

# **Is *Satoyama* lifestyle Attractive Enough? Minshuku System and Promoting Tourism in Rural Japan**

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# Sustainable (Rural) Tourism



- World Tourism Organization
  - Retain the economic and social advantages of tourism development
  - Reducing or mitigating any undesirable impacts on the natural, historic, cultural or social environment
  - balancing the needs of tourists with those of the destination



# Sustainable (Rural) Tourism

United Nations Environment Program



Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development

- Make optimal use of environmental resources.
- Respect the socio-cultural authenticity of host communities
- Ensure viable, long-term economic operations,



# Ecotourism



“Responsible travel to natural areas that conserves the environment and improve welfare of local people”

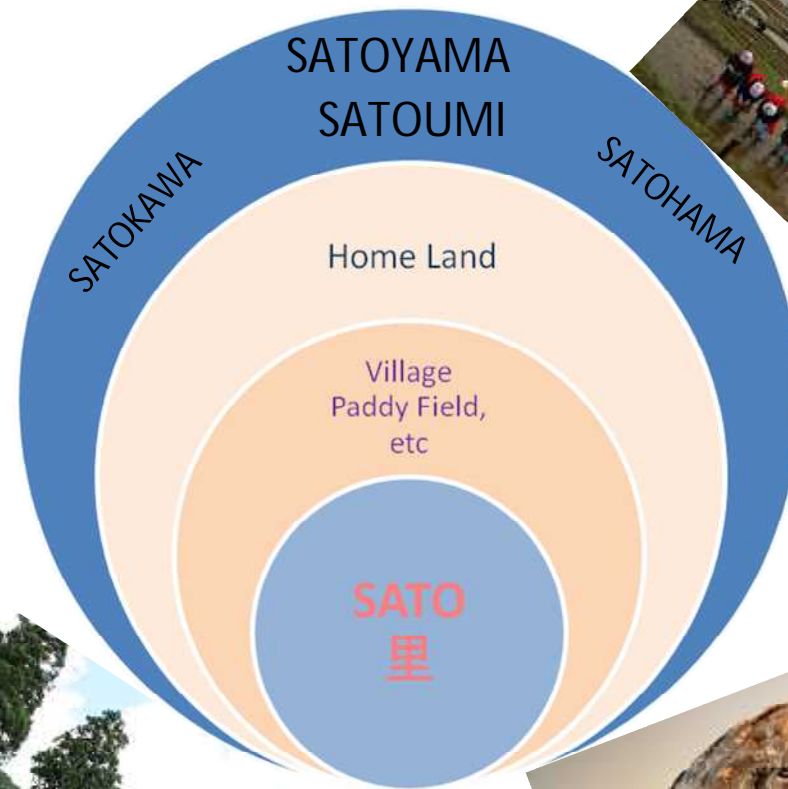
- environmental and cultural awareness
- positive experiences for both visitors and hosts
- direct financial benefits for conservation
- financial benefits and empowerment for local people
- Raise sensitivity to political, environmental, and social climate



