Developing Human Resources Capable of Sharing Nara Prefecture in Japan with the World

From

The Joint Report with UNWTO on Gastronomy Tourism: The Case of Japan

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About the Report

✓ Joint report by UNWTO, Gurunavi and JTTA under the Memorandum of Understanding (MOU) between UNWTO and JTTA, December 2015 which aimed to bridge regional communities in Japan and the world, followed by the MOU between three parties April 2017.

**Definition of Gastronomy tourism in Japan**

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, the culture, customs, traditions, and history of that local area.
The Case of Nara

The Challenges of Nara Agriculture and Food International College


Farm to Table
Ancient Capital in 6-9th Century Hasn’t reached as the Must Visit Place for Tourists…..

UNWTO Regional Support Office for Asia and the Pacific is located in Nara.

https://www.visitnara.jp/
Launched Nara Government Initiative “Making Nara Delectable”
To Make Nara Known for Its Delicious Products

Initiatives under the leadership by Governor Shogo Arai,
Nara Prefecture

6 A = 6 Elements for Attracting Tourists in Nara

Accommodation, Amenity
Appetite
Access
Attraction
Amusement
Noticed and Established...

Nara Government initiative led to increase discussion with chefs who have come to love Nara products and farm animals. Realized the importance of fostering chefs who were well-versed in the local husbandry, as well as fostering farmers who recognize and meet the compelling needs of chefs …..

Nara Agriculture and Food International College

“ The Education is one of the best initiatives conducted by prefectural government when we support gastronomy fields “

Shogo Arai, Governor Nara Prefecture
Farm to Table Institution in Cooperation with Private Sector

Nara Agriculture and Food International College established in 2016

Food Creative Course
Chefs Who were Well-versed in the Local Husbandry

Agri-management Course
Farmers Who Recognize and Meet the Compelling Needs of Chefs and marketplace

Faculties from Private & Public Sector

L’Auberge De Plaisance Sakurai by Hiramatsu

Technical Skills
Management Skills
Marketing Skills
Serving Skills
Skills of Regional Development

Raise International Understanding
No Matter Who You Are, Female, Male, Young and Elderly, Everyone Get Together for Their Dreams

Their Auberge was rated at 1 star by Michelin Guide Nara 2017, and other 20 restaurants in Nara got 25 stars of Michelin as well.
Thank you

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