



# JAPAN

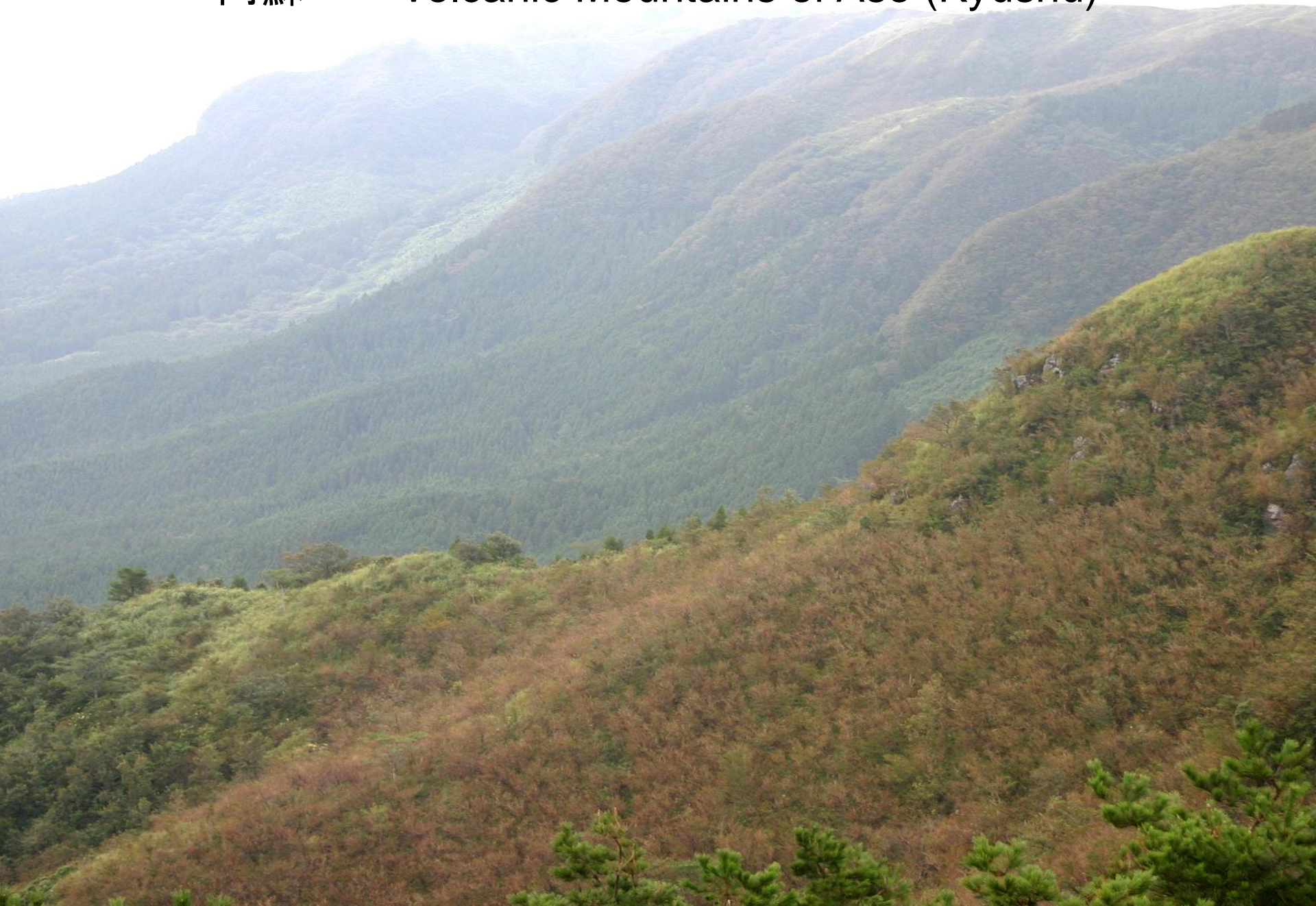
観光立国

*Kanko Rikkoku*

**“Establish the Nation with Tourism”**

阿蘇

Volcanic Mountains of Aso (Kyushu)





