

Tanigawa-dake Ecotourism Promotion Council

Minakami Town's Challenges for Ecotourism



Presented by: Yoshimasa Kishi, Chairman of the
Tanigawa-dake Ecotourism Promotion Council

Minakami Town

A Town at the Tonegawa River's Headwaters

Town's Population (as of Nov. 1, 2013)

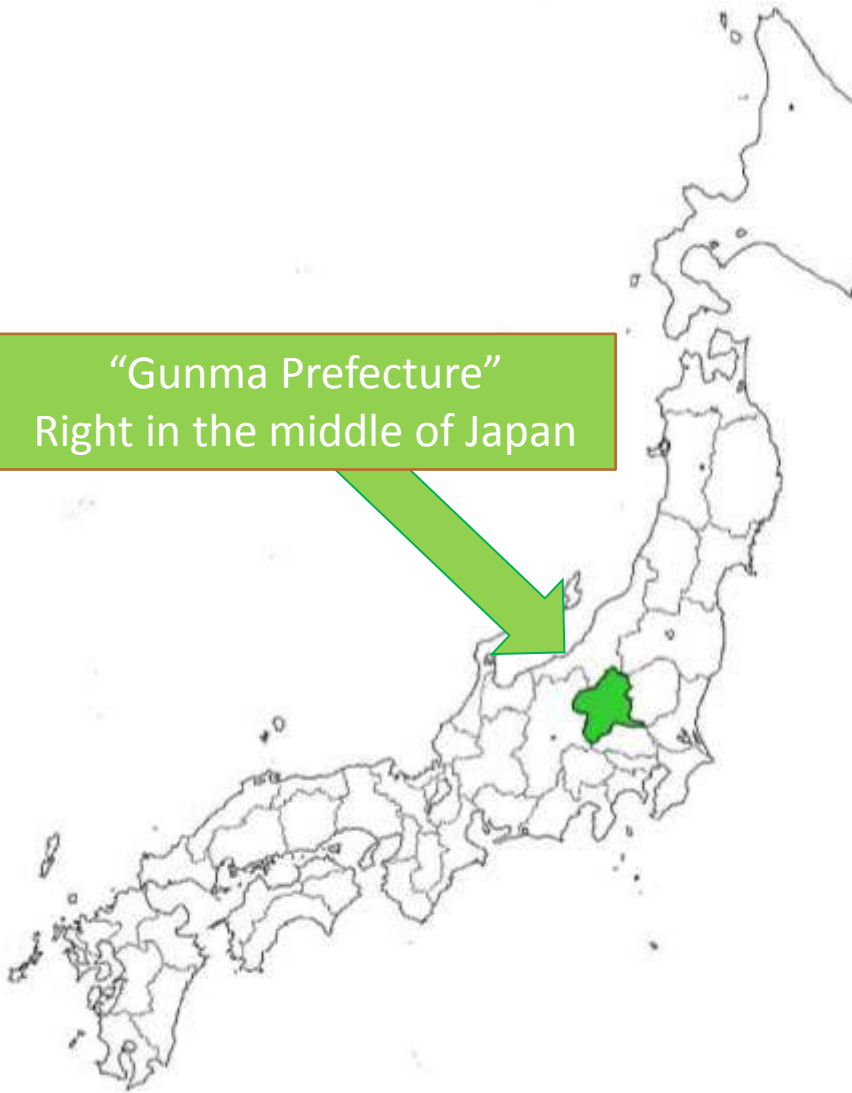
Total Population: 21,097

Male Population :10,177

Female Population:10,920

Total Households:8,181

"Gunma Prefecture"
Right in the middle of Japan



Minakami
Town

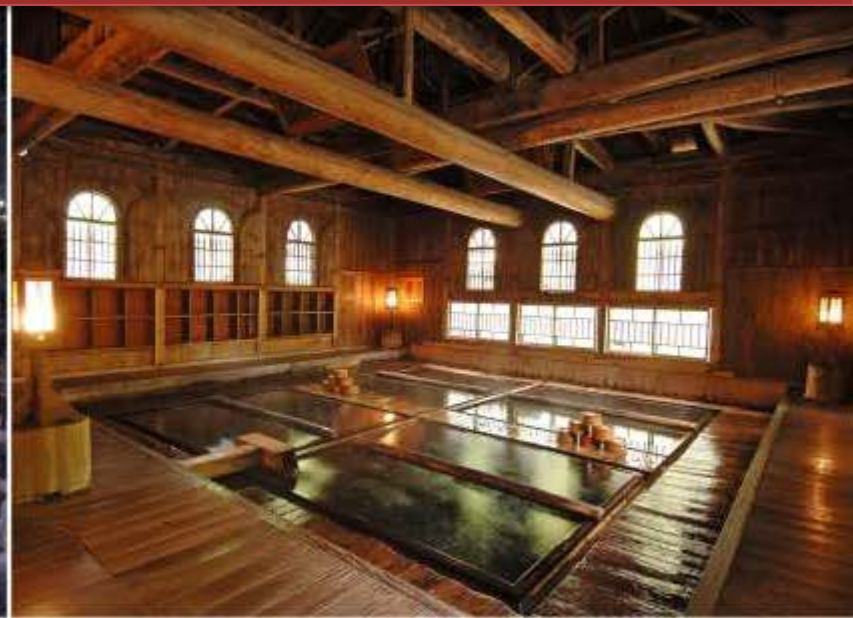


Key Industries of Minakami Town

Outdoor Sports



Hot Springs “Onsen”



Fruits



Winter Activities



Mt. Tanigawa-dake

Minakami's Typical Natural Resources
—Joshin'etsu Kogen National Park—

Mt. Tanigawa-dake



Mt. Tanigawa-dake

“Ichinokura” One of the Three Major Rock Faces in Japan



Mt. Tanigawa-dake

“Trout Lilies” at Tenjindaira



Mt. Tanigawa-dake

Tinted Autumn Leaves



Mt. Tanigawa-dake

Magnificent Winter View



Mt. Tanigawa-dake

Starry Sky at “Ichinokura”



Background of Ecotourism Promotion

- The area around Mt. Tanigawa-dake is a tourist mecca.
 - Only “ 2 -hour-travel” from Tokyo
 - A ropeway and chair lift help beginners climb easily.
- In addition, the recent increase of mountain-climbing popularity is pushing up the number of climbers to its former peak.



Concentration of climbers and tourists
at the Mt. Tanigawa-dake area.



- **Increases the burden on the natural environment**
- **Difficult to ensure safety of climbers and tourists**

Tanigawa-dake Ecotourism Promotion General Plan

December 2008: * Established a “Preparatory Committee” for “Tanigawa-dake Ecotourism Promotion Council ”

December 2010 :

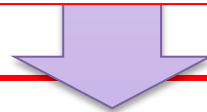
- * The Committee was promoted to “Tanigawa-dake Ecotourism Promotion Council ,” as the Regional Council as established by the “Act on Ecotourism Promotion.”
- * Started discussion to make a draft of the General Plan

June 2011:

- * Started discussion with the relevant ministries and agencies

June 2012:

- * Submitted “Tanigawa-dake Ecotourism Promotion General Plan” to the relevant ministries and agencies



