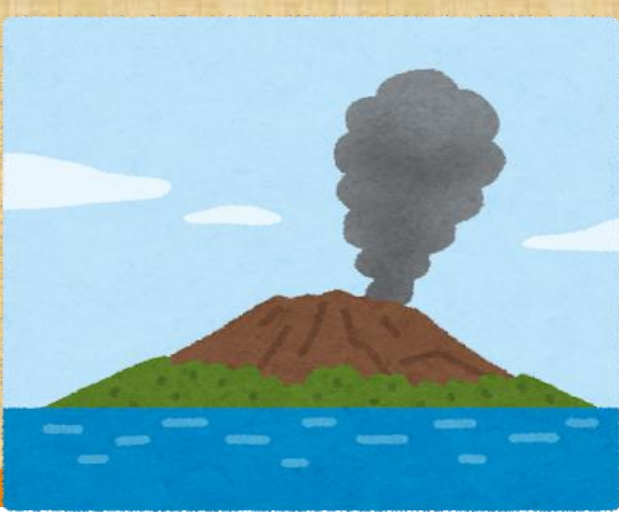


PROPOSING A NEW TOURIST FARM IN KAGOSHIMA

~BASED ON PERTH'S TOURIST FARMS~

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Purpose of 地域人材育成プラットフォーム
かごしまグローバル教育プログラム

Study abroad in Perth which is a sister city of Kagoshima during the summer vacation, and suggest a solution which will solve a problem in Kagoshima based on field survey conducted in Perth.

Reasons why I focused on tourist farms

1. I wanted to conduct a survey on agriculture because my major is agriculture.
2. There are many farms and distilleries in Kagoshima, so a tourist industry using farms could revitalize the community.
3. There are many farms and wineries in Perth as well, so many tourists go there to buy products produced in Perth.

PROPOSING A NEW TOURIST FARM IN KAGOSHIMA = 3 Keys to success



KEY①

Create websites which gather information on tourist farms

KEY②

Make a system that links experience to purchasing

KEY③

Build restaurants and cafés that are linked to production sites

2 common points between Perth and Hioki

Located on the West Coast, with similar geographical features

A perfect environment for tourist farms

My field survey