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# **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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**San Sebastian , the 3rd of May 2019**



**公益社団法人 日本観光振興協会**  
JAPAN TRAVEL AND TOURISM ASSOCIATION



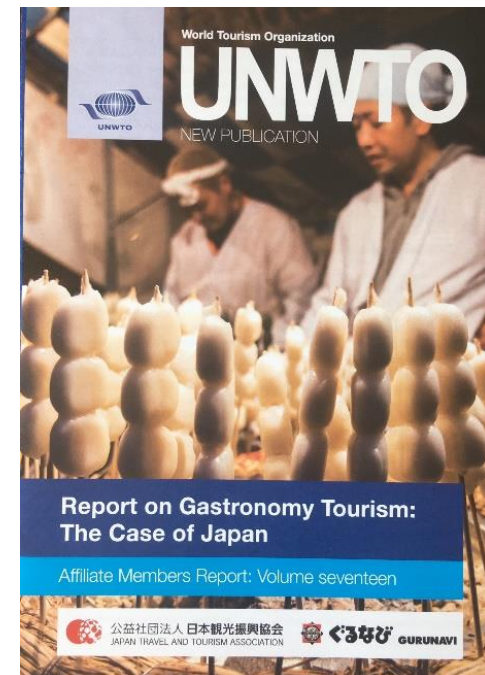


## About the Report

- ✓ 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

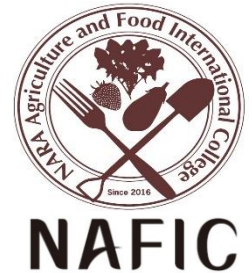
Gastronomy tourism is a form of tourism through which participants can experience the culinary culture of a given place, enjoying the regional foods created by the climate, the ingredients, the culture, customs, traditions, and history of that local area





## The Case of Nara

# The Challenges of Nara Agriculture and Food International College



**Government Lead Long-term Development of Human Resources Capable of Contributing to Regional Development, Bridging the Deep-rooted Foods and the Local Agricultural Industry.**



Farm to Table

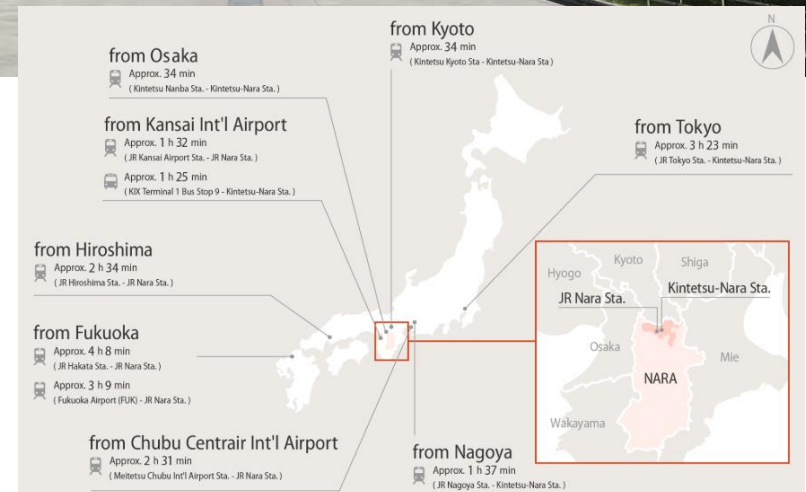
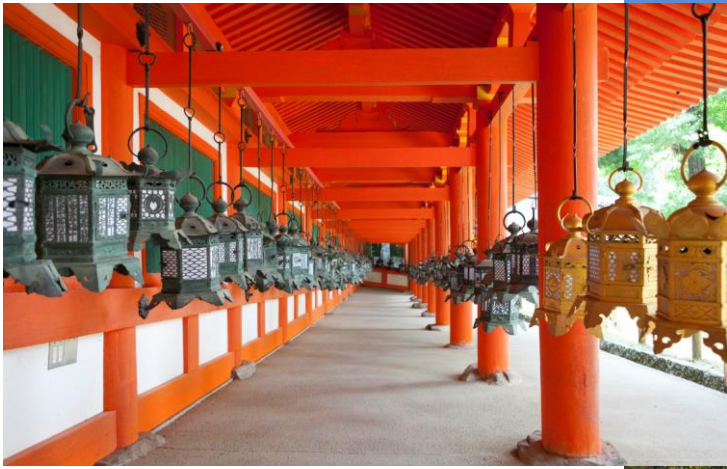


# Ancient Capital in 6-9<sup>th</sup> Century Hasn't reached as the Must Visit Place for Tourists.....



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



<https://www.visitnara.jp/>





# Food of Hidden Treasures ,Yet....

## 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



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## 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



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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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