June 29, 2012:

Certified by the national government 3rd in Japan, that was, 1st among all national parks in Japan

Presentation of the Certification of the General Plan

The Presentation Ceremony was held at Tanigawa-dake Ropeway Base Plaza on July 2, 2012 (“Tanigawa-dake Day,” the officially certified memorial day)

Presentation of the Certification to the Chairman of the Council (-Minakami Town Mayor) from Mr. Watanabe, the Director of Natural Environment Bureau, Ministry of the Environment Government of Japan.



Photo-taking with a mascot of Gunma Prefecture, “Gunma-chan”

Basic Idea of Mt. Tanigawa-dake Ecotourism

<Act on Ecotourism Promotion>

- Consideration for a Natural Environment
- Contribution to Tourism Promotion
- Contribution to Community Development
- Utilization in Environmental Education



Protect

Utilize

Collaborate

(Basic Policy of “Tanigawa-dake Ecotourism Promotion General Plan”)

Main Activities to Achieve The General Plan

Conduct a Monitoring Study

Appeal Local Attractiveness

Ensure Safety

To Conduct a Monitoring Study

We conduct a “Monitoring Study” of the environmental burden on nature, and utilize its result to make the best of nature.

We have conducted a full-scale “Monitoring Study” in the fiscal years of 2011 and 2012.

We intend to continue the “Monitoring Study” in the future.

To Appeal Local Attractiveness

Promotion of Ecotourism (To Appeal “local Attractiveness”)

- * We appeal the attraction of Mt. Tanigawa-dake to many people.
- * We improve interpreter's skills.
- * We appeal the attractiveness through Environmental Education and Eco-tours.
- * We improve the fields for the visitors to enjoy their strolling better.

To Appeal Local Attractiveness ①

- Make “Pamphlets”



- Set up and Manage the Council's “Web site”

Web site of Tanigawa-dake
Ecotourism Promotion Council

<http://www.tanigawadake-eco.com/>

To Appeal Local Attractiveness ②

Set up “Guideboards”

Set up guideboards at 5 points:

at the “rest stations” and “specific spots”



Set up “Benches”

Set up benches at the 3 “rest stations” along the walk-route.

