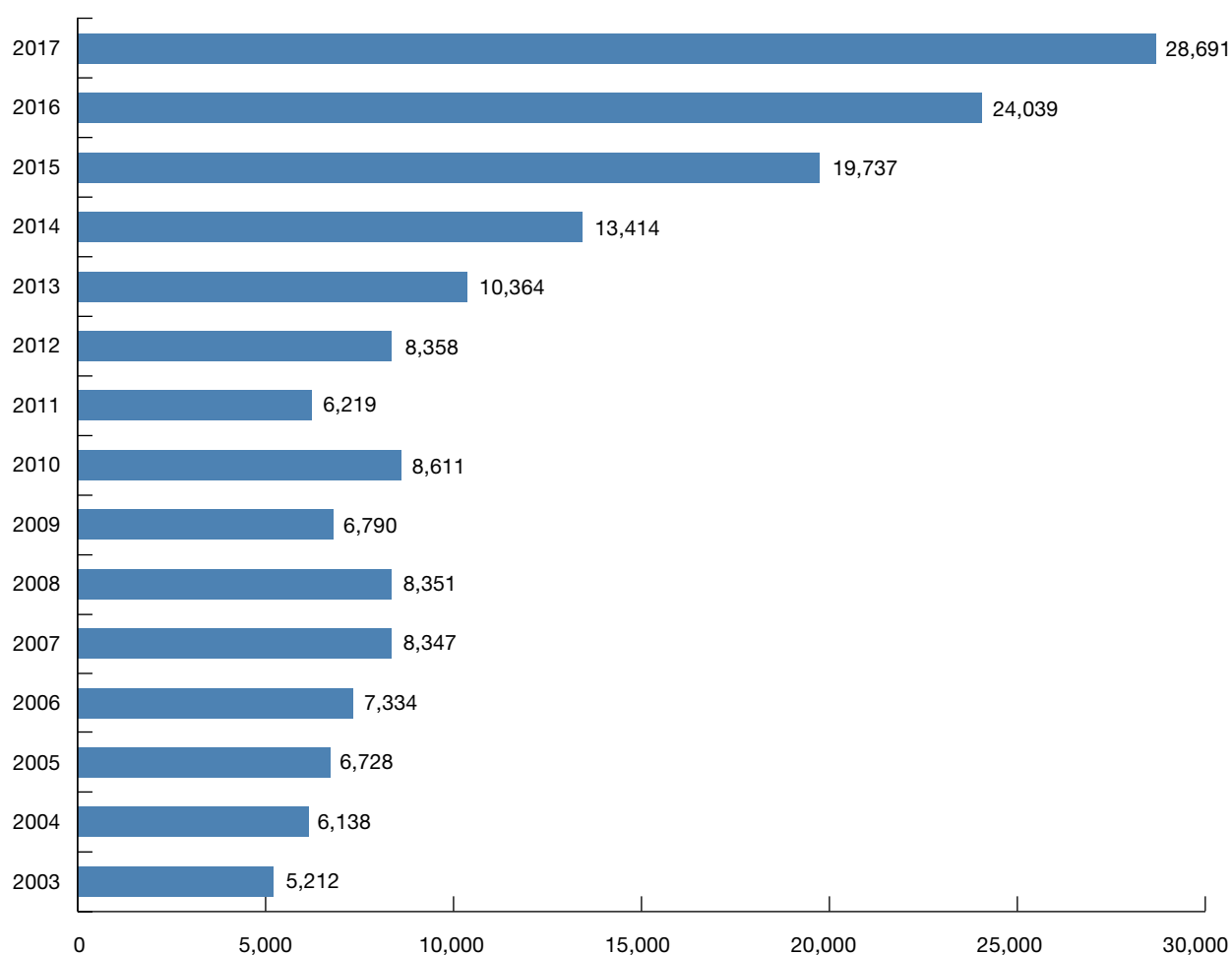
Considering the motivations to visit Japan in 2016, international visitors to Japan generally seem to have had their expectations met. In the "Consumption Trend Survey for Foreigners Visiting Japan" conducted in 2016 by the Ministry of Land, Infrastructure, Transport and Tourism, the top two responses for "What were you looking forward to most (before this trip to Japan)?" were "Eat Japanese food" and "Shopping" which were also the top two answers to "Done this time" (see figure 2.3).⁶

Table 2.1 International tourism expenditure in Japan (JPY trillion)

	2010	2011	2012	2013	2014	2015	2016	2017
Japanese domestic overnight trips	15.4	14.8	15.0	15.4	13.9	15.8	16.0	16.1
Japanese domestic same-day trips	5.1	5.0	4.4	4.8	4.5	4.6	4.9	5.0
Japanese overseas travel (domestic portion)	1.1	1.2	1.3	1.2	1.1	1.0	1.1	1.2
Trips by international visitors to Japan	1.1	0.8	1.1	1.4	2.0	3.5	3.7	4.4
Total	22.7	21.8	21.8	22.8	21.6	24.8	25.8	26.7

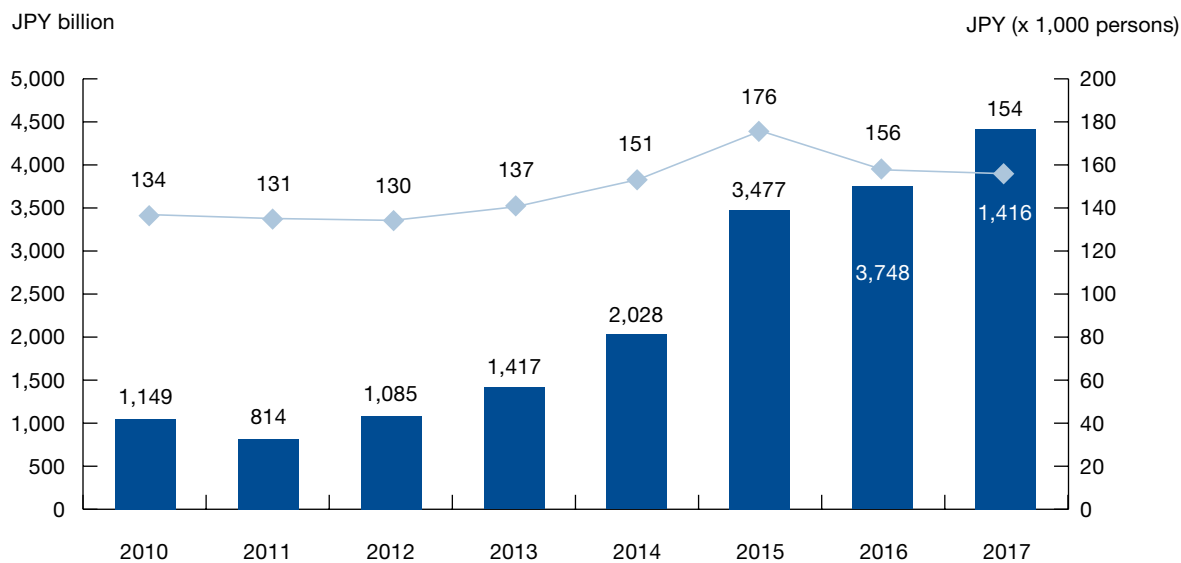
Source: Data based on Japan Tourism Agency (2018).

Figure 2.1 Trends in numbers of international visitors to Japan, 2003–2017 (x 1,000)



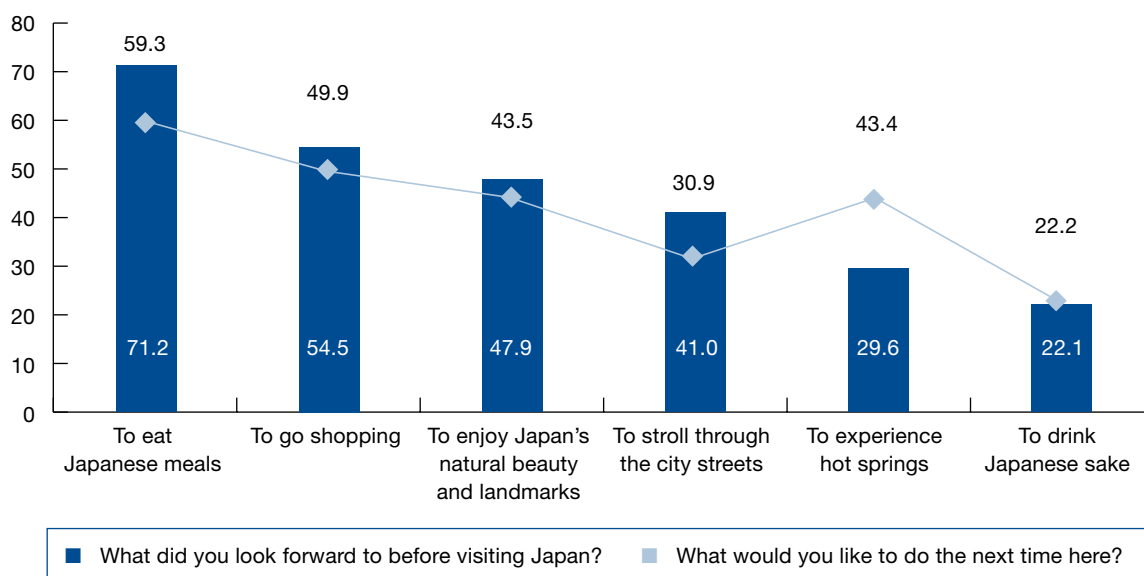
Source: Data compiled from Japan National Tourist Organization (JNTO) website (www.jnto.go.jp/jpn/statistics/data_info_listing/) which provides statistics for each year in question.

Figure 2.2 Trend of travel consumption by international visitors to Japan, 2010–2017



Source: Japan Tourism Agency (2016).

Figure 2.3 Motivation to visit Japan (%)



Source: Japan Tourism Agency (2016).

2.2 Government initiatives towards tourism-oriented country

Current initiatives to build up the tourism sector in Japan are considered to have begun in the wake of the Government's Visit Japan Campaign in 2003 (see table 2.2).⁷

The promotion of tourism in Japan has primarily been carried out by the Ministry of Land, Infrastructure, Transport and Tourism (MLIT), which oversees the country's national territory, infrastructure development, and transportation-related enterprises. Upon its establishment as an external agency of MLIT in 2008, the Japan Tourism Agency (JTA) made its goal to move

Table 2.2 Government initiatives to realize a tourism-oriented country

January 2003	Prime Minister Junichiro Koizumi led the "Advisory Panel for a Tourism-Oriented Country"
April 2003	"Visit Japan" operations started
December 2006	The Basic Act for Promoting a Tourism-Oriented Country was passed by the Diet
June 2007	The Cabinet approved the Basic Plan for Promoting a Tourism-Oriented Country
October 2008	Japan Tourism Agency (JTA) was established
March 2012	The Cabinet approved the Basic Plan for Promoting a Tourism-Oriented Country
March 2013	The First Cabinet Conference for Promoting a Tourism-Oriented Country was held
June 2013	The Second Cabinet Conference for Promoting a Tourism-Oriented Country was held (the "Action Program Toward Realization of a Tourism-Oriented Country" was put together) The Cabinet approved the "Japan Revitalization Strategy - JAPAN is BACK"
December 2013	A record of 13 million international visitors to Japan was set
June 2014	The "Action Program Toward Realization of a Tourism-Oriented Country 2014" was decided (explicitly stating "to achieve the goal of 20 million international visitors to Japan by 2020") The Cabinet approved a revision to "Japan Revitalization Strategy – JAPAN is BACK" in 2014
June 2015	The "Action Program Toward Realization of a Tourism-Oriented Country 2015" was decided (explicitly stating "to make complete preparations for an era of 20 million international visitors to Japan, and to reach the goal of 20 million ahead of schedule") The Cabinet approved a revision to "Japan Revitalization Strategy – JAPAN is BACK" in 2015
November 2015	Prime Minister Abe hosted the first meeting of the "Council For the Tourism Vision Supporting the Future of Japan"
December 2015	A record of 19 million international visitors arrived in Japan
March 2016	The "Tourism Vision Supporting the Future of Japan" plan was formulated
March 2017	Revision of the Tourism-based Country Promotion Basic Plan (cabinet decision)
May 2017	"Tourism Vision Realization Programme 2017", decided by Ministerial Conference for the Promotion of Tourism
December 2017	"Basic Policy on the Use of International Tourist Tax" (tentative name), Ministerial Council on the Promotion of Japan as a Tourism-oriented Country Decision
April 2018	International Tourist Tax Act passed A law amending part of the Act on Promotion of Inbound Tourism through Enhancing Travel Convenience of Foreign Tourists passed
June 2018	"Tourism Vision Realization Programme 2018", Ministerial Council on the Promotion of Japan as a Tourism-oriented Country Decision
December 2018	Passed the 30 million mark for foreign tourists visiting Japan "Basic Policy on the Use of International Tourist Tax (tentative name)" Portion of the 22 December 2017 Ministerial Council on the Promotion of Japan as a Tourism-oriented Country Decision amended

beyond a focus on the expansion of economic benefits for a limited number of tourism-related enterprises. Instead, JTA aimed to build communities both enjoyable to visit and to live in. The establishment of the JTA and its mission resulted in a wider understanding of tourism as a means for regional development. Sustainable development of the country's regions was recognized to be the ultimate goal of the value chain for tourism. Regional development activities were subsequently enacted throughout the Japanese Government in an effort to stave off the long-term effects of the country's steadily declining birthrate and aging population.

The key initiatives to create sustainable regional development focussed on communities, people, and employment. Officials strengthened programmes that facilitated sixth-sector industrialization to promote the primary sector of industry such as agriculture. This was followed by the establishment of destination management organizations (DMOs), and numerous regions are now improving their foods and culinary cultures with the understanding that these constitute an important element in their local offerings.

In 2016, the Japanese Government started to follow new goals to become a "Tourism-Oriented Country", focussed on achieving 60 million international visitors to Japan by 2030. Although the term *gastronomy tourism* does not explicitly appear within the Tourism Vision to Support the Future of Japan,⁸ some of the initiatives within have been called *gastronomy tourism*. This document also includes a vision that says Maximizing the attractiveness of tourism resources in order to make tourism the base of regional revitalization,⁹ in which it reinforces the inseparability of tourism and regional development. Here the concept of gastronomy tourism can be considered to be included in this vision. Below targets are derived from the above-mentioned perspective:¹⁰

1. Target numbers of international visitors to Japan: 40 million in 2020, 60 million in 2030;
2. Tourist spending by international visitors to Japan: JPY 8 trillion in 2020 (approx. USD 70 billion), JPY 15 trillion in 2030 (approx. USD 132 billion);
3. Total number of international visitor guest nights in local areas (outside the three largest metropolitan areas): 70 million guest nights in 2020, 130 million guest nights in 2030;

4. Number of international repeaters to Japan: 24 million in 2020, 36 million in 2030; and
5. Domestic tourist spending by Japanese tourists: JPY 21 trillion in 2020 (approx. USD 185 billion), JPY 22 trillion in 2030 (approx. USD 194 billion).

2.2.1 Initiatives aimed at promoting agriculture and fishery

Apart from the evident activities in promoting tourism, the below initiatives can be developed to promote agriculture and fishery as part of gastronomy tourism:

1. **Discover the treasures of rural areas:** Ministry of Agriculture Forestry and Fisheries (MAFF) has started an initiative to broadcast a number of selected instances of regional excellence in activating the region and rising income levels by maximizing the potential of the rural area.
2. **Savor Japan (explore regional flavours):** a programme was established in 2016 for regional initiatives to attract tourists, especially the international visitors which centered on regional foods, agriculture, forestry and fishery as its basis and certified as Savor Japan initiatives by MAFF. In September 2017, 28 prefectures and 44 regions had applied for this programme. As a result of screening, five regions have been certified as having Savor Japan initiatives namely:
 - The Tokachi region in Hokkaido;
 - Ichinoseki City and Hiraizumi Town in Iwate Prefecture;
 - Tsuruoka City in Yamagata Prefecture;
 - The Mase area in Gero City, Gifu Prefecture; and
 - The West Awa region in Tokushima Prefecture.
3. **Geographical indication (GI) protection system:** in order to establish a geographical indication protection system in Japan, the Act on Protection of the Names of Specific Agricultural, Forestry and Fishery Products and Foodstuffs¹¹ was enacted in June 2014, and has been enforced from 1 June 2015. From December 2015 to September 2017, 41 products from 28 prefectures and one product with a national registration have been recorded for purposes of protection.¹²

MAFF intends to achieve the following through its geographical protection system:

- Differentiation of regionally branded products, so that this can be reflected in the prices;
- Producer brand protection from unauthorized use of brands through government regulation, without producers bearing the burden of bringing lawsuits;
- Distribution of quality products only in the market; and
- Contribution to overseas expansion of authentic Japanese specialties.

2.2.2 The tax-deductible hometown tax donation system is centered on foods

Hometown Tax Donation is a system in which an individual can donate money to municipalities that they wish to support. Within the limit determined by the donor's income, the donated amount minus a non-deductible amount of JPY 2,000 (approx. USD 18)¹³ can be deducted from the donor's taxable income for income tax and inhabitant tax. There are some municipalities that provide thank-you gifts to such donors. This system can be a springboard for an individual to start thinking about how their tax money is used, by choosing the municipalities to which they donate. This is also a system for each local government to promote awareness of their local attractions to people all over Japan, as well as a scheme for taxpayers to contribute to the development of the region and the solution of local issues as a result of their donation. Donors can also be in direct contact with the region's attractions through the thank-you gifts,¹⁴ many of which consist of food ingredients and foods of the region. Thus, these foods become the face of the region, contributing to regional development.

Going forward, it is important that government policies and initiatives of private-sector enterprises align. This alignment will likely hasten as success factors and related challenges are widely shared among stakeholders, meaning that more educational and academic institutions will participate, establishing gastronomy tourism as concept supported by wide understanding among the Japanese people.

2.3 Survey results on gastronomy tourism in Japan

1. Recognition of gastronomy tourism by municipalities

Awareness of gastronomy tourism in Japan has grown significantly over the years, yet, as this publication demonstrates, there are still several opportunities for development in this sector:

- 18% of the municipalities have encountered the word gastronomy tourism; and
- 16% of the municipalities are aware that gastronomy tourism is gaining attention and is being promoted abroad.

2. Overview of initiatives in municipalities

In Japan – where there is awareness – there are cases of initiatives that promote local and regional gastronomy:

- 42% of the municipalities responded that they had cases that relate to gastronomy tourism; and
- 18% responded that they achieved specific outcomes.

Looking at the breakdown:

- 33% were communicating information on local produce, providing hands-on, on-site experiences of food production and cooking;
- 33% were utilizing regional-based culinary culture; and
- 14% were using wineries and sake breweries.

3. Positioning of gastronomy tourism

There are a few municipalities in Japan that currently position themselves as gastronomy tourism destinations, focusing on the promotion of culinary experiences that highlight history, geography and culture:

At the prefectural level, 32% of the prefectures position gastronomy tourism as a policy.

Whilst 18% of the municipalities either had direct policy actions or business operations related to gastronomy tourism.

Looking at the municipalities with business collaboration, the most common categories of collaboration are:

- Collaboration with local enterprises, producers and production organizations (45%);
- Nationwide enterprises (21%); and
- Educational institutions (13%).

Among the most effective collaboration efforts between municipalities and enterprises have been those with:

- Local media exposure (47%);
- Sales of products, restaurants and accommodation (42%); and
- Enhanced recognition of region (33%).

4. Contents of gastronomy tourism

The contents of programmes most often listed (offered/requested) are:

- Events jointly held by municipalities and private enterprises (37%);
- Development of menus by private enterprises (34%); and
- Information provided by municipalities and private enterprises (33%).

Regions offer programmes that are attractive for private enterprises and municipalities. However, due to executional challenges, such as a lack of human resources, these programmes have not been completed.

5. Challenges and effects of gastronomy tourism

- Challenges most listed include:
- Human resources for promotional activities (49%);
- Budgeting (41%);
- Sharing awareness and collaboration among persons involved (37%);
- Identifying the primary organization leading the enterprise (36%); and
- Improving attractiveness of culinary cultures, products and services (35%).

Cases that successfully incorporated the tourism aspect into their gastronomy value chain resulted in a 17% increase in the commercialization of travel and a 22% increase in the number of domestic visitors.

Some of the main outcomes observed in these cases of gastronomy tourism include local media exposure, sales of products, restaurants and accommodation and enhanced recognition of the region. Meanwhile, stakeholders often envision their future initiatives as achieving outcomes including not only sales of products, restaurants and accommodation and

enhanced recognition of region, but also goals such as economic trickle-down effect on producers and increased number of domestic visitors. There are discrepancies between the current results achieved by gastronomy tourism initiatives in Japan and the future goals of their agents.

