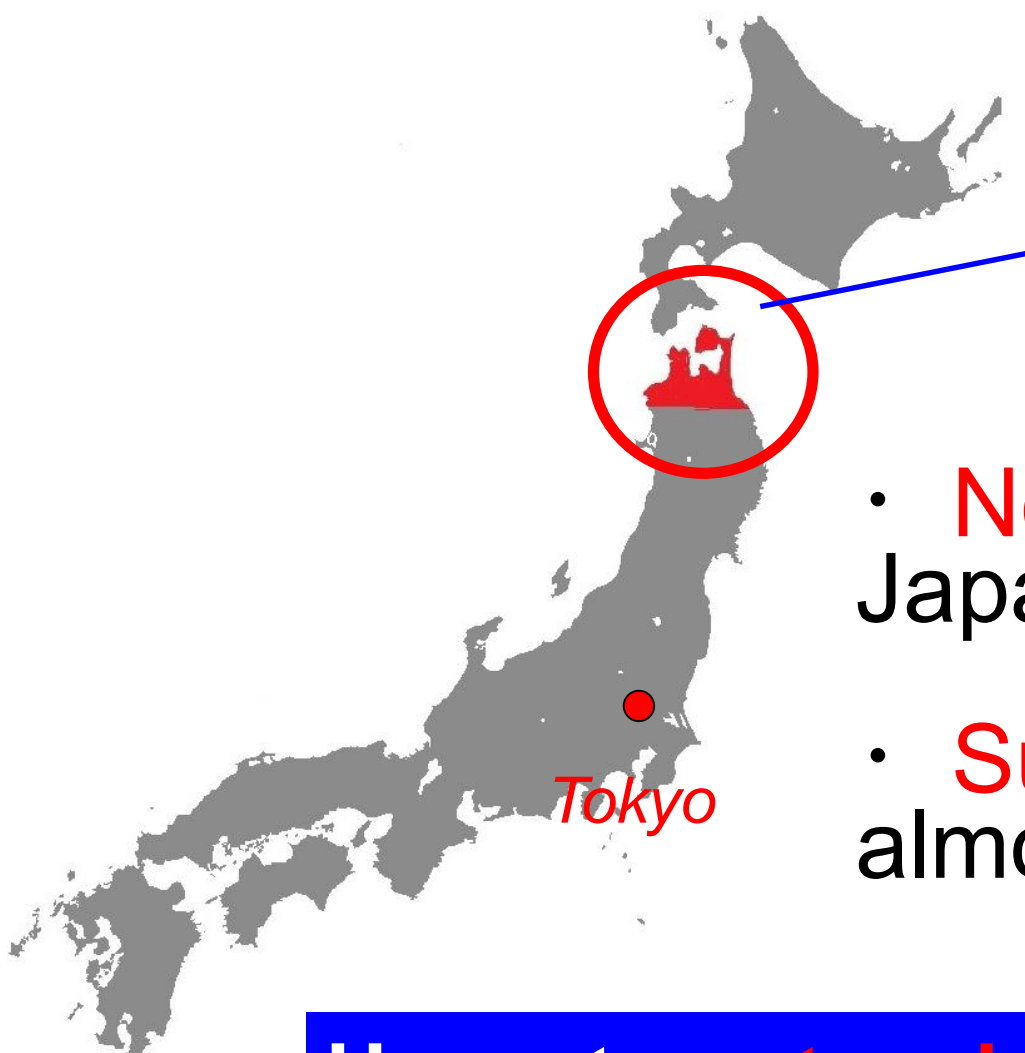




# **Create Local Tourism to make money**

**Hiroaki Seino**

**Assistant Director,  
CLAIR Sydney**



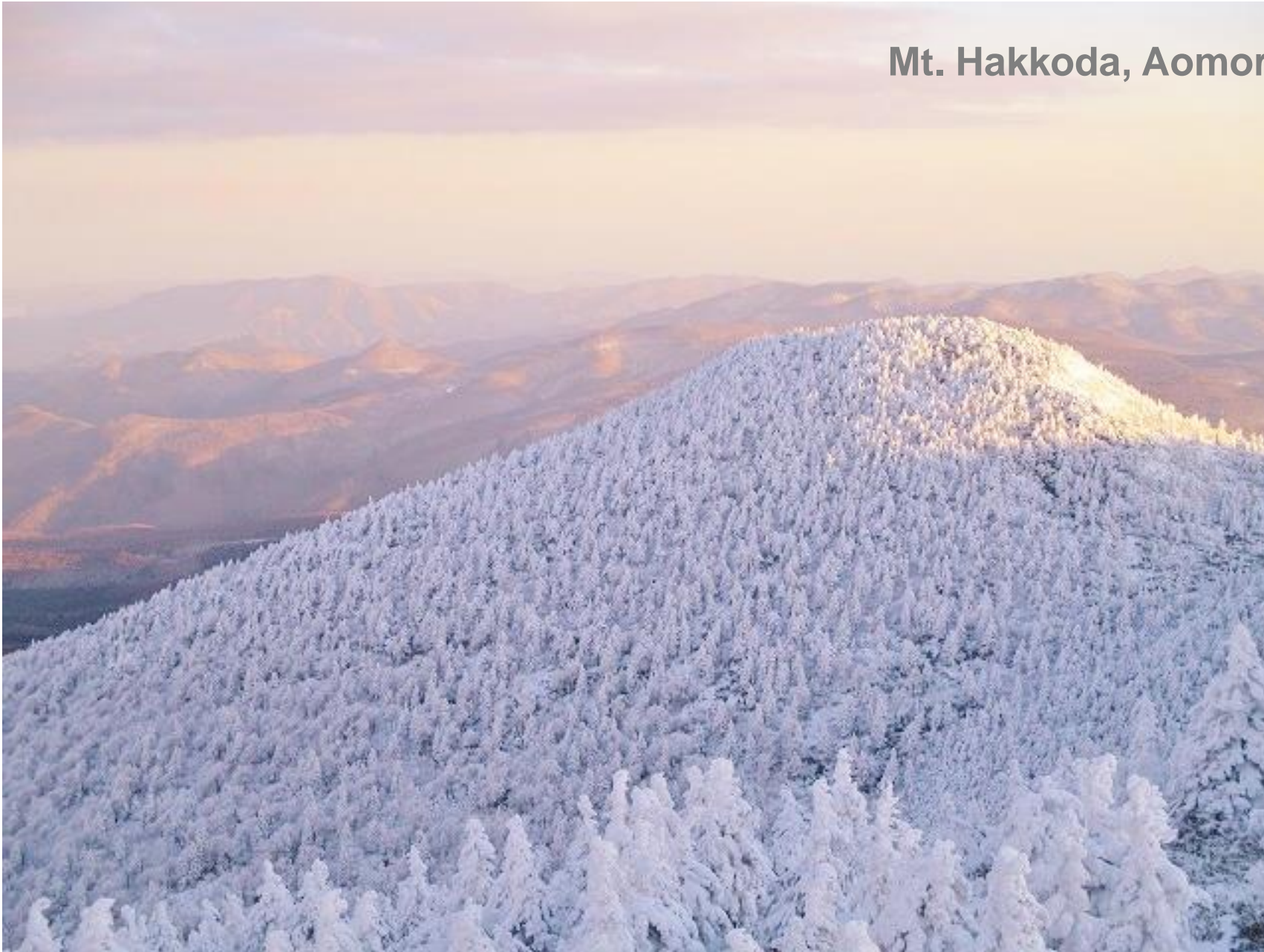
# AOMORI

Prefecture

- **Northernmost point** of Japanese main island, Honshu
- **Surrounded by four seas** almost 70% of area is **forest land**

Home to **untouched nature**, a **deep culture** and **tradition unique** to the surrounding region.

