

The Research of Agritourism Using “Country Sense” in Iwate

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Abstract

Our research aims at finding ways to make many people know the charms of Iwate, and increasing the number of visitors to Iwate, by using “Country” in Iwate. We focused on Agritourism, and did a survey of it. We visited a farm-inn named Seisetsukan in Senboku city, Akita prefecture. Listened to the owner, we saw the current situation of the countryside. We also contacted to the prefectural office to investigate Agritourism of Iwate. We concluded that the Agritourism in Iwate needs more advertisement so that tourists can have plenty of useful information. Therefore, to spread information, we would like to create a website of Agritourism in Iwate.

1. Introduction

We, group 203, have focused on Agritourism. We thought that Agritourism would be able to lead more tourists to come to Iwate, and make tourism industry more successful.

As you know, Iwate prefecture has few historic or cultural sites, but it has great nature. Here's an atmosphere that makes people relaxed. There're beautiful mountains and seashore, lots of hot springs, ski resorts, and we also have wild vegetables well as fresh farm produce. And climate here is very refreshing especially in summer. Country life in Iwate could be a big charm. Agritourism would gain fans of Iwate, who would come again.

By the way, what is Agritourism? According to Ministry of Agriculture, Forestry and enjoy Fisheries, in farms or villages, and enjoy working and talking with local people, touching nature and culture there. It's a style of traveling born in Europe, and has recently attracted attention in Japan. Though Iwate prefecture is also carrying on it, few people know this.

We started some activities for the purpose of finding a form of Agritourism, which the young generation, families, and visitors from abroad could join easily.

2. Investigation (Field Work)

We do two field works to know real Iwate during summer vacation. First, we visited Seisetsukan in Senboku city, Akita prefecture. Second, we interviewed to Iwate prefectural office by email.

① Seisetsukan

We went to Seisetsukan that actually doing an Agritourism project. In there, we found that important points in Agritourism are non-special communication and sticking one by one; cleaning, cooking. Conversely, problems are youth outflow from countryside to cities and lack of cooperation between private organization and government in Iwate.



② Iwate prefectural office

We asked the actual state of Agritourism in Iwate to Iwate agriculture Promotion Division by email. According to the email, Iwate is promoting to accept educational travel about East Japan great earthquake disaster, but the number of people who apply this is decreasing year by year.

We guess that we should develop new customers and interaction with urban areas to meet needs.

3. Conclusion

We thought what anything that isn't enough in Iwate is. The biggest problem is that information can't be spread.

So, we are going to make a web site. On this website, we are going to gather information of it briefly and add links to the each honor' web site and contact information. And to report the charm of Iwate's Agritourism, it is needed to tell the image of it vividly.

So, we show each activities' characteristic by pictures and short comments about it and set up the page to post visitors' impressions and hosts' news. That also helps to communicate among them.

To realize this plan, we are going to suggest it to the Shizukuishi promotion cancel for Agritourism and ask for



advice.

4. References

- (1) farm-inn Seisetukan, Ms.Kadowaki <https://twitter.com/seisetukan>
<http://www.akita-gt.org/stay/minshuku/seisetsukan.html>
- (2) Iwate agriculture Promotion Division, Ms.Takahashi <http://www.pref.iwate.jp/>
- (3) Shizukuishi Agritourism Promotion Council <http://shizukuishi-gt.com/>