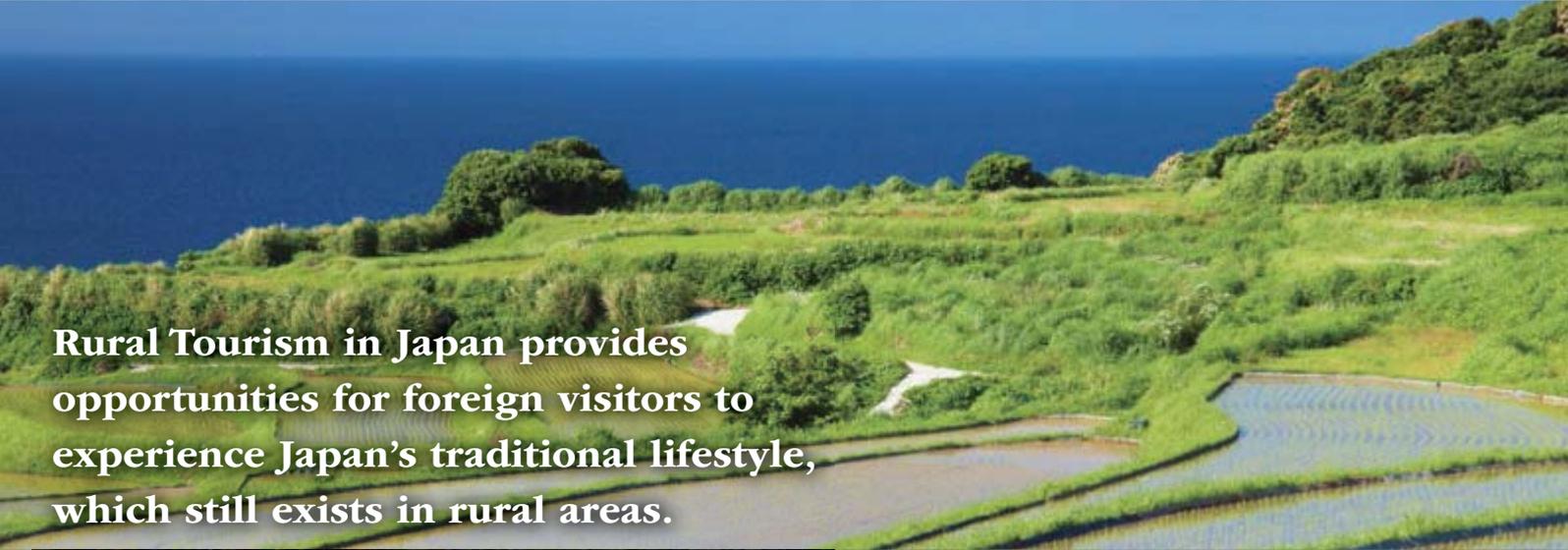




# Rural Tourism in Japan

## Authentic Visit Japan



Rural Tourism in Japan provides opportunities for foreign visitors to experience Japan's traditional lifestyle, which still exists in rural areas.

**It's the authentic Japan!**



**MAFF**

Ministry of Agriculture, Forestry and Fisheries



*Rural Tourism in Japan focuses on visitors wishing to experience the traditional lifestyle in rural Japan.*

*Foreign guests can combine a nature-friendly holiday with the unique opportunity to mingle with people of the local farming, forestry or fishing villages.*

*Rural Tourism in Japan expands the experiences with a wide range of options and activities:*

*Local food and drink*

*Farmers' and fishermen's markets*

*Family days out*

*Outdoor activities related to the local industry*

*Festivals, folklore museums, gardens, arts and crafts, hikes, cycling, water sports, picking fruit (apples, oranges, strawberries, etc.), wildlife viewing (birds, fish, insects, forest creatures, etc.)...and much more.*



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## Authentic Visit Japan



*Cleaning vegetables soak them first in a basin of water*

# Eat Authentic Japanese Food!

Japan's four seasons offer beauty and good eating.

## *Enjoy a meal with your local family.*

Away from the hustle and bustle of Japan's cities, travelers will stay in rural villages that have relied on agriculture and fishing for centuries. Meet the local people face to face and live as they do, and enjoy the local cuisine. See how they get fresh vegetables from their own farm and cook their meals. Your hosts will choose typically local items, seasonal and representative of the area. You will be treated to the bounty of Japan's four distinct seasons.



*Traditional Japanese breakfast*



*Grandma and grandson enjoying rice balls*



*Seasonal specialties, served on small plates*



Typical dinner, made with local ingredients



Host family



Farm-stay house

### Farm Stay in Japan

The specialty of Rural Tourism in Japan is the Farm Stay program. Foreign visitors can stay at the farmer's and fisherman's family house to see and experience the traditional lifestyles of those that live in the countryside or coastal areas.



# What is Japan Farm Stay?

2-day and 1-night trip version

Farm stay house (exterior view)



1st day

Onsen (hot spring)



Bathing, either at a nearby onsen or at the host's home.

Dinner

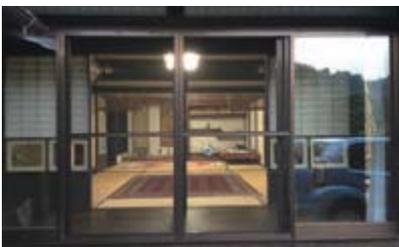
A post-meal gathering to get to know each other better.



Learn the Japanese traditional lifestyle.

Dinner, which will include fresh ingredients gathered from the host's farm and prepared using traditional recipes.

Farm stay house (living room)



Local traditional cooking (sasa susbi)



After dinner



Good night!

After dinner, bang out and chat in the living room. Then, prepare your futon, or bedding, for sleep. clean futon, bath and toilet.

# Stay in an Authentic Japanese Family House



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*Irori fireplace*

## *Breakfast* **2nd day**



*Wake up to the sound of birds singing and breakfast.*

## *Activities*



*eggplant picking*

*Experience farming at host family.*

## *Cycling*



## *Forest walking*



## *Relax...and relax some more!*



## *Fruit picking (strawberries)*





*Transplanting rice seedlings*



*Entrance to the temple*



*Harvesting rice*



*Mountain walking*



*Horseback riding*



*Snow dome cafe*

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# Activities

## *Understanding the Local Life*

Guests can participate in a wide variety of activities, depending on the specific area and the season.



*Snow-shoeing*



*Grilling fish at irori fireplace*



*Dinner with fisherman's family*



*Seafood rice bowl*

# Japan is an island country of scenic beauty, with its mountains, rivers, forests and seas.

***From the powdery snow-covered pine mountains of Hokkaido, beautiful foliage of Honshu, Shikoku, and Kyushu, thick green leaf trees of Okinawa.***

***Gently-flowing rivers, and white-water rapids, all rich with fish and river life.***

From the icy oceans of the north to the balmy seas of southern Japan.

Japan produces an almost limitless variety of foods from river, forest and sea.

The rural areas offer breath-taking scenery, and each has its own culture.

Visitors can experience this culture and its fabulous food when staying with families that make their living from nature.



*Canoeing in the foliage lake*



*Fresh Crab*



*Giving fishermen a good send-off*



*Chestnut*



*Rambling mountain*



*Cutting fish*

# An entirely new cultural experience. Authentic Visit Japan



*Fire festival*



*Water melon with grandma*



*"Kiritanpo" Rice Stick Hot Pot*



*Dried persimmons*

You may think you understand Japan if you have been to Tokyo or Osaka, but Rural Tourism in Japan offers a vastly different experience for you. Enjoy local festivals and activities, authentic cuisine and the daily routines of your host family, who welcomes you with open arms.

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