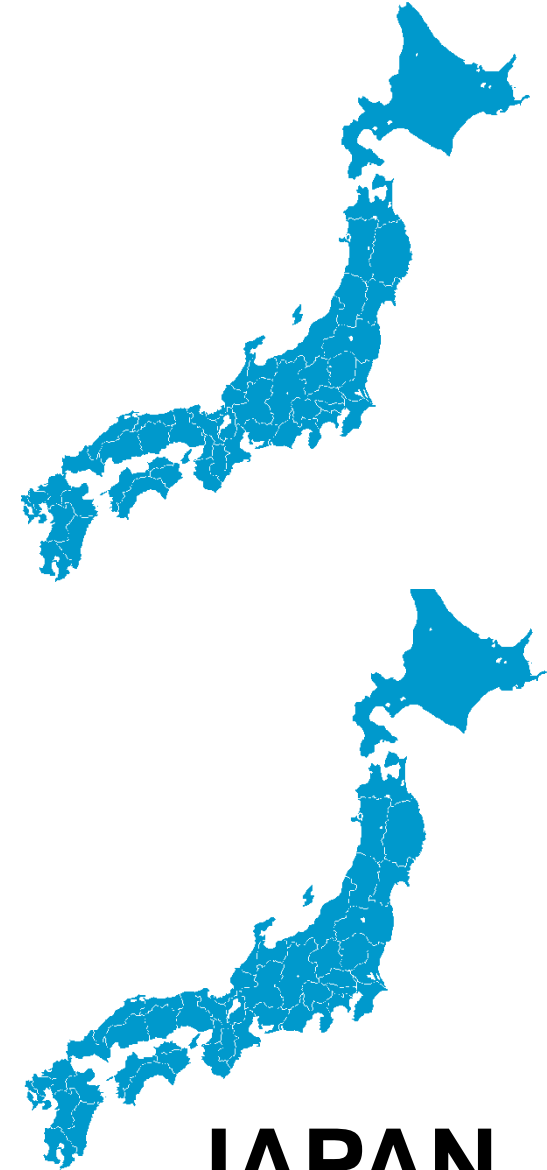
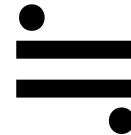
Mt. Hakkoda, Aomori Nov/2014