Strollers can make an estimate of the time and distance to the next point.



To Appeal Local Attractiveness ③

“Training” for Interpreters

We hold a “Training Workshop” for our interpreters several times a year, aiming that visitors can learn and enjoy the attractiveness of Tanigawa-dake more through the interpreters’ guidance.



First-Aid Training



Increase expertise in nature, and etc.

To Appeal Local Attractiveness ④

An “Information Board” and a “Removable Bridge” were set up by the supports from JR East Japan Takasaki Branch and JR Water Business: to offer more opportunities for visitors to be in closer contact with nature.



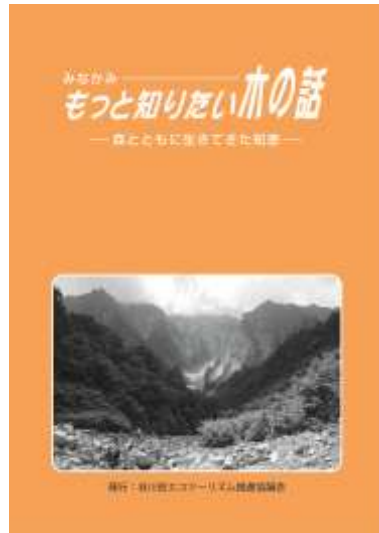
A Removable Bridge at Ichinokurawasa



Information Board of the Ichinokura Illustration

To Appeal Local Attractiveness ⑤

Put “Plant Label” and Publish “The Tree Stories”



- Put “plant label” with serial number on the major trees along the road toward Ichinokurasawa.
(total 34 trees)

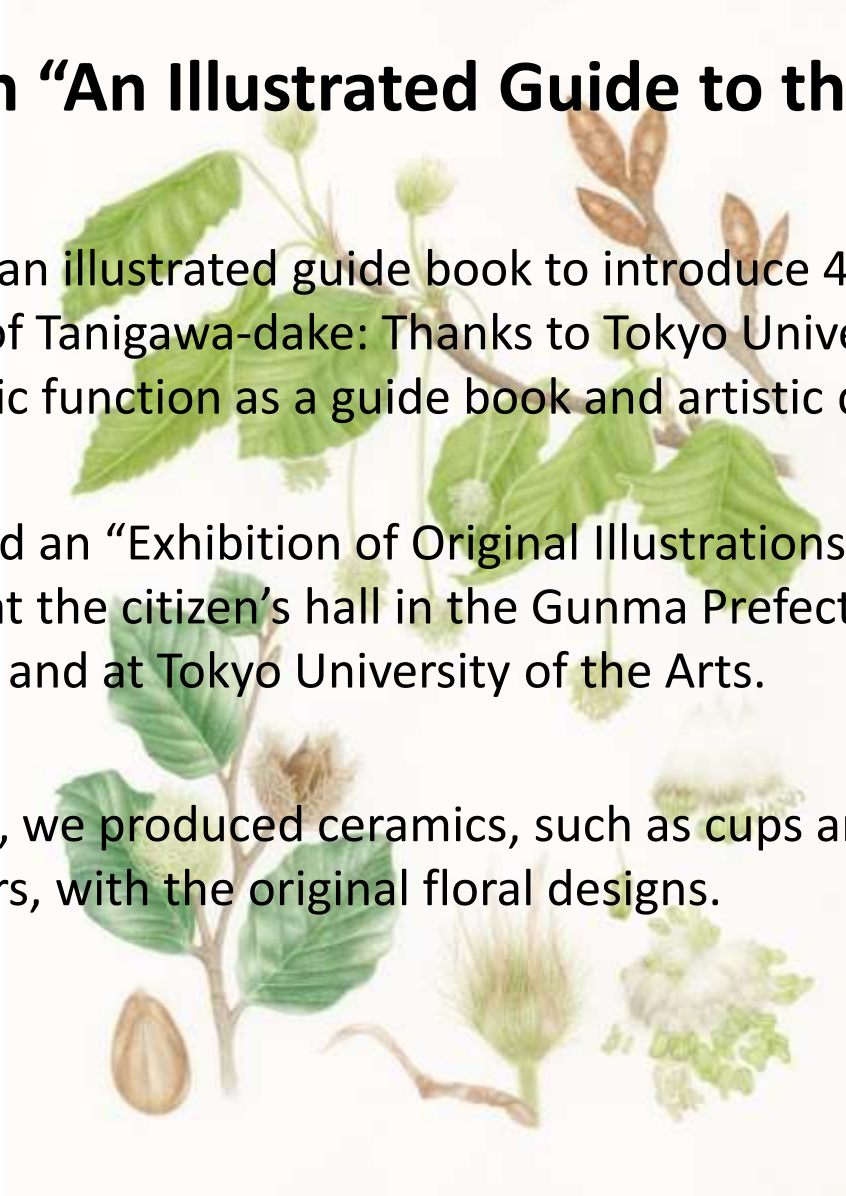
- Publish a “guide book” with all the information on those trees: to use it as a textbook for interpretation and environmental education.



To Appeal Local Attractiveness ⑥

Publish “An Illustrated Guide to the Tanigawa-dake Alpine Flora”

- This is an illustrated guide book to introduce 40 characteristic plants in the rich nature of Tanigawa-dake: Thanks to Tokyo University of the Arts, the book has an academic function as a guide book and artistic quality.
- We held an “Exhibition of Original Illustrations” both at the citizen’s hall in the Gunma Prefectural Office and at Tokyo University of the Arts.
- In 2013, we produced ceramics, such as cups and saucers, with the original floral designs.



To Appeal Local Attractiveness ⑦

Environmental Education

Tanigawa-dake Ichinokurasawa Course

Held for: local elementary school students and their families

Guided by: Interpreters of Tanigawa-dake Ecotourism Promotion Council

Aim to: discover local attractiveness though environmental education



To Ensure Safety ①

Private Car Restrictions:

- The road toward “Ichinokura,” one of the three major rock walls in Japan, within the Tanigawa-dake Ecotourism Promotion Area, is too narrow for cars, especially to pass each other.
- Traffic restriction is carried out for visitors to enjoy strolling safely in nature, and for the natural environment to get fewer burdens from exhaust gas.
- From FY 2013, car-entry has been controlled throughout the year.

To Ensure Safety ②

Station an “Information Staff”

Station an information staff at the entrance of the traffic restricted area, who also works to entertain visitors: give out a map and provide information for strolling.



- At 9:00 and 16:00, the staff makes a round patrol by official car to ensure safety: checks the road, rest stations, and meeting spots.
- In case of rain, the staff checks the danger spots, and warns the visitors to be careful.

To Ensure Safety ③

Special Bus Transportation

- This 9-seater bus is offered to the elderly, small children, and the disabled. The fare one-way: ¥500 for adults, ¥300 for children.
- From FY 2014, we aim to use an electric bus with no exhaust gas.



Popular Ecotours Recommended by Tanigawa-dake Ecotourism Promotion Council

An Eco-hiking to Ichinokura



A Stroll in the Nature of Tenjindaira



- 開催期間：5月18日～11月4日の毎日
- 集合場所：谷川岳ロープウェイ・駅（0278-72-3575）
- 集合時間：午前10時30分
- 参加費：一人2,200円（ガイド料・保険代） 別途ロープウェイ代1,800円
※お車でお越しの方はロープウェイ駐車場へ（別途駐車料500円必要）
- 予約先：水上温泉旅館協同組合 Tel 0278-72-2611
- ガイド：みなかみ山岳ガイド協会
- 定員：20名（最小催行人数 2名）
- その他：登山靴やそれに準じた履物、雨具、水等
雨天決行（荒天の場合中止）



コース 谷川岳ロープウェイ～天神平～天神峠～高倉山～天神平

現地解散です 大展望を堪能ください 所要時間：約2時間30分

春から秋まで楽しめます！

推奨：谷川岳エコツーリズム推進協議会

Ecotour Scenes



Ecotour Scenes



Ecotour Scenes



Ecotour Scenes



Won the “Special Prize” of the 8th Ecotour Awards awarded by the Minister of Environment

The Chairman of the Council attended the Award Ceremony, held at the Ministry Office of Environment, in March 2013.



Challenges for the Future

■ Promotion that is rooted in the local community

~ Ecotourism for local revitalization.

- ☆ To aim: Guiding exerts can make their living by guiding.
- ☆ To aim: Eco-tour becomes the “purpose of visit” for travelers.
- ☆ To aim: Branding of Mt. Tanigawa-dake

■ Further improvement of the field

- ☆ To build a Visitor Center
- ☆ To build a Tea House and an Arbor, and set a Telescope at Ichnokurasawa

■ Reception of “group travelers “

- ☆ To actively appeal to the tourist industry – provide attractive information
- ☆ To cooperate with the accommodation industry

■ Strengthen relationship with stakeholders of the Mt. Tanigawa-dake area

■ Strengthen Public Relations (PR) / Appeal

■ Human Resource Development (training of interpreters)

- ☆ To aim: The interpreters improve their skills to introduce the attractiveness of Tanigawa-dake in better ways: “easy-to- understand” and “fun-to-learn”

Thank you for your kind attention.

<http://www.tanigawadake-eco.com/>

