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The Cuisine Press, Inc.

"Fooding Tourism (Culinary Tourism) " travel to satisfy your intellectual and gastronomic curiosity

Travel plans to attract overseas tourists to Tohoku by emphasizing the beauty and charm of its farming and fishing villages.



Fooding Tourism

The Cuisine Press, Inc. (Headquarters: Shinjuku-ku, Tokyo / President: Rie Sakanishi), a publishing company releasing "The Cuisine Press," a monthly journal for food, has developed a travel tour product entitled "Fooding (Culinary) Tourism," based on the theme of "travel dedicated to exploring local cuisine" for the purpose of attracting overseas tourists to the Tohoku district of Japan. With this product, it aims to transform the Tohoku district into a travel destination for overseas tourists by emphasizing the beauty and charm of its farming and fishing villages.

- Entitled "Fooding Tourism," we have cultivated travel plans designed to facilitate the discovery of food culture in farming and fishing villages. This tour will be sold by our partner travel agencies, including JTB, from October 2017.
- We have also launched programs to experience "nature" and "food" through all five senses by introducing a gourmet ride that is now booming worldwide.
- Publishing articles introducing the food culture of Tohoku on the website, we convey the charm of Tohoku to people all over the world.

Farming and fishing villages in Tohoku possess a unique food culture matching the Japanese landscape in its original state, handed down in harmony with the climate and natural features of the region. These have the potential to become strong tourism draws for overseas tourists hoping to experience the charm of Japan as an alternative to the golden route. However, while inbound tourist numbers have exceeded 20 million per year, only a small percentage of them visit Tohoku. Reasons include 1) lack of information on the region and 2) the villages themselves have not yet adequately prepared an infrastructure designed to receive tourists.

Through the "Fooding Tourism" project, we will set the table for developing these travel products through close

collaboration with the regions, with the aim of establishing a system that enables all these regions to discover and treasure the values of tourism resources.

※ This is part of the "New Tohoku" interaction model project led by the Reconstruction Agency and aimed at attracting more overseas tourists to the Tohoku district.

—— "Fooding Tourism (Culinary Tourism) " travel plans ——

1) Experience "Namahage"

A tour to experience "Namahage," a traditional and annual event in Ojika Peninsula, Akita Prefecture, and have contact with authentic Japanese folk culture. Meals are served at a traditional folk house, served in "Magewappa," traditional hand-crafted dishes. Enjoy local Akita cuisine with sake made in Tohoku.

[Area] Sendai City, Miyagi Prefecture

[Sales site]

<http://www.japanican.com/en/tour/detail/DIN1T01714TTC/?typecd=TOU&destcd=V02&typegrpcd=TPA>

2) "Aizu traditional cuisine"

A tour designed to experience traditional life and savor local specialties of the Aizu people at a high-class restaurant in a renovated historic building built 150 to 200 years ago. Enjoy "Negisoba (Soba with green onion)" where a long stick of green onion is used in place of chopsticks and "Wappameshi," rice steamed in "Magewappa," a wooden utensil, with mountain vegetables, salmon fillet and more on top.

[Area] Aizuwakamatsu City, Fukushima Prefecture

[Sales site] <http://www.japanican.com/en/tour/detail/DIN1T01914TTB/?typecd=TOU&destcd=V02&typegrpcd=TPA>

[Others] Explanation available in multiple languages.

3) One-day tour Yamabushi (mountain priests) experience! Includes a visit to a national treasure-designated five-story pagoda and a fully vegan Shojin ryori (Japanese traditional vegetarian feast).

A tour aimed at experiencing Japanese religion and cuisine with actual mountain priests (Yamabushi) practicing in the mountains as your guide. All participants wear the traditional Yamabushi costume. After visiting the five-story pagoda, the only national treasure in Tohoku, and worshipping at a shrine, enjoy Shojin ryori at the temple guest house.

[Area] Tsuruoka City, Yamagata Prefecture

[Sales site]

<http://www.japanican.com/en/tour/detail/ACT1T02803TTB/?typecd=TOU&kw=yamagata&typegrpcd=TPA>

4) Dewa Sanzan hiking tour

A tour of rebirth through hiking "Dewa Sanzan (three mountains)" known as the base for the mountain-worshipping religion of Shugendo. Legend has it that visitors will be reborn after going round the three peaks. Enjoy Shojin ryori and the bounty of the mountains at a hidden hot spring inn.

[Area] Tsuruoka City, Yamagata Prefecture

[Sales site] <https://www.mytokyoguide.com/dewa-sanzan/264-dewa-sanzan>

5) One-day tour in a kotatsu boat to appreciate winter scenery and world heritage "Chusonji," including a lunch of local specialty "mochi."

