#### **Introducing Mt.Fuji** S/S 2019

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# Promoting Fujiyoshida

### Interview to Mr. Horiuchi

Mr. Horiuchi is a former manager of Fujiyoshida station, Fuji-Kyuko Line and currently working at a guesthouse and trying to promote Fujiyoshida as well as Mt. Fuji to tourists from overseas. He also tries to liven up the atmosphere of Fujiyoshida by participating in *Shishimai* preservation society and wearing handmade Samurai armour.

As our interview, he says "It seems

that it is easier for Asians to travel Japan than other Western people. Most visitors are Chinese with their family; however, Westerners are likely to be individual. I hope more people from overseas should try to eat Japanese traditional food. Moreover, there are so many trashes of cup noodles as I clean the rooms in a guest house. Things unique to Japan should be more promoted." As above, there can be seen the trend that Asian tourists are most likely to visit in Japan. At the same time, he has the aspiration for them to immense Japanese traditional culture from the aspect of food.



photo: english.kyodonews.net

## Arakura Fuji Sengen Shrine



https://www.arakurayama-sakura.com

Arakura Fuji Sengen Shrine is one of the popular destinations for tourists which is very close to Shimoyoshida Station. As you can see in the picture below, there are *Ema* (絵馬: a picture tablet) written their wishes in various languages. He also mentioned "As for enshrining spirits of nature, I think there must be some sort of similarity to foreign cultures which makes tourists to feel connection." As he states, the respect for nature is universal that it plays an important role to attract many visitors. Why do not you leave your wish in *Ema* at Arakura Fuji Sengen Shrine?



#### Arakura Fuji Sengenshrine

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