



# Promoting Katori Region for international travelers – Elective A

- Impressions & Objectives
- Takayama – a success story
- Sawara Promotion Ideas



# Impressions & Objectives

# First Impression: Strengths & Weakness

	Strength	Weakness
<b>Location</b>	<ul style="list-style-type: none"><li>-proximity to Narita and Narita Airport</li><li>-peaceful surrounding, no overcrowding</li></ul>	<ul style="list-style-type: none"><li>-relatively far from Tokyo, lack of easy access</li><li>-<b>lack of accommodation/</b> facility</li></ul>
<b>Gastronomy/ Fermentation</b>	<ul style="list-style-type: none"><li>-great range of fermented products besides Sake, including Miso, Soy Sauce etc.</li><li>-health benefits and authentic products</li></ul>	<ul style="list-style-type: none"><li>-no specific labeling and no fermentation branding</li></ul>
<b>History</b>	<ul style="list-style-type: none"><li>-“Lost Edo”</li><li>-very good English &amp; Chinese guides and maps</li></ul>	<ul style="list-style-type: none"><li>-<b>language difficulties</b>, lack of explanation along the road, in museums, material on the website</li></ul>
<b>PR &amp; visibility</b>	<ul style="list-style-type: none"><li>-sells itself</li></ul>	<ul style="list-style-type: none"><li>-<b>still relatively unknown for foreigners</b></li></ul>

# Guiding Philosophy of Sawara

**“Community first, and tourism will follow”**

- well-being of the community and their wishes come first
- tourism is only secondary vis-a-vis to the community



# Objectives

→ *Internationalization* of tourism in Katori region


→ *Introducing local history and culture of fermentation* to foreigners, notably through sake

**All while taking account the guiding philosophy of Sawara**

# History and culture

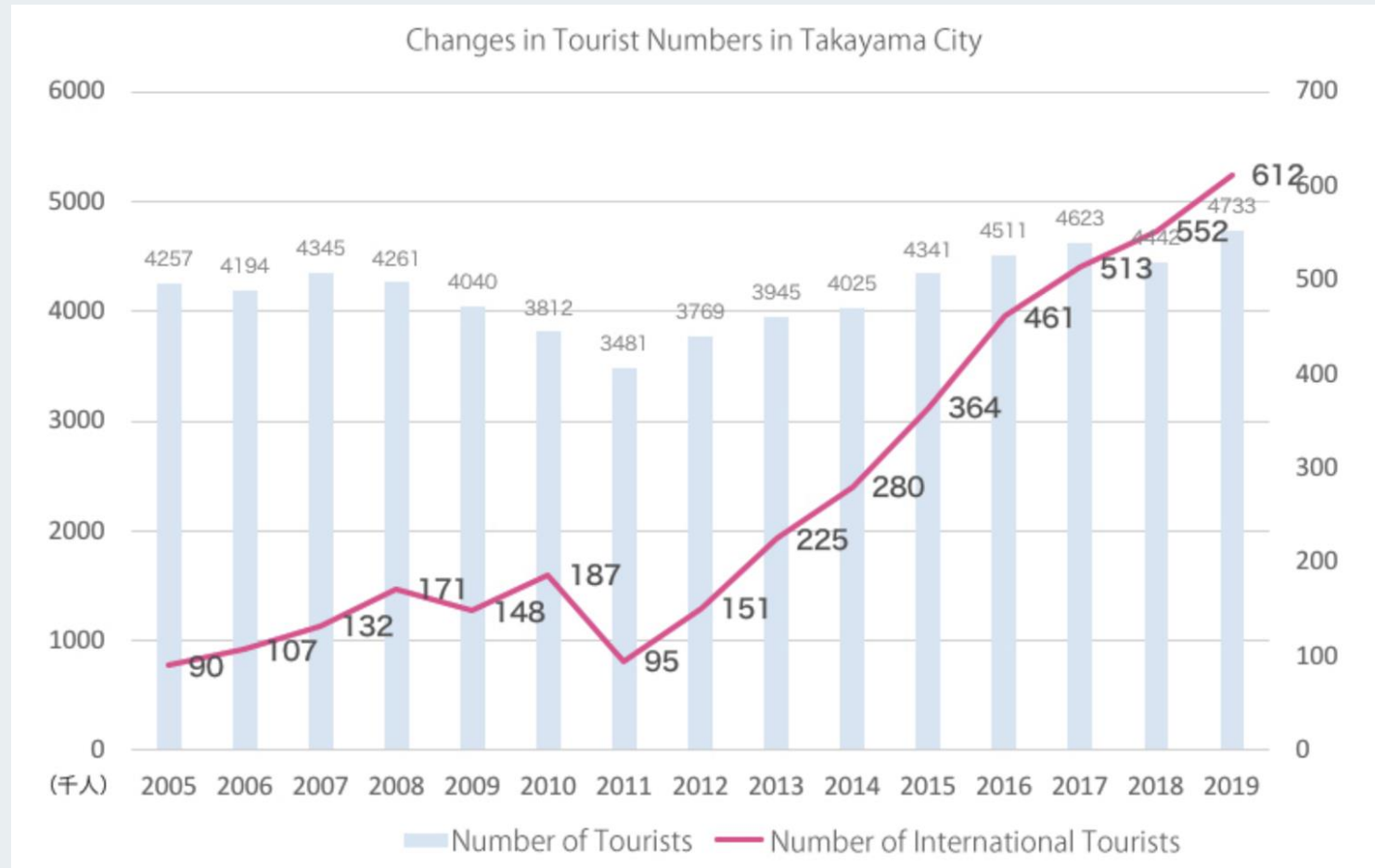
- **versatility of Sawara:** not one famous place but lots of historical buildings & sites
- long history of **sake production AND fermented products** (soy sauce, miso etc..)