A taxi tour to visit world heritage site Hiraizumi and surrounding area, which allows the sightseeing of normally hard to access areas. Enjoy winter scenery from the kotatsu boat at Geibikei, a canyon with mystical atmosphere, and a mochi (rice cake) dish for lunch, an Ichinoseki specialty since the Edo period. The dish is called "Kaho-mochi" and legend says that the lucky person who finds a small piece of twig in the 9 kinds of mochi can be Kaho (happy).

[Area] Ichinoseki City, Iwate Prefecture

[Sales site]

<http://www.japanican.com/en/tour/list/?typecd=TOU&typegrpcd=TPA&destcd=V02&pa=2>

[Others] Voice guide (in English, Chinese, Korean, French, German or Spanish) is available at Hiraizumi

6) Stay at a farmer's guest house! Experience home-style cooking and traditional farm handicrafts.

Experience farmer's guest house at Tono, where Japanese folk stories of specters, including Kappa and Zashiki Warashi, have been handed down. Enjoy home-style dishes using local and seasonal ingredients for dinner. You'll also have a chance to appreciate traditional handmade crafts such as straw craft.

[Area] Tono City, Iwate Prefecture

[Sales site]

<http://www.japanican.com/en/tour/list/?typecd=TOU&typegrpcd=TPA&destcd=V02&pa=4>

[Others] Outward transportation service from JR Tono station and one tourist attraction to accommodation.

7) Encounters in Tsuruoka, the only city in Japan named a UNESCO Creative City of Gastronomy; Time and ambience enriched by its affluent agri-food

Visit rice fields and farms with beautiful sunsets in the background, to learn about organic farming. Spend time listening to a farm owner with a ruling passion for local agriculture and gastronomy in Shonai. Well-being is being able to enjoy four different seasons with freshly-harvested vegetables.

[Area] Tsuruoka City, Yamagata Prefecture

[Sales site] http://www.cradle-ds.jp/ryoko/plan/2017food_en.html

<To be launched after November, 2017>

8) Experience Yamabushi Guide Walk and the food culture of Tsuruoka

Climb to the top of the mountain wearing traditional garb with "Yamabushi," mountain priests, as your guide. Also enjoy a visit to the greenhouse of heirloom vegetables and a lunch packed with vegetables.

The "Tsuruoka Food Guide" gives you a tour of food production sites unique to Tsuruoka.

[Area] Tsuruoka City, Yamagata Prefecture

[Reference] <https://www.facebook.com/yamabushido/>

9) Tsuruoka Food Culture Market "FOODEVER" plan

Tsuruoka is Japan's only city certified by UNESCO as a Creative City for Gastronomic Culture. This plan offers a peek into "FOODEVER," an advanced food complex facility and the base to provide information about Tsuruoka's rich food culture where visitors can fully enjoy Tsuruoka's cuisine through local restaurants and select seasonal ingredients. Find souvenirs there as well.

[Area] Tsuruoka City, Yamagata Prefecture

[Reference] <https://www.facebook.com/foodever.tsuruoka/>

<http://tsuruokamarukajiri.info/293>

<https://www.mytokyoguide.com/>

10) Tourism around Nanbu futo negi, brought back from the brink of extinction!!

A tour designed around the delicious Nanbu futo negi, an heirloom green onion in Nanbu Town, Aomori. Enjoy not only experiencing the harvest and learning to cook "Nanbu futo negi," but also sample local vegetables and fruits.

[Area] Hachinohe City, Aomori Prefecture

[Reference] <http://www.hachinohe-cb.jp/>

<To be launched after December, 2017>

11) Strawberry picking at Nanbu Town, Aomori and specialty dishes cooked together with local farm mothers

A tour to enjoy local life through activities, including cooking "Kakke," a traditional food in Nanbu Town, Aomori, with farm moms, which includes building a fire and picking of sweet giant strawberries.

[Area] Hachinohe City, Aomori Prefecture

[Reference] <https://www.japanican.com/en/>

12) Hachinohe Tour

After shopping at the Hachinohe City-run Gyosai Market, Aomori, make your own breakfast set by adding rice and miso soup to seafood you purchase yourself. For lunch, interact with the farmers of Nanbu futo negi, an heirloom vegetable, at Nanbu Town. After seeing a sake brewery, visit the "Tanesashi Coast" national park with a beautiful natural lawn and enjoy a dinner featuring country dishes at a guest house by the beach.

[Area] Hachinohe City, Aomori Prefecture

[Reference] <http://beauty-of-japan.com/>

13) The Three Peaks of Dewa Rediscover Yourself

Take a spiritual and cultural journey to the remote area of Tsuruoka, Yamagata. Those seeking a deeper understanding of Japan's sacred mountains and ascetic monk's ways are welcome to join experiences made available by our local collaborators, the *Yamabushi*. Guests will also enjoy local *Shojin Ryorui* (Buddhist cuisine) as well as visiting some of the region's most unique temples and shrines in this spectacular setting.

