

# Gastronomy Tourism in NARA

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**Governor of  
Nara Prefecture**

**Shogo Arai**

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# Challenges of Nara

For long stay: 6As

- Appetite
- Accommodation
- Amusement
- Attraction
- Access
- Achat

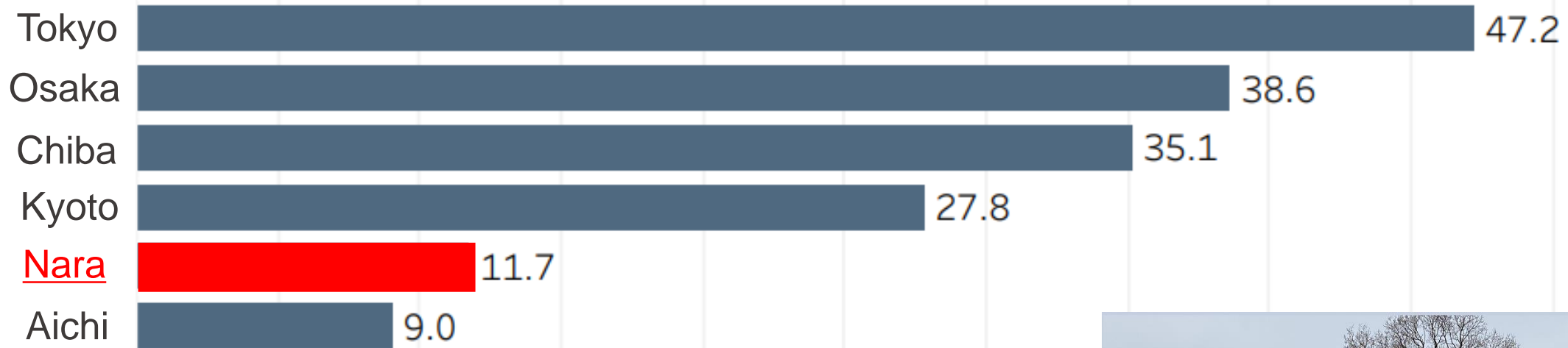




# To make Nara More Attractive destination

## Visit Rate Ranking by Prefecture (2019)

(Visit Rate (%))



Nara is 5<sup>th</sup> out of 47 prefs.

(JNTO. *Japan Tourism Statistics*.  
[https://statistics.jnto.go.jp/en/graph/  
#graph--inbound--prefecture--ranking](https://statistics.jnto.go.jp/en/graph/#graph--inbound--prefecture--ranking))



# NARA Agriculture and Food International College



➤ To foster professionals both in food and agriculture



## Food Creative Course

Training future culinary professionals of food with knowledge of agriculture and produce.

From Farm to Table

## Agri-Management Course

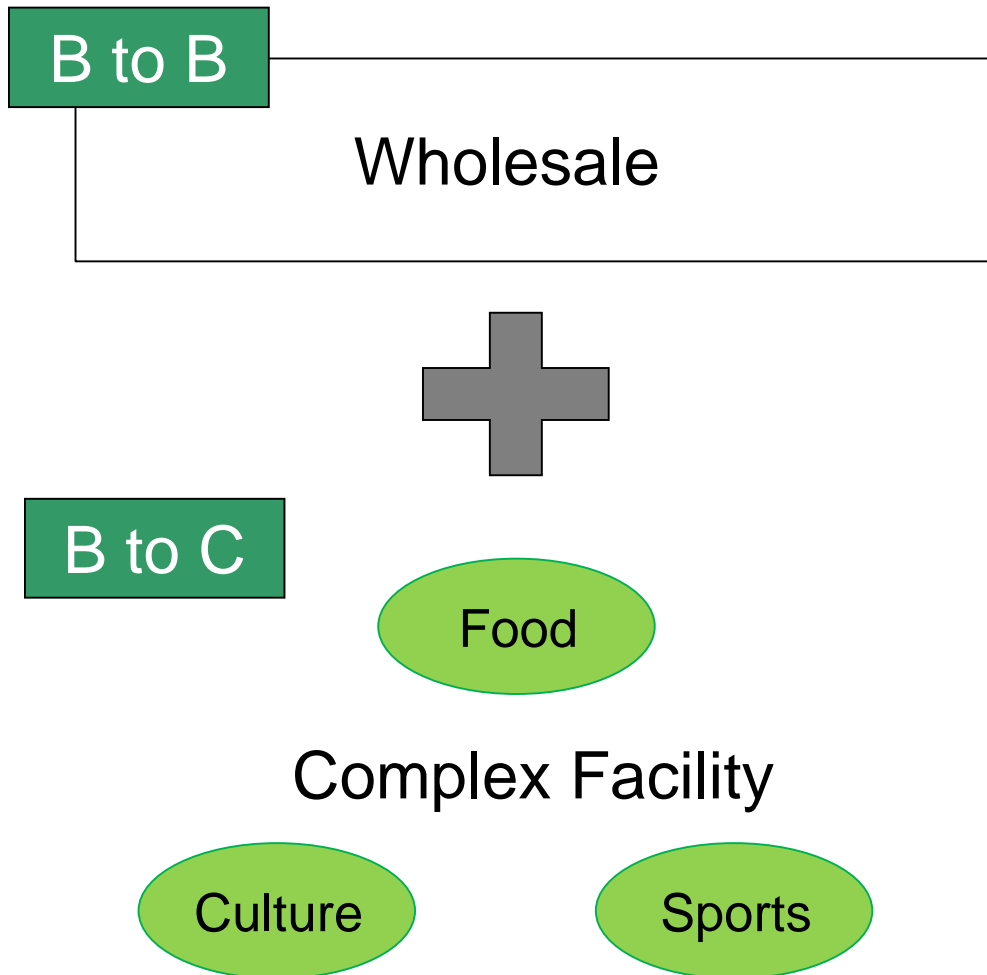
Training future agricultural professionals with advanced agricultural skills and an excellent sense in agricultural management.