6. Comparisons with other countries

Most municipalities in Japan do not yet position gastronomy tourism as a business operation. As such, gastronomy tourism in Japan has great **potential for further growth**:

In the survey published in *UNWTO Second Global Report on Gastronomy Tourism*, 47% of respondents have a gastronomy tourism strategy in their respective destination's Tourism Action Plan.¹⁵

For comparison, in Japan, according to the survey carried out for this publication, 22% of respondents at the municipal level and 38% of respondents at the prefectural level responded that they already position gastronomy tourism as a business operation or are planning to do so.¹⁶

Gastronomy tourism in Japan features a relatively high degree of **public-private collaboration**:

- In the survey published in UNWTO Second Global Report on Gastronomy Tourism, 44% of respondents answered that they promote public-private collaboration¹⁷; and
- For comparison, in Japan, according to this publication's survey, 65% of municipalities responded that they collaborate with local enterprises.¹⁸

Results indicate that there are potential challenges in **building partnerships** with travel companies, effectively using DMOs, and building quality media relations:

- In the survey published in *UNWTO Second Global Report on Gastronomy Tourism*,¹⁹ when asked about the effects of gastronomy tourism, 60% of respondents answered development of tourism products and routes, and 77% answered enhanced media exposure; and
- For comparison, in Japan, according to this publication's survey, 17% of respondents answered development of tourism products and routes and 51% answered enhanced media exposure, as effects of their gastronomy tourism initiatives.²⁰

Endnotes:

- 1 Ministry of Internal Affairs and Communications, Statistics Bureau (2018), *Preliminary Counts of Japan's Population*, Ministry of Internal Affairs and Communications, Tokyo.
- 2 Note: IMF Representative Exchange Rates for Selected Currencies for December 2010: USD 1 = JPY 83.
- 3 Note: IMF Representative Exchange Rates for Selected Currencies for December 2017: USD 1 = JPY 112.
- 4 Note: IMF Representative Exchange Rates for Selected Currencies for December 2016: USD 1 = JPY 114.
- 5 Note: IMF Representative Exchange Rates for Selected Currencies for December 2017: USD 1 = JPY 112.
- 6 Japan Tourism Agency (2016), *Consumption Trend Survey for Foreigners Visiting Japan*, Tokyo.
- 7 The Visit Japan Campaign (VJC) was a Japan nationwide promotion project aimed at achieving 10 million annual international visitors to Japan by 2010. JNTO took advantage of the specialized/neutral position of the Japan Tourism Agency, and in implementing the VJC, JNTO's overseas offices played a central role in conducting tourism promotion efforts and more in each market. See www.jnto.go.jp/jpn/projects/promotion/vj/ for details.
- 8 Ministry of Land, Infrastructure, Transport and Tourism (2016), *Meeting of the Council for a Tourism Vision to Support the Future of Japan: New Tourism Strategy to Invigorate the Japanese Economy*, Ministry of Land, Infrastructure, Transport and Tourism, Tokyo.
- 9 Ibid.
- 10 Note: IMF Representative Exchange Rates for Selected Currencies for December 2018: USD 1 = JPY 113.
- 11 Ministry of Agriculture, Forestry and Fisheries, Food Industry Affairs Bureau, Government of Japan (2014), *Act on Protection of the Names of Specific Agricultural, Forestry and Fishery Products and Foodstuffs (Act No. 84 of June 25, 2014)*, MAFF, Tokyo.
- 12 Ibid.
- 13 Note: IMF Representative Exchange Rates for Selected Currencies for December 2018: USD 1 = JPY 113.
- 14 Ministry of Internal Affairs and Communications (2015), *Yoku Wakaru! Furusato Nozei (よくわかる! ふるさと納税) (Clear understanding of the Hometown Tax Donation)* [in Japanese] (online), available at: www.soumu.go.jp/main_sosiki/jichi_zeisei/czaisei/czaisei_seido/furusato/about/ (10-09-2018).
- 15 World Tourism Organization (2017), *Affiliate Members Report, Volume sixteen – Second Global Report on Gastronomy Tourism*, UNWTO, Madrid, DOI: <https://doi.org/10.18111/9789284418701>, p. 18.
- 16 Ibid.
- 17 World Tourism Organization (2017), p. 19.
- 18 Ibid.
- 19 For convenience, reproduced in part in annex 1.
- 20 World Tourism Organization (2017).





Chapter 3 Case studies of gastronomy tourism in Japan

3.1 Criteria for evaluation and organizing case studies

According to UNWTO's Committee on Tourism and Competitiveness (CTC), gastronomy tourism is a type of tourism activity which is characterized by the visitor's experience linked with food and related products and activities while travelling. Along with authentic, traditional, and/or innovative culinary experiences, gastronomy tourism may also involve other related activities such as visiting the local producers, participating in food festivals and attending cooking classes. Gastronomy tourism can provide the following benefits:

1. Gastronomy tourism enables differentiation and unique positioning of regions;
2. Gastronomy tourism has the potential to provide visitors with new values and experiences;
3. Gastronomy tourism can be implemented in less developed regions and those lacking in tourism resources (possible even in small villages);
4. Gastronomy tourism is easy to introduce and to develop as a story; and
5. Gastronomy tourism provides the region with high revenue and creates a desire to return or loyalty among the visitors.

3.1.1 Proposed criteria for analysis and organization initiatives in gastronomy tourism

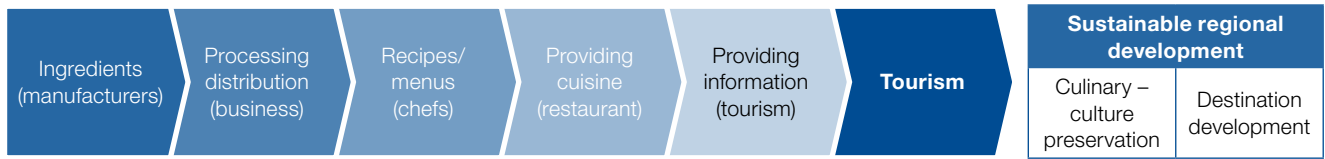
As the result of deliberation in the Advisory Board,¹ a value chain was defined for the analysis of gastronomy initiatives and a case chart template with labels (including information on collaboration) was included in order to objectively compare gastronomy tourism activities. The value chain and case chart template were used to summarize the local survey results and have functioned as the basis for the case studies in this publication. It is possible to apply the concept of gastronomy tourism used in this publication, as well as the value chain and case charts in analyzing gastronomy tourism in countries other than Japan.

The value chain for gastronomy tourism in Japan (illustrated in figure 3.1) includes the five following activities:

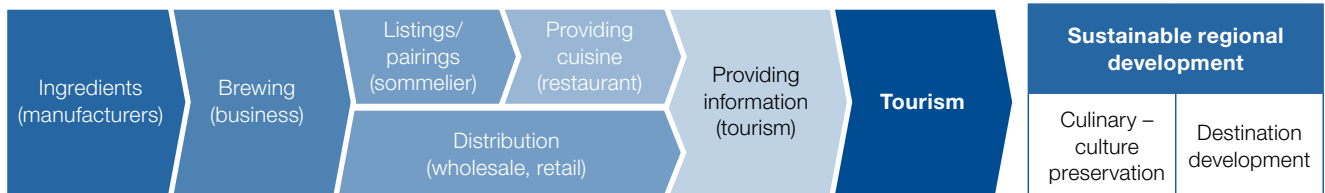
1. Production of ingredients;
2. Distribution;
3. Recipe development;
4. Provision of services; and
5. Information.

Figure 3.1 Gastronomy tourism value chains

Foods



Beverages



The value chain involves a variety of participants, academics and the government. For the purpose of this survey, separate value chains for food and beverages have been used.

The level of achievement toward the goal of sustainable development in the country’s regions through gastronomy tourism was evaluated using two indicators: how it attracts the attention of both domestic and foreign tourists, which leads to tourism demand (output indicator: transformation to tourism), and second, how having visitors leads to the conservation of traditional ways of living, environmental preservation, and culinary culture (outcome indicators: conservation, and success of culinary culture). Factors leading both to success and to challenges going forward were subsequently analyzed.

With regard to public-private sector collaboration, analysis focussed on the collaboration with private-sector enterprises that run services on a nationwide scale, as well as the collaboration between regional private enterprises and organizations.

Each case study introduced in this publication has a corresponding case chart. The case chart includes the following (see table 3.1):

1. The value chain phases achieved in each case;
2. The primary agents for its implementation;
3. The food ingredients and cultural elements involved;

4. The type of activities within the case; and
5. The overall impact of the case

As shown in the aforementioned chart, the case studies have been divided into three different types based on their activity:

- The first type explores examples of food ingredient and menu development, including publishing information on local food ingredients in collaboration with food producers and chefs, providing food production and cooking experiences on-site, and offering local dishes at local restaurants and eateries;
- The second type explores examples of food culture and regional culture based on leveraging culinary culture and history, recreating local dishes, and leveraging traditional architecture and townscapes; and
- The third and final type explores examples of travel product development, such as leveraging wineries, sake breweries and seasoning production facilities to develop courses for tourists and promote public interest.

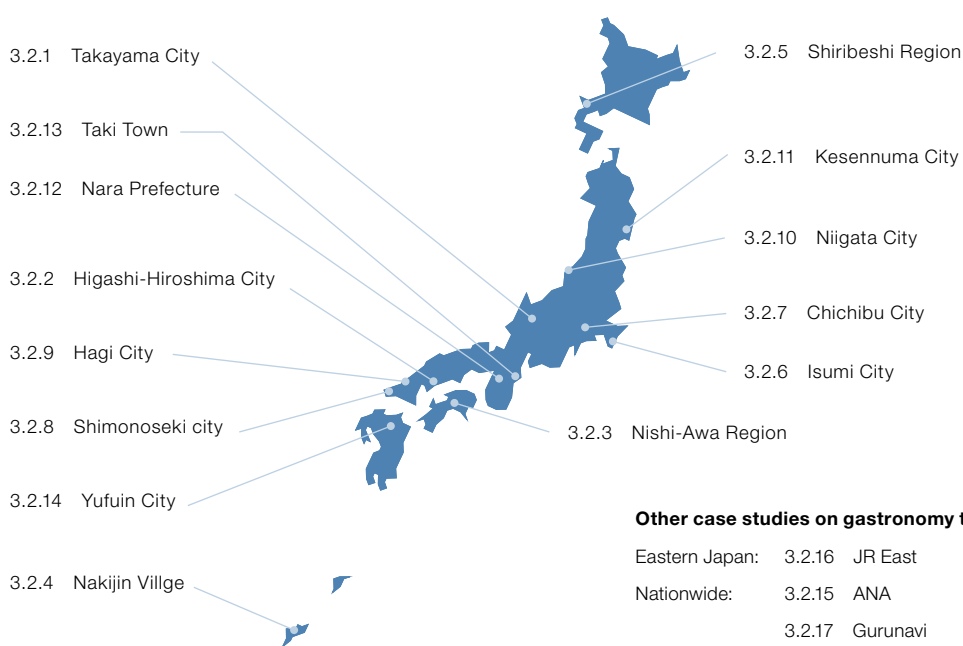
Endnotes:

1 Advisory board for the “Gastronomy Tourism Board”, please refer to annex 4.

Table 3.1 Template for gastronomy tourism case labels

Value chain phases	<input type="checkbox"/> Ingredients <input type="checkbox"/> Processing <input type="checkbox"/> Recipe/menu development <input type="checkbox"/> Provision of food or cuisine <input type="checkbox"/> Publishing of information <input type="checkbox"/> Tourism
Primary agents	<input type="checkbox"/> Government <input type="checkbox"/> Private enterprises (food production/processing, restaurants, distribution, sales, transportation, travel companies, etc.) <input type="checkbox"/> Academic institutions <input type="checkbox"/> Producers <input type="checkbox"/> Citizens
Contents of food ingredients and cultural elements	<input type="checkbox"/> Agricultural products <input type="checkbox"/> Fishery products <input type="checkbox"/> Traditional cultures <input type="checkbox"/> Fermentation and brewing (sake, miso, vinegar, etc.)
Types of activities	<input type="checkbox"/> Type 1: Food ingredient/menu development <input type="checkbox"/> Type 2: Food-/regional culture based <input type="checkbox"/> Type 3: Travel product development <input type="checkbox"/> Other (a combination of types is possible)
Impact	<input type="checkbox"/> Branding <input type="checkbox"/> Enhanced recognition <input type="checkbox"/> Enhanced media exposure <input type="checkbox"/> Increased sales of local products/sales at local restaurants <input type="checkbox"/> Higher growth of visitor <input type="checkbox"/> Other

Figure 3.2 Locations of gastronomy tourism by case study and chapter



Other case studies on gastronomy tourism:

- Eastern Japan: 3.2.16 JR East
- Nationwide: 3.2.15 ANA
- 3.2.17 Gurunavi
- 3.2.18 The ONSEN & Gastronomy Tourism Association

3.2 Case studies of gastronomy tourism





3.2.1 Sanctum of Japanese sake brewers’ story of success (Takayama City, Gifu Prefecture)



Takayama City is located in the heartland of Japan, a historical community lying below the Japanese Alps. At its center is Takayama City, a place full with historic buildings and streets which have been carefully preserved since the Edo Period (1603–1868). It has a full three-star rating from Michelin Green Guide Japan as a destination worth visiting and has a high recognition factor among foreign visitors. Takayama City welcomed a record number of tourists in 2017 (4.6 million – an increase of 2.5% over 2016) with inbound visitors also reaching a record high of 513,000 (up 11.3% from 2016 based on number of nights stayed), of which tourists from Europe and the United States of America accounted for 26% of the total.²

Given this tourist surge, the twelve breweries of Japanese sake in the Takayama City region and the *doburoku* (unrefined sake) brewer of Shirakawa Village teamed up with the local government to establish Hida Sake Tourism

Association in February 2013.³ The association regards local sake as the most symbolic resources of Hida, which is blessed with a rich supply of mountain water and rice – both products of the history and culture spun by the local people. This was therefore initiative to promote not only the local sake of Hida, but also its historical and cultural allure for travellers. With the tagline ‘Revel in the Sanctum of Japanese Sake with All Five Senses’, the association aims to convert customers – who are tourists, as well as consumers – into admirers of the Hida brand. The desire to actively attract tourists and brighten future prospects has been driven by the fact that 300 years ago there were 56 sake breweries, however, today, there are only 12, three of which have changed ownership, while shipment volume has declined by half compared to 1990.⁴

The association has created a new logo for all its members to use, and is promoting walking tours of sake breweries in collaboration with the local government. Moreover, once a year, it holds the Takayama in winter: ‘Our Sake Breweries are Now Open’ campaign in order to attract visitors during the off-season and hosts an event featuring newly brewed sake for visitors to taste. As a result of these initiatives, media coverage has increased for the local sakes. At the same manner, the tagline of the association is also gaining greater exposure in Japanese media. Another successful association initiative is the conclusion of an agreement with Alsace Wine Road.⁵ This in turn has spawned similar agreements between Gifu Prefecture and France’s Haut-Rhin Council Department, as well as between the cities of Takayama and Colmar

Table 3.2 Checklist for Takayama City (case 1)

Value chain phases	<input checked="" type="checkbox"/> Ingredients <input checked="" type="checkbox"/> Processing <input type="checkbox"/> Recipe/menu development <input checked="" type="checkbox"/> Provision of food or cuisine <input type="checkbox"/> Publishing of information <input checked="" type="checkbox"/> Tourism
Primary agents	<input checked="" type="checkbox"/> Government <input checked="" type="checkbox"/> Private enterprises (food production/processing) <input type="checkbox"/> Academic institutions <input type="checkbox"/> Producers <input type="checkbox"/> Citizens
Contents of food ingredients and cultural elements	<input type="checkbox"/> Agricultural products <input type="checkbox"/> Fishery products <input checked="" type="checkbox"/> Traditional cultures <input checked="" type="checkbox"/> Fermentation and brewing (sake)
Types of activities	<input type="checkbox"/> Type 1: Food ingredient/menu development <input type="checkbox"/> Type 2: Food-/regional culture based <input checked="" type="checkbox"/> Type 3: Travel product development <input type="checkbox"/> Other (a combination of types is possible)
Impact	<input checked="" type="checkbox"/> Branding <input checked="" type="checkbox"/> Enhanced recognition <input type="checkbox"/> Enhanced media exposure <input checked="" type="checkbox"/> Increased sales of local products/sales at local restaurants <input checked="" type="checkbox"/> Higher growth of visitor <input type="checkbox"/> Other

and between the villages of Shirakawa and Riquewihr, marking the advent of an era of bilateral collaborative ventures.

In Takayama City there are seven sake breweries located within a 100-m radius, and tourists can visit them as they stroll through the historic streets. The breweries hold tastings, which not only facilitate sake purchases, but also enhance visitor demand; the tastings, which were previously free of charge, are now being offered for a small fee. Council activities have also earned high reputation from Japan Agricultural Cooperatives Hida (JA Hida), the local cooperative of producers of rice, the base ingredient for Japanese sake.

“The association is seeking to guide the direction of the initiatives each brewery adopts by leveraging what are known as our regional specialties such as the beef, sake and furniture of Hida,” explains Mr. Uenoda, President of Tenryou Sake Brewing, Co., Ltd. and former

chairperson of Hida Sake Tourism Association. “Going forward, we feel it’s necessary to improve upon sake brewery tours by offering formal half- and full-day courses in which our local liquor and culture may be enjoyed.”

Ienaka, M and Nakamura, S. (2017)

Endnotes:

- 2 Takayama Municipal Office, Tourism Division (2016), *2016 Tourism Statistics (January 1 – December 31, 2016)*, Takayama Municipal Office, Takayama.
- 3 Hida Sake Brewers Association (2014), *Hida Jizake Tourism Efforts*, Takayama.
- 4 Yamada, M. (2000), *Future of Sake Brewers in Gifu Prefecture*, Gifu Economic and Industrial Promotion Center, Gifu.
- 5 Central Japan Economic Federation (2014), 'Alsace Wine Route and Hida Sake Tourism Association Sign a Friendship Declaration' [in Japanese] (online), available at: www.chukeiren.or.jp/meeting/2014/04/post-52.html (10-09-2018).



Saijo is located approximately 35 minutes by train from Hiroshima. It is believed that sake brewing began during the Edo Period (1603–1868) when it was a lodging town.⁶ The water in Akitsu, drawn from the southern part of Higashi-Hiroshima City, is soft and is not ideal for fermentation and, therefore, considered unsuitable for brewing sake. However, when a soft water brewing method was perfected and widely adopted during the Meiji Period (1868–1912), Saijo emerged as one of the three major sake brewing towns nationwide along with Fushimi in Kyoto and Kobe's Nada District in Hyogo Prefecture. The forerunner of the National Research Institute of Brewing was also established in Saijo. When former President of the United States of America, Barack Obama, visited Japan and shared a toast with Prime Minister Shinzo Abe in a Tokyo sushi restaurant, the sake they drank was from a Saijo brewery.⁷ In the past, the Saijo Sake Brewing Association held a sake festival as a Shinto ceremony, but since October

1990, the event – together with another festival held to commemorate Higashi-Hiroshima's official designation as a municipality – has become what it is known today as the Saijo Sake Festival. It now attracts around 250,000 visitors to a city with a population of roughly 190,000, significantly boosting the local economy by generating JPY 3.3 billion (approx. USD 29.5 million) in revenues.⁸

The Saijo Sake Festival is not a local government initiative, rather it operates entirely as a civic project, hosted by the city's tourism association (Higashi-Hiroshima City Tourism Association) and runs under an executive committee system with the broad support of Higashi-Hiroshima residents, the local brewing association, private enterprise, the Chamber of Commerce, the Junior Chamber, as well as university students participating as volunteers. There are many festivals that are primarily operated under the auspices of local sake brewers, but the Saijo Sake Festival is conspicuous for its operation as an endeavor, by and for residents. Other notable feature of this initiative is related to funding. Although the municipality does provide some assistance, the overall event is made possible largely through revenues from corporate sponsorships and festival earnings.

Equally noteworthy is that this is not a one-off event, but rather a sustained community effort to portray and promote this town as an endearing home of sake breweries. Brewers, for example, have agreed to open parts of their once passionately guarded brewing facilities to the public, allowing visitors to taste and purchase sake

Table 3.3 Value chain for Higashi-Hiroshima City (case 2)

Value chain phases	<input checked="" type="checkbox"/> Ingredients <input checked="" type="checkbox"/> Processing <input checked="" type="checkbox"/> Recipe/menu development <input checked="" type="checkbox"/> Provision of food or cuisine <input checked="" type="checkbox"/> Publishing of information <input checked="" type="checkbox"/> Tourism
Primary agents	<input checked="" type="checkbox"/> Government <input checked="" type="checkbox"/> Private enterprises (food production/processing, restaurants) <input checked="" type="checkbox"/> Academic institutions <input type="checkbox"/> Producers <input checked="" type="checkbox"/> Citizens
Contents of food ingredients and cultural elements	<input type="checkbox"/> Agricultural products <input type="checkbox"/> Fishery products <input type="checkbox"/> Traditional cultures <input checked="" type="checkbox"/> Fermentation and brewing (sake)
Types of activities	<input type="checkbox"/> Type 1: Food ingredient/menu development <input type="checkbox"/> Type 2: Food-/regional culture based <input checked="" type="checkbox"/> Type 3: Travel product development <input type="checkbox"/> Other (a combination of types is possible)
Impact	<input checked="" type="checkbox"/> Branding <input checked="" type="checkbox"/> Enhanced recognition <input checked="" type="checkbox"/> Enhanced media exposure <input checked="" type="checkbox"/> Increased sales of local products/sales at local restaurants <input checked="" type="checkbox"/> Higher growth of visitor <input checked="" type="checkbox"/> Other (enhanced unity within community)

onsite. While most breweries are small operations with only a handful of employees, many have crafted ways to remain open on weekends. Meanwhile, every Sunday, as well as Saturdays during the months of January and February, volunteer guides give free tours of the city as part of myriad initiatives to entertain tourists throughout the year. These include: programmes for visitors to have hands-on experience in sake brewing, illuminating breweries for night viewing, holding concerts and yoga lessons on brewery premises, sales of sweets and breads using sake as an ingredient in addition to sales of sake itself, and offering *bishu* (tasty sake)-*nabe*, a sake-based hot-pot stew. The local government is seeking to register Saijo as a Japanese Heritage Site⁹ as the first site that develops *Ginjo*-type of sake.