# Area



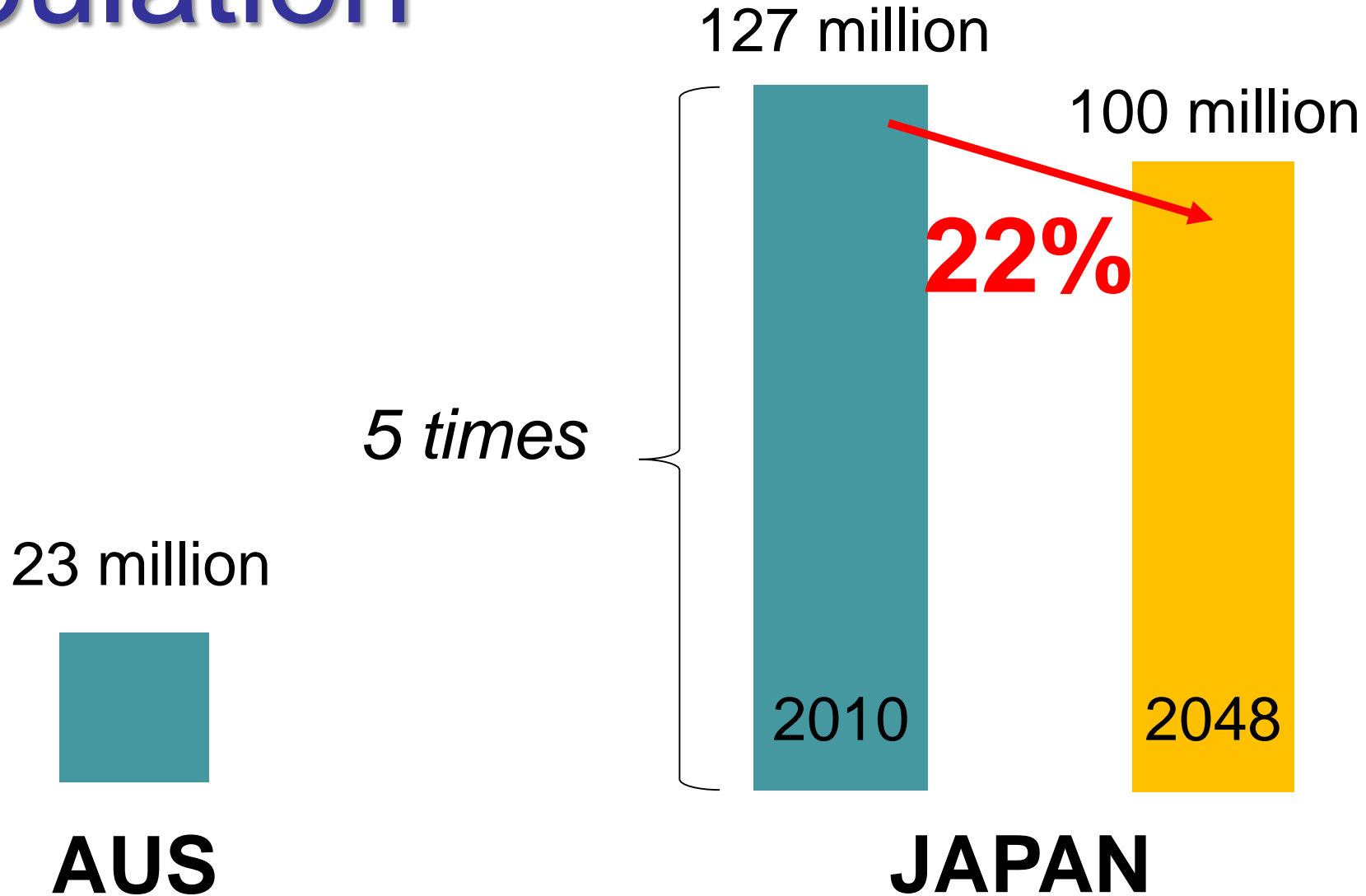
**NSW**



**JAPAN**



# Population



# Sense of impending crisis in Local Area

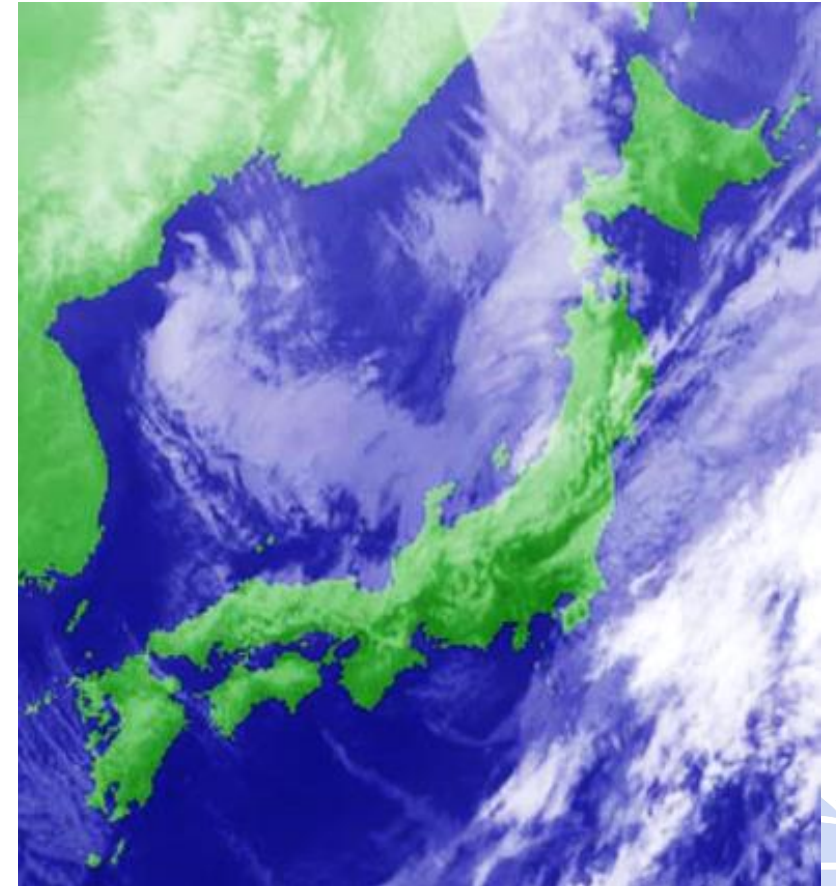
- Local authorities see declining populations and overall population flow to major centres.
- “**extinction possibility cities**” – when the number of women aged 20-30 will more than halve by 2040 when compared to 2010 levels:

➔ 49.8%



# Background of Japan's tourism

- Climate and topography variety
- History
- City town variety









<http://www.okitour.net/sightseeing/news/00956.aspx>







The development of the high speed rail & road network



Tohoku Shinkansen

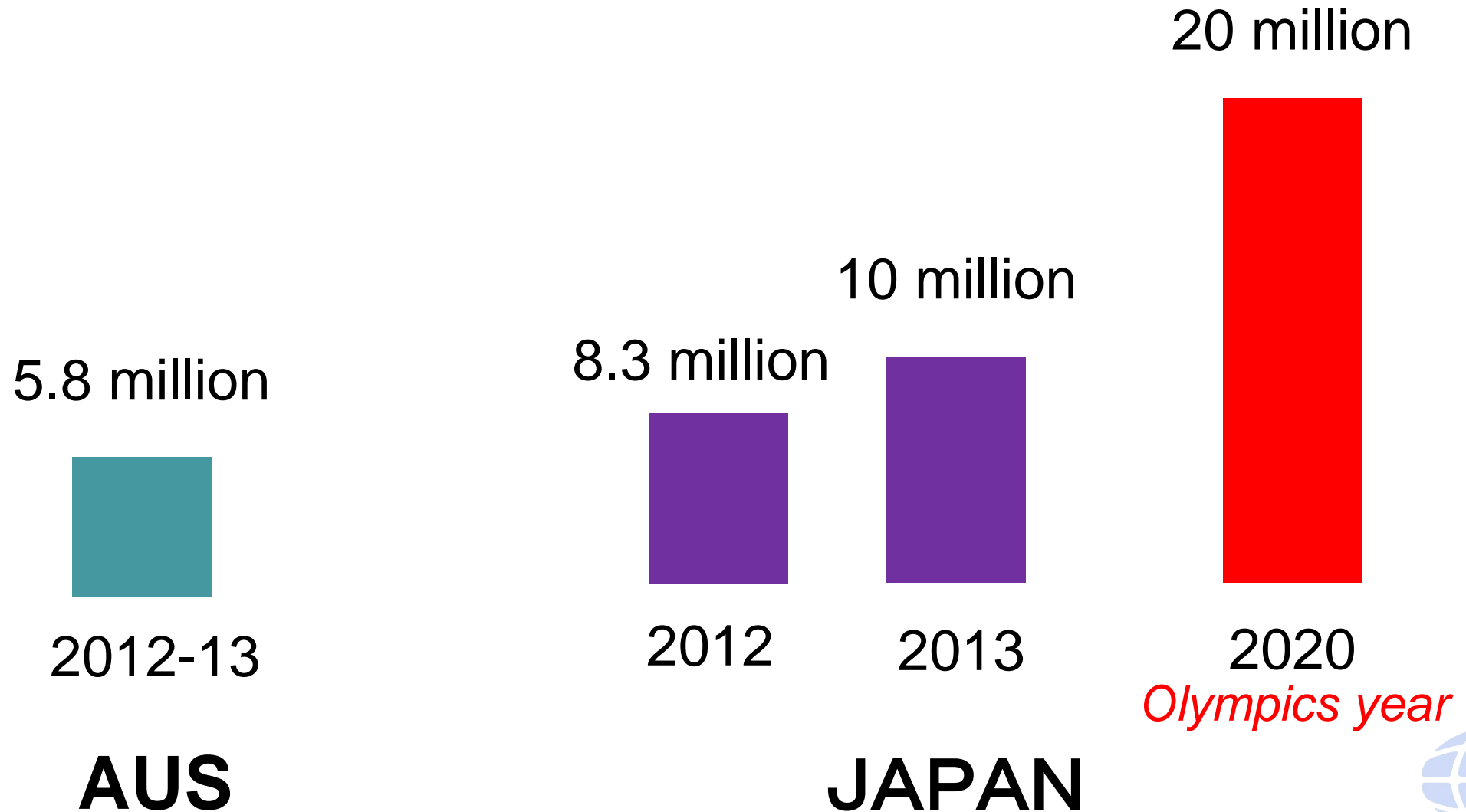


# Bigger Picture: Positioning of the sightseeing strategy in Japan

- Pillar to take in world demand, and to regain powerful economy
- Expansion of the exchange (tourism & moving to new places)
  - Maintain Local vitality
  - Develop society