Takayama:  
a success in attracting  
inbound tourism

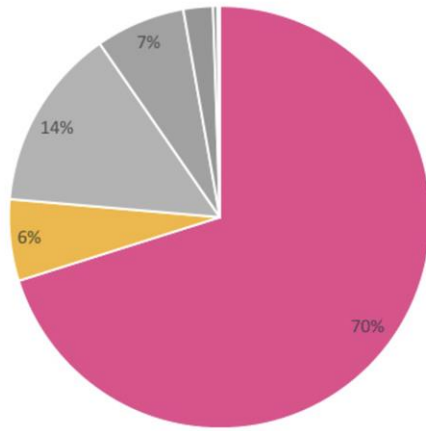
# Fast Growth in Number of Tourists





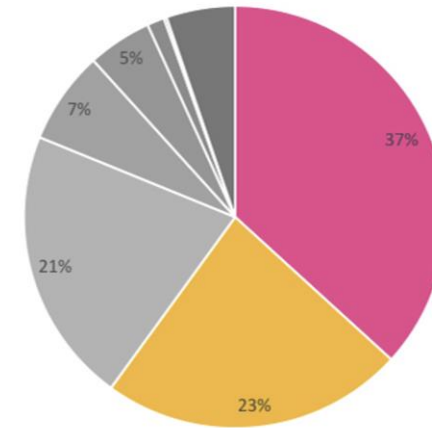
# Variety of International Tourists

Number of international visitors to Japan (by region in 2019)



■ East Asia ■ Europe ■ South-East Asia ■ North America ■ Australia ■ Central America ■ Africa ■ Unknown

Number of International Tourists to Takayama (by region in 2019)



■ East Asia ■ Europe ■ South-East Asia ■ North America ■ Australia ■ Central America ■ Africa ■ Unknown

[International Tourist Destination Takayama: The effects of COVID-19 and the path to tourism recovery. | Centrip JAPAN](#)

*“In 1985 Takayama declared itself an international city long before Japan declared itself a tourist nation in 2003”*

# Since 1996, official website is multilingual

-choice between 11 languages




Takayama Tourist Information website is available in 11 languages.

# Multilingual pamphlet (10 languages)

## +Walkable maps (11 languages)

**Tororo Nameko Soba ¥1,380**  
 Buckwheat Flour, Wheat Flour, Grated Yam, Nameko Mushrooms, Spinach, Green Onions, Ginger & Mitsuha Parsley  
 Broth → Shiitake Mushrooms, Kombu Kelp, Soy Sauce, Mirin & Sugar  
 Description: Warm buckwheat noodles topped with grated yam and nameko mushrooms.