[Area] Tsuruoka City, Yamagata Prefecture

[Reference] <http://theartoftravel.net/blog/2017/10/22/the-three-peaks-of-dewa-rediscover-yourself/>

14) Discovering Japan's Culinary Legacies:Hachinohe, Aomori

Discover and celebrate the legacy of Hachinohe's local cuisine through it's markets, farms, breweries and eateries. Choose one or two day programs that allow you the time to appreciate Tanesahi's breath taking ocean views and feast on the highest quality of natural ingredients. Meet our locally based collaborators who are dedicated in sharing their heritage with our guests.

[Area] Hachinohe City, Aomori Prefecture

[Reference] <http://theartoftravel.net/blog/2017/10/22/discovering-japans-culinary-legacies-hachinohe-aomori/>

Scenery and cuisine you can experience through the Tohoku tours ——



Download photos. Until 10/30

<http://xfs.jp/4TyXAT>

——The introduction of the "gourmet ride"——

We introduce "gourmet ride" that has created a global boom in "Fooding Tourism. (Culinary Tourism) "

The purpose of the "Gourmet ride" is to encounter the charm of local nature and food by bicycle. It has seen a rise in popularity in Europe, but is steadily winning support at various locations in Japan. In "Fooding Tourism," we include not only activities for fun, but also factors that raise awareness and encourage people to think about food-related problems and challenges belonging to local communities that cry out for a global solution.

Principally targeting people whose social activity base is mature (many are affluent), we create experience with social values and significance, and aim to offer an approach that can take root in local communities by emphasizing that Tohoku has excellent tourism resources suitable for conducting these gourmet rides.

<Gourmet ride in Tohoku hosted by The Cuisine Press, Inc. (to be continued in the future)>

©Gourmet Ride in Aomori (Held in September, 2017)

<http://or-waste.com/?p=22>

©Gourmet Ride in Iwate (Held in October, 2017)

<http://or-waste.com/?p=1177>

—— Providing information to the international community about the charm of Tohoku ——

Articles conveying the charm of Tohoku have been released on the website "The Cuisine Press" operated by The Cuisine Press, Inc.

©Yamagata (Mountains and the sea: Heart and soul)

http://r-tsushin.com/en/journal/japan/tsuruoka_food_tourism.html

©Iwate (In Iwate, The flavor of resilience (Sanriku coast – Tono)

http://r-tsushin.com/en/journal/japan/iwate_food_tourism.html

(In Iwate, the flavor of resilience.)

http://r-tsushin.com/en/journal/japan/iwate_gourmetride.html

©Aomori (Visiting Nanbu area of Aomor the local cuisine celebrating the bounty of the nature.)

http://r-tsushin.com/en/journal/japan/hachinohe_food_tourism.html

(Tasting Tsugaru Where tradition and innovation coincide)

http://r-tsushin.com/en/journal/japan/hirosaki_owani_gourmetride.html

—— Message: The future created by "Fooding Tourism" ——

The term "fooding" of Fooding Tourism is a contraction of the words "food" and "feeling."

The Cuisine Press, Inc. has made continuous efforts to collect information from all over Japan, focusing on food and gastronomic culture. Through this background, we are convinced that the essence of the charm of Japan and Tohoku among others is in ordinary "farming and fishing villages" rather than typical sightseeing destinations.

We believe that interactions with local people, mainly through food, make a lasting impression as a travel experience.

However, since these villages are not typically sightseeing destinations, it's very hard for many tourists to access the true charm by visiting without sufficient preparation. Therefore we have decided to take the following actions in order to establish these Tohoku villages as destinations for overseas tourists:

- Establish food tourism that engages all five senses.
- Collaborate with local people to raise awareness of tourism resources and how to exploit them.
- Provide information about the charm of farming and fishing villages globally to make it easier for overseas tourists to select Tohoku as travel destinations.

Turn Tohoku's farming and fishing villages into destinations.

Our aim is to convey the charm of Tohoku to people around the world through Fooding Tourism.

Reference: What are the favorite activities for tourists to Japan?

Before visiting Japan, 6% of overseas tourists consider "Tour to experience nature/farming and fishing villages" as an option, and 16% consider "Tour to experience Japanese history and traditional culture." After visiting Japan, 91.3% of tourists are satisfied with "Tour to experience nature/farming and fishing villages" and 89.5% are satisfied with "Tour to experience Japanese history and traditional culture," showing very high level of satisfaction. As destinations for their next visit to Japan, 16.5% of tourists chose "Tour to experience nature/farming and fishing villages" and 24.8% chose "Tour to experience Japanese history and traditional culture," being about 10 points up over pre-visit considerations for both items.

Source: The Report of Consumption Trend Survey for Foreigners Visiting Japan October-December, 2016 performed by the Japan Tourism Agency
