

# City's approach for Tourists

The interview with City hall staff

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Fujiyoshida city is located in the east part of Yamanashi prefecture. It has 121,74 km<sup>2</sup> and 46,695 people. Ms. Katsumata said that Fujiyoshida city is a Highlands.

There are four ascending trails on Mt. Fuji. Yoshida trail, Subashiri Trail, Gotemba Trail, Fujinomiya Trail. Fujiyoshida city has Fujiyoshida Trail. In the 2017 Summer, 172,657 people started climbing Fujiyoshida Trail. About 60% of climbers started climbing at Fujiyoshida trail. In the Edo period, people only started climbing this Trail. Therefore, Fujiyoshida city has a history about Mt. Fuji.

Do you know about the "Nishiura area"? The area is filled with delicious "Yakiton" (pork barbeque) restaurants, bistros, music bars, and snack bars etc. In the 1950s, Fujiyoshida city was known for weaving. The Nishiura area had a lot of bars. However, the weaving started to decline, so also bars disappeared. Now, Fujiyoshida city plans to reborn "Nishiura area". There is "Shinsekai Kanpai Doori". It is the most famous part of Nishiura area.

→**The night in Nishiura**



## Job Description of Fujisan-ka

Fujisan-ka receives inquiries from outside Yamanashi. They also serve as a guide of Mt. Fuji and its surroundings. For example, they coordinated with mountain lodges for the installation of environment-friendly toilets and creating guides for foreign climbers.

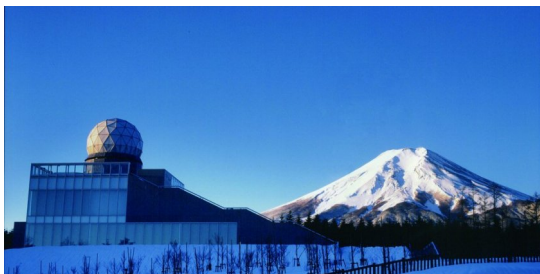
## Introduction of the interviewee

### →Fujiyoshida City Hall



Ms.Mika Kanomata was born and raised in Fujiyoshida. After graduating from a high school, she went to a junior college which is in Tokyo. Through her life in Tokyo, she realized the importance of the existence of Mt Fuji. Since she had grown up in an environment where she could see Mt. Fuji whenever she wanted to see, she found out that living in Tokyo without seeing Mount Fuji was very stressful for her. So she decided to go back to her hometown, Fujiyoshida, and find a job. She chose to be a civil servant because she thought the job that makes people happy and satisfied is impressive and fascinating.

Now she is working as a staff of Mt. Fuji section in Fujiyoshida City Hall. Thanks to their job, many travelers come to visit not only Mt. Fuji but also Fujiyoshida. Fujiyoshida City Hall, especially Mt. Fuji section, -plays an important role.



**City owns “Fujisan Rader-Dome”**

Fujiyoshida City is good at its tourism, which accepts the largest number of tourists in Yamanashi prefecture. The city hall Fujisan section originally had almost men workers for managing some facilities and attachments in Fujisan before. But as more tourists with registered World heritage, Mrs.Katsuno signed for tourism approach from women perspective.

There are many “Fujisan” tourist attractions such as Fujisan 5th station, Fuji-Q Highland and Chureito that you can take exactly Japan image photos ( Mt.Fuji, Sakura, Pagoda), people don’t have enough interest into Fujiyoshida City meanwhile they track each sighting spots. The city has approached several ways with hearing Fujiyoshida residents or managers to get tourists come into the town. “Hataori- Festival” (under-mentioned) has new in history, but it archives results and get repeaters gradually.

Also, they hold some night events for guests spending the night to enjoy evening contents in Nishiura which is the downtown. And the City sets up a seasonal Tourist information center at Chureito, so visitors can get multilingual information easily.) In addition, the activity for people not tourists like migrants. (under-mentioned)



**View at Chureito**

## **Events in Fujiyoshida**



**↑Mt.Fuji Opening Eve festival**

A lot of events related to Mt.Fuji or Fujigoko area are held in Fujiyoshida. The first is “Fujisan-Kaizan-Zenyasai”. It is an event to walk from Nihonbashi to Mt. Fuji from 5 days before July 1st. It is jointly planned by Fujiyoshida City Hall and Tsuru Shinyo Kumiai, and provides participants with rest areas and accommodations.

The second is “Fuji-Tozan-Kyoso (Fuji Mount Race)”.

This event is a marathon race from Fujiyoshida City Hall to Mt. Fuji. The winner of this race completed in two and a half hours. The third is “Hataorimachi Festival”. In Fujiyoshida City, the textile industry has been nurtured for over a thousand years using the spring water of Mt. Fuji.



This event was designed to convey the development and goodness of the textile industry to people. It has been held since 2016, and about 10,000 people participated two years ago.

However, these events were not held this year due to the influence of COVID-19. Therefore, Fujiyoshida City has planned a new event that can only be done in such a situation. It is “SHIGOTABI”. The theme of this event is "Let's work as if traveling", and it provides a local experience unique to Fujiyoshida City for wormcation residents. In addition, a special program was held with guests such as the winner of the Fuji Mountain Race, Hiroko Sebu who is a film musician, and D & DEPARTMENT PROJECT. Through this event, they can discover and learn new things for residents and experience the deep charm of the Fujiyoshida area.