# Inbound overseas tourists



# Domestic Tourism – current issues

- Intensity of competition between areas
- New tourist attractions without expensive public projects
- Seeking untapped markets



# Points

Brush-up + Rediscover + Create



# TV programs showing local culture now popular



**Battered  
Fried  
Clams ?**

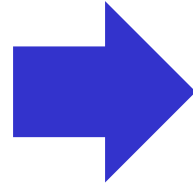
**SOUL FOOD**



# Set: Food from regional product, followed by Tour



Apples



French restaurant,  
Chilled apple soup

# Youth rediscover and publicise local food









**Look down**



<http://plusalpha2008.blog28.fc2.com>



# Draw on local characteristics and strengths, and create opportunities for tourism





2014: **290,000** guests! (16% up from last year)

His Majesty the Emperor Akihito also visited

# Free App "Rice Code"



scan



certification



purchase



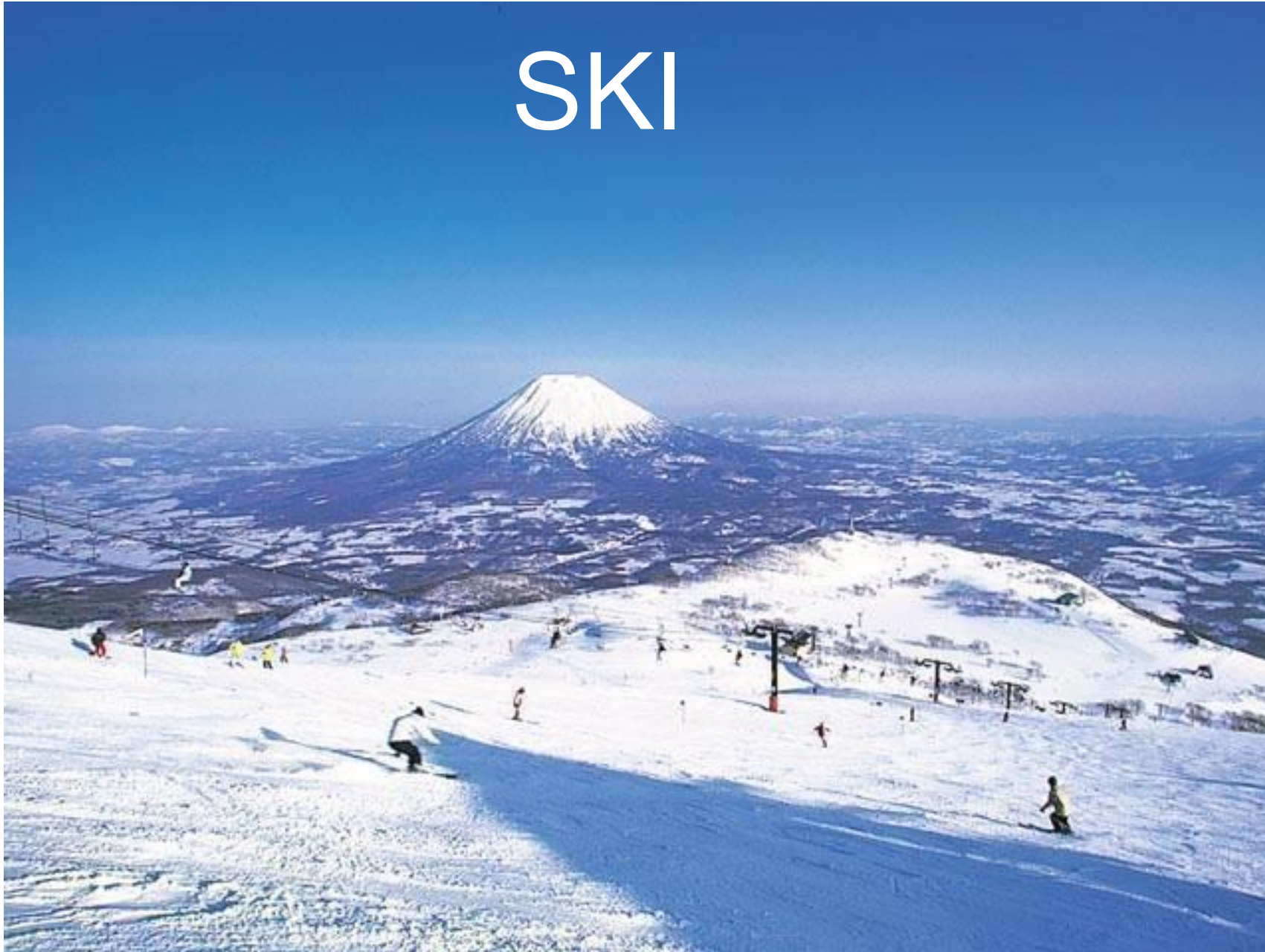
# Recent Overseas Inbound trends

- Standard “Tokyo, Kyoto etc” route remains popular.
- Overseas visitors travelling off the beaten track, discovering new attractions.

# SNOW MONKEY



# SKI



# HAKKODA, in Aomori

A new ski destination



# KUMANO





The Official Community Reservation System of Tanabe City/Kumano Region in Wakayama Prefecture, Japan  
Your Guide to Accommodations, Tours/Activities, Travel Services, & Model Itineraries in the Kii-Hanto Peninsula

TANABE CITY KUMANO TOURISM BUREAU  
KUMANO TRAVEL

日本語

JAPAN Oct/13/2014 18:03:14

Tourism Bureau

View Cart

Area Guide

MyPage

Currency Converter

