

## Sakagura Tourism for Foreign Visitors

### I. Introduction

We have proceeded to research on the theme of Sakagura tourism for visitors.

Recent year, more visitors from other countries visits Iwate. We look over RESAS, local economy analysis system that is run by Japanese government, and it shows that the number of visitors from other countries who visits Iwate was 20,503 in 2011. However, in 2014, that was 41,650. Nevertheless, Iwate prefecture doesn't benefit from these visitors enough.

In order to get profit, we focus on Sakagura tourism.

### II. Sakagura Tourism

Sakagura tourism is an effort to cooperate with local governments and sightseeing organizations. Until now, the events such as visiting brewery and sake festival have been held at each of brew houses and shopping districts. In recent years, sake is popular abroad.

Sakagura tourism is aimed at using the popularity to send the charm of Japan and revitalize the local community. In order to spread sake to young people and women, it is also considered to train human resources who can guide visitors in foreign languages so that they can also enjoy it.

### III. Interview 1

We had an opportunity to have a conversation about sake with Mr. Vincent Cummings, who works at Ichinoseki Shuko high school, and Mr, Tamura Koki, who works at Morioka Goodwill Guides. Also we interviewed visitors in Sansa Festival.

The result is that, in foreign countries, sake is hardly known, less advertised. Also, sake's price is high due to cost to export them.

That's why the charm of sake is not so common. Furthermore, some think sake is difficult to drink because of the formal image it has.

### IV. Interview 2

We visited the famous brewery Asabiraki. We had a guide by attendant in the course of factory tour.

It is a nice brewery that has a pamphlet and guide display in English.

However, we think visitors from other countries may not enjoy it at the fullest. Because attendants can speak English only to a certain extent.

## V. Summary

From the above, Japanese Sake is little known in other countries, so we had to introduce our products, Japanese Sake.

We often use the internet to share information. It will work well, but we have to be able to learn English with a certain level.

However, we found that the form of Sakagura tourism, interaction between local people and visitors, is effective.

We should keep paying attention on Sakagura tourism.