**Tororo Iri Nameko Soba 1,380 yenes**  
 Harina de trigo sarraceno, harina de trigo, toororo (patata molida), setas nameko, espinaca, mitsuha  
 Sopa → Setas shiitake, alga kombu, salsa de soja (soja), mirin, azúcar  
 Descripción: Soba caliente con patata molida y setas nameko por encima.


**Nameko Soba avec igname râpé 1380 yen**  
 Farine de sarrasin, farine de blé, igname râpé, champignons nameko, épinards, gingembre, persil japonais  
 Bouillon → Champignons shiitake, algue kombu, shoyu (soja), mirin, sucre  
 Description: Nouilles de sarrasin chaudes surmontées d'igname du Japon râpé et de champignons nameko.

**Nameko-Soba mit Tororo 1380 Yen**  
 Buchweizenmehl, Weizenmehl, Yamswurzel, Nameko-Pilze, Spinat, Frühlingslauch, Ingwer, Küchenkraut  
 Brühe: Shiitake-Pilze, Seetang, Sojasauce (Sojabohnen), Mirin-Würzwein, Zucker  
 Erklärung: Heiße Suppe mit Soba-Buchweizennudeln, geriebener Yamswurzel und Nameko-Pilzen.  
 山茱萸滑子菇荞麦面 1380 日元  
 荞麦粉、小麦粉、山茱萸泥、菠菜、香葱、生姜、三叶菜  
 出汁→蘑菇、昆布、酱油(大豆)、味醂、砂糖  
 说明: 配有山茱萸泥和滑子菇的热荞麦面。

**ชื่อที่คนนิยมใช้ใส่โรโรโระ 1380เยน**  
 โรโระ • แป้งสาลี • โทโรโระ • เส้นคนามโกะ • ผักโขม • ส้มหอม • พริก  
 ญี่ปุ่น • เส้นชิทาคะ • สาหร่ายคอมบุ • โชยุ (ถั่วเหลือง) • มิริงน้ำปรุงรส  
 หมายเหตุ: โจชนะร้อนที่มีเส้นคนามโกะและหัวมันปอกคั่วโรอหน้า

רוט נמקו ¥1380  
 דורורו(כוסטה פראית מעודדת), ססריות נמקו, תרד, בצל ירוק, כוסברה יפני, אקו, אצות קומבו מיובשות, רוטב סויה, מירין, סוכר  
 ססריות נמקו וכוסטה פראית מעודדת סעל.

**Oroshi Zarusoba ¥1,200**  
 Buckwheat Flour, Wheat Flour, Grated Daikon Radish, Green Onions & Wasabi  
 Broth → Soy Sauce, Mirin, Sugar  
 Description: Buckwheat noodles served with dipping sauce and grated daikon radish. The broth is saltier than other dishes.



**Oroshi zaru soba 1.200 yen**  
 Harina de trigo sarraceno, harina de trigo, carne de res rallada, rábano rallado, wasabi  
 Sopa de sopa → salsa de soja (soja), mirin, azúcar  
 Descripción: Soba que se come con rábano rallado. La sopa es más picante que en otros soba. meko por encima.


**Oroshi Zaru Soba 1200 yen**  
 Farine de sarrasin, farine de blé, radis blanc râpé, ciboulette japonaise, wasabi  
 Bouillon → shoyu (soja), mirin, sucre  
 Description: Nouilles de sarrasin avec du radis blanc râpé. Le bouillon est plus épicé que les plats.

**Oroshi-Zarusoba 1200 Yen**  
 Buchweizenmehl, Weizenmehl, Rettich, Frühlingslauch, Wasabi-Meerrettich  
 Brühe: Sojasauce (Sojabohnen), Mirin-Würzwein, Zucker  
 Erklärung: Kalte Soba-Buchweizennudeln, die zusammen mit geriebenem Rettich gegessen ist im Vergleich zu anderen Soba-Gerichten etwas scharf.  
 萝卜泥竹屋荞麦 1200 日元  
 荞麦粉、小麦粉、萝卜泥、香葱、芥末  
 出汁→酱油(大豆)、味醂、砂糖  
 说明: 配萝卜泥食用的荞麦面。出汁比其他荞麦更加辛辣。