# Conceptual Analysis of SATOYAMA & SATOUMI

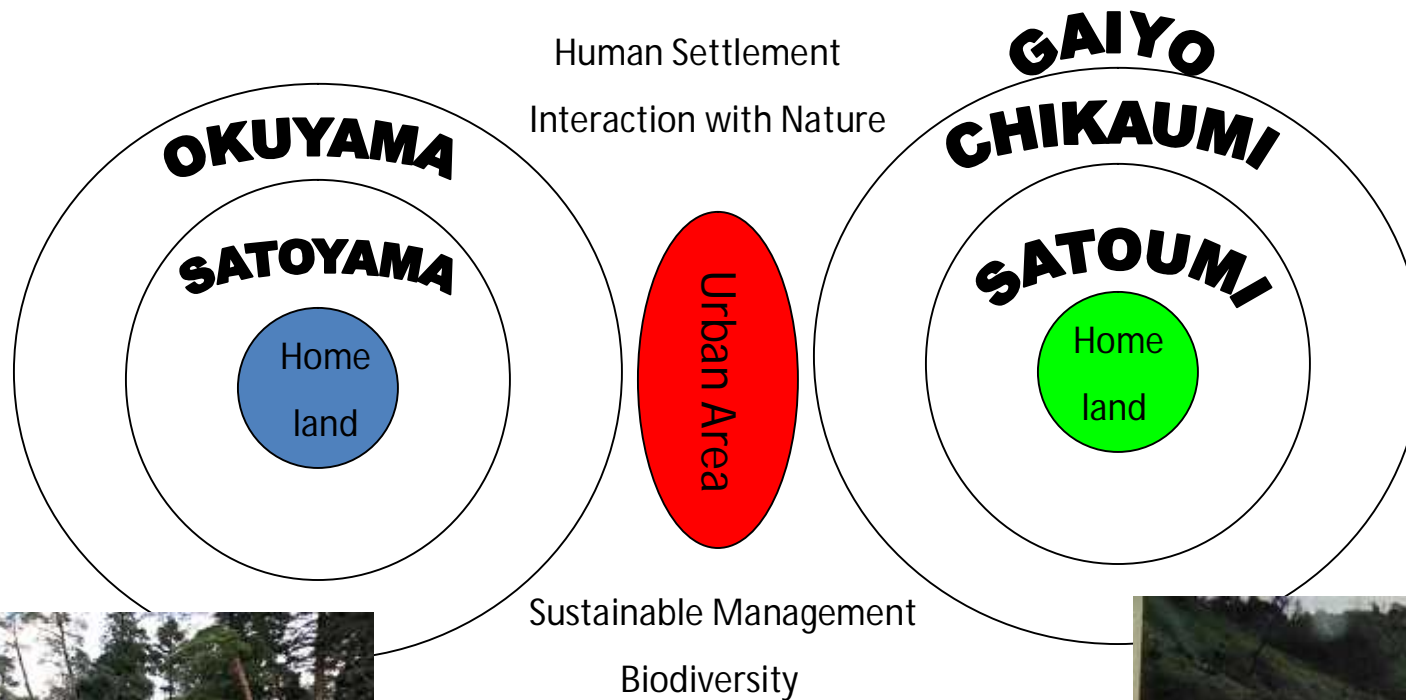
## SATOYAMA and SATOUMI

- Image and Importance
- Demographic Situation
- Resources





# Conceptual Analysis of SATOYAMA - SATOUMI landscapes

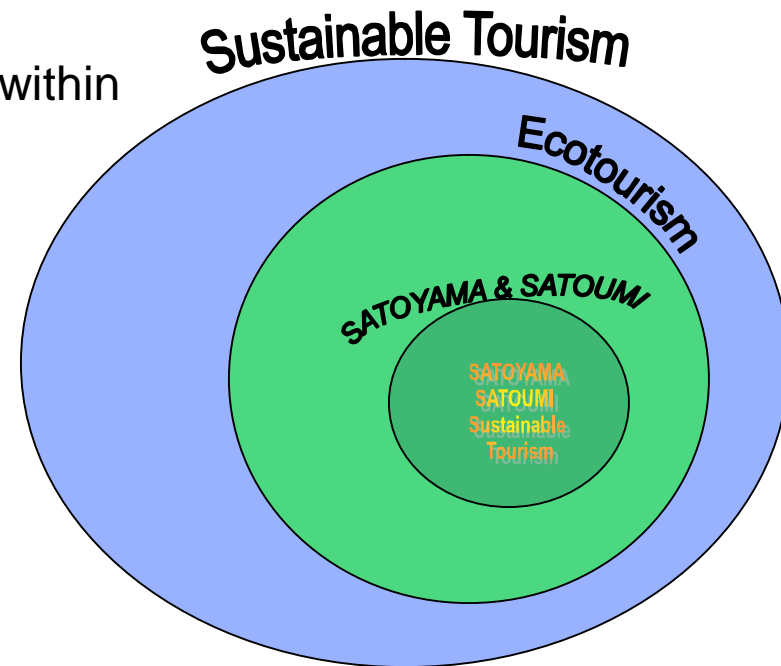


# Rural Japan: SATOYAMA & SATOUMI

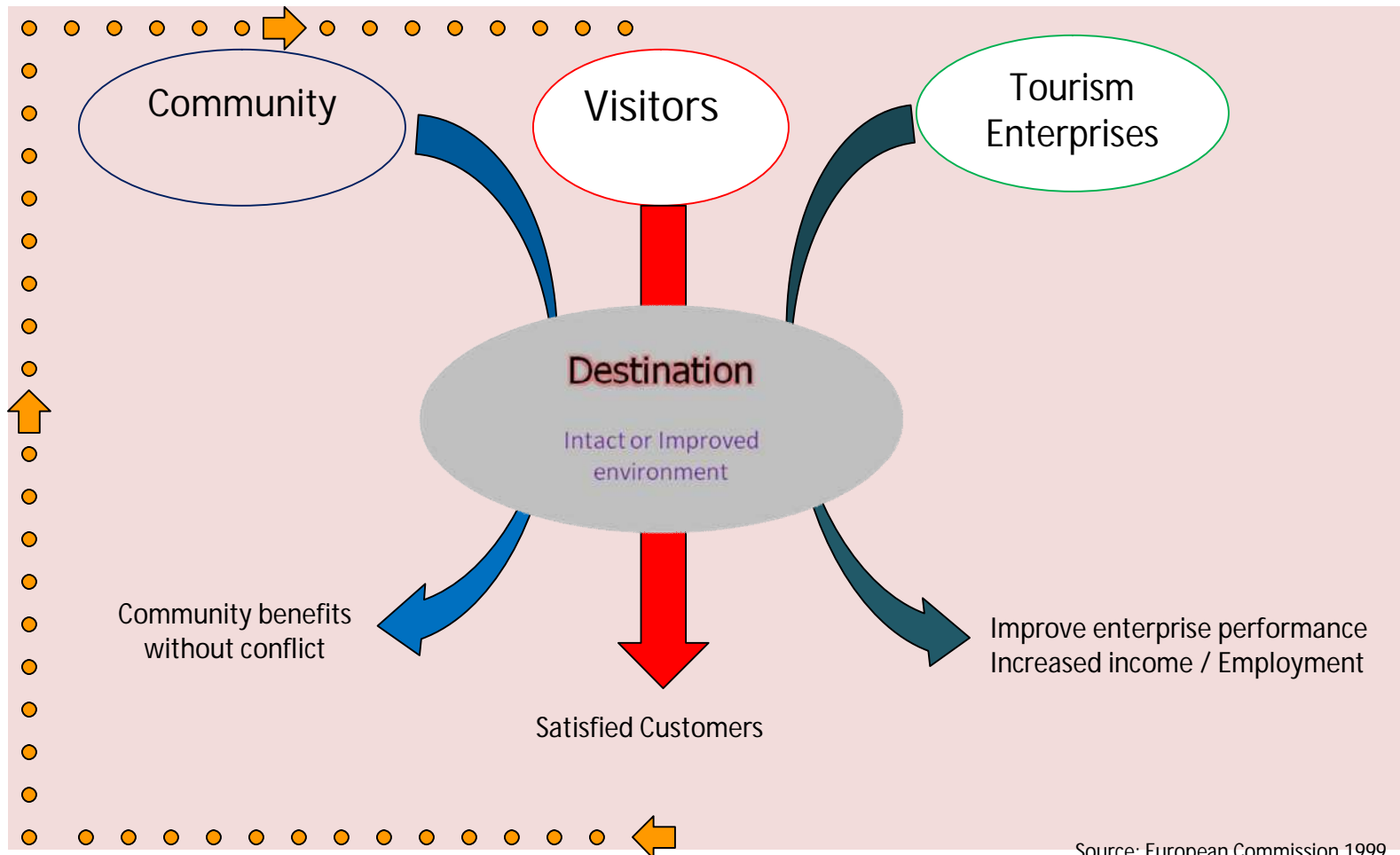
- Sustainability principles should apply to all types of tourism activities
- Ecotourism itself refers to a segment within the tourism

## **SATOYAMA and SATOUMI Tourism:**

Use of Satoyama and Satoumi landscapes as the basis of tourism



## International Example/ Quality Rural Tourism in Europe





## Principals of quality Management in European Rural Tourist Destinations

- Authenticity : visitors are looking for genuine experiences
- Distinctiveness: visitors travel to experience some thing different
- partnership : involving people / working together
- Rationalization : small number of good initiatives and products is better than many poor ones



