

Garden Tourism Registration System at work here:

The popular route is growing, creating new attractions and supporting flower tourism

Hokkaido was an early adopter of garden tourism, promoting links between gardens and accommodation, tourist and transportation facilities. Through collaboration, the respective facilities can promote each other's attractions, boosting the attractiveness of the region as a whole, and enabling Hokkaido to engage in national promotions of a new tourism route with the brand name **Hokkaido Garden Path** for the first time. It continues to grow as a popular route supporting flower tourism in Hokkaido.



Sayuki Ueno
Owner, Gardener
Ueno Farm

Attention and a boost for the beautiful Japanese gardens situated along the road

The **Niigata Japanese Gardens Road** in northern Niigata is a regional revitalization initiative by local residents to promote the beautiful Japanese gardens and traditional buildings situated along the road. Two years after we started our activities, the national government established the Garden Tourism program. Registering for the program garnered attention and gave our plan a boost. The road has been featured in media and travel agencies have incorporated various plans as a new, attractive tourism route. Thanks to this attention, the gardens have been in the limelight and visitors have increased.



Shinji Kikkawa
Representative
Niigata Japanese Garden Road Network

Participants meet up, Polishing attractions and hospitality

Registration provided an opportunity for us to hold a study session mainly for women gardeners. By observing each other's gardens and exchanging opinions, participants were able to learn a lot and make discoveries. As the father of Miyazaki tourism Shotaro Iwakiri said, the starting point for tourism is the "local residents and the things they are proud of in their region". By rediscovering and refining the attractions of Miyazaki, we can build fondness and hospitality, and the number of places people want to visit will increase. We aim to create an attractive Miyazaki, collaborating to promote **Miyazaki Hanatabi 365**.



Kaori Minamoto
Head Gardener
Kodomonokuni

Garden tourism around Japan Stories to connect flowers and people make a wonderful trip

Club Tourism has been offering flower and garden themed trips for over 20 years. We have been steadily expanding our flower tourism routes based on our own perspective. The startup of the new garden tourism program is great news for us as it will further boost the initiatives we have been working on all these years. I am confident that the various stories linking flowers and people in the respective registered routes will enable us to create even more attractive trips. Last year saw a new course added, and it is garnering attention.



Masumi Funayama
Flower Trip Coordinator
Club Tourism International Inc.



J A P A N
G A R D E N
T O U R I S M

Japan Garden Tourism

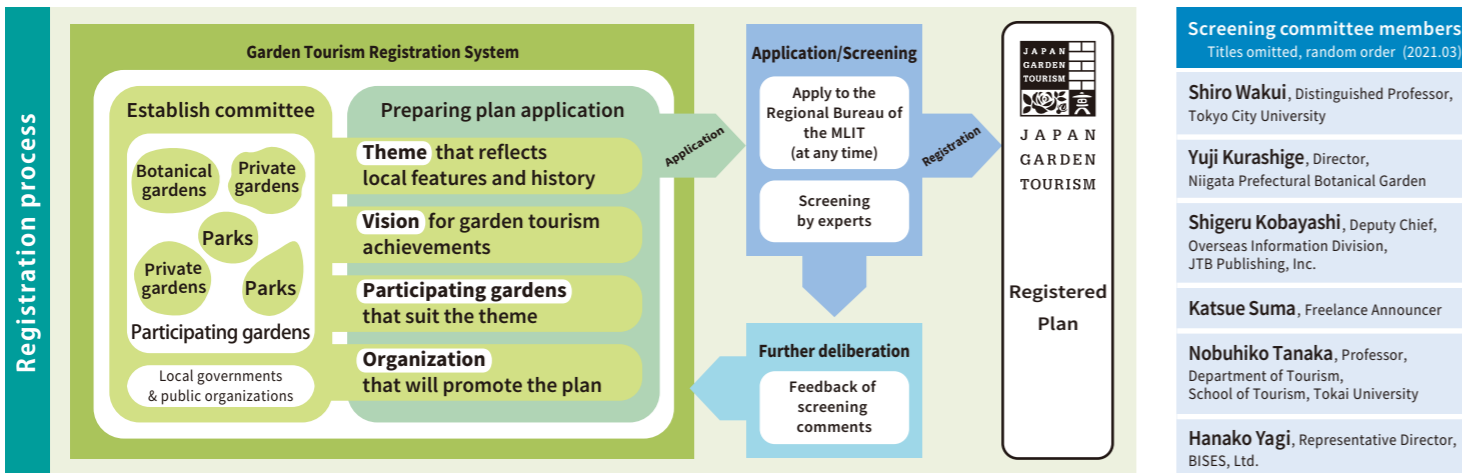
Garden Collaboration Promotion Plan Registration System



Garden Tourism Registration System (Garden Collaboration Promotion Plan Registration System) Registration Process

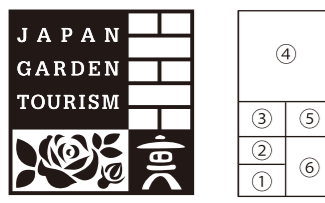
- Managers of gardens and other attractions that want to promote garden tourism form a committee together with local governments and public organizations (Destination Management Organizations (DMO), tourism associations, etc.).
- The committee prepares a Garden Tourism Plan and applies to the Ministry of Land, Infrastructure, Transport and Tourism (MLIT) via its regional bureau.
- The Director for International Policy of Green Spaces Environment of Green Spaces Environment Office, Parks, Green Spaces and Landscape Division registers and publicizes the plan after the plan has been approved by a screening committee of experts. If further deliberation is required, screening comments and advice will be given through feedback.

Note: For details, please see the Garden Collaboration Promotion Plan Registration System Outline and application guidelines on the MLIT website.

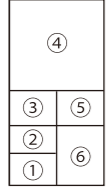


Screening committee members
Titles omitted, random order (2021.03)

- Shiro Wakui**, Distinguished Professor, Tokyo City University
- Yuji Kurashige**, Director, Niigata Prefectural Botanical Garden
- Shigeru Kobayashi**, Deputy Chief, Overseas Information Division, JTB Publishing, Inc.
- Katsue Suma**, Freelance Announcer
- Nobuhiko Tanaka**, Professor, Department of Tourism, School of Tourism, Tokai University
- Hanako Yagi**, Representative Director, BISES, Ltd.



Cover photo:
Registered plans number code
(see over page)



Contact:
Parks, Green Spaces and Landscape Division, Green Spaces Environment Office
Ministry of Land, Infrastructure, Transport and Tourism (MLIT)
TEL : 03-5253-8420 (Office) FAX : 03-5253-1593
WEB (1) JAPAN Garden Tourism <https://japangardentourism.net/>
WEB (2) MLIT http://www.mlit.go.jp/toshipark/toshi_parkgreen_gardentourism.html





Japan Garden Tourism

Connecting famous gardens through the four seasons, letting you discover new aspects of Japan in your travels

Japan features rich natural landscapes throughout the four seasons, and is home to many green spaces that incorporate local characteristics.

Garden Tourism creates new experiences by grouping multiple gardens under different themes in order to highlight their individuality and showcase their excellence.

The Garden Tourism Registration System was established by the Ministry of Land, Infrastructure, Transport and Tourism to support garden tourism plans across the country. Ten plans have been registered as of October 2020.

We aim for Japan to gain world renown thanks to its many attractive gardens.

Garden Tourism Registration System

Collaboration with multiple gardens, parks and botanical gardens

Garden tourism plan

Collaboration

- Improving attractions and publicity
- Regional revitalization
- Promoting garden culture
- Improving level of garden management

Themes unique to a region

Support for registering plans

- Promoting plans in Japan and overseas
- Providing human resources and knowhow
- Holding symposiums and lectures and more



Registered Plan ⑥

Miyazaki Hanatabi 365

(Miyazaki City, Miyazaki Prefecture)

Miyazaki has worked to “draw” a tropical landscape in the area, and its gardens' year-round flowers weave a beautiful tale on the land.



Registered Plan ⑨

Sesshu Corridor

(Okayama, Hiroshima, Shimane and Yamaguchi Prefectures)

Visit gardens that depict the world of the peerless artist Sesshu. See the landscapes that have shaped his history, and take a journey through his philosophy by reliving his varied experiences.



Registered Plan ⑤

Amazing Garden Lake Hamana

(Shizuoka Prefecture)

The temperate area around Lake Hamana produces some of Japan's best flowers. Enjoy an emotional tour of flowers and greenery together with cuisine, cycling, and more.

アメイジングガーデン浜名湖



Registered Plan ④

Niigata Japanese Gardens Road

(Niigata Prefecture)

Niigata's mountainside plains are quintessentially Japanese and have been lived in since antiquity. Encounter worlds of beauty built by landowners and traders.



Registered Plan ①

Hokkaido Garden Path

(Taisetsu & Tokachi Regions, Hokkaido)

Visit gardens that create harmony with nature in Hokkaido's wide-open spaces. Enjoy stunning views in Asahikawa, Furano, and Tokachi.



Registered Plan ⑦

Ibaraki Garden & Orchard Tourism

(Ibaraki Prefecture)

Ibaraki invites you to enjoy seasonal flowers and fruit and tour health-promoting gardens and orchards as a major producer.



Registered Plan ⑩

Musashino Garden Journey

: Corridors of Water, Greenery, and History in the Middle of Tokyo (Tokyo)

The Kokubunji Cliffline (Hake) and the Tamagawa Aqueduct form a belt of green in the Corridors of Water, Greenery, and History. This location serves as a relaxing oasis within the metropolis of Tokyo.



Registered Plan ②

Garden Necklace Yokohama

(Yokohama, Kanagawa Prefecture)

With many historic buildings and gardens in a small area, Yokohama connects people and places through time.



ガーデンネックレス横浜
Garden Necklace
YOKOHAMA 2020



Registered Plan ⑧

Shonan Teien Cultural Tourism

(Kanagawa Prefecture)

Financiers and people of culture have lived and mingled in villas around the Sagami Bay. Discover Shonan's culture through its quiet gardens and houses.



Registered Plan ③

Fuji, Hakone, Izu “The Garden Related to the Imperial Family” Tourism

(Kanagawa and Shizuoka Prefectures)

With varied natural scenery and hot springs, the Fuji, Hakone, and Izu area was chosen for Imperial villas since the Meiji era. Experience Japan's history and culture in modern gardens.

