

# TOURISM OF FUJIYOSHIDA

— from the interview with Ms. Katsumata

## Introduction

We interviewed Ms. Katsumata, who is a staff of Fujiyoshida City Hall, Mt. Fuji section. She was grown up in Fujiyoshida city, Yamanashi prefecture, and started to work in Mt. Fuji section 5 years ago. She is cheerful and passionate for town revitalization.



## To the world through SNS

Place of interest of Fujiyoshida is not only Mt. Fuji, but also Arakurayama Sengen Park. It is a park with panoramic views of Fujiyoshida city and Mt. Fuji, famous for its five-story pagoda, chureito. Few years ago, someone post a landscape photo of Fujiyoshida city on the Instagram. The view of Mt. Fuji and Japanese style cityscape got a great many “like” from foreigners. That was the trigger of increase of foreigner’s visit. Many tourists from both within and outside Japan visit the park and take photos now. Until then, this park was not so famous and very few people visited there. However, after the photo spread all over the world, the number of tourists has increased explosively, and 460,000 people visit the park a year now. Ms. Katsumata emphasizes the power of SNS, so the city hall sends information through their SNS.



Fujiyoshida city publishes many pamphlets

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Ms. Katsumata and us

## Works for Mt. Fuji

Mt. Fuji was World Heritage in 2013. Because of that, more and more tourists visit Mt. Fuji area. To support the climbers, Fujiyoshida City Hall manages the safety instruction center at the 6<sup>th</sup> station of Mt. Fuji, and this center helps tourists climb safely. For example, many foreign tourists try to climb Mt. Fuji in casual clothes, such as pumps, so people work here do safety instruction by telling them that Mt. Fuji is a severe mountain. The city hall also manages the aid station at the 8<sup>th</sup> station (about 3,000 meters high). Many climbers tend to suffer mountain sickness there, so they receive treatment in the aid station. Doctors, nurses and clerks stay for three nights as volunteers. The public lavatory at the 7<sup>th</sup> station is also maintained by Fujiyoshida City Hall.

# An Attractive Festival in Fujiyoshida

—Fujiyoshida people make new a new tourist resource



2019.10.12-13  
SAT: 10:00-18:00  
SUN: 10:00-16:00

Access: 10 minutes by walk  
from Shimoyoshida Sta.



In **HATAORI-MACHI FESTIVAL**, there are many kinds of markets like textile stalls, antique stalls, variety goods stalls, food stalls, and stuff. These stalls from all over the country will interest you as you walk around the market because they might be very unique and amazing things that you have never seen before. As one of the most interesting things that might interest you, Fujiyama Textile Project is a good example. It has been carried out by both weavers in Fujiyoshida and Nishikatsura area called Yamanashi Hataori Sanchi and students at Tokyo Zokei University. Because they both had the advantage of setting up this project, it had started and harmonized perfectly, and then many original products were created by new brands established through this project, for example kichijitsu, sai, and minonokasa. In the festival, they sell the unique goods such as charms, clothes, umbrellas and cushions that are made originally. This collaboration between Yamanashi Sanchi and Tokyo Zokei University will bring new ideas of textiles to our generation, and the new style of textiles will be a trend soon. Let's enjoy a new city festival! If you are interested in this festival, you can get more information at this website. (<https://hatafes.jp/2019/>)

(pictures from: <http://kichijitsu.jp/cn2/20180927133932.html>, <https://www.fujiyoshida.net/sp/639>)

## MT FUJI IS CRYING

—more tourism also makes more problem



While we are enjoying some travel, much tourism also makes not only profit but some problems. What is the problem? It is over tourism problem, for example, garbage problem and noise problem. The same over tourism problem is seen in some famous tourists' site in Kyoto, Okinawa and so on. Ms.Katsumata thinks the difference between Japanese cultural understanding and foreigner's one is a main reason for these problems.

However, the Fujiyoshida people take the lead in reducing these problems with no voice, so she said we are impressed with them, and their action encourages us to deal with the problem. These are Japanese heart of "OMOTENASHI". "The balance between profit and environmental protection are very important for thinking tourism," she said.