According to the local tourism association, the aforementioned initiatives undertaken by residents and efforts to leverage Higashi-Hiroshima’s vintage townscape have brought the community closer, enhancing the spirit of hospitality toward visitors. It is further mentioned by the officials from the tourism association and the municipality

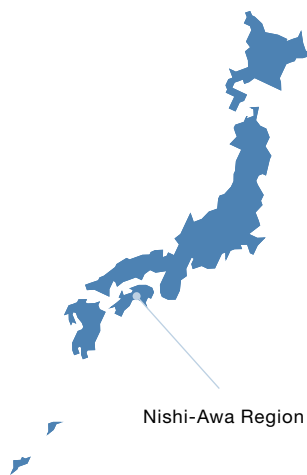
that the sake festival serves as a rich training ground for prospective merchants and incentivizes Hiroshima University students who have left the prefecture to return to Higashi-Hiroshima, thereby helping to increase the local population.¹⁰

Endnotes:

- 6 Higashi-Hiroshima City Tourism Association (2017), 'History of Sake Brewery Street' (online), available at: www.hh-kanko.ne.jp/ginjo/guide.html (10-09-2018).
- 7 Kamotsuru Sake Brewing Co., Ltd. (2014), *Daiginjo Special Gold Kamoshira* [in Japanese] (online), available at: www.kamotsuru.jp/news/6013/ (10-09-2018).
- 8 Higashi-Hiroshima City Tourism Association (2014), 'Economic Ripple Effect of "2014 Sake Festival"' [in Japanese], announced by Higashi-Hiroshima City Tourism Association, Higashi-Hiroshima.
- 9 Broadly speaking, Japanese Heritage Sites are unique regional historical and cultural sites that are nationally recognized. For details, see Agency for Cultural Affairs, Government of Japan (2017), *Japan Heritage* (online), available at: www.bunka.go.jp and www.bunka.go.jp/english/policy/cultural_properties/japan_heritage/ (19-09-2018).
- 10 Nakamura, S.; Ienaka, M. and Yamamoto, N. (2017c), conversation with Mr. Uemukai, Higashi-Hiroshima Tourism Association (18-07-2017).



3.2.3 Blending farming and tourism (Nishi-Awa Region, Tokushima Prefecture)



Nishi-Awa Region has around 200 villages spread out from the steep mountainside of Shikoku's hallowed Mount Tsurugi. The sloping farming method was used here to maximize usage of the limited land available on a mountain slope and is practiced to this day – a rather unique feature that is gaining attention as a tourism resource.¹¹ In this area, visitors can interact with mountainside communities that have coexisted with nature for over a millennium, experiencing their lifestyles and culinary culture by staying at bed and breakfast inns run by farmers and ancient farmhouses.

The Nishiokadas are an elderly couple who used to be farmers, but they have spent the last three years managing an agricultural nursery for tourists on their farm. They began doing so after local authorities suggested they try it. Ever since, numerous visitors from the prefecture and beyond visit the nursery, not only to experience farm work in person, but also to partake in its tour.¹²

Villagers living on mountain slopes have built facilities where tourists can experience the unique way of life and extraordinary landscapes for themselves. In Ochiai Village, for example, there are eight guesthouses refurbished from old, thatched-roof homes run by the Miyoshi Township, which consigns management to the non-profit organization Chiiori Trust, an organization founded in part to preserve old houses and rituals. There, occupants prepare their own meals with the food they have brought, but a catering service for local cuisine is available. They can request boxed meals served in traditional Tokushima wood containers, take part in classes in preparing local cuisine taught by the village women or join a local family at home for dinner in Ochiai Village.¹³

In Fuchina Village of Mima City, there is a farmhouse restaurant called Fuwari whose menu, focusing mainly on vegetables grown on nearby sloped farms, is gaining popularity. Because Fuchina is located on canted land, its population has dwindled over the years and residents realized that something had to be done.¹⁴

These cases are how Nishi-Awa's longstanding way of life is being preserved, a positive cycle created by the interest it has garnered both at home and abroad leading to visiting guests, ensuring that this way of life will continue.

Farmers living in a semi-mountainous area must address the problem of crop damage resulting from wildlife. A number of factors are being cited for this, including

Table 3.4 Value chain for Nishi-Awa Region (case 3)

Value chain phases	<input checked="" type="checkbox"/> Ingredients <input checked="" type="checkbox"/> Processing <input checked="" type="checkbox"/> Recipe/menu development <input checked="" type="checkbox"/> Provision of food or cuisine <input checked="" type="checkbox"/> Publishing of information <input checked="" type="checkbox"/> Tourism
Primary agents	<input checked="" type="checkbox"/> Government <input checked="" type="checkbox"/> Private enterprises (food production/processing, restaurants, transportation, travel companies, etc.) <input type="checkbox"/> Academic institutions <input checked="" type="checkbox"/> Producers <input checked="" type="checkbox"/> Citizens
Contents of food ingredients and cultural elements	<input checked="" type="checkbox"/> Agricultural products <input type="checkbox"/> Fishery products <input checked="" type="checkbox"/> Traditional cultures <input type="checkbox"/> Fermentation and brewing (sake, miso, vinegar, etc.)
Types of activities	<input checked="" type="checkbox"/> Type 1: Food ingredient/menu development <input checked="" type="checkbox"/> Type 2: Food-/regional culture based <input type="checkbox"/> Type 3: Travel product development <input type="checkbox"/> Other (a combination of types is possible)
Impact	<input checked="" type="checkbox"/> Branding <input checked="" type="checkbox"/> Enhanced recognition <input checked="" type="checkbox"/> Enhanced media exposure <input checked="" type="checkbox"/> Increased sales of local products/sales at local restaurants <input checked="" type="checkbox"/> Higher growth of visitor <input type="checkbox"/> Other

expanding habitats of wildlife, a decline in hunting and resulting loss of population control, and growing tracts of abandoned cultivated land.¹⁵

Due to this, Tokushima's prefectural government has established a facility to process wild deer and boar meat under strict guidelines so as to ensure hygiene and sanitation. These meats are labeled Awa Wild Game and eateries that prepare and serve them with fresh local ingredients post official certification signs on the premises.¹⁶ These initiatives help promote acceptance of these meats, which are not as popular in Japan as other countries.

Uribo, a farmer's bed and breakfast in Nishi-Awa that is certified to serve these meats, offers a wide range of experiences across the food value chain, from farm work and making soba noodles to hunting wild game in the winter.¹⁷ The couple that owns the bed and breakfast created the menu, which features wild game dishes served with slope-farmed vegetables, offering stews in

the winter and barbeques in the summer. As attractive as these offerings are, perhaps the primary draw of Uribo is the opportunity to experience a rural way of life and enjoy the warm welcome and familiar hospitality away from home. Uribo not only accommodates tourists worldwide, it also serves an educational role for students throughout Japan who come to Nishi-Awa to learn about agricultural lifestyles.

Endnotes:

- 11 Tsurugi Town (2018), 'Certified as a Globally Important Agricultural Heritage System - About the Nishi-Awa Steep Slope Land Agriculture System' [in Japanese] (online), available at: www.town.tokushima-tsurugi.lg.jp/docs/294781.html (10-09-2018).
- 12 Nakamura, S.; Ienaka, M. and Yamamoto, N. (2017b), conversation with Mr. and Mrs. Nishiokada.
- 13 Japan National Tourism Organization (2018), 'Experience a true Japanese paradise with a taste of life in remote Iya', *Japan Monthly Web Magazine*, 08-2018 (online), available at: https://japan-magazine.jnto.go.jp/en/1808_itya.html (10-09-2018).
- 14 Tokushima Shimbun (2017), 'Mima City's "Farmer Restaurant" Opens – Regional Revitalization' (online), available at: www.topics.or.jp/articles/-/3548 (10-09-2018).
- 15 Ministry of Agriculture, Forestry and Fisheries, Government of Japan (2015b), *Situation Pertaining to Countermeasures for Bird and Wildlife Damage in the Chugoku and Shikoku Areas*, Chugoku-Shikoku Regional Agricultural Administration Office, Okayama.
- 16 Tokushima Prefectural Government (2016), 'What is Awa Gibier?' (online), available at: www.pref.tokushima.lg.jp/awa-gibier/english/ (17-09-2018).
- 17 Nosai Tokushima (2017), 'Gibie Cuisine at "Minshuku Uribo" in a steep sloped-farming village' [in Japanese] (online), available at: www.nosai-tokushima.jp/2973.html (17-09-2018).







3.2.4 Regional revitalization through farming tourism (Nakijin Village, Okinawa Prefecture)



This initiative is introduced as a rare example of a private restaurant company starting up agricultural production and moving it to what is termed in Japan as the sixth industry – that combines the primary industry of agricultural production with secondary industry of food processing and tertiary industry of distribution, retailing and service sectors.

Aiai Farm, which is located within Nakijin Village, was launched in 2013 utilizing a former elementary school building. It was funded by the Ministry of Agriculture, Forestry and Fisheries' subsidy allocated to set up sixth industry enterprises, with facilities that include a processing plant, direct sales outlet, seminar room, hands-on culinary arts studio, guest rooms and restaurants. In response to customer needs for organic vegetables, Aiai Farm grows fresh produce on a 17 hectares farm that it owns and offers them as food and beverages at its restaurant and guesthouse facilities,

selling processed products at a direct sales outlet.¹⁸ As a result of such initiatives, demand by domestic and overseas visitors, as well as students on school trips are increasing. It has emerged as an established tourist attraction that accepts 72,000 children annually.¹⁹ It serves as an effective teaching for students on Okinawa's culinary culture and the value of life. Aside from students, inbound visitors to this area can also enjoy hands-on experience in preparing meals and local soba noodles while learning about the unique culinary culture of the Ryukyu Islands (as the Okinawan island chain is also known in Japan) and the historical context from which it evolved.

Mr. Kenichi Kariki of the Amenity Corporation,²⁰ which runs Aiai Farm in Okinawa, has lived through Okinawa's postwar recovery and envisions dramatic new changes. He recalls that the prefecture was a major producer of soybeans and wheat in 1964, but today, production has dropped to zero. Okinawan tofu, once the pride of the local food culture (also known as Ryukyu cuisine), is now made with American soybeans, while soba noodles used to be produced from locally grown wheat, but are now made from imported grain.

Capital funding was needed to rebuild Okinawa after the war and the toll it exacted was the virtual disappearance of the area's culinary culture.²¹ In order to fulfil the dream of returning to the way soba noodles were produced (from lye made by burning banyan trees), the prefectural government is seeking to revive the culinary culture unique to Okinawa by growing its own crops. As a result,

Table 3.5 Value chain for Nakijin Village, Okinawa Prefecture (case 4)

Value chain phases	<input checked="" type="checkbox"/> Ingredients <input checked="" type="checkbox"/> Processing <input checked="" type="checkbox"/> Recipe/menu development <input checked="" type="checkbox"/> Provision of food or cuisine <input checked="" type="checkbox"/> Publishing of information <input checked="" type="checkbox"/> Tourism
Primary agents	<input checked="" type="checkbox"/> Government <input checked="" type="checkbox"/> Private enterprises (restaurants) <input type="checkbox"/> Academic institutions <input checked="" type="checkbox"/> Producers <input type="checkbox"/> Citizens
Contents of food ingredients and cultural elements	<input checked="" type="checkbox"/> Agricultural products <input type="checkbox"/> Fishery products <input type="checkbox"/> Traditional cultures <input type="checkbox"/> Fermentation and brewing (sake, miso, vinegar, etc.)
Types of activities	<input checked="" type="checkbox"/> Type 1: Food ingredient/menu development <input checked="" type="checkbox"/> Type 2: Food-/regional culture based <input type="checkbox"/> Type 3: Travel product development <input type="checkbox"/> Other (a combination of types is possible)
Impact	<input type="checkbox"/> Branding <input type="checkbox"/> Enhanced recognition <input type="checkbox"/> Enhanced media exposure <input checked="" type="checkbox"/> Increased sales of local products/sales at local restaurants <input checked="" type="checkbox"/> Higher growth of visitor <input type="checkbox"/> Other

soybeans are now being grown on a test basis. Mr. Kariki believes that the only way to revive the lost culture is to transition to the sixth industry and increase the number of eateries serving locally grown crops, expanding its user base.

Having made significant strides toward this end, the Okinawa Government recently included Mr. Kariki's work in a project to preserve and popularize local culinary culture and ensure that it be carried forward for future generations.

Endnotes:

¹⁸ Nakamura, S. and Ienaka, M. (2017b), conversation with Kenichi Kariki of Amenity Corporation (25-07-2017).

¹⁹ Ibid.

²⁰ For additional details see www.amenities.co.jp/corporate/overview.

²¹ Nakamura, S. and Ienaka, M. (2017b).



3.2.5 Development and promotion of specialty dishes (Shiribeshi Region, Hokkaido Prefecture)



Shiribeshi is a region located in the southwest of Hokkaido Prefecture and it is comprised of one city, thirteen towns and six villages, including Otaru City and Kutchan-cho Town. Otaru was first founded by herring and salmon fishermen. In the Meiji Period (1868–1912), it developed rapidly as Hokkaido's largest international trading port, emerging as a flourishing town lined with stonewalled warehouses, with many historical buildings still standing today. As the fishing industry and economy declined, the cluster of warehouses on Otaru Canal was converted into a tourism attraction in which later Otaru would become famous as the city of glassmaking.

Ask any Japanese about the food culture of Otaru or Hokkaido and the first response that most of them would answer is sushi, although it is not the only attraction of Shiribeshi and Otaru.²² Against this backdrop, the local stakeholders strive to highlight their culinary richness through Shiribeshi Food Festival. The Shiribeshi Food

Festival began when the chefs, farmers and smaller businesses joined forces to bring together the cuisine and culture of Shiribeshi, as well as to showcase the skills and savory dishes of its chefs on one occasion.²³ 2018 marks the 23rd time the festival was held. As the Shiribeshi Food Festival continued to draw visitors, the Hokkaido Government Shiribeshi Subprefectural Bureau (SSB) asked if a new Shiribeshi menu could be developed under the Food Cluster Project, an initiative of the Hokkaido prefectural government. While Shiribeshi is not a highly recognized site, it does have abundant food resources from the surrounding seas and mountains; its connections with the ocean being particularly strong.

When exploring what to make using as many of the fresh foodstuffs – from seafood and vegetables to fruit and Hokkaido's dairy products – found in the Shiribeshi region, the idea of the Shiribeshi *cotriade* came about. *Cotriade* is a dish made by fishermen in Brittany, France's north-western region, using freshly caught fish in a stew pot and traditionally eaten on board their ships. While the French fish stew recipe requires the use of a certain classification of food ingredients, a large degree of wiggle room is allowed in each classification, thereby enabling local food ingredients to be used for the Shiribeshi version.

Brittany's climate is also similar to that of Shiribeshi and since *cotriade* is a recipe that even many Western chefs are not familiar with, the Japanese variant of the stew was essentially the marriage of a little-known locale and a little-known dish. It is said that the greater the difference,

Table 3.6 Value chain for Shiribeshi region, Hokkaido Prefecture (case 5)

Value chain phases	<input checked="" type="checkbox"/> Ingredients <input checked="" type="checkbox"/> Processing <input checked="" type="checkbox"/> Recipe/menu development <input checked="" type="checkbox"/> Provision of food or cuisine <input type="checkbox"/> Publishing of information <input type="checkbox"/> Tourism
Primary agents	<input checked="" type="checkbox"/> Government <input checked="" type="checkbox"/> Private enterprises (restaurants) <input type="checkbox"/> Academic institutions <input type="checkbox"/> Producers <input type="checkbox"/> Citizens
Contents of food ingredients and cultural elements	<input checked="" type="checkbox"/> Agricultural products <input checked="" type="checkbox"/> Fishery products <input type="checkbox"/> Traditional cultures <input type="checkbox"/> Fermentation and brewing (sake, miso, vinegar, etc.)
Types of activities	<input checked="" type="checkbox"/> Type 1: Food ingredient/menu development <input type="checkbox"/> Type 2: Food-/regional culture based <input type="checkbox"/> Type 3: Travel product development <input type="checkbox"/> Other (a combination of types is possible)
Impact	<input checked="" type="checkbox"/> Branding <input type="checkbox"/> Enhanced recognition <input type="checkbox"/> Enhanced media exposure <input checked="" type="checkbox"/> Increased sales of local products/sales at local restaurants <input checked="" type="checkbox"/> Higher growth of visitor <input type="checkbox"/> Other

the more that gap engenders possibilities. *Cotriade* is thus providing Shiribeshi with a great opportunity.

Should the fish stew be too difficult to prepare, it would not become widely accepted among other chefs. While this was understood, there was also the desire to create a dish making that makes it worth visiting Shiribeshi; something of superior quality. A sommelier then proposed that Shiribeshi wine be served with the local *cotriade*. The wine has now been converted into a vinaigrette sauce that can be added to the *cotriade* to double the pleasure and experience.

To promote the *cotriade*, the Shiribeshi Cotriade Promotion Council was established in 2013. Convinced that the stew must first be loved by local residents, the council set up cooking workshops for local homemakers, as well as cooking classes at schools, while recipes that can be made at home were also developed. As word of the Shiribeshi *cotriade* began to spread, so did opportunities to serve it, including a festival held in the area of Shukutsu in Otaru City which celebrates the annual herring run and the Wine Carnival – a long

time – honoured event attracting 10,000 visitors a year. Local hotels are now following suit, offering lodging plans that include the fish stew – steps that actively leverage gastronomy to promote tourism.

In addition, initiatives are underway to adopt the dish beyond Otaru to include the entire Shiribeshi region in the following ways:

1. Increasing the number of eateries including *cotriade* in their menu; and
2. Serving the dish at a broader range of events.

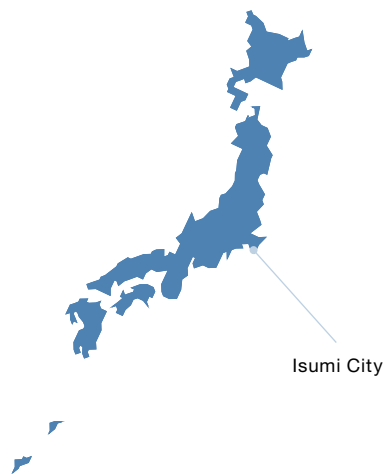
These and other developments are under consideration with the aim of actively promoting tourism through Shiribeshi's local take on *cotriade*.

Endnotes:

- 22 Ienaka, M. and Parker, B. (2017), conversation with Yoshiaki Kanazaki, Head of the Otaru Chapter of the All Japan Chefs Association.
- 23 All Japan Chefs Association (2018b), *Shiribeshi Food Festival* (online), available at: www.facebook.com/Di18huiShiribeshifudofesutibaru (19-09-2018).



3.2.6 Gastronomy Town: converting Isumi into “San Sebastian” (Isumi City, Chiba Prefecture)



The municipal government adopted a three-year plan, beginning in 2015, to convert Isumi into the San Sebastian²⁴ of Japan by leveraging its rich local resources.²⁵ Isumi aims to become a city in which people gather not only from Tokyo, but from the entire world in search of the finest food ingredients and culinary expertise, drawn by the many renowned chefs, including those who own Michelin-star restaurants. Among its objectives are creating jobs, raising income of local producers and, by enhancing the calibre of the local cuisine, increasing the town’s attractiveness to visitors.

To achieve those objectives, Gurunavi came up with a proposal of culinary contest for aspiring young chefs to help develop the Isumi brand.²⁶ They developed a three to five years plan which called for local chefs to improve their technical skills in order to enhance region’s attractiveness through its culinary delight, and also

encourage local residents to communicate this allure to visitors hoping that ultimately those visitors would further spread the message strengthening the brand of Isumi. In the second year, as part of learning the traditional Japanese technique of fish preservation, the chefs had to familiar themselves with ways to preserve the freshness of fish through the scientific study of the relationship between its freshness, umami and other factors relating to the duration of preservation.²⁷ This makes it possible not only to secure higher prices for fish transactions, but also to train chefs in observing how best to adapt a given catch to their own dishes.

Furthermore, Isumi’s mild climate, landscape and historical culture are all elements that help make its high-value food ingredients even more conspicuous. Izunadera Temple is reflective of many of these local elements. Visitors to this temple will have the opportunity to immersed in the ambiance and history of a restaurant established in a temple built more than two centuries ago.

