

Welcome to rural Japan!

- Enjoying local fresh food and relaxing in rural areas
- Learning lifestyle and culture in rural areas
- Staying and talking with farmers

All these activities are a part of Rural Tourism.

Welcome to rural Japan and enjoy your holiday!



Rice harvesting in terraced paddy fields



Rice harvesting



Jew's-ear harvesting

SCENE 01

Experience farming!

Get close to nature through planting and harvesting rice, and meeting farmers!



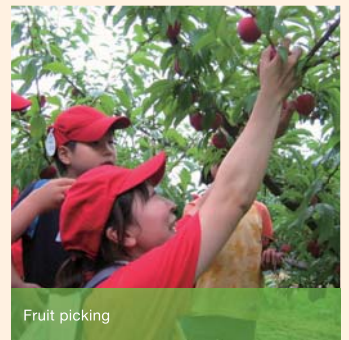
Rice planting in terraced paddy fields



Drying rice sheaves



Business people working hard in farming (training)



Fruit picking

SCENE 02

Experience farm life!

Experience Japanese farm culture through traditional events like festivals and rice-cake making!



Aenokoto Festival to welcome the guardian deity of rice fields/ Noto Region, Ishikawa Prefecture



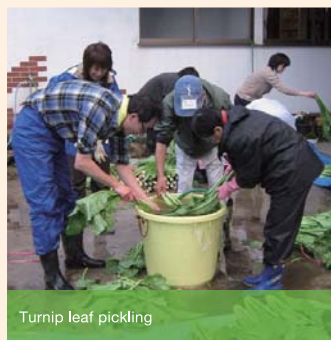
A neighborhood with old houses in neat rows



Listening to a storyteller in an old house



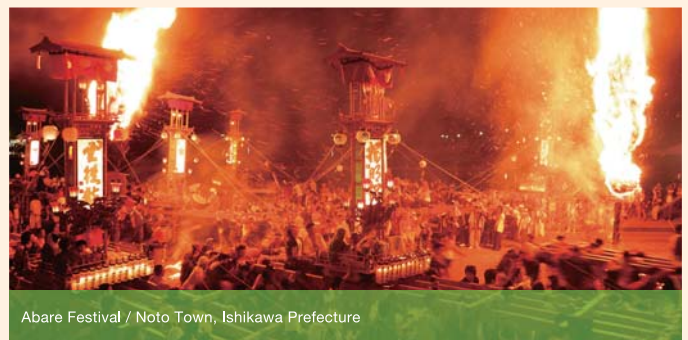
Rice-cake making



Turnip leaf pickling



The Lunar New Year's decoration of tree branches with rice balls



Abare Festival / Noto Town, Ishikawa Prefecture



Enjoying strawberries



Rice cake topped with green soybean paste / Miyagi Prefecture (one of the best 100 local dishes)



Thick sushi rolls / Chiba Prefecture (one of the best 100 local dishes)



Making rice balls

SCENE 03

Enjoy food which can be found only in rural Japan!

Washoku or traditional Japanese cuisine was added to UNESCO's Intangible Cultural Heritage list. *Washoku* has developed its own flavors in each rural area. Fresh vegetables and fish taste absolutely delicious.



Children dining with their host family



Thick white noodles in sesame broth / Oita Prefecture (one of the best 100 local dishes)



Lightly roasted bonito / Kochi Prefecture (one of the best 100 local dishes)

●Japan's Tasty Secrets : <http://www.rdpc.or.jp/kyoudoryouri100/ryouri/pdf/japan%27stastysecrets.pdf>



Rice planting



Playing in a mountain stream



Tea ceremony



Milking



Observing trees

SCENE 04

Providing precious experience for children!

Children realize how important life is by living with nature and meeting people. Rural areas provide opportunities to foster a rich humanitarian spirit.



Dragnet fishing

SCENE 05

Rural Japan is full of charm!

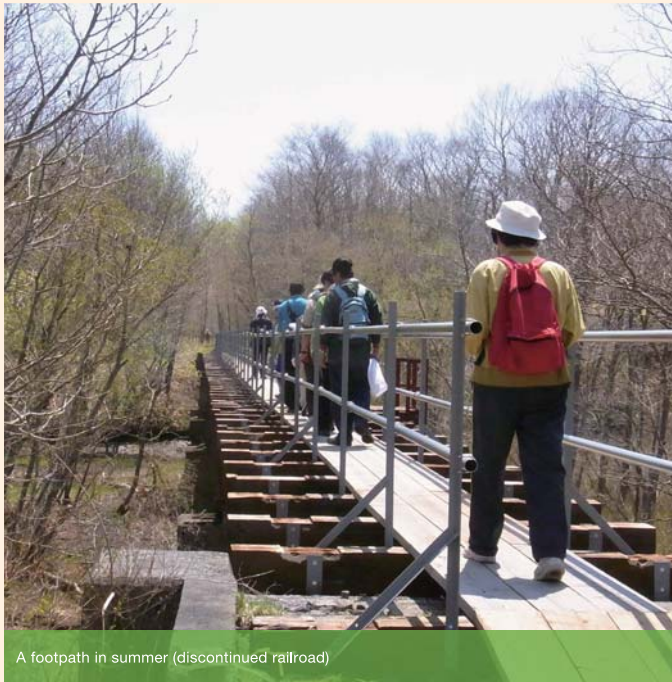


Rural Tourism

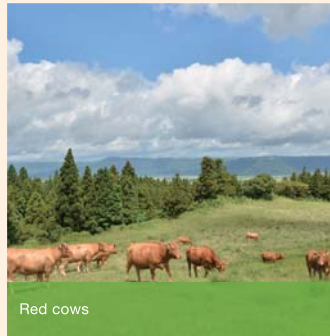
You can enjoy seasonal activities like trekking, cycling, kayaking, cherry blossom viewing, and playing with snow.

Rural areas have the wisdom to live together with nature.

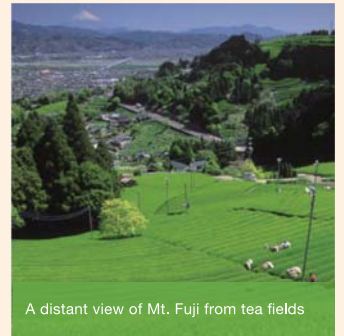
Spend time in charming rural Japan!



A footpath in summer (discontinued railroad)



Red cows



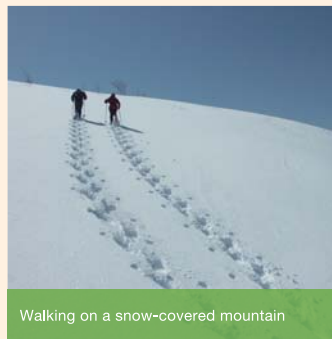
A distant view of Mt. Fuji from tea fields



Tub boats



Cycling along a road lined with cherry trees



Walking on a snow-covered mountain



Sea kayaking



A landscape of a village with scattered houses

【 Cooperative communities 】

Betsukai Town, Hokkaido Prefecture / Shikaoi Town, Hokkaido Prefecture / Iide Town, Yamagata Prefecture / Kitakata City, Fukushima Prefecture / Iiyama City, Nagano Prefecture / The areas surrounding Kakegawa, Shizuoka Prefecture / Sado Region, Niigata Prefecture / Noto Region, Ishikawa Prefecture / Usa Region in Kunisaki Peninsula, Oita Prefecture / Takashima-cho Nagasaki City, Nagasaki Prefecture / Aso Region, Kumamoto Prefecture / Izumi City, Kagoshima Prefecture

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