**ชื่อที่คนนิยมใช้ 1200เยน**  
 ผงโจชนะ • แป้งสาลี • ผักกาด • ส้มหอม • วาซาบิ  
 น้ำจิ้มญี่ปุ่น→โชยุ (ถั่วเหลือง) • มิริงน้ำปรุงรส • น้ำตาล  
 คำอธิบาย: โจชนะที่รับประทานโดยนำไปจุ่มในน้ำจิ้มที่ใส่หัวไชเท้าคั่วก่อน  
 เป็นโจชนะที่มีน้ำจิ้มญี่ปุ่นก่อนข้างคึกกว่าโจชนะอื่นๆ

רוטקן אורושי(צנון יפני מעודד), בצל ירוק, וואסבי מירין, סוכר  
 צנון יפני מעודד בצד. הדאשי חרוף יותר במטבח הסובה האחרות.

**Nameko Soba ¥1,280**  
 Buckwheat Flour, Wheat Flour, Nameko Mushrooms, Spinach, Ginger & Mitsuha Parsley  
 Broth → Shiitake Mushrooms, Kombu Kelp, Soy Sauce, Mirin & Sugar  
 Description: Warm buckwheat noodles topped with nameko mushrooms.



**Nameko soba 1.280 yenes**  
 Harina de trigo sarraceno, harina de trigo, setas nameko, espinacas, jengibre, mitsuha  
 Sopa → Setas shiitake, alga kombu, salsa de soja (soja), mirin, azúcar  
 Descripción: soba caliente con setas nameko por encima.

**Nameko Soba 1280 yen**  
 Farine de sarrasin, farine de blé, champignons nameko, épinards, gingembre, persil japonais  
 Bouillon → Champignons shiitake, algue kombu, shoyu (soja), mirin, sucre  
 Description: Nouilles de sarrasin chaudes surmontées de champignons nameko.

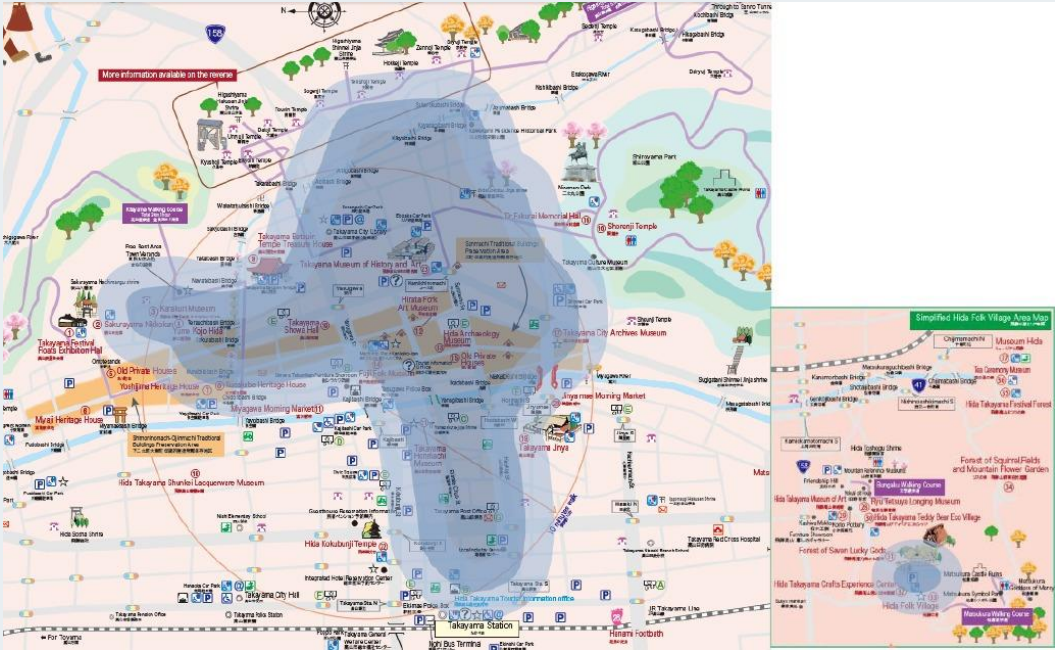
**Nameko-Soba 1280 Yen**  
 Buchweizenmehl, Weizenmehl, Nameko-Pilze, Spinat, Ingwer, Mitsuha-Küchenkraut  
 Brühe: Shiitake-Pilze, Seetang, Sojasauce (Sojabohnen), Mirin-Würzwein, Zucker  
 Erklärung: Heiße Suppe mit Soba-Buchweizennudeln und Nameko-Pilzen.