Local businesses develop recyclable, sustainable culinary culture

Kido Izumi is Isumi’s only sake brewery that uses a proprietary method relying on high temperature fermentation without the need for mashing the rice.²⁸ Kido Izumi rejects producing top-grade Ginjo sake using highly polished rice grain in an effort to make savoury liquor without wasting the basic ingredient. Because its white

Table 3.7 Value chain for Isumi City, Chiba Prefecture (case 6)

Value chain phases	<input checked="" type="checkbox"/> Ingredients <input checked="" type="checkbox"/> Processing <input checked="" type="checkbox"/> Recipe/menu development <input checked="" type="checkbox"/> Provision of food or cuisine <input checked="" type="checkbox"/> Publishing of information <input type="checkbox"/> Tourism
Primary agents	<input checked="" type="checkbox"/> Government <input checked="" type="checkbox"/> Private enterprises (restaurants) <input type="checkbox"/> Academic institutions <input checked="" type="checkbox"/> Producers <input checked="" type="checkbox"/> Citizens
Contents of food ingredients and cultural elements	<input checked="" type="checkbox"/> Agricultural products <input checked="" type="checkbox"/> Fishery products <input type="checkbox"/> Traditional cultures <input checked="" type="checkbox"/> Fermentation and brewing (sake, etc.)
Types of activities	<input checked="" type="checkbox"/> Type 1: Food ingredient/menu development <input type="checkbox"/> Type 2: Food-/regional culture based <input checked="" type="checkbox"/> Type 3: Travel product development <input type="checkbox"/> Other (a combination of types is possible)
Impact	<input checked="" type="checkbox"/> Branding <input checked="" type="checkbox"/> Enhanced recognition <input checked="" type="checkbox"/> Enhanced media exposure <input checked="" type="checkbox"/> Increased sales of local products/sales at local restaurants <input checked="" type="checkbox"/> Higher growth of visitor <input type="checkbox"/> Other

wine-like “AFS”-brand sake adds lactic fermentation, the sake is quite tart and thus is considered to go well with non-Japanese cuisine, making it popular.

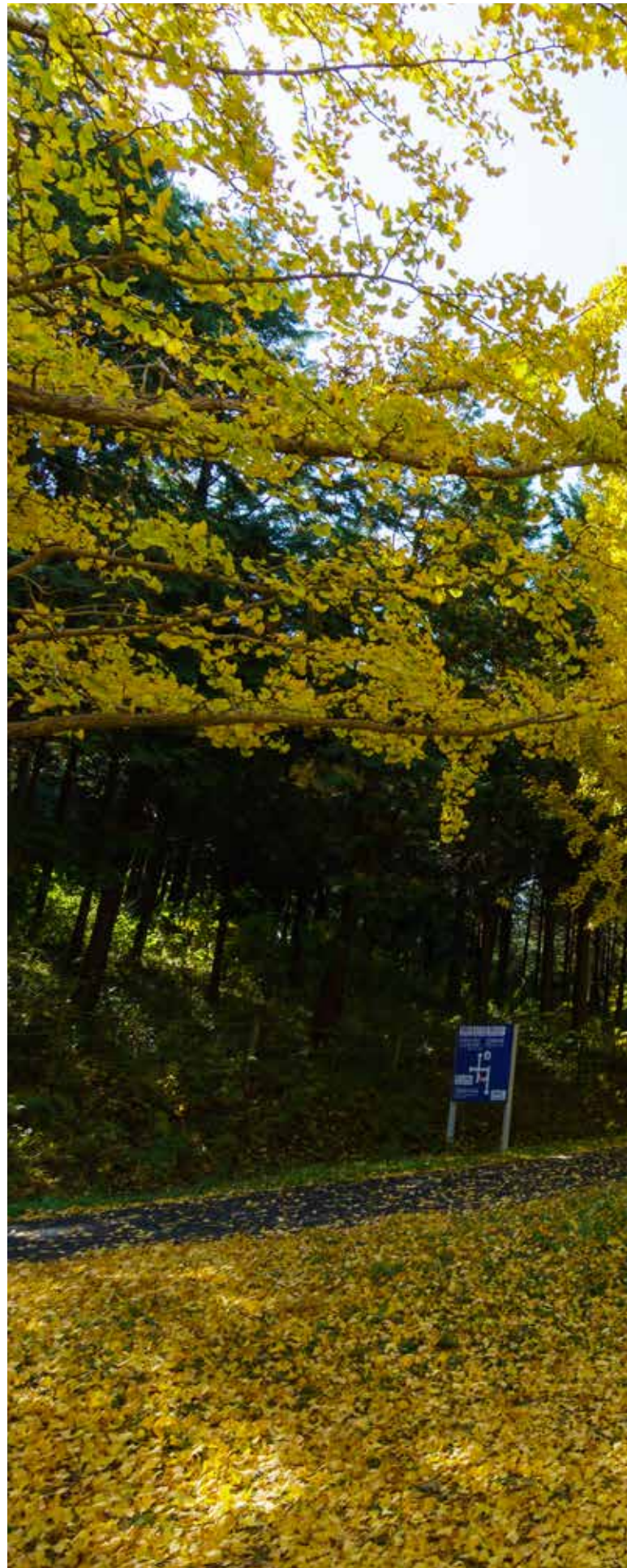
Another feature of Isumi is that there are five establishments that produce and sell cheese by using locally produced milk. One of these, Fromage Komagata, boasts repeat customers that travel long distances just to buy its cheese. Fromage Komagata sells one type of cheese that uses the sake produced by Kido Isumi. Named Sake Bitashi (immersed in sake), it is being served by an airline to its first-class passengers. Another famous cheese from the area is the one produced by Takahide Farm, a site which has also established a sewage treatment facility together with other farms in the area to tackle issues in farm management. With the cooperation of 25 local farms, 95% of the treated compost is consumed as roughage for livestock, paving the way for a collective recyclable farm system in the region.²⁹ The cheese produced by Takahide Farm earned the top award in an international cheese competition, the

2015 Mondial du Fromage, held in France.³⁰ The cheese is not sold to any restaurants, as the farm owner prefers that the customers purchase the cheese after touring the farm.

This type of intra-regional cooperation leads to a positive reinforcement cycle that reduces the cost incurred from dispensing industrial waste, as well as spurs development of new quality products that generate new revenue streams, all of which lead to the advancement of the culinary culture and tourism in Isumi.

Endnotes:

- 24 San Sebastian, Basque Country, Spain.
- 25 Isumi City (2015), 'Isumi - City of Gastronomic Dining: "San Sebastian Conversion Plan"' [in Japanese] (online), available at: www.city.isumi.lg.jp/shisei/machi/cat1587/club_red_1.html (17-09-2018).
- 26 RED U-35 (Ryorinin's Emerging Dream) Committee (2018), 'Japan's Largest Culinary Competition to Discover the Young Talent of Tomorrow' (online), available at: www.redu35.jp/english/?bmb=1 (17-09-2018).
- 27 Saini, A. (2017), 'Technique Thursdays: Ike Jime, The Japanese Slaughter Method For Tastier Fish' (online), available at: <https://guide.michelin.com/sg/dining-out/what-is-ike-jime/news> (17-09-2018).
- 28 Izumi Kido Co., Ltd. (2017), 'Vision of Kido Izumi' [in Japanese] (online), available at: www.kidoizumi.jp/vision/ (17-09-2018).
- 29 Takahide Dairy Farm (2016a), 'About Takahide Dairy Farm' [in Japanese] (online), available at: www.takahide-dairyfarm.com/info/ (17-09-2018).
- 30 Takahide Dairy Farm (2016b), 'Takahide Dairy Farm: Super Gold at 2015 Tours' (online), available at: www.christophefromager.com/2016/11/22/takahide-dairyfarm-soft-cheeses-iumi-shi-chiba-japon/ (17-09-2018).





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3.2.7 Developing tourism areas in Tokyo's suburbs by creating a 'travelling restaurant' (Chichibu City, Saitama Prefecture)



Seibu Railway is a major railway operator and core member of the Seibu Group, a real estate giant based in Tokyo. It operates a network of tracks that serve the 23 wards of metropolitan Tokyo and radiates out to the area of Tama in northern Tokyo and further north to much of Saitama Prefecture.³¹ While Seibu Railway's primary enterprise lies in delivering passengers living in the peripheral areas of the Tokyo sprawl in and out of the city center for work or school, it recently came up with an innovative idea: renovate entire carriages into dining cars running from Seibu Ikebukuro and Shinjuku stations in Tokyo to Seibu Chichibu Station in Saitama, a transit that takes up to three hours – long enough to enjoy a good meal.

The dining car idea originated with the aim of revitalizing communities in the mountainous areas of Hanno, Agano and Chichibu, where Seibu had established stations, among others, along its Ikebukuro-Chichibu Lines. Based

on the key concepts of a slow-moving train for tourists and leveraging the great outdoors, agriculture and culinary culture of Chichibu, its planning and preparation took nearly two years.³² The tourist train angle was not particularly viable along the Seibu Railway lines, given that the majority of these run through Japanese suburbia densely packed with houses. Therefore, rather than touting the view from the window, Seibu focused on the joy of the ride itself, centering on the dining experience, and called it The Traveling Restaurant: 52 Seats of Bliss.³³ The service is available mainly on weekends and national holidays, with meals prepared in a kitchen car.

Food ingredients produced in Saitama are actively incorporated into the menu of the dining cars, together with processed foods such as bread and sake from vendors in the area. Menus are renewed every three months so that repeat customers do not encounter the same foods each time they join. Recipes are created by renowned owner-chefs and up-and-coming chefs who have successfully advanced in Red U-35, one of the largest culinary contests in Japan featuring chefs under the age of 35, and meals are prepared by the kitchen staff.

Public response to 52 Seats has been positive; reservations are still difficult to secure with occupancy rates approaching 100% and repeat customers accounting for some 10–20% of the total.³⁴ By compiling reservation data and identifying repeat customers when they seek to secure a seat, service is tailored to the individual needs and wants of each customer – an operating methodology proposed by the staff. Staff members feel a sense of

Table 3.8 Value chain for Chichibu City (case 7)

Value chain phases	<input checked="" type="checkbox"/> Ingredients <input type="checkbox"/> Processing <input checked="" type="checkbox"/> Recipe/menu development <input checked="" type="checkbox"/> Provision of food or cuisine <input checked="" type="checkbox"/> Publishing of information <input checked="" type="checkbox"/> Tourism
Primary agents	<input checked="" type="checkbox"/> Government <input checked="" type="checkbox"/> Private enterprises (restaurants, transportation) <input type="checkbox"/> Academic institutions <input checked="" type="checkbox"/> Producers <input checked="" type="checkbox"/> Citizens
Contents of food ingredients and cultural elements	<input checked="" type="checkbox"/> Agricultural products <input type="checkbox"/> Fishery products <input type="checkbox"/> Traditional cultures <input type="checkbox"/> Fermentation and brewing (sake, miso, vinegar, etc.)
Types of activities	<input checked="" type="checkbox"/> Type 1: Food ingredient/menu development <input type="checkbox"/> Type 2: Food-/regional culture based <input type="checkbox"/> Type 3: Travel product development <input type="checkbox"/> Other (a combination of types is possible)
Impact	<input type="checkbox"/> Branding <input checked="" type="checkbox"/> Enhanced recognition <input checked="" type="checkbox"/> Enhanced media exposure <input checked="" type="checkbox"/> Increased sales of local products/sales at local restaurants <input checked="" type="checkbox"/> Higher growth of visitor <input type="checkbox"/> Other

pride and purpose in their work. As an example of their commitment, during breaks between lunch and dinner services, they explore on foot the Seibu Chichibu Station area on their own accord to learn more about the area in an effort to improve the programme.

Since the preparatory stages, Seibu Railway and its staff have worked constantly with local government agencies, including the municipality and Tourist Information Center of Chichibu, choosing everything from carriage interiors and accessories to souvenir items, together. Every travel guide Seibu sends to its customers includes a pamphlet on suggested travel courses from the municipality, which helps to spur tourist traffic and greater revenue for the local economy.

While Seibu Railway developed the 52 Seats of Bliss with the aim of offering a new style of travelling, it has engaged in a variety of corporate social responsibility (CSR) activities for the Chichibu area as well. As part of its CSR activities, the railway attracts people from all over Japan to take part in environmental initiatives undertaken by various local authorities along its lines, regularly

planning activities to reinvigorate the entire area. The idea is for participants in Seibu's CSR activities to travel outbound from Tokyo by boarding the 52 Seats carriages as the restaurant staff caters to them. The passengers are then brought to specific sites along the Chichibu Line and invited to tend moss phlox flowers, pull out weeds, clean fountains, provision a ridge with a scenic view of moss phlox, help harvest farm produce, and tour a bio-diesel fuel refinery facility, among others. They do so while interacting with the train staff and local residents. All of these activities are designed to preserve nature and protect the global environment.

Endnotes:

- 31 SEIBU Railway Co., Ltd. (2016a), 'About SEIBU Railway' (online), available at: www.seiburailway.jp/railways/tourist/english/about/ (17-09-2018).
- 32 SEIBU Railway Co., Ltd. (2016b), 'Fifty-Two Seats of Happiness: Overview' (online), available at: www.seiburailway.jp/railways/seibu52-shifuku/overview/ (17-09-2018).
- 33 Ibid.
- 34 Ienaka, M. and Yamamoto, N. (2017), conversation with Norio Kawasaki and Hiromi Mukai of Seibu Railway.



Today, Shimonoseki is Japan's largest harvester of *fugu* pufferfish and tops the country in its catch of *anko* anglerfish, both fish ranked among the priciest in Japan. As one saying goes, *fugu* is as synonymous with Shimonoseki as Shimonoseki is synonymous with *fugu*. It is reflective of the fish's sheer popularity in Japan and it's no exaggeration to say that tourists visit the city mainly for the *fugu* – a 2016 report by the municipal department in charge of tourism policy, for example, notes that Shimonoseki draws some 6.5 million tourists every year, of which 840,000 stay overnight.³⁵

Despite the fierce toxicity of particular parts of the fish, the *fugu* remains a highly sought-after delicacy in the country and prized as a kingly seasonal dish of the fall and winter. During the Azuchi-Momoyama period in the 16th century, the most powerful samurai in Japan, Toyotomi Hideyoshi, had to issue edict banning *fugu* consumption because numbers of *fugu* consumers

had been intoxicated from the fish's neurotoxin. *Fugu* flesh is tasty, transparent and widely embraced in all its permutations, be it freshly sliced sashimi, deep-fried or as hot pots and soups made from *fugu* stock. There is even a custom in which its fillet and bones are sun-dried, roasted and then infused in sake as a drink.

Since its revival, one can find *fugu* in every nook and cranny of the city. *Fugu* statues and illustrations adorn manhole lids and the roofs of public telephone boxes; it is even designed into the local police logo. The *fugu* is, without question, the fish of Shimonoseki citizens. Every September, when fishmongers begin bidding over the first *fugu* caught that season *fugu*-shaped paper lanterns are hung throughout the city, including the train station.

Shimonoseki boasts the only *fugu* auction market in Japan, and the fish bought there by special wholesalers are sent to a local factory specifically built to remove the poison from the fins and inner organs and shipping it all across Japan. Since especially certified professionals carry out the detoxification process, it eliminates the need for inns and restaurants to detoxify the Shimonoseki brand *fugu* when preparing to serve it. Thus, the Shimonoseki branding packs a formidable marketing punch. Rather than offloading *fugu* caught outside Shimonoseki at local harbors, the fish are brought to the city for shipment because they are sold at higher prices under the Shimonoseki brand. Given this situation, a broad range of *fugu*-related agencies and enterprises in the city have begun to assume different functions and seek to network with each other. Public agencies that promote fisheries

Table 3.9 Value chain for Shimonoseki City (case 8)

Value chain phases	<input checked="" type="checkbox"/> Ingredients <input checked="" type="checkbox"/> Processing <input checked="" type="checkbox"/> Recipe/menu development <input checked="" type="checkbox"/> Provision of food or cuisine <input checked="" type="checkbox"/> Publishing of information <input checked="" type="checkbox"/> Tourism
Primary agents	<input checked="" type="checkbox"/> Government <input checked="" type="checkbox"/> Private enterprises (food production/processing, restaurants, distribution, sales, transportation, travel companies, etc.) <input type="checkbox"/> Academic institutions <input type="checkbox"/> Producers <input checked="" type="checkbox"/> Citizens
Contents of food ingredients and cultural elements	<input type="checkbox"/> Agricultural products <input checked="" type="checkbox"/> Fishery products <input type="checkbox"/> Traditional cultures <input type="checkbox"/> Fermentation and brewing (sake, miso, vinegar, etc.)
Types of activities	<input checked="" type="checkbox"/> Type 1: Food ingredient/menu development <input checked="" type="checkbox"/> Type 2: Food-/regional culture based <input type="checkbox"/> Type 3: Travel product development <input type="checkbox"/> Other (a combination of types is possible)
Impact	<input checked="" type="checkbox"/> Branding <input checked="" type="checkbox"/> Enhanced recognition <input checked="" type="checkbox"/> Enhanced media exposure <input checked="" type="checkbox"/> Increased sales of local products/sales at local restaurants <input checked="" type="checkbox"/> Higher growth of visitor <input type="checkbox"/> Other

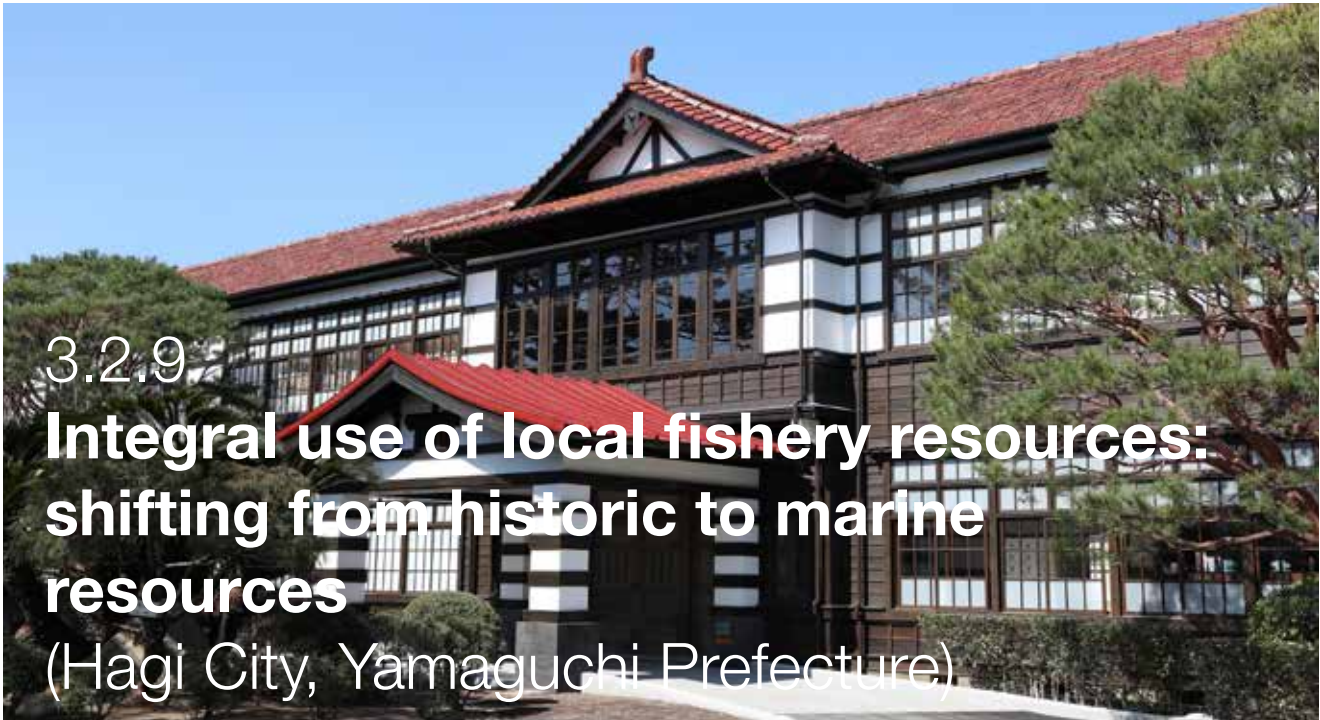
and industrial development and oversee culinary licenses and tourism are supporting private firms. Meanwhile, fishing cooperatives, fish markets, fishery universities and aquariums are working together across all lines to fortify the Shimonoseki *fugu* brand even further and expand its distribution channels to extend to tourism as well, making this a truly all-Shimonoseki initiative. As a result, the Shimonoseki *fugu* earned Japan's Ministry of Agriculture, Forestry and Fisheries geographical indication (GI) mark on October 2016.³⁶

Other initiative that has been equally successful is the establishment of the seaside Karato Fish Market which sells detoxified *fugu* to general customers and ships sashimi cuts nationwide. This market is now also emerging as a major tourist destination.

Endnotes:

³⁵ Shimonoseki City (2016), *Shimonoseki City Tourism Statistics Report*.

³⁶ Ministry of Agriculture, Forestry and Fisheries, Food Industry Affairs Bureau, Government of Japan (2014).



3.2.9
**Integral use of local fishery resources:
 shifting from historic to marine
 resources**
 (Hagi City, Yamaguchi Prefecture)



Originally a castle town founded under the auspices of the feudal-era Mori clan (1600–1868), today Hagi is a historic site full of streets that still can be navigated using a map from the Edo Period more than 200 years ago. Hagi also played a significant role during the Meiji Restoration in 1868 and, as such, its historical value has since become a major tourist attraction.