How to Book

Search

Select

Cart

Request

Login

MyPage

Payment

### KUMANO TRAVEL | Community Reservation System



**Kumano Travel** is a local, community-based initiative, created to provide quality information, services, and products so visitors can fully experience all the area has to offer.

**Kumano** is a spiritual region of Japan located in the southern reaches of the mountainous Kii Peninsula blessed with a rich pilgrimage tradition, isolated hot springs, and welcoming countryside hospitality.

#### Model Itineraries

Category

Length

[What are](#)

[Model Itineraries?](#)

GO

#### Accommodations

Area

Type

#### Accommodations Search Map



<http://www.tb-kumano.jp/en/>



# KEYS for Creating Local Tourism to make money

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- Rediscover value
- Create attractions with local strengths in mind
- Cooperate with the whole region
- Grasp opportunities: Make efforts to keep tourist cash flow





# Any Questions?

**MAIL**

[seino@jlgc.org.au](mailto:seino@jlgc.org.au)

Japan Local Government  
Centre (CLAIR, Sydney)

**Hiroaki Seino**





**“Tohoku Shinkansen Bullet Train”**  
(Tokyo Sta. to Shin Aomori Sta.)  
*East Japan Railway Company*



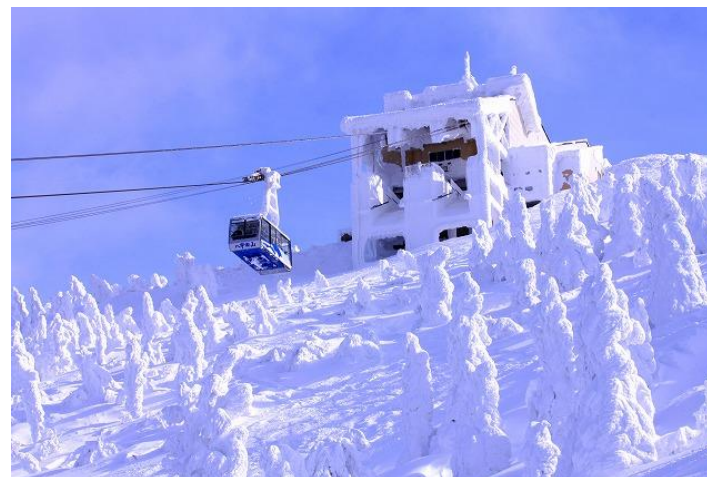
**“Chilled apple soup”**  
*Restaurant Yamazaki, Hirosaki City*



**“Towada Barayaki”**  
*Towada City*



**“Tanbo Art (Rice paddy Art)”**  
(June to mid-October)  
*Inakadate town*



**“Hakkoda Ski Resort”**  
(SKI: December to mid-May)  
*Aomori City*