

Challenge of Rural Tourism in Japan

Farmhouse near Miyazu, Tango peninsula



Difficulty to maintain villages....



A photograph of a rural Japanese town. In the foreground, there's a mix of traditional architecture with dark, tiled roofs and modern, weathered corrugated metal buildings. A tall wooden utility pole stands prominently in the center-left. The town is nestled in a valley with lush green trees and misty mountains in the background under a clear sky.

....with their buildings

A photograph showing a large stack of hay bales being transported on a wooden cart pulled by a horse. The cart is made of rough-hewn logs and is loaded with several large, cylindrical hay bales. The horse is partially visible on the left, pulling the cart. In the background, there is a road, some houses, and a hillside with autumn-colored trees. The sky is clear and blue.

Manual work
gets limited
due to fewer
hands

Involvement of local people Miyazu





Rural Tourism & Basic Services



Local food as key attraction in rural tourism

Miyazu Japanese Sea Side





Change in Vegetation & Animal Pattern

Rural tourism of bubble economy



Village
celebrations
help



Integrating
traditional

...and new life styles





Kani pension idea

Fishing in Awaji shima



Endangered orchards



Non harvested fruits



Non harvested fruits



The modestly used seaside







Well managed landscape

Well managed landscape



Seaside in Gunge



Modestly used sea side



To use or not to use





Erosion plot in paddy terasse

Tameike



Detail well managed



Well managed



Well managed landscape Hokudan-cho



Treasures



Treasures in rural landscape



Treasures in rural landscape



Treasures
in rural
landscape





Land reclamation effort