In 2003, 15 people came together and established an informal association aiming to rejuvenate the city of Hagi through select dishes. Five years later, it began engaging in activities with that objective in mind as a non-profit organization (NPO) HAGI-GENKI (meaning healthy) NOKAI (organization) based on a single theme: food.

Today, led by Ms. Yoshiko Okano, the organization has grown to 35 members of varying backgrounds: homemakers, a nutritionist, a chef, the owner of a sake brewery, and a medical doctor, among others. Their

single hope is to re-unify Hagi as a community. The first step taken by HAGI-GENKINOKAI was to compile a book on the local cuisine. It included recipes and sought to answer such questions as to why certain foods can be found in Hagi from a geographical, historical and cultural perspective. This was followed by initiatives such as a cooking class on Hagi’s delicacies and a community school³⁷ that is managed in partnership with local residents. Moreover, HAGI-GENKINOKAI is now operating a cafeteria that offers a menu based primarily on the agricultural specialties of Hagi, introducing the city’s finest dishes to visitors while creating job opportunities in the process. HAGI-GENKINOKAI believes that it is imperative to work together with members of the local community in further developing Hagi’s gastronomy tourism offer in an effort to keep the city vibrant and prosperous. Ms. Okano states that her organization will share with the community what it has learned through its initiatives and the network it has developed. In the future, HAGI-GENKINOKAI will focus on narratives of local cuisine based on the theme of Hagi’s designation as a World Heritage site and the UN’s Global Environment Outlook (GEO) project to promote gastronomy tourism in the city.³⁸

To further support gastronomy initiative in this city, Hagi Seamart seaside market was opened in April 2001.³⁹ Ms. Izumi Yamaguchi, the Hagi facility’s stationmaster, explained that out of the 250 or so types of fish caught in local waters, her station offers around 200 and sales of processed products have been successful.⁴⁰ With a population of just 150,000 within a 50-kilometer radius,

Table 3.10 Value chain for Hagi City (case 9)

Value chain phases	<input checked="" type="checkbox"/> Ingredients <input checked="" type="checkbox"/> Processing <input checked="" type="checkbox"/> Recipe/menu development <input checked="" type="checkbox"/> Provision of food or cuisine <input checked="" type="checkbox"/> Publishing of information <input checked="" type="checkbox"/> Tourism
Primary agents	<input checked="" type="checkbox"/> Government <input checked="" type="checkbox"/> Private enterprises (food production/processing, restaurants, distribution, sales, transportation, travel companies, etc.) <input checked="" type="checkbox"/> Academic institutions <input type="checkbox"/> Producers <input checked="" type="checkbox"/> Citizens
Contents of food ingredients and cultural elements	<input type="checkbox"/> Agricultural products <input checked="" type="checkbox"/> Fishery products <input checked="" type="checkbox"/> Traditional cultures <input type="checkbox"/> Fermentation and brewing (sake, miso, vinegar, etc.)
Types of activities	<input checked="" type="checkbox"/> Type 1: Food ingredient/menu development <input checked="" type="checkbox"/> Type 2: Food-/regional culture based <input type="checkbox"/> Type 3: Travel product development <input type="checkbox"/> Other (a combination of types is possible)
Impact	<input checked="" type="checkbox"/> Branding <input checked="" type="checkbox"/> Enhanced recognition <input checked="" type="checkbox"/> Enhanced media exposure <input checked="" type="checkbox"/> Increased sales of local products/sales at local restaurants <input checked="" type="checkbox"/> Higher growth of visitor <input type="checkbox"/> Other

the market that the Hagi Seamart caters to is very small. Nevertheless, it manages to generate a revenue of JPY 900 million to JPY 1 billion a year – and in January 2015, it was designated as a model station among its nationwide peers.⁴¹ Today, the Hagi Seamart has become a major hub in the city’s revitalization effort. While it mainly targets local residents, during the weekend it brims with tourists. One of the promotional events the station holds every second Sunday of the month is Fish Day, when the first 200 plates – each being one meter in diameter – mounted with sashimi slices of whatever fish in season are given away to customers free of charge. Hagi Station is also engaged in the branding of lesser known local catch while developing new processed products – efforts that have collectively helped increase the price of fish.

Endnotes:

- ³⁷ Initiative to run a school in collaboration between it and community residents.
- ³⁸ Nakamura, S. and Ienaka, M. (2017e), conversation with Yoshiko Okano, HAGI-GENKINOKAI (16-10-2017).
- ³⁹ Hagi City, Japan (2014a), 'Efforts of the "Roadside Station – Hagi Seamart"' [in Japanese] (online), available at: www.city.hagi.lg.jp/soshiki/100/2797.html (17-09-2018).
- ⁴⁰ Nakamura, S. and Ienaka, M. (2017g), conversation with Izumi Yamaguchi, Hagi Seaside Market (16-10-2017).
- ⁴¹ Ibid.



3.2.10 Integration of initiatives with tourism (Niigata City, Niigata Prefecture)



Niigata City is a place where people live side by side with their rice culture. Aside from being famous for a type of rice called *koshihikari*, this city is also famous for producing rice crackers and refined sake. Visitors to the city's annual event, Niigata Sakenojin, can enjoy more than 500 iterations of sake produced by 90 local breweries together with a variety of homespun dishes. Started in 2004, it is now a major tourist attraction, drawing around 130,000 people.

Municipality and private sector team up to organize gastronomy tourism

Niigata City launched a series of initiatives to build reciprocal relationships between the city and rural communities to highlight the area's unique local attraction, namely Japan's largest square footage of

rice paddies.⁴² One of the initiatives promotes local food culture based on its history and geography. The city drew up a five-year plan starting in 2017 to promote Niigata as a culinary culture creator,⁴³ based on the concept that Niigata is a city where chefs and consumers seek opportunities related to food.⁴⁴ As a first step toward this goal, the plan focuses on talent development to advance gastronomy tourism. The city created venues in which people involved in food production, chefs and consumers could exchange ideas, thereby promoting a broader recognition of the local food culture through activities such as hands-on farming and fishery tours, consumption of locally produced foodstuffs and food education for residents. The goal is to enhance the overall quality of the food by providing an opportunity for food producers and chefs to interact with each other and inspire them to raise their respective expertise.

The city is also compiling recipes from cooking classes on local cuisine and ceremonial dishes to preserve the local food culture for future generations. Meanwhile, students at every elementary school in the municipality, as part of their schoolwork, are participating in Agri-Park, the first public sector facility offering hands-on agricultural activities, in an effort to enhance their familiarity with agriculture and food.

Of all the gastronomy tourism initiatives the city has adopted, none may be more daring than the double-decker restaurant bus, the first of its kind in Japan.⁴⁵ Featuring a unique retractable roof, passengers are

Table 3.11 Value chain for Niigata City (case 10)

Value chain phases	<input checked="" type="checkbox"/> Ingredients <input checked="" type="checkbox"/> Processing <input checked="" type="checkbox"/> Recipe/menu development <input checked="" type="checkbox"/> Provision of food or cuisine <input checked="" type="checkbox"/> Publishing of information <input checked="" type="checkbox"/> Tourism
Primary agents	<input checked="" type="checkbox"/> Government <input checked="" type="checkbox"/> Private enterprises (restaurants, transportation, travel companies, etc.) <input type="checkbox"/> Academic institutions <input checked="" type="checkbox"/> Producers <input checked="" type="checkbox"/> Citizens
Contents of food ingredients and cultural elements	<input checked="" type="checkbox"/> Agricultural products <input checked="" type="checkbox"/> Fishery products <input checked="" type="checkbox"/> Traditional cultures <input checked="" type="checkbox"/> Fermentation and brewing (sake)
Types of activities	<input checked="" type="checkbox"/> Type 1: Food ingredient/menu development <input checked="" type="checkbox"/> Type 2: Food-/regional culture based <input checked="" type="checkbox"/> Type 3: Travel product development <input type="checkbox"/> Other (a combination of types is possible)
Impact	<input checked="" type="checkbox"/> Branding <input checked="" type="checkbox"/> Enhanced recognition <input checked="" type="checkbox"/> Enhanced media exposure <input checked="" type="checkbox"/> Increased sales of local products/sales at local restaurants <input checked="" type="checkbox"/> Higher growth of visitor <input type="checkbox"/> Other

seated on the top deck, where they can enjoy the passing countryside and gourmet-quality cooking at the same time, while chefs prepare the meals on the first deck. As part of the programme, passengers are taken on a tour of the farms and other food production sites that provided the ingredients for the menu eaten on the bus. With passengers communicating directly with these producers, a deeper understanding of the local food culture is achieved. The aim is not only to offer meals, but also to make a thorough presentation of the area's attractions, including food, culinary preparations, natural beauty and history and art culture.

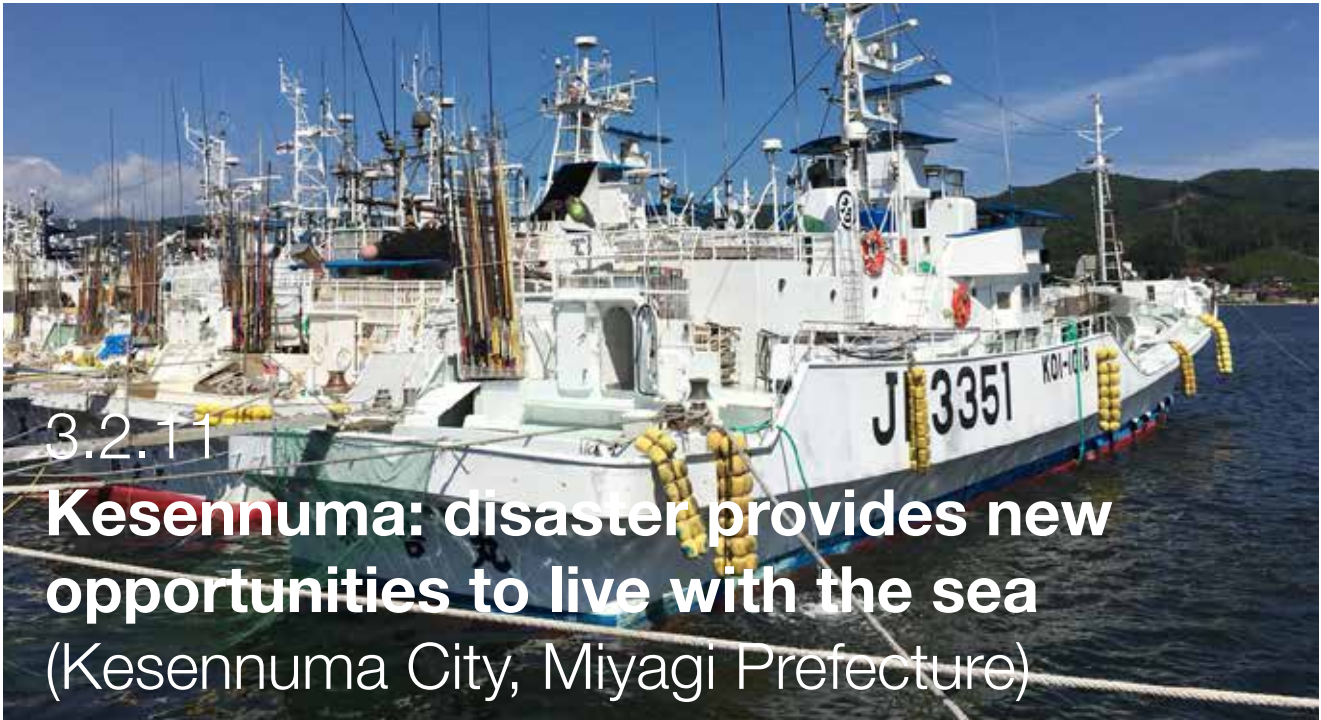
In developing the bus tour, chefs came together to examine the routes and worked closely with farmers – who previously had little to do with tourism – because the programme incorporates visits to local farms as part of the tour's content.

As with the rest of Japan, the pool of agricultural workers in Niigata City is decreasing as the workforce ages, with

many more abandoning the sector. However, with tourism emerging as a dependable revenue stream for farmers, it helps to attract younger people into agriculture not only because the work itself is challenging and worthwhile, but also because they can earn a respectable income.

Endnotes:

- 42 Niigata Sake Brewers Association (2017), 'About Niigata Sakenojin Plan' [in Japanese] (online), available at: <http://sakenojin.jp/about.php> (17-09-2018).
- 43 Niigata City (2017), 'About "Creating a Food Culture City" – Niigata's Promotion Plan' [in Japanese] (online), available at: www.city.niigata.lg.jp/shisei/seisaku/seisaku/keikaku/norinsuisan/shokubunka/shokubunka-keikaku.html (17-09-2018).
- 44 Ibid.
- 45 WILLER, Inc. (2017), 'Restaurant Bus' (online), available at: <http://willerexpress.com/en/restaurantbus/> (17-09-2018).



3.2.11

Kesennuma: disaster provides new opportunities to live with the sea (Kesennuma City, Miyagi Prefecture)



In the aftermath of the great earthquake, stricken communities drew up master plans for their reconstruction. The conceptual theme of Kesennuma's plan was expressed as Living with the Sea, under which strategic initiatives to develop tourism was positioned as the key to success.⁴⁶

The plan established a clear and definitive link between community building and the use of local culinary culture to promote tourism. The core platform through which these initiatives were to be implemented was established in 2013 when an association specifically chartered for tourism opportunities was created. Membership consists of municipal officials who came up with the strategy the previous year, while members from the Japan Association of Corporate Executives were seconded and experts from various fields all over Japan were also dispatched. Their task was to work with existing tourism associations, chambers of commerce, fishery cooperatives and local

non-profit organizations (NPOs) to make products, foster competent personnel, and develop reconstruction schemes.

The Japanese Government endorses the development of Destination Management Organizations (DMOs) as means to promote local tourism. Kesennuma was one of the first regions to develop a DMO when it set up another association to manage the region's overall community building strategy,⁴⁷ which in turn spurred the creation of its tourism development platform. Numerous initiatives anchored to food, culture and history are being promoted in Kesennuma, and the association for community building serves as the "command center", compiling a broad spectrum of marketing data. This includes work such as the collection, collation and provision of information on rooms that are available at local lodging facilities, conducting surveys of tourists and engaging in centralized oversight of tourism information on the websites of various organizations. It is worth noting that Japanese DMOs are different from those in Europe and the United States of America in that the activities of the Western counterparts may include collection of accommodation tax and other tasks. In Japan, however, obtaining data for hotels and inns is considered management information for private enterprises that even local governments have difficulty accessing. This is why the Kesennuma case is different, with the public and private sectors working together to avoid such difficulties. The Kesennuma Crew Card was launched in 2017 as an initiative to advance the DMO's operational functionality. Cardholders not only earn redeemable

Table 3.12 Value chain for Kesennuma City (case 11)

Value chain phases	<input checked="" type="checkbox"/> Ingredients <input checked="" type="checkbox"/> Processing <input checked="" type="checkbox"/> Recipe/menu development <input checked="" type="checkbox"/> Provision of food or cuisine <input checked="" type="checkbox"/> Publishing of information <input checked="" type="checkbox"/> Tourism
Primary agents	<input checked="" type="checkbox"/> Government <input checked="" type="checkbox"/> Private enterprises (food production/processing, restaurants, sales) <input checked="" type="checkbox"/> Academic institutions <input checked="" type="checkbox"/> Producers <input checked="" type="checkbox"/> Citizens
Contents of food ingredients and cultural elements	<input type="checkbox"/> Agricultural products <input checked="" type="checkbox"/> Fishery products <input checked="" type="checkbox"/> Traditional cultures <input type="checkbox"/> Fermentation and brewing (sake, miso, vinegar, etc.)
Types of activities	<input checked="" type="checkbox"/> Type 1: Food ingredient/menu development <input checked="" type="checkbox"/> Type 2: Food-/regional culture based <input checked="" type="checkbox"/> Type 3: Travel product development <input type="checkbox"/> Other (a combination of types is possible)
Impact	<input checked="" type="checkbox"/> Branding <input type="checkbox"/> Enhanced recognition <input type="checkbox"/> Enhanced media exposure <input type="checkbox"/> Increased sales of local products/sales at local restaurants <input type="checkbox"/> Higher growth of visitor <input checked="" type="checkbox"/> Other (sales of experience tours)

reward points for purchases made with the card at city shops, but also when shopping on affiliated general e-commerce sites. The hope is that the card will serve as a powerful customer relations tool for Kesennuma through the purchasing data it provides.

Further initiatives related to gastronomy tourism have also been established in Kesennuma, namely:

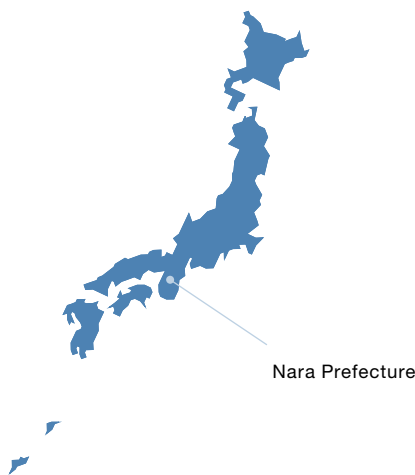
1. The Council for the Development of a Food Town (established in 2001);
2. The Forum on the Development of Kesennuma, which since 2002 gathers culinary experts, as well as chefs;
3. The Petit Chef Contest aimed for kids aged 6 to 18 which is an event that grew out of the Forum in 2002 yet still continues to this day; and
4. Slow Food Kesennuma which was established in 2003, joining Cittaslow International, a transnational organization that issued the slow town declaration.⁴⁸

Endnotes:

- 46 Kesennuma City (2016), 'Kesennuma City Earthquake Disaster Reconstruction Plan' [in Japanese], p. 98 (online), available at: www.kesennuma.miyagi.jp/sec/s019/010/050/010/1389054300072.html (03-10-2018).
- 47 Kesennuma Chiiki Senryaku (2017), 'About Kesennuma Chiiki Senryaku' (online), available at: <http://k-ships.com/> (17-09-2018).
- 48 Japan for Sustainability (2003), 'Kesennuma Declares Itself a 'Slow Food City'' (online), available at: www.japanfs.org/en/news/archives/news_id025248.html (17-09-2018).



3.2.12 Making Nara delectable: cultivating human capital and farm-to-table connections (Nara Prefecture)



Located next to Osaka and Kyoto, the Nara Prefecture boasts a rich history and is home to a number of World Heritage Sites including the Horyuji Temple, the world’s oldest wooden building (7th century). Its fertile soil and variations in temperature have led to an abundance of vegetables, beef and poultry, but the wealth of such products from the region (also known as *Yamato*) has yet to gain widespread traction. In addition, the dining and accommodation infrastructure of Nara remains underdeveloped, making Nara more popular as a day-trip destination, with tourists opting to stay the night in Osaka or Kyoto instead.

To address challenges such as underdeveloped accommodation infrastructure, soon after taking office, Nara Prefectural Governor Shogo Arai set up a marketing office within the Agriculture and Forestry Department and launched the “Making Nara Delectable” initiative to make Nara known for its delicious products.⁴⁹

In 2009, the Prefecture became the first in the nation to host a cooking competition called C’festa, where emerging chefs from popular eateries in the Nara and greater Kyoto and Osaka areas competed in making dishes using local products. The government also invited chefs in the prefecture to tour local farms and breeders. The event not only led to increase discussions among chefs, but also led the prefecture to realize the importance of fostering farmers. As a result, the Nara Agricultural and Food International College (NAFIC) was established as a farm-to-table institution dedicated to training chefs, farmers and service personnel with a firm grasp of the links between food and agriculture.⁵⁰ NAFIC was established by restructuring an existing agricultural college into an Agri-Management Course targeting farmers looking to enter agriculture in the Prefecture, and adding a Food Creative Course to foster agriculturally savvy leaders in the food industry. NAFIC also teamed up with the private sector to launch an auberge, a French restaurant and inn, where students can gain hands-on experience in cooking and food service in addition to practical farming skills. In doing so, NAFIC aims to develop an experience-based learning model that encompasses the bookends of the farm-to-table concept, teaching students in the six areas of technical competence, marketing, management, Japanese-style hospitality, applicability for local rejuvenation and global understanding. Though the college is tucked away in the woods – a 40-minute train ride and additional 15-minute car ride from Nara City – this college-run auberge, called L’Auberge de Plaisance Sakurai, has earned a Michelin star for its use of local foods, attracting an impressive number of visitors from Tokyo and across Japan.