# Vernacular Architecture

the architecture and building techniques of the past  
and :  
the contribution which can make to sustainability  
strategies both now and in the future





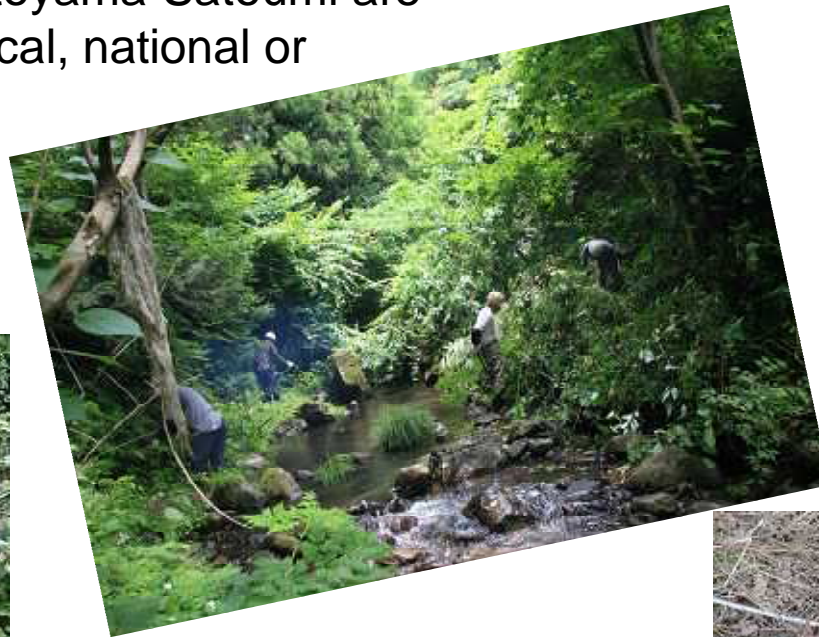
# Present State of Satoyama & Satoumi

the state of preservation,  
and the requirements for their continued  
sustainability



# Tourists Attractions

the extent to which Satoyama-Satoumi are used as the basis of local, national or international tourism





# Tourist Attractions

Lifestyle: systems for the provision of ecosystem services from the surrounding hinterland, and how these have been modified over time



# Local Innovations

Documentation of local-level innovations in tourism development which could be shared with Satoyama and Satoumi with similar characteristics





# Minshuku system and Operation

- Family Business
- Living with the guest (Lifestyle as an attraction )
- Community based