京都、奈良の神社仏閣 Temples and shrines in Kyoto and Nara



龍安寺 石庭（京都） Ryoanji rock garden, Kyoto

# Spas and traditional *ryokan* inns 温泉と旅館

(Dogo Onsen Spa, Matsuyama, Shikoku 道後温泉 松山)



# 人口減少

# Population Decline

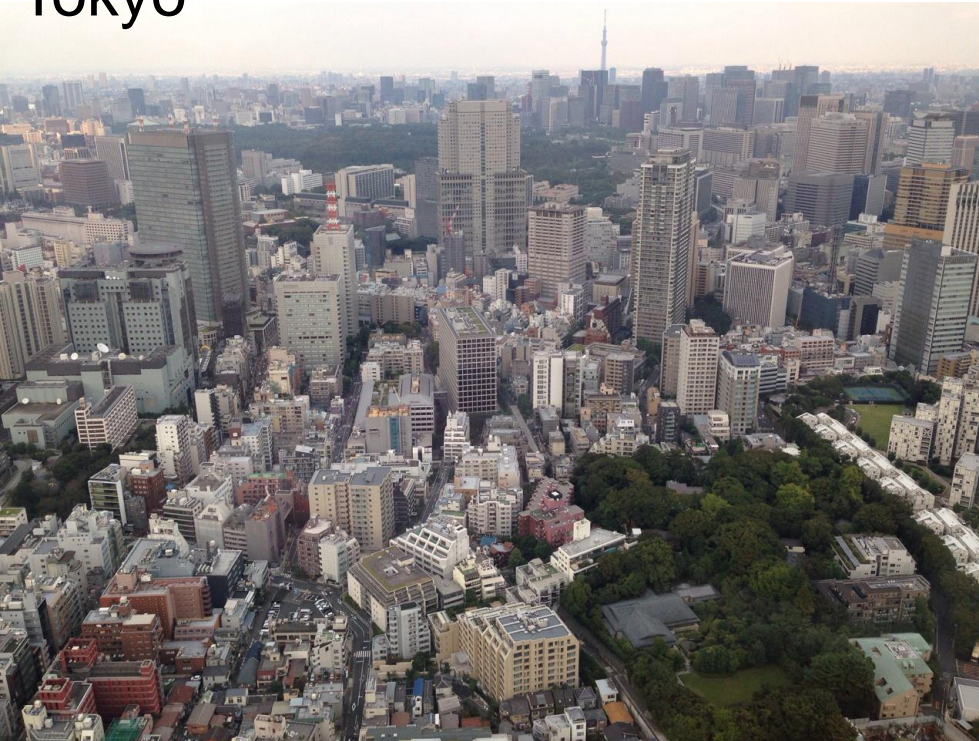
*Unequal Decline*

Large cities are thriving

Small cities are shrinking

The countryside is collapsing

Tokyo



Small town



# シャッター街 “Shutter street”





MAHA  
MAHA







注意

シノハラ家具

# 限界集落 *Genkai Shuraku*

“Villages at the edge of extinction”

Houses marked in red are still lived in.  
The rest are deserted.



六島（岡山県）Mushima (Inland Sea, Okayama Pref)

# 土建国家 The “Construction State”

The government has tried to support local economies with construction projects, but it hasn't worked.



# Concreted rivers and mountain sides

## コンクリート張りの川と山



“Loop Highway” in Gunma Pref (north of Tokyo)

Cost: Nearly \$1 billion. Traffic: Zero



# Monuments モニュメント

奈義町（岡山県） 現代美術館

Nagi Town (Okayama Pref) "Museum of Modern Art"

The cost drove this town into bankruptcy; but population continues to decline



対馬 豊玉町 「文化の郷」 公民館

Tsushima island Toyodama-cho "Hometown of Culture" Hall

Population: 1,800 people

Cost: ¥1.8 billion (\$22 million)



宇多津町（香川県） 「ゴールドタワー」  
Utazu-cho (Kagawa Pref) “Gold Tower”

Spectacular, but the town can't find any use for it.