Table 3.13 Value chain for Nara Prefecture (case 12)

Value chain phases	<input checked="" type="checkbox"/> Ingredients <input checked="" type="checkbox"/> Processing <input type="checkbox"/> Recipe/menu development <input checked="" type="checkbox"/> Provision of food or cuisine <input checked="" type="checkbox"/> Publishing of information <input type="checkbox"/> Tourism
Primary agents	<input checked="" type="checkbox"/> Government <input checked="" type="checkbox"/> Private enterprises (restaurants) <input checked="" type="checkbox"/> Academic institutions <input type="checkbox"/> Producers <input type="checkbox"/> Citizens
Contents of food ingredients and cultural elements	<input checked="" type="checkbox"/> Agricultural products <input type="checkbox"/> Fishery products <input type="checkbox"/> Traditional cultures <input type="checkbox"/> Fermentation and brewing (sake, miso, vinegar, etc.)
Types of activities	<input checked="" type="checkbox"/> Type 1: Food ingredient/menu development <input checked="" type="checkbox"/> Type 2: Food-/regional culture based <input type="checkbox"/> Type 3: Travel product development <input type="checkbox"/> Other (a combination of types is possible)
Impact	<input checked="" type="checkbox"/> Branding <input checked="" type="checkbox"/> Enhanced recognition <input checked="" type="checkbox"/> Enhanced media exposure <input checked="" type="checkbox"/> Increased sales of local products/sales at local restaurants <input checked="" type="checkbox"/> Higher growth of visitor <input type="checkbox"/> Other

While NAFIC's agri-management course is taught by prefectural government's staff, its food creativity course and the *auberge* rely on private sector support. Being the first venture of its kind in Japan, there were initial concerns about whether any businesses would take interest but it received a number of proposals and opted to go with Hiramatsu, Inc., a firm listed in the first section of the Tokyo Stock Exchange that operates a number of luxury French and Italian restaurants in the nation.⁵¹ Instructors from the nationally renowned Tsuji Culinary Institute⁵² teach the food creativity course, while Hiramatsu's finance director lectures about management. Although it is important to note that this establishment does not offer a chef's degree in order to avoid competing with private cooking schools in the area. Instead, it focuses on hospitality training and design, as well as courses on restaurant management to equip students with the skills necessary to become owners and chefs.

Nara's efforts to build farm-to-table connections have been widely recognized since the opening of NAFIC and the *auberge* in 2016. Nara Governor Arai has noted:

"Food plays a great role in regional development. Even a restaurant tucked away in the woods can bring considerable value to the community by attracting visitors with its superb cooking, accommodation and local souvenirs. *Auberge* is a relatively new term and service model for the Japanese, but Nara decided to take the leap anyway."

Nara Agriculture and Food International College (2016)

Endnotes:

49 Ienaka, M. et al. (2017).

50 Nara Agriculture and Food International College (2017a), 'Concept of NAFIC' (online), available at: www3.pref.nara.jp/nafic/concept/ (17-09-2018).

51 Hiramatsu Co., Ltd. (2016), 'Corporate Profile' [in Japanese] (online), available at: www.hiramatsu.co.jp/company/index.html (17-09-2018).

52 Nara Agriculture and Food International College (2017b), 'Introduction of Department' (online), available at: www3.pref.nara.jp/nafic/department/food-introduction/ (17-09-2018).



3.2.13 School-community partnership builds local brand and pride through food (Ohka High School, Taki Town, Mie Prefecture)



High school culinary departments find it difficult to teach students subjects such as restaurant customer service and cost management given the curricular constraints imposed by the educational system and the lack of a practical training ground. But one high school is providing students with hands-on experience in managing an actual restaurant through a three-year course that teaches them all the requisite skills, everything from how to reflect customer feedback in menu development to procuring the appropriate in-season ingredients and preparing them as dishes to serve.

Mie Prefectural Ohka High School⁵³ serves the community of Taki, a small town of some 15,000 residents near Matsuzaka, the city renowned for its beef. Just a 10-minute drive from Taki is Mago-no-Mise, an eatery that opens only on weekends and which is run entirely by the students of Ohka High's culinary department.

The first generation Mago-no-Mise opened in 2002 as a small booth in Furusato Mura, the only tourist spot in the area that attracted 350,000 visitors at the time. Just two months after Mago-no-Mise opened as a booth, Mr. Kishikawa requested the township to allocate a budget to building the restaurant. The proposal called for the architectural departments at four high schools in the prefecture to compete over the facility's design and construction. The rationale for this was sublime: students aspiring to become architects ought to help their peers who are aspiring to become chefs.

Pride of the community: Mago-no-Mise becomes a stable revenue source

Preparations begin at 6 o'clock in the morning, each day. The first thing the students do is purchasing food ingredients from the local market where they also learn about the finest and freshest ingredients for the day. Through careful selection of the best local ingredients and by serving high-quality dishes, Mago-no-Mise is gaining popularity. Every weekend, customers from within and outside the prefecture flock to the restaurant, and all the meals, limited to 200 a day, are often sold out even before the facility opens, as meal tickets can be pre-purchased. Since it opened for business 15 years ago, revenues have offset operating costs, with annual sales now exceeding JPY 50 million (approximately USD 453,000). The level of their culinary expertise can be gleaned from the strong demand for the services of

Table 3.14 Value chain for Taki Town (case 13)

Value chain phases	<input type="checkbox"/> Ingredients <input type="checkbox"/> Processing <input checked="" type="checkbox"/> Recipe/menu development <input checked="" type="checkbox"/> Provision of food or cuisine <input type="checkbox"/> Publishing of information <input type="checkbox"/> Tourism
Primary agents	<input checked="" type="checkbox"/> Government <input type="checkbox"/> Private enterprises (food production/processing, restaurants, distribution, sales, transportation, travel companies, etc.) <input checked="" type="checkbox"/> Academic institutions <input type="checkbox"/> Producers <input type="checkbox"/> Citizens
Contents of food ingredients and cultural elements	<input checked="" type="checkbox"/> Agricultural products <input checked="" type="checkbox"/> Fishery products <input type="checkbox"/> Traditional cultures <input type="checkbox"/> Fermentation and brewing (sake, miso, vinegar, etc.)
Types of activities	<input type="checkbox"/> Type 1: Food ingredient/menu development <input type="checkbox"/> Type 2: Food-/regional culture based <input type="checkbox"/> Type 3: Travel product development <input type="checkbox"/> Other (a combination of types is possible)
Impact	<input checked="" type="checkbox"/> Branding <input checked="" type="checkbox"/> Enhanced recognition <input checked="" type="checkbox"/> Enhanced media exposure <input checked="" type="checkbox"/> Increased sales of local products/sales at local restaurants <input checked="" type="checkbox"/> Higher growth of visitor <input checked="" type="checkbox"/> Other (human resource development)

Mago-no-Mise's graduates. Ohka High School students prepared and served the full course meal for a luncheon banquet hosted for the First Ladies of Heads of State who attended the Ise Shima G7 Summit in 2016.

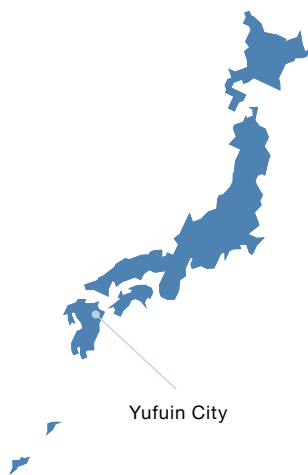
Endnotes:

- 53 Mie Prefectural Ohka High School (2018), "Ohka Senior High School "Rainbow Message" [in Japanese] (online), available at: www.mie-c.ed.jp/rainbow/info/nanbu/matusaka/ouka/ouka.html (18-09-2018).



3.2.14

Innovation through the Yufuin Culinary Study Group (Yufuin City, Ooita Prefecture)



A large part of the success of developing Yufuin as a tourism destination to date is due to the contributions of the Yufuin Onsen Tourism Association⁵⁴ and Mr. Kunpei Mizoguchi,⁵⁵ a key figure and owner of the hot-spring inn, Tama no Yu Ryokan. The Japan Tourism Agency selected him as one of its top 100 tourism experts in 2009. In his book, *Mushiniwa no Yado* (2009), Mr. Mizoguchi explains the reason visitors are staying more than one night at Yufuin: “When one of our guests stays at another ryokan in Yufuin, we send the inn a fax reporting what meals we served the day before, a system devised so that he or she will be able to enjoy dishes different from ours. In addition, ryokan chefs here share the recipes they prepare at their own inns. We also share and disclose ways to make dishes that are more delicious and safer to eat at a monthly study group meeting.”⁵⁶

Ryokan (traditional inns) are found all across Japan, though for the best experience, visitors are advised to seek out one in a quiet residential district. Most *ryokan* are small buildings of no more than a dozen or so rooms, often built facing a small garden. They are also one of the primary facilities for accommodation in Japan. Since one of its basic features is the one-night with two-meal format, *ryokan* cuisine not only refers to the actual meals themselves, but also to the overall service that includes the setting of dishes as they are served.

The *ryokans* in Yufuin are relatively small with only 14 guest rooms, and they act like waypoints where tourists can stop over as they stroll through the Yufuin basin to enjoy the overall ambiance. They are open during the day for everyone, replete with diners, tearooms, gift shops and other stores. It is this mindset that caters to the needs of every visitor that serves as a backdrop in the pursuit of innovative ways to excel in the culinary arts.

Yufuin Culinary Study Group was founded in 1998 with seven chefs who shared the belief that the quality of cuisine must be elevated not just in their own inns, but for all inns in Yufuin. Every month, members of the Yufuin Culinary Study Group would bring sample dishes using local vegetables and share their assessment, as well as recipes.⁵⁷ The chefs believe they may have developed as many as 3,000 recipes in the course of cooking with the diverse foodstuffs available locally, recipes that are distinctly Yufuin in taste and character.

Table 3.15 Value chain for Yufuin City (case 14)

Value chain phases	<input checked="" type="checkbox"/> Ingredients <input checked="" type="checkbox"/> Processing <input checked="" type="checkbox"/> Recipe/menu development <input checked="" type="checkbox"/> Provision of food or cuisine <input type="checkbox"/> Publishing of information <input checked="" type="checkbox"/> Tourism
Primary agents	<input type="checkbox"/> Government <input checked="" type="checkbox"/> Private enterprises (restaurants) <input type="checkbox"/> Academic institutions <input checked="" type="checkbox"/> Producers <input type="checkbox"/> Citizens
Contents of food ingredients and cultural elements	<input checked="" type="checkbox"/> Agricultural products <input type="checkbox"/> Fishery products <input type="checkbox"/> Traditional cultures <input type="checkbox"/> Fermentation and brewing (sake, miso, vinegar, etc.)
Types of activities	<input checked="" type="checkbox"/> Type 1: Food ingredient/menu development <input type="checkbox"/> Type 2: Food-/regional culture based <input type="checkbox"/> Type 3: Travel product development <input type="checkbox"/> Other (a combination of types is possible)
Impact	<input checked="" type="checkbox"/> Branding <input type="checkbox"/> Enhanced recognition <input type="checkbox"/> Enhanced media exposure <input type="checkbox"/> Increased sales of local products/sales at local restaurants <input type="checkbox"/> Higher growth of visitor <input checked="" type="checkbox"/> Other (human resource development)

Over time, younger chefs have also joined the group, with membership increasing to more than 50 professionals. From around the year 2000, they have been responsible for preparing the dishes served at the finale banquet of the Yufuin Cinema Festival, the oldest of its kind in Japan, much to the participants' delight. Through this series of activities, the quality of cooking at all Yufuin ryokans has improved, while the bonds chefs have with farmers have grown stronger. In some cases, the chefs even left the inns where they were employed to start their own eateries.

Endnotes:

54 Japan Tourism Agency (2017b), *Tourism Charisma* [in Japanese] (online), available at: www.mlit.go.jp/kankocho/shisaku/jinzai/charisma_list.html (17-09-2018).

55 Japan Tourism Agency (2010), *Mizoguchi Kunpei* (online), available at: www.mlit.go.jp/kankocho/shisaku/jinzai/charisma/mr_mizoguchi.html (17-09-2018).

56 Mizoguchi, K. (2009), *Mushiniwa no Yado* (虫庭の宿), Nishinippon Shimbun, Fukuoka, p. 42.

57 Yoneda, S. (2017), 'Sources of Innovation for Tourism-Based Regional Development', presented at the 32nd Japan Institute of Tourism Research National Presentation Convention, 15-11-2017, Tokyo.



3.2.15 Tastes of Japan, All Nippon Airways (nationwide)

Established as a private company in 1952, All Nippon Airways Co., Ltd. (ANA), a full-service carrier and Japan's largest airline company (as of 2018), currently possesses 292 aircraft. About 54 million passengers and cargoes are shipped on domestic and international routes annually (fiscal year ended March 2018). In 2018, ANA was awarded the maximum of 5 Stars in the SKYTRAX World Airline Rating for the sixth year in succession, becoming the first Japanese airline to achieve this feat. ANA launched a project called Tastes of Japan⁵⁸ in September 2013 to introduce the entirety of Japan, connecting it to the world. Under the themes of Food, Sake, Sweets and Culture, the project looks at three prefectures each quarter, introducing all 47 as a special feature in its inflight magazine over the course of some four years.

What is noteworthy is the fact that ANA covers every region in Japan, even those that the carrier does not service or where there are no airports. By introducing the diverse range of attractions of each region not only to the rest of the country, but the rest of the world, ANA aims to increase the number of inbound visitors to Japan and contribute to the revitalization of regions in need.

A variety of meals and desserts prepared with healthy portions of specialties from each prefecture, as well as local sake are being offered through such outlets as ANA's inflight service and at lounges, airport shops, mail-order websites and more. The offers are available in six languages and are frequently featured by media sources outside of Japan as well.

In addition to introducing various local dishes, ANA airs videos of cultural and tourist assets by region filmed with aerial drones, showing segments on its proprietary Sky Eye media station, opting for a multifaceted approach to provide visitors with information on its flight destinations. When Kumamoto Castle collapsed in 2015 from a major earthquake, the carrier provided videos at the request of the prefectural government, yielding donations that led to the castle's reconstruction.⁵⁹

Preparations to develop inflight menus begin 13 months in advance. The reason is that seasonal items to be available must be developed during the same period of the previous year using fresh foodstuffs available in that season.

The main challenge in deciding the menu is the many difficulties associated with selection, procurement and securing stable supply due to availability issues in the volumes required. Nevertheless, the simple fact that ANA selected a certain food of a region has become a source of pride for local communities and producers, creating brand value.

The ANA project thus serves as a means to popularize the culinary culture of a locale and facilitate the number of visitors interacting with the local population.

Table 3.16 Value chain for Tastes of Japan (case 15)

Value chain phases	<input checked="" type="checkbox"/> Ingredients <input checked="" type="checkbox"/> Processing <input checked="" type="checkbox"/> Recipe/menu development <input checked="" type="checkbox"/> Provision of food or cuisine <input checked="" type="checkbox"/> Publishing of information <input checked="" type="checkbox"/> Tourism
Primary agents	<input checked="" type="checkbox"/> Government <input checked="" type="checkbox"/> Private enterprises (food production/processing, restaurants, distribution, sales, transportation, travel companies, etc.) <input type="checkbox"/> Academic institutions <input type="checkbox"/> Producers <input type="checkbox"/> Citizens
Contents of food ingredients and cultural elements	<input checked="" type="checkbox"/> Agricultural products <input checked="" type="checkbox"/> Fishery products <input checked="" type="checkbox"/> Traditional cultures <input checked="" type="checkbox"/> Fermentation and brewing (sake)
Types of activities	<input checked="" type="checkbox"/> Type 1: Food ingredient/menu development <input checked="" type="checkbox"/> Type 2: Food-/regional culture based <input type="checkbox"/> Type 3: Travel product development <input type="checkbox"/> Other (a combination of types is possible)
Impact	<input type="checkbox"/> Branding <input type="checkbox"/> Enhanced recognition <input checked="" type="checkbox"/> Enhanced media exposure <input checked="" type="checkbox"/> Increased sales of local products/sales at local restaurants <input type="checkbox"/> Higher growth of visitor <input type="checkbox"/> Other

Endnotes:

58 ANA Holdings Inc. (2017), 'ANA Introduces "Tastes of JAPAN by ANA – Explore the Regions" – Featuring Culinary Specialties and Hidden Gems Across Japan' (online), available at: www.ana.co.jp/group/en/pr/201711/20171128-2.html (17-09-2018).

59 Nakamura, S. and Ienaka, M. (2017c), conversation with Rika Minagawa of All Nippon Airways Co., Ltd. (23-08-2017).



3.2.16 Energizing Tohoku with gastronomy tourism: keys to post-disaster recovery – railways and food, JR East (eastern Japan)

The East Japan Railway Company (JR East) is unquestionably the preeminent railway operator of Japan, carrying some 17 million passengers every day.⁶⁰ Thirty years have passed since JR East transitioned from a state-owned operation to a private railway. Right after The Great East Japan Earthquake struck on March 2011, JR East Group embraced the social mission of restoring the savaged Tohoku region by using the power of tourism and one of the keys to discovering the region's allure for tourists was food.

After quickly repairing its railway lines, JR East launched a train exclusively for tourists in order to facilitate the reconstruction of communities lying between the railways linking Hachinohe in Aomori prefecture to Kuji in Iwate prefecture. The tsunami had completely swept away the natural beauty and buildings of many towns and villages that had made them tourist attractions.

Unfortunately, it would take far too much time to rebuild these areas back to their former splendour. This led JR East to decide that the train ride itself should become the purpose of the tour, leading to the launch of the Tohoku Emotion train service on 19 October 2013.⁶¹ Full course meals were prepared based on recipes created by renowned chefs not only from Tohoku, but from throughout Japan and the world as well. Chefs rotate every six months as to avoid repetition. It remains popular, with reservations extremely hard to secure to this day.

The bid to involve entire communities may well be attributed to JR East's management plan, which positioned "harmonious coexistence" as one objective to which its restoration initiatives should stimulate.⁶²

Even after the catastrophic damage from the earthquake and tsunami, Fukushima Prefecture remains a major producer of agricultural products. It has long been known as the fruit kingdom reflecting the rich variety of fruits grown there. In an effort to support the restoration of the prefecture, JR East launched its FruiTera Fukushima train service in April 2015.⁶³ Recipes were developed in cooperation with a famous local confectionary shop and these original sweets were offered on its so-called travelling café that runs between Miyagi and Fukushima prefectures. As a way to encourage repeat customers, the railway operator came up with the idea of changing the menu based on which fruits from Fukushima were in season. JR East also serves as a vital means of transport for visitors on round-trip tours to the city of Aizuwakamatsu, which in turn helps promote Fukushima's food, as well as a greater flow of people moving in and out of the prefecture.

In order to energize regions facing imminent population decline, JR East is also actively expanding into the retail industry. Keeping a keen, discerning eye out for superior products made by a specific locale, the railway is constantly restocking its retail shops called Nomono.⁶⁴ It sustains this by using the constant foot traffic passing through its stations to act as antenna shops for regions shipping their products. It identifies sweets made only

Table 3.17 Value chain for JR East (case 16)

Value chain phases	<input checked="" type="checkbox"/> Ingredients <input checked="" type="checkbox"/> Processing <input checked="" type="checkbox"/> Recipe/menu development <input checked="" type="checkbox"/> Provision of food or cuisine <input checked="" type="checkbox"/> Publishing of information <input checked="" type="checkbox"/> Tourism
Primary agents	<input checked="" type="checkbox"/> Government <input checked="" type="checkbox"/> Private enterprises (food production/processing, restaurants, distribution, sales, transportation, travel companies, etc.) <input type="checkbox"/> Academic institutions <input checked="" type="checkbox"/> Producers <input type="checkbox"/> Citizens
Contents of food ingredients and cultural elements	<input checked="" type="checkbox"/> Agricultural products <input checked="" type="checkbox"/> Fishery products <input checked="" type="checkbox"/> Traditional cultures <input checked="" type="checkbox"/> Fermentation and brewing (sake)
Types of activities	<input checked="" type="checkbox"/> Type 1: Food ingredient/menu development <input checked="" type="checkbox"/> Type 2: Food-/regional culture based <input checked="" type="checkbox"/> Type 3: Travel product development <input type="checkbox"/> Other (a combination of types is possible)
Impact	<input checked="" type="checkbox"/> Branding <input checked="" type="checkbox"/> Enhanced recognition <input checked="" type="checkbox"/> Enhanced media exposure <input checked="" type="checkbox"/> Increased sales of local products/sales at local restaurants <input checked="" type="checkbox"/> Higher growth of visitor <input type="checkbox"/> Other

in small communities, redesigns the packaging and sells them in small quantities. A small booklet on the region where the sweets are made is included in the packaging to spark customer interest in the region.

On May 2017, JR East inaugurated Train Suite Shiki-shima, which can be called the culmination of the railway operator's Tohoku reconstruction effort.⁶⁵ In order to provide a premium travel experience, the train's exclusivity is reflected in the limited number of occupants – just 34 passengers. Starting from Ueno Station in Tokyo, Shiki-shima takes different routes according to the season. The offered meals are orchestrated with care and finest delicacy, every dish to be enjoyed for its superlative richness and created to bring forth the unique character of a region to the fullest. Further, Shiki-shima's itinerary features stopovers for excursions along the way. The local restaurants benefit as people seek to place reservations with those establishments just to sample the atmosphere. The communities believe that the Shiki-shima is enhancing their respective brands,

and the railway and region it serves, thus partnering in a major region-building project. In the city of Tsuruoka in Yamagata Prefecture, members of a martial arts study group stage performances using ancient armor in line with the 5:00 a.m. station stop.

Endnotes:

- 60 East Japan Railway Company (2018a), *Corporate Data* (online), available at: www.jreast.co.jp/e/index.html/ (17-09-2018).
- 61 East Japan Railway Company (2013), 'Tohoku Emotion' (online), available at: www.jreast.co.jp/tohokuemotion/home.html (17-09-2018).
- 62 East Japan Railway Company (2017c), 'Updated Priority Initiatives Going Forward' (online), available at: www.jreast.co.jp/e/press/2017/pdf/20171001.pdf (17-09-2018).
- 63 East Japan Railway Company (2017b), 'Joyful Trains: FruitTea Fukushima' (online), available at: www.jreast.co.jp/e/joyful/fruitea.html (17-09-2018).
- 64 East Japan Railway Company (2017a), *About "nomono"* (online), available at: www.jreast.co.jp/e/nomono/ (17-09-2018).
- 65 East Japan Railway Company (2018b), 'Train Suite Shiki-Shima: Concept and Project Members' (online), available at: www.jreast.co.jp/shiki-shima/en/ (17-09-2018).



3.2.17

Promoting Japanese culinary culture and supporting local revitalization (Gurunavi)

Gurunavi⁶⁶ was launched in 1996 as a trailblazing website to introduce restaurants throughout Japan. In addition to providing general information on eateries such as its name, address, menu and prices, the site also offers more targeted information that includes restaurant management's commitment to certain principles and special characteristics that distinguish it from others. Users receive the latest information through Gurunavi from restaurants themselves using the website management screen for real-time updates. Based on this information, users can search for the selected eatery and make reservations.

In response to the increase in foreign visitors in recent years, the company launched its menu information blanket conversion-system in January 2015, which it has subsequently patented. Until then Japanese menu notations were translated item by item and most of the time the meaning of many names was lost in translation. While visitors from abroad are interested in trying new dishes they have never sampled before, they are, at the same time, somewhat afraid of not knowing what the dish in question will feature. To meet these challenge, Gurunavi analyzed its big data on food built up over many years to create an original dictionary database. It enabled the company to successfully display unified results through conversion instead of translating individual menus. The introduction of this system triggered a shift attitude in restaurant owners that had previously been reluctant about foreign visitors due to the language barrier. Easing the administrative load allows eateries to focus on the

quality of customer service while generating business from inbound tourists.

Supporting value chain in developing gastronomy tourism

While every region boasts its respective trove of tourism resources, there are differences in the quality and allure of these assets. However, the one resource that invariably exists in every region is its distinct culinary culture. By leveraging the dishes of their locale, local businesses entering into partnerships leads to regional development, attracting tourism and thus revitalizing the local economy, to contribute to the survival of these smaller communities. Setting its sights on the relationship between food and regional revitalization, Gurunavi is carrying out initiatives not only as a guide to restaurants, but also by encouraging the overall flow of people and goods. The company has launched a platform called Gurutabi⁶⁷ ("tabi" meaning travel or tourism in Japanese) featuring articles on culinary experiences throughout Japan. Among the themes covered are such standard classics as fruit picking and tours of sake breweries and vineyards, as well as traditional cultural engagements like tea ceremonies and festivals; it also includes tastings of local cuisine and tours of food producer factories. Locally based writers conduct the interviews, write the essays and take photos, helping to popularize gastronomy tourism in Japan.

Table 3.18 Value chain for Gurunavi (case 17)

Value chain phases	<input checked="" type="checkbox"/> Ingredients <input checked="" type="checkbox"/> Processing <input checked="" type="checkbox"/> Recipe/menu development <input checked="" type="checkbox"/> Provision of food or cuisine <input checked="" type="checkbox"/> Publishing of information <input checked="" type="checkbox"/> Tourism
Primary agents	<input type="checkbox"/> Government <input checked="" type="checkbox"/> Private enterprises (restaurants) <input type="checkbox"/> Academic institutions <input type="checkbox"/> Producers <input type="checkbox"/> Citizens
Contents of food ingredients and cultural elements	<input checked="" type="checkbox"/> Agricultural products <input checked="" type="checkbox"/> Fishery products <input checked="" type="checkbox"/> Traditional cultures <input checked="" type="checkbox"/> Fermentation and brewing (sake, miso, vinegar, etc.)
Types of activities	<input checked="" type="checkbox"/> Type 1: Food ingredient/menu development <input checked="" type="checkbox"/> Type 2: Food-/regional culture based <input checked="" type="checkbox"/> Type 3: Travel product development <input type="checkbox"/> Other (a combination of types is possible)
Impact	<input checked="" type="checkbox"/> Branding <input checked="" type="checkbox"/> Enhanced recognition <input checked="" type="checkbox"/> Enhanced media exposure <input checked="" type="checkbox"/> Increased sales of local products/sales at local restaurants <input checked="" type="checkbox"/> Higher growth of visitor <input type="checkbox"/> Other

Settai No Temiyage⁶⁸ (souvenir gifts for clients) is another platform developed by Gurunavi, where souvenir items of genuine quality are posted. Sweets and beverages that are known only to local residents, for example, are repackaged from input provided by the writers, with sales of the products increasing as a result of being posted on the website.

Gurunavi is also the organizer of RED U-35,⁶⁹ Japan's largest chef competition for chefs under the age of 35. It is not simply a battle to showcase culinary skills, but a medium to evaluate and select chefs for their personality and vision as future leaders of the culinary world. Even after the selection process, participants are still asked to take part in initiatives to rejuvenate local communities, as well as corporate promotion activities, allowing them to engage in realms beyond the scope of their own kitchens.

Moreover, the company's subsidiary that conducts research on food, Gurunavi Research Institute, selects "The Dish of the Year"⁷⁰ as the most representative

preparation of that year. The purpose of this programme is to record the evolution of Japan's highly developed culinary culture as a shared heritage of the Japanese people, and in doing so, protect and preserve that culture and ensure that it is properly carried forward.

Endnotes:

66 Gurunavi, Inc. (2018a), 'About Us' (online), available at: <https://corporate.gnavi.co.jp/en/profile/history/> (17-09-2018).

67 Official website at: <https://gurutabi.gnavi.co.jp/>.

68 Gurunavi, Inc. (2018b), 'What is Settai no Temiyage' [in Japanese] (online), available at: <https://temiyage.gnavi.co.jp/about/> (17-09-2018).

69 RED U-35 (Ryorinin's Emerging Dream) Committee (2018).

70 Gurunavi Research Institute, Inc. (2018), 'Dish of the Year' [in Japanese] (online), available at: <https://gri.gnavi.co.jp/dishoftheyear> (17-09-2018).



The ONSEN & Gastronomy Tourism Association (OGTA) was launched in 2016 as a leading initiative to combat the issues created by the heavy population concentration in the greater Tokyo metropolis, as well as the rapid decline in birthrate and super-aging in rural communities. OGTA's two main partners are the ANA Strategic Research Institute Co., Ltd. (the think tank affiliate of the ANA Group) and Gurunavi Inc., with the backing of the Ministry of the Environment and special cooperation of the Japan Travel and Tourism Association (JTТА).

OGTA integrates *onsen* hot springs – a resource of national pride – with gastronomy tourism, enabling visitors to enjoy the cuisine and culture associated with *onsen* through walking tours and other interactive programmes, thus providing them with an opportunity to discover new experiences. The aim is to create opportunities in which visitors interact with the host community and stimulate the local economy.

OGTA works with executive committees which comprised of the local government and tourist association to review what makes the *onsen*, local cuisine, local sake and other resources attractive to tourists, and then develop travel plans which maximize their individual allure. Another goal is to institutionalize the know-how in the executive committee to ensure operational continuity, stable management and governance.

Going forward, OGTA has approved courses for long-term stays based around *onsen* areas that extend to

tours of a locale's natural, historical and cultural assets, as well as to experience the local cuisine and sake. Numerous media platforms are being employed to post information on OGTA and create a broad support base, including the website, Facebook, YouTube, twitter, ANA in-flight magazines and other online forums. After OGTA became fully operational, the first major project it hosted (an *onsen* and gastronomy walking tour) was held at Uchinomaki Onsen, a hot spring in Aso City, on May 2017. The experiences that were instrumental to the event's success brought about considerable confidence in the community about its capabilities.

Afterwards, one official involved in the city's effort to promote tourism, whose service was vital to the event's hosting, had this observation to share:

"When we were first assigned to the Tourism Department, we were only thinking of ways to attract more tourists. As we became more familiar with our work, however, we realized that the most important thing was to make residents feel confident in and proud of their community, for them to be happy to live in Aso. At the same time, we believe that 'food' is foundational to tourism. In that sense, the purpose and principles of gastronomy tourism are remarkable, and we are all proud to be involved in this memorable first event."

Survey response by Mr. Sato, Aso City Office, Kumamoto Prefecture (August 2017)

Table 3.19 Value chain for OGTA (case 18)

Value chain phases	<input type="checkbox"/> Ingredients <input type="checkbox"/> Processing <input checked="" type="checkbox"/> Recipe/menu development <input checked="" type="checkbox"/> Provision of food or cuisine <input checked="" type="checkbox"/> Publishing of information <input checked="" type="checkbox"/> Tourism
Primary agents	<input checked="" type="checkbox"/> Government <input checked="" type="checkbox"/> Private enterprises (food production/processing, restaurants, distribution, sales, transportation, travel companies, etc.) <input type="checkbox"/> Academic institutions <input checked="" type="checkbox"/> Producers <input checked="" type="checkbox"/> Citizens
Contents of food ingredients and cultural elements	<input checked="" type="checkbox"/> Agricultural products <input checked="" type="checkbox"/> Fishery products <input checked="" type="checkbox"/> Traditional cultures <input checked="" type="checkbox"/> Fermentation and brewing (sake, miso, vinegar, etc.)
Types of activities	<input checked="" type="checkbox"/> Type 1: Food ingredient/menu development <input type="checkbox"/> Type 2: Food-/regional culture based <input checked="" type="checkbox"/> Type 3: Travel product development <input type="checkbox"/> Other (a combination of types is possible)
Impact	<input checked="" type="checkbox"/> Branding <input type="checkbox"/> Enhanced recognition <input type="checkbox"/> Enhanced media exposure <input type="checkbox"/> Increased sales of local products/sales at local restaurants <input checked="" type="checkbox"/> Higher growth of visitor <input type="checkbox"/> Other

For further consultation:

World Tourism Organization (2019), *Walking Tourism – Promoting Regional Development*, UNWTO, Madrid, DOI: <https://doi.org/10.18111/9789284420346>.



Chapter 4

Success factors and challenges for Japan's gastronomy tourism

Although the recognition of gastronomy tourism is not yet widespread in Japan, this publication reveals there are many initiatives being adopted in every region to advance gastronomy tourism. According to the basic survey conducted among officials of local governments responsible for tourism promotion, while just 18% said they recognized the term gastronomy tourism, 42% replied that the promotional events they were currently engaged in actually corresponded to gastronomy tourism.

It is clear from the case studies that public officials involved in the promotion of gastronomy tourism are no longer viewing their efforts as simply attempting to economically empower the tourism sector. Instead, they now see it as a process of sustainable development for local communities, one that goes beyond tourism policy to policies encouraging agricultural and regional advances, developing human resources, and creating jobs. Gastronomy tourism is taking shape as a focal point in this multiplex process. 20% of the initiatives showed in this publication have achieved the end goal of transformation to tourism whilst 25% have achieved the end goal of preservation and success of local culinary culture. For initiatives that achieve these two goals, collaboration with food producers and chefs and collaboration with local enterprises are two upstream points on the value chain essential for their success. Collaboration with academic institutions is another activity essential to the success in achieving the preservation and success of local culinary culture goal.

In examining all initiatives, the need for increased efforts at upstream points on the value chain, as well as an increase in the capabilities of those providing cuisine becomes apparent. The examples in this publication include some solution to these issues that include the collaboration of public institutions with private enterprises offering services at the national level yet increased public-private collaboration is desirable for the further development of gastronomy tourism in both Japan and the world.

To summarize the points above, the development of gastronomy tourism in Japan is clearly emerging, resolving in many initiatives undertaken by the public sector at both the national and local level, as well as collaborative ventures by the government and private enterprises.



Annex 1

Overview of the survey for the Second Global Report on Gastronomy Tourism by the World Tourism Organization (2017)

Survey Period: June – September 2016

Scope of Survey: Affiliate members of UNWTO

Object of Survey: UNWTO Affiliate Members

Profile of Respondents: 77 responses received from 29 countries

Composition of Regions: Europe 67.5%, Americas 22%, Asia-Pacific 7.8%, Africa 2.6%

Composition of Organizations: Governmental department 41.5%, not-for-profit organization 28.5%, academic institution 15.5%, private enterprise 14.5%

The survey results are can be found in:

World Tourism Organization (2017), *Affiliate Members Report, Volume sixteen – Second Global Report on Gastronomy Tourism*, UNWTO, Madrid

DOI: <https://doi.org/10.18111/9789284418701>

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Annex 2

Overview of the survey done by JTTA and Gurunavi

A2.1 Background

Period: 11 July–31 October 2017

Data Distribution and Collection: the distribution was done by email and responses were collected through both an online survey online and via Excel documents sent to municipalities.

Questionnaire design

I. Introducing our case studies	1) Awareness of “Gastronomy Tourism”	Q1: The term “Gastronomy Tourism”
		Q2: The trend of gastronomy tourism
	2) Gastronomy tourism cases in the region	Q3: Existence of cases
		Q4: Description of gastronomy tourism cases (by type)
II. Current status of initiatives	1) Gastronomy tourism initiative strategies and planning	Q5: Positioning as initiatives and business operations
		Q6: Collaborations with other enterprises
		Q7: Effects of collaborations
	2) Current state of the initiatives in gastronomy tourism	Q8: Description of the initiatives
		Q9: Issues
		Q10: Effects of initiative promotion
		Q11: Future goals and expectations

Sample demographic

	Sample	Population	Sample Ratio (%)
Municipalities	584	1,741	33.5
Prefectures	47	47	100.0
Total	631	1,788	35.3

A2.2 Survey Questions

Please respond according to the cell color



Required



Optional response (If difficult to respond, omitting response is fine)

I. Case inquiries

A. Question about awareness of gastronomy tourism

Q1	Are you aware of the phrase "gastronomy tourism" in Japan?
-----------	------------------------------------------------------------

↓ For responses 1-2: Please select the most appropriate in your case

<input type="checkbox"/>	1	Yes
--------------------------	---	-----

<input type="checkbox"/>	2	No
--------------------------	---	----

Q2	"Gastronomy tourism is a form of tourism through which participants can experience the culinary culture of a given place, enjoying the regional foods created by the climate, the ingredients, culture, customs, traditions, and history of that local area. Are you aware that gastronomy tourism in other countries has received much attention and been being conducted actively?"
-----------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

↓ For responses 1-2: Please select the most appropriate in your case

<input type="checkbox"/>	1	Aware
--------------------------	---	-------

<input type="checkbox"/>	2	Unaware
--------------------------	---	---------

B. Case studies on regional gastronomic tourism

Q3	"Are there any case which could be considered to be gastronomy tourism in your region? E.g. – Municipalities implementing measures / projects – Working in cooperation with private business operators – Projects in which local governments are not involved and what private enterprises are working on is OK"
-----------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

↓ For responses 1-3: Please select the most appropriate in your case

<input type="checkbox"/>	1	Yes, there are cases. They achieved specific outcomes
--------------------------	---	-------------------------------------------------------

<input type="checkbox"/>	2	Yes, there are cases, but unclear whether they achieved specific outcomes
--------------------------	---	---------------------------------------------------------------------------

<input type="checkbox"/>	3	No, we don't have any cases
--------------------------	---	-----------------------------

Q4	"This question for those with respondents who chose either response 1 or 2 in answer to Q3. Under what type are cases in your area categorized?"
-----------	-----------------------------------------------------------------------------------------------------------------------------------------------------

↓ For responses 1-4: Please select the most appropriate in your case

	1	"Type 1: Publishing information on local foodstuffs in collaboration with food producers and chefs; providing experiences of food production and cooking on-site; offering dishes that use local foodstuffs at local restaurants, hotels, ryokan (Japanese inns), and auberges in the area"	
		Specifically	Case name
			Implementing entity (multiple responses valid)
			Contact point/person
			Product/service overview
			Reference URL, etc.
	2	"Type 2: Leveraging culinary culture and history; re-creating and offering local dishes; leveraging traditional architecture and townscapes"	
		Specifically	Case name
			Implementing entity (multiple responses valid)
			Contact point/person
			Product/service overview
			Reference URL, etc.
	3	"Type 3: Leveraging wineries, sake breweries, or seasoning/condiment production facilities to develop tourism courses and promote public interest"	
		Specifically	Case name
			Implementing entity (multiple responses valid)
			Contact point/person
			Product/service overview
			Reference URL, etc.
	4	Others (events, culinary festivals, etc.)	
		Specifically	Case name
			Implementing entity (multiple responses valid)
			Contact point/person
			Product/service overview
			Reference URL, etc.

II. Efforts survey

A. Concerning the approach to gastronomic tourism (policy, direction, collaborations)

Q5	Does your municipality position the promotion of tourism centered on food experiences that include historical, geographical, and/or cultural backgrounds?
-----------	-----------------------------------------------------------------------------------------------------------------------------------------------------------

↓ For responses 1-3: Please select "o" for all that apply and provide details as applicable

	1	Yes, we have direct policy actions or business operations	
		Specifically	Measure/business name 1
			Budget 1
			Measure/business name 2
			Budget 2
2	Yes, we are planning direct policies or operations		
	Specifically	Outline	
3	No, we do not		

Q6	For players in collaboration with municipalities: Conducting tourism promotion focusing on food experiences (including historical, geographical and cultural backgrounds), does your municipality collaborate with any partners such as local enterprises, producers, production organizations, or educational institutes?
-----------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

↓ For responses 1-6: Please select "o" for all that apply and provide details

Indicate whether these efforts are made with inbound tourists in mind ↓

		Specifics on activities/ organizations/etc.	For inbound tourists
1	"Producers (e.g.: promotion of sixth industry, branding of regional products, etc.)"		
2	"Academic institutions (e.g.: fostering chefs in cooperation with universities, inheritance of regional food culture protection, etc.)"		
3	"Local: private enterprises (food production/ processing, restaurants, distribution, sales, transportation, travel companies, etc.)"		
4	"National: private enterprises (Food production/ processing, restaurants, distribution, sales, transportation, travel companies, etc.)"		
5	Others		
6	No strong opinion		

Q7 For those who responded there are cases of collaboration in Q6, were any effects attained?

↓ For responses 1-10: Please select "o" for all that apply and provide details

	1	Sales products, restaurants, and accommodations
		Specifically
	2	Economic effect on producers
		Specifically
	3	Protection and inheritance of regionally unique culinary culture
		Specifically
	4	Enhanced media exposure
		Specifically
	5	Travel product development
		Specifically
	6	Enhanced recognition of region
		Specifically
	7	Higher visitor traffic (domestic)
		Specifically
	8	Higher visitor traffic (inbound)
		Specifically
	9	Others
		Specifically
10	No strong opinion	

B. About content of gastronomic tourism initiatives

Q8 What activities do you have in the stage of the gastronomy tourism value chain?
 – Who conducts these activities (i.e. municipality alone, municipality with enterprises, or enterprises themselves)?

↓ For responses 1-8: Please select "o" for all that apply and provide details

1	Found good resources related to gastronomy tourism	
	By municipality	Specifically
	By private enterprises alone	
	By municipality together with private enterprise	

2	Established supply chain for foodstuffs		
	By municipality	Specifically	
	By private enterprises alone		
	By municipality together with private enterprise		
3	Developed an original local menu/recipe		
	By municipality	Specifically	
	By private enterprises alone		
	By municipality together with private enterprise		
4	Discovered supplier (e.g., restaurants) and helped improve their level		
	By municipality	Specifically	
	By private enterprises alone		
	By municipality together with private enterprise		
5	Provided information on local food and culinary culture		
	By municipality	Specifically	
	By private enterprises alone		
	By municipality together with private enterprise		
6	Held events on local food and culinary culture		
	By municipality	Specifically	
	By private enterprises alone		
	By municipality together with private enterprise		
7	Developed tour products on the theme of local food and culinary culture		
	By municipality	Specifically	
	By private enterprises alone		
	By municipality together with private enterprise		

8	Others		
	By municipality	Specifically	
	By private enterprises alone		
	By municipality together with private enterprise		

Q9 For those who responded there are cases of collaboration in Q6, were any effects attained?

↓ For responses 1-9: Please select "o" for all that apply and provide details

1	Knowledge and awareness concerning "local food" among tourism-related business operators	
	Specifically	
2	Clarification of the main body organization	
	Specifically	
3	Budgeting	
	Specifically	
4	Human resources for promotional activities	
	Specifically	
5	Publishing of information for, and feedback from, visitors	
	Specifically	
6	Improved attractiveness of culinary cultures, products and services	
	Specifically	
7	Enhancement of production and distribution system for ingredients	
	Specifically	
8	Community recognition and cooperation (producers, private enterprises, government)	
	Specifically	
9	Others	

Q9 For those who responded there are cases of collaboration in Q6, were any effects attained?