**滑子菇荞麦面 1280 日元**  
 荞麦面、小麦粉、滑子菇、菠菜、生姜、三叶菜  
 出汁→蘑菇、昆布、酱油(大豆)、味醂、砂糖  
 说明: 配有滑子菇及蘑菇的热荞麦面。

**โจชนะที่คนนิยมใช้ 1280เยน**  
 ผงโจชนะ • แป้งสาลี • เส้นคนามโกะ • ผักโขม • จิง • ผักมิชิบะ  
 น้ำจิ้มญี่ปุ่น→เนื้อชิทาคะ • สาหร่ายคอมบุ • โชยุ (ถั่วเหลือง) • มิริงน้ำปรุงรส • น้ำตาล  
 คำอธิบาย: โจชนะร้อนที่มีเส้นคนามโกะโรอหน้า

סובה עם פטריות נמקו ¥1280  
 קמח כוסמת, קמח, פטריות נמקו, תרד, ג'ינג'ר, כוסברה יפני  
 דאשי—פטריות שיטאקי, אצות קומבו מיובשות, רוטב סויה, מירין, סוכר  
 הסברה: סובה הם עם פטריות נמקו מעל.

# Free WiFi Network is also important



Takayama free WiFi network

ENJOY TRIP  
**KATORI FREE Wi-Fi**  
Welcome

**KATORI FREE Wi-Fi**  
Free Wi-Fi is available in shops where this symbol is displayed.  
MAP OF KATORI CITY

Information of KATORI CITY

Katori City  
Official Tourism Website  
www.katori-city.jp  
Address: 1-1-1 Katori, Katori City, Gunma Prefecture 376-0101, Japan

Sawara  
Tourism Association Website  
www.sawara-tourism.jp  
Address: 1-1-1 Sawara, Sawara City, Gunma Prefecture 376-0101, Japan

**SAWARA AREA**

SCALE 1:5,000

Sawara's Traditional Techniques

1. Sawara Tourist Information Center Address: 1-1-1 Sawara, Sawara City, Gunma Prefecture 376-0101, Japan Tel: 027-252-1111	2. Kaze no Miyasaka Address: 1-1-1 Sawara, Sawara City, Gunma Prefecture 376-0101, Japan Tel: 027-252-1111	3. Mizu-no-Sato Sawara Kama-no-eki Address: 1-1-1 Sawara, Sawara City, Gunma Prefecture 376-0101, Japan Tel: 027-252-1111
4. Sawara Visitor's Center Address: 1-1-1 Sawara, Sawara City, Gunma Prefecture 376-0101, Japan Tel: 027-252-1111	5. Wadayaiki Honpo Shoukyou Address: 1-1-1 Sawara, Sawara City, Gunma Prefecture 376-0101, Japan Tel: 027-252-1111	6. Tokujin Shokun Address: 1-1-1 Sawara, Sawara City, Gunma Prefecture 376-0101, Japan Tel: 027-252-1111
7. RESTORANTE Casa Alberta Address: 1-1-1 Sawara, Sawara City, Gunma Prefecture 376-0101, Japan Tel: 027-252-1111	8. Hanabishi Kappo Masao Address: 1-1-1 Sawara, Sawara City, Gunma Prefecture 376-0101, Japan Tel: 027-252-1111	9. Katori Kinoshita Address: 1-1-1 Sawara, Sawara City, Gunma Prefecture 376-0101, Japan Tel: 027-252-1111
10. Yaguchi Shuten Address: 1-1-1 Sawara, Sawara City, Gunma Prefecture 376-0101, Japan Tel: 027-252-1111	11. Utsuki Honsewa Address: 1-1-1 Sawara, Sawara City, Gunma Prefecture 376-0101, Japan Tel: 027-252-1111	12. Sawara Sawara Dashi Kaitan Address: 1-1-1 Sawara, Sawara City, Gunma Prefecture 376-0101, Japan Tel: 027-252-1111
13. Kanetsu Onkaijima Address: 1-1-1 Sawara, Sawara City, Gunma Prefecture 376-0101, Japan Tel: 027-252-1111	14. Katori Jingu Shrine Address: 1-1-1 Sawara, Sawara City, Gunma Prefecture 376-0101, Japan Tel: 027-252-1111	15. The Inui Tadataka Museum Address: 1-1-1 Sawara, Sawara City, Gunma Prefecture 376-0101, Japan Tel: 027-252-1111

SHOP CATEGORY

- Information
- Shop
- Museum

Sawara's free WiFi network



# Sawara Promotion Ideas

# Support muslim tourists

→ e. g. for tourists from Indonesia...

## TRAVEL & LEISURE

### Vietnam, Indonesia help drive tourism recovery in Japan

February visitors reach 57% of pre-COVID level in boon for restaurants, stores



→ Halal symbol to put on the map of flyers

Facilities & Halal Certification for restaurants

# YouTube Content Creator Promotion

- during a major event, pay for overnight accommodation and transport, and make suggestions on places to see
- Pros: relatively cheap way to promote online, good at filming/recording, fluent in Japanese (good at interacting with locals)
- Cons: Most of them want to remain free to express their opinions  
- impossible to monitor what's said in the video



# Craftwork & Authentic Experience Promotion





# Additional Ideas

- **“personalize your visit”**
  - **all year thematic routes added to existing routes on the guide**
    - eg. Sake/Fermentation route (sake breweries, fermented products)
    - historical route (Boat Tour, Inoh Museum, Katori Shrine)
    - Seasonal routes : Hanami (花見)、Momiji (紅葉), routes linked with festivals
- **expanding English information +other languages**
  - signs along recommended routes to educate about the history and culture  
(eg. signs, audio-guides)
  - maps & other material availability on the website
  - working together with international students/ other volunteers for translations
- **locating Sawara in the greater context of Japanese History**
  - e. g. How does Sawara reflect Edo period, how did it come about?

# “SawaraPass”

Pass for 2-3 days incentivising to visit many places with one ticket - encouraging tourists to stay for a longer time

different options/ courses:

- choice of: doing a **boat tour**, visiting a **sake brewery**, dressing in a **kimono** & visiting different **historical places and museums** (Suigo Sawara Float Museum 水郷佐原山車会館, Inoh Tadaka Museum 伊能忠敬旧宅概要, Ayame Park あやめパーク, Katori Shrine 香取神宮)

Pass A → 1 out of boat tour/brewery visit/kimono dress AND 2 out of 4 others the historical places and museums

Pass B → 2 out of boat tour/brewery visit/kimono dress AND 4 out of 4 of historical places

Pass C → all in pass



The advertisement features a blue background with white clouds and a silhouette of Sapporo landmarks including Mt. Moiwa, a factory, a Ferris wheel, a train, a tower, and a person with a dog. At the top, the text 'お 得だね チケット SAPPORO SELECT さっぽろ セレクト' is displayed in colorful boxes. Below this, the headline reads 'さっぽろの観光施設を選んでお得なチケット!!' (Mix and match your favorite Sapporo sightseeing spots with Sapporo Select Discount Tickets. Choose either Course A or Course B.)

**A** コース 税込 ¥3,500 (Including tax)  
**B** コース 税込 ¥2,500 (Including tax)

「さっぽろセレクト」チケット発売所 (ご利用の際、詳細は各施設にご確認ください)

- 札幌もいわ山ロープウェイ
- さっぽろテレビ塔展望台
- 北海道開拓の村
- 北海道博物館
- 北海道さっぽろ観光案内所(JR札幌駅構内)
- 大倉山展望台リフト
- さっぽろ羊ヶ丘展望台
- 札幌オリンピックミュージアム

Purchase Sapporo Select tickets at these locations. (See each facility for detailed terms and conditions of use.)

- Sapporo Mt. Moiwa Ropeway
- Sapporo TV Tower Observation Deck
- Sapporo Hitsujigaoka Observation Hill
- Historical Village of Hokkaido
- Sapporo Olympic Museum
- Hokkaido Museum
- Hokkaido-Sapporo Tourist Information Center (located inside JR Sapporo Station)
- Okurayama Viewing Point



e. g. The “Sapporo Select” Pass