# Is there another way to revitalize the countryside?

地域再生の他の方法を探る

(新庄村 岡山県 Shinjo-son village, Okayama Pref)



Nikko Chuzenji Lake (1964) 日光、中禅寺湖 (1964)



Seeking for a Shangrila (1971)  
(in Miyajima 宮島, near Hiroshima)



# Finding Shangrila

**Iya Valley**, Shikoku

祖谷 (徳島県、四国)  
いや



The Island of **Shikoku** (southwest Japan) 四国



Iya Valley 祖谷



祖谷峡

Iya Valley



# Chiiori 箆庵

300 year old thatched farmhouse built ca 1700  
(Purchased in 1973)





Inside Chiiori: Wooden floors and *irori* floor hearth

簾庵内部：板の間、イロリ







屋根の葺き替え

Rethatching the roof



Carrying old thatch (1974) 煤茅を運ぶ



Chiiori is remote, hard to get to.  
It's not a famous tourist site.  
It's not world heritage.

麓庵は遠い、不便。  
有名観光地ではない。  
世界遺産ではない。



From 1990 to 2010, over 30,000 people visited Chiiori  
from dozens of countries.  
In 2010, Chiiori received a Michelin Star.



「何でもない」魅力  
**The appeal of “Nothing Special”**





Nature and genuine local culture 自然と本物の生活文化



Relaxing in a beautiful place

美しい環境の中の安らぎ



小値賀町（長崎県）  
Ojika Island (Nagasaki Pref)



**Ojika Island**, off the west coast of Kyushu  
長崎県、五島列島の北部にある小値賀島



隠れキリシタンの教会  
Church of the “Hidden Christians”





# Ojika Island Project 小値賀アイランドツーリズム

7 rental houses

宿泊7軒

1 restaurant

レストラン1軒



古民家の現状

Poor initial condition of the houses







## 座敷 Traditional living room

→ Electricity, plumbing, heating-cooling completely redone  
電気系統、水回り、冷暖房など全面新設



# 掘りコタツ式リビング Sunken floor living room



ダイニング  
Dining room



# レストラン(修理前) Restaurant (before restoration)



# 「ロングテーブル」 The “Long Table”



藤松家レストラン 夜  
Fujimatsu-ke Restaurant, Evening



祖谷

Iya





# Chiiori Trust 箆庵トラスト

Founded in 2004 to revitalize Iya

祖谷の再生を目指す



祖谷の落合集落  
おちあい

Ochiai Hamlet in Iya



# 「桃源郷祖谷」プロジェクト “Shangrila” Project in Iya

8 old thatched houses restored and operated as places for visitors to stay.

8 軒を修復して、宿泊施設として運営









Traditional materials (thatched roof) 伝統素材（茅葺き屋根）  
Modern materials (water-resistant covering on the eaves)  
新建材（軒部に防水マット）





Water-resistant eaves, covered with *sugi* (cryptomeria cedar) bark  
防水マットを使った軒部に杉皮



Under-floor heating; Insulation in ceilings and walls  
床下暖房、天井と壁に断熱材





Visible: Old Iya wooden-floored living room

Invisible: Under-floor heating, lighting system, plumbing



Double-paned glass windows    ペアーガラスの窓



Kitchen, with tables and chairs, IH cooking range, etc  
キッチンには、ダイニングセット、IHレンジなど









簾庵の改修

Restoration of Chiiori















Value old structure and materials 従来の構造と素材を尊重  
Add modern comforts and amenities 現代的な快適さを加える





Chiiori living room – unchanged 簾庵の座敷は従来通り



# Modern bathrooms 現代的なトイレ施設



Hinoki cedar bath 檜風呂



Kitchen, IH range etc キッチン、IHレンジなど



## The Impact

In the summer, Ojika is at 70% occupancy  
Iya is at nearly 90% occupancy.

There is a demand among Japanese and foreign travelers for this type of experience.



# A new type of tourist industry

(Left) Young people move to Iya to work in Chiiori Trust's hospitality business

(Right) Traditional crafts and foods are selling again



# 現在、進行中のプロジェクト Projects around Japan



石川県加賀市橋立  
Ishikawa Pref, Kaga Hashidate

福井県坂井市三国湊  
Fukui Pref, Sakai, Mikuni

大分県  
竹田市  
Oita Pref, Taketa

徳島県  
三好市東祖谷  
Tokushima Pref, Iya

岐阜県  
高山市  
Gifu Pref, Takayama

奈良県  
十津川村  
Nara Pref, Totsukawa

香川県  
宇多津町  
Kagawa Pref, Utazu