↓ For responses 1-9: Please select "o" for all that apply and provide details

1	Sales products, restaurants and accommodation	
	Specifically	
2	Economic effect on producers	
	Specifically	

	3	Protection and inheritance of regional unique culinary culture
		Specifically
	4	Enhanced media exposure
		Specifically
	5	Travel product development
		Specifically
	6	Enhanced recognition of region
		Specifically
	7	Higher visitor traffic (domestic)
		Specifically
	8	Higher visitor traffic (inbound)
		Specifically
	9	Others
		Specifically
	10	No strong opinion

C. Regional resources for promoting gastronomic tourism

Q11 What are the representative local ingredients and culinary culture (agricultural and fishery products, processed goods, etc.) for developing gastronomy tourism in your region going forward?

↓ Please provide details below

Food/food culture 1	
Food/food culture 2	
Food/food culture 3	
Food/food culture 4	
Food/food culture 5	

Q12 There are various fermented foods in Japan. What fermented foods and cultures are unique to your region? (duplicating responses to the previous question is fine)

↓ Please provide details below

Fermented food/food culture 1	
Fermented food/food culture 2	
Fermented food/food culture 3	

Q13 If your region will be promoting gastronomy tourism efforts going forward, what would be the objective of these?

↓ For responses 1-9: Please select 3 in order of importance (multiple answers; up to 3)

1	Sales products, restaurants and accommodation
2	Economical effect on producers
3	Protection and inheritance of regional unique culinary culture
4	Enhanced media exposure
5	Travel product development
6	Enhanced recognition of region
7	Higher visitor traffic (domestic)
8	Higher visitor traffic (inbound)
9	Others
	Specifically

Others

↓ Please share contact details for the person responding to this questionnaire

Department	
Contact (email/tel)	

https://www.e-unwto.org/doi/book/10.18111/9789284420919 - Tuesday, July 26, 2022 2:35:55 AM - IP Address: 125.130.215.156

Annex 3

Prefectures and municipalities that cooperated with the survey

Cooperating prefectures

Aichi, Akita, Aomori, Chiba, Ehime, Fukui, Fukuoka, Fukushima, Gifu, Gunma, Hiroshima, Hokkaido, Hyogo, Ibaraki, Ishikawa, Iwate, Kagawa, Kagoshima, Kanagawa, Kochi, Kumamoto, Kyoto, Mie, Miyagi, Miyazaki, Nagano, Nagasaki, Nara, Niigata, Oita, Okayama, Okinawa, Osaka, Saga, Saitama, Shiga, Shimane, Shizuoka, Tochigi, Tokushima, Tokyo, Tottori, Toyama, Wakayama, Yamagata, Yamaguchi, Yamanashi

Cooperating municipalities

- Aichi Prefecture: Agui-cho, Aisai-shi, Chiryu-shi, Chita-shi, Gamagori-shi, Handa-shi, Hekinan-shi, Higashiura-cho, Inazawa-shi, Iwakura-shi, Kanie-cho, Kariya-shi, Kasugai-shi, Kitanagoya-shi, Konan-shi, Mihama-cho, Nagakute-shi, Nagoya-shi, Nisshin-shi, Oguchi-cho, Okazaki-shi, Seto-shi, Shinshiro-shi, Taketoyo-cho, Togo-cho, Tokai-shi, Tokoname-shi, Toyoake-shi, Toyone-mura, Toyoyama-cho
- Akita Prefecture: Daisen-shi, Kazuno-shi, Kitaakita-shi, Nikaho-shi, Noshiro-shi, Ugo-machi, Yokote-shi, Yuzawa-shi
- Aomori Prefecture: Fujisaki-machi, Goshogawara-shi, Hirakawa-shi, Hiranai-machi, Hirosaki-shi, Kazamaura-mura, Kuroishi-shi, Misawa-shi, Mutsu-shi, Noheji-machi, Oirase-cho, Rokunohe-machi, Sai-mura, Shichinohe-machi, Shingo-mura
- Chiba Prefecture: Chiba-shi, Choshi-shi, Ichihara-shi, Isumi-shi, Kamagaya-shi, Kamogawa-shi, Katori-shi, Katsuura-shi, Kimitsu-shi, Kisarazu-shi, Kyonan-machi, Minamiboso-shi, Nagara-machi, Nagareyama-shi, Narashino-shi, Noda-shi, Sammu-shi, Shibayama-machi, Shirako-machi, Shiroy-shi, Shisui-machi, Sodegaura-shi, Tako-machi, Tateyama-shi, Tomisato-shi, Urayasu-shi, Yokoshibahikari-machi, Yotsukaido-shi
- Ehime Prefecture: Imabari-shi, Kamijima-cho, Masaki-cho, Niihama-shi, Shikokuchuo-shi, Tobe-cho
- Fukui Prefecture: Awara-shi, Echizen-cho, Ikeda-cho, Katsuyama-shi, Ohi-cho, Ono-shi, Wakasa-cho
- Fukuoka Prefecture: Asakura-shi, Ashiya-machi, Chikujo-machi, Chikushino-shi, Chikuzen-machi, Dazaifu-shi, Fukuoka-shi, Hirokawa-machi, Iizuka-shi, Itoda-machi, Kanda-machi, Kasuga-shi, Kasuyama-machi, Kawara-machi, Kawasaki-machi, Keisen-machi, Kitakyushu-shi, Kurume-shi, Miyawaka-shi, Nakagawa-machi, Nakama-shi, Ogori-shi, Okagaki-machi, Okawa-shi, Onojo-shi, Otomachi, Shime-machi, Shingu-machi, Sue-machi, Tagawa-shi, Umi-machi, Yame-shi, Yoshitomi-machi, Yukuhashi-shi
- Fukushima Prefecture: Aizumisato-machi, Bandai-machi, Date-shi, Futaba-machi, Hirata-mura, Hirono-machi, Iitate-mura, Inawashiro-machi, Ishikawa-machi, Iwaki-shi, Koriyama-shi, Minamiaizu-machi, Minamisoma-shi, Nakajima-mura, Soma-shi, Tanagura-machi, Tomioka-machi, Yamatsuri-machi
- Gifu Prefecture: Gifu-shi, Godo-cho, Gujo-shi, Kaizu-shi, Kasamatsu-cho, Mino-shi, Mitake-cho, Mizunami-shi, Motosu-shi, Shirakawa-cho, Tajimi-shi, Takayama-shi, Yaotsu-cho, Yoro-cho

- Gunma Prefecture: Higashiagatsuma-machi, Kanra-machi, Kiryu-shi, Meiwa-machi, Tomioka-shi
- Hiroshima Prefecture: Hiroshima-shi, Jinsekikogen-cho, Kaita-cho, Miyoshi-shi, Saka-cho
- Hokkaido Prefecture: Aibetsu-cho, Betsukai-cho, Biei-cho, Bihoro-cho, Chitose-shi, Ebetsu-shi, Engaru-cho, Hamanaka-cho, Hamatombetsu-cho, Higashikawa-cho, Hiroo-cho, Hokuto-shi, Ishikari-shi, Iwamizawa-shi, Kamifurano-cho, Kamisunagawa-cho, Kiyosato-cho, Koshimizu-cho, Kuriyama-cho, Kuromatsunai-cho, Kushiro-cho, Kutchan-cho, Makkari-mura, Mashike-cho, Matsumae-cho, Mikasa-shi, Nakafurano-cho, Niki-cho, Numata-cho, Obihiro-shi, Obira-cho, Okushiri-cho, Otaru-shi, Otofuke-cho, Pippu-cho, Rankoshi-cho, Rebun-cho, Saroma-cho, Shimamaki-mura, Shimizu-cho, Shiraoui-cho, Shiriuchi-cho, Shosambetsu-mura, Sobetsu-cho, Tobetsu-cho, Tohma-cho, Tomakomai-shi, Toyokoro-cho, Toyotomi-cho, Toyoura-cho, Tsubetsu-cho, Utashinai-shi, Yoichi-cho, Yubari-shi, Yubetsu-cho, Yuni-cho
- Hyogo Prefecture: Aioi-shi, Ako-shi, Amagasaki-shi, Ashiya-shi, Harima-cho, Himeji-shi, Inagawa-cho, Inami-cho, Kakogawa-shi, Nishinomiya-shi, Nishiwaki-shi, Ono-shi, Sanda-shi, Shiso-shi, Sumoto-shi, Taishi-cho, Takasago-shi, Tatsuno-shi
- Ibaraki Prefecture: Chikusei-shi, Hitachinaka-shi, Hitachi-shi, Inashiki-shi, Joso-shi, Kashima-shi, Koga-shi, Omitama-shi, Ryugasaki-shi, Sakuragawa-shi, Tokai-mura, Tsukubamirai-shi, Yachiyo-machi
- Ishikawa Prefecture: Anamizu-machi, Kawakita-machi, Komatsu-shi, Nakanoto-machi, Nanao-shi, Nonoichi-shi, Noto-cho, Uchinada-machi, Wajima-shi
- Iwate Prefecture: Hachimantai-shi, Iwate-machi, Miyako-shi, Morioka-shi, Noda-mura, Oshu-shi, Otsuchi-cho, Shizukuishi-cho, Tanohata-mura
- Kagawa Prefecture: Higashikagawa-shi, Kotohira-cho, Mitoyo-shi, Sakaide-shi, Sanuki-shi, Tadotsu-cho
- Kagoshima Prefecture: Aira-shi, Ibusuki-shi, Ichikikushikino-shi, Kagoshima-shi, Kirishima-shi, Nishinoomote-shi, Shibushi-shi, Yamato-son
- Kanagawa Prefecture: Kawasaki-shi, Sagami-hara-shi, Yokohama-shi
- Kochi Prefecture: Niyodogawa-cho, Shimanto-cho, Sukumo-shi
- Kumamoto Prefecture: Amakusa-shi, Aso-shi, Gyokuto-machi, Kamiamakusa-shi, Koshi-shi, Kumamoto-shi, Minamata-shi, Nishiki-machi, Oguni-machi, Reihoku-machi, Tamana-shi, Tsunagi-machi, Uki-shi, Yamato-cho, Yatsushiro-shi
- Kyoto Prefecture: Ine-cho, Kizugawa-shi, Kumiyama-cho, Kyotango-shi, Kyoto-shi, Maizuru-shi, Nantan-shi, Oyamazaki-cho, Yawata-shi
- Mie Prefecture: Asahi-cho, Iga-shi, Kawagoe-cho, Kiho-cho, Komono-cho, Kuwana-shi, Minamiise-cho, Owase-shi, Shima-shi, Toba-shi, Toin-cho, Tsu-shi, Watarai-cho
- Miyagi Prefecture: Kesenuma-shi, Natori-shi, Ogawara-machi, Onagawa-cho, Sendai-shi, Shiogama-shi, Yamamoto-cho
- Miyazaki Prefecture: Gokase-cho, Kobayashi-shi, Kunitomi-cho, Shiiba-son

Nagano Prefecture:	Anan-cho, Azumino-shi, Chikuhoku-mura, Chikuma-shi, Fujimi-machi, Iijima-machi, Iiyama-shi, Kijimadaira-mura, Komoro-shi, Minowa-machi, Miyota-machi, Nagawa-machi, Nagiso-machi, Ogawa-mura, Omi-mura, Tatsuno-machi, Tomi-shi, Yamanouchi-machi
Nagasaki Prefecture:	Hirado-shi, Kawatana-cho, Nagasaki-shi, Omura-shi, Sasebo-shi, Shimabara-shi
Niigata Prefecture:	Gosen-shi, Itoigawa-shi, Mitsuke-shi, Nagaoka-shi, Niigata-shi, Sekikawa-mura, Tagami-machi
Oita Prefecture:	Himeshima-mura, Hita-shi, Kitsuki-shi, Nakatsu-shi, Oita-shi
Okayama Prefecture:	Asakuchi-shi, Bizen-shi, Kasaoka-shi, Kibichuo-cho, Kurashiki-shi, Maniwa-shi, Niimi-shi, Okayama-shi, Setouchi-shi, Tamano-shi, Wake-cho
Okinawa Prefecture:	Iheya-son, Kitanakagusuku-son, Kunigami-son, Miyakojima-shi, Motobu-cho, Nago-shi, Naha-shi, Nakagusuku-son, Taketomi-cho, Tarama-son, Tokashiki-son, Tomigusuku-shi, Urasoe-shi, Yonabaru-cho, Zamami-son
Osaka Prefecture:	Chihayaakasaka-mura, Fujiidera-shi, Habikino-shi, Hirakata-shi, Ibaraki-shi, Ikeda-shi, Kaizuka-shi, Kumatori-cho, Misaki-cho, Neyagawa-shi, Nose-cho, Osakasayama-shi, Osaka-shi, Sakai-shi, Shimamoto-cho, Suita-shi, Tadaoka-cho, Tajiri-cho, Takatsuki-shi, Tondabayashi-shi, Toyonaka-shi, Toyono-cho
Saga Prefecture:	Arita-cho, Imari-shi, Kashima-shi, Kiyama-cho, Kohoku-machi, Ogi-shi, Omachi-cho
Saitama Prefecture:	Asaka-shi, Fujimino-shi, Gyoda-shi, Hanno-shi, Higashimatsuyama-shi, Ina-machi, Iruma-shi, Kamikawa-machi, Kamisato-machi, Kasukabe-shi, Kawagoe-shi, Kawajima-machi, Kazo-shi, Konosu-shi, Koshigaya-shi, Kuki-shi, Kumagaya-shi, Matsubushi-machi, Misato-machi, Misato-shi, Moroyama-machi, Niiza-shi, Ogano-machi, Ogawa-machi, Okegawa-shi, Saitama-shi, Sakado-shi, Sayama-shi, Soka-shi, Sugito-machi, Toda-shi, Tokorozawa-shi, Tsurugashima-shi, Yashio-shi, Yoshimi-machi
Shiga Prefecture:	Hikone-shi, Omihachiman-shi, Otsu-shi, Ritto-shi, Ryuo-cho
Shimane Prefecture:	Chibu-mura, Hamada-shi, Okinoshima-cho, Unnan-shi
Shizuoka Prefecture:	Fujieda-shi, Fujinomiya-shi, Fukuroi-shi, Gotemba-shi, Hamamatsu-shi, Higashiizu-cho, Iwata-shi, Izu-shi, Kannami-cho, Kosai-shi, Makinohara-shi, Minamiizu-cho, Mori-machi, Nagaizumi-cho, Nishiizu-cho, Numazu-shi, Oyama-cho, Shimizu-cho, Shizuoka-shi, Susono-shi
Tochigi Prefecture:	Ashikaga-shi, Ichikai-machi, Kaminokawa-machi, Mashiko-machi, Mibu-machi, Nasu-machi, Ohtawara-shi, Takanezawa-machi, Tochigi-shi, Yaita-shi
Tokushima Prefecture:	Awa-shi, Higashimiyoshi-cho, Ishii-cho, Itano-cho, Kamiita-cho, Katsuura-cho, Matsushige-cho, Miyoshi-shi, Mugi-cho, Naka-cho, Yoshinogawa-shi
Tokyo Prefecture:	Akishima-shi, Arakawa-ku, Chofu-shi, Chuo-ku, Hachioji-shi, Hinode-machi, Hino-shi, Inagi-shi, Katsushika-ku, Kita-ku, Kodaira-shi, Koganei-shi, Komae-shi, Kunitachi-shi, Meguro-ku, Minato-ku, Mitaka-shi, Mizuho-machi, Musashino-shi, Nakano-ku, Nijima-mura, Ome-shi, Setagaya-ku, Shinjuku-ku, Suginami-ku, Tachikawa-shi, Taito-ku, Tama-shi
Tottori Prefecture:	Wakasa-cho

Toyama Prefecture: Asahi-machi, Oyabe-shi, Takaoka-shi, Toyama-shi, Uozu-shi

Wakayama Prefecture: Gobo-shi, Hashimoto-shi, Hirogawa-cho, Inami-cho, Kimino-cho, Kudoyama-cho, Mihama-cho, Nachikatsuura-cho, Wakayama-shi

Yamagata Prefecture: Higashine-shi, Kaminoyama-shi, Kawanishi-machi, Mikawa-machi, Nanyo-shi, Oguni-machi, Sagae-shi

Yamaguchi Prefecture: Hagi-shi, Hirao-cho, Hofu-shi, Iwakuni-shi, Nagato-shi, Shimonoseki-shi, Ube-shi, Waki-cho, Yanai-shi

Yamanashi Prefecture: Doshi-mura, Fujikawa-cho, Fujikawaguchiko-machi, Hayakawa-cho, Kofu-shi, Minamiarupusu-shi

Annex 4

Gastronomy Tourism Advisory Board

Full members:

Shigeto Kubo

President of Japan Travel and Tourism Association (JTTA) and Former Commissioner of Japan Tourism Agency (JTA)

Yoshiaki Hongo

Chief Representative, Regional Support Office for Asia and the Pacific, UNWTO, and First Commissioner of Japan Tourism Agency (Ministry of Land, Infrastructure, Transport and Tourism)

Yoichi Minami

President and CEO of ONSEN & Gastronomy Tourism Association

Seiichiro Kubo

President of Gurunavi

Masato Ogawa

President of ANA Research Institute

Toshiya Miyazaki

Research Director and Tourism Statistics Analyst, Mitsubishi Research Institute, Inc.

Working team members:

Shinichi Nakamura

Executive Director of International Affairs, Japan Travel and Tourism Association

Mihoko Ienaka

Leader Corporate Strategy Office, Gurunavi Inc.

Toshiya Miyazaki

Regional Revitalization Division, Research Director and Tourism Statistics Analyst, Mitsubishi Research Institute, Inc.

Nanae Yamamoto

Regional Revitalization Division, Mitsubishi Research Institute, Inc.

Brian Parker

Regional Revitalization Division, Mitsubishi Research Institute, Inc.

Glossary

Aka-ushi barbeque	<i>Aka-ushi</i> (also known as the Japanese Brown) is a breed of Japanese beef cattle that is developed in Japan's southern region, including Kumamoto Prefecture, and which is celebrated for its meat quality
Amazake	A traditional sweet, creamy, low- or zero-alcohol beverage made from fermented rice that is typically served during the cold seasons
Anko	Anglerfish
Auberge	A French restaurant and inn
Cotriade	A fish stew made by anglers in the French region of Brittany, using freshly caught fish in a stew pot and traditionally eaten on board their ships
Dashi	A kind of cooking stock used in Japanese soups and other cuisine that adds or accentuates savoury flavours in food
Dengaku	A dish of tofu, <i>konjac</i> , eggplant, and other ingredients flavoured with miso and grilled
Doburoku	Unrefined sake
Fugu	Pufferfish
Kaya	Type of saw grass
Kintaro	Mullet (type of fish)
Kaiseki	Multi-course formal meals
Kou	A mutual aid system in which members of a group, typically neighbours in a village, would gather money from all members of the group, and then gave the sum to a single member of the group, usually through lottery or similar method
Koshihikari	Popular quality brand of white rice in Japan
Municipality:	In this document, "municipality" is a city/town/local government division, of which there are 1741 in Japan; c.f. "prefecture"
Nabe	A kind of Japanese hot pot dish that is typically served in colder months
Onsen	A natural hot spring
Prefecture	In this document, "Prefecture" is a government division similar to a state, of which there are 47 in Japan; c.f. "municipality"
RED U-35	One of the largest culinary contests in Japan featuring chefs under the age of 35
Ryokan	Japanese-style inns
Ryukyus	Chain of Japanese islands that stretch out south-west from Kyushu to Taiwan, among which Okinawa is a part
Shinkansen	High-speed "bullet" train
"Sixth industry"	In Japan, the <i>primary</i> sector is production; <i>secondary</i> is processing; and <i>tertiary</i> is the commercial sectors; six is the number when these are multiplied. Hence combination projects in Japan are referred to "sixth-sector" industries
Umami	Considered one of the five basic tastes (among sweet, sour, salty and bitter), it is described as pleasantly savoury and refers to glutamate
Washoku	In this document, <i>washoku</i> refers to the food culture associated with a social practice embodying the spirit of the Japanese people's respect for nature. It was inscribed in 2013 on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity

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List of acronyms and abbreviations

AJCA	All Japan Chefs Association
ANA	All Nippon Airways Co., Ltd.
CSR	corporate social responsibility
DMOs	Destination Management Organizations
GEO	Global Environment Outlook
GI	Geographical Indication
ICT	Information and communications technology
JA	Japan Agricultural Cooperatives
JNTO	Japan National Tourism Organization
JTA	Japan Tourism Agency
JTTA	Japan Travel and Tourism Association
MAFF	Ministry of Agriculture, Forestry and Fisheries
MLIT	Ministry of Land, Infrastructure, Transport and Tourism
MoF	Ministry of Finance
NAFIC	Nara Agricultural and Food International College
NPO	non-profit organization
OGTA	Onsen & Gastronomy Tourism Association
SSB	Hokkaido Government Shiribeshi Subprefectural Bureau

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Conversations

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The report on *Gastronomy Tourism –The Case of Japan* looks at the awareness of the concept of gastronomy tourism in Japan through a survey with the main players in the country. Results show that while the term *gastronomy tourism* is little-known, activities of gastronomy tourism are being undertaken across the nation.

The report features eighteen different case studies of gastronomy tourism activities in Japan, ranging from local Sake breweries to hotel trains. Through various successful examples of gastronomy tourism in Japan, this report shows how the country has achieved turning gastronomy tourism into a tool for development, inclusion and regional integration.

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