# Remake Central Wholesale Market

The Central Wholesale Market will be a place where people can enjoy not only “Food,” but also “Culture” and “Sports.”



# MICHELIN Guide Nara 2022



101 restaurants recommended by the MICHELIN Guide, including:

- MICHELIN Two Stars restaurants : 4
- MICHELIN One Star restaurants : 18
- Bib Gourmand restaurants : 22
- MICHELIN Green Star restaurants : 5



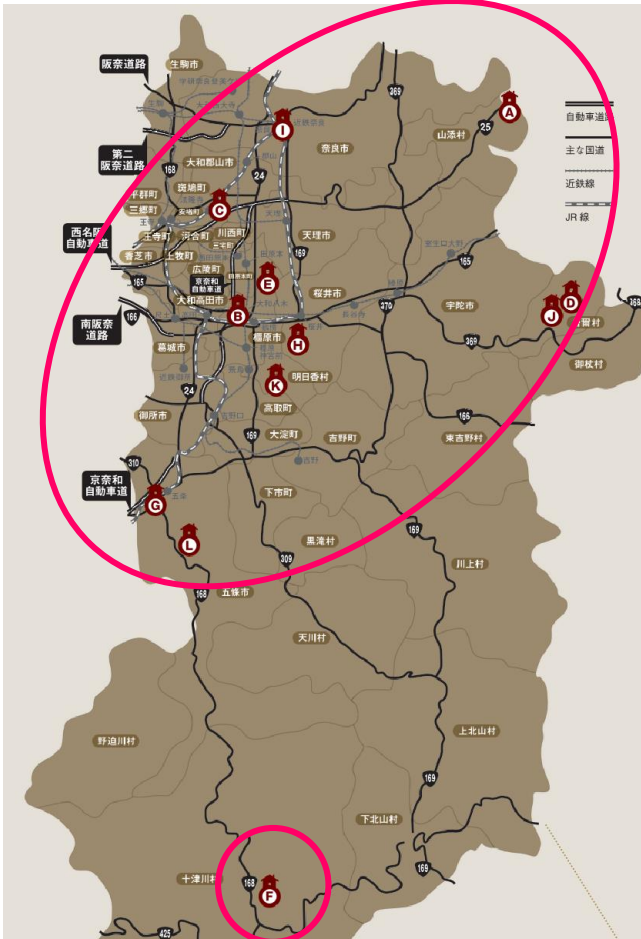


# “Gurutto Auberge Nara” tour

(“Gurutto” means round/circular.)


## ➤ Auberge promotion

Gastronomy tourism to tour local auberges and savor authentic local cuisine



- Ⓐ ume, yamazoe
- Ⓑ Komorebi
- Ⓒ TOMIMOTO
- Ⓓ Soni Kodama Resort Tawa
- Ⓔ NIPPONIA TawaramotoMarutoShoyu
- Ⓕ Yunotani Senkei
- Ⓖ Gojo GENBEI/YANASEYA
- Ⓗ L'Auberge de Plaisance Sakurai
- Ⓘ NIPPONIA HOTEL NARA NARAMACHI
- ⓵ Auberge in the forest ki-ra-ra
- Ⓚ Okuasuka Sarara
- Ⓛ KANAU



A close-up photograph of a chef's hand pouring a dark, glossy sauce from a small white ceramic pitcher onto a piece of seared salmon. The salmon is cooked to a medium-rare doneness, showing a pink interior and a browned exterior. It is presented on a white oval plate. The dish is artfully garnished with several fresh ingredients: a sprig of thyme, a large green leaf, a smaller purple leaf, two small charred green vegetables, and two radicchio leaves. A translucent text box in the bottom right corner contains the message "Thank you, and enjoy Nara".

*Thank you,  
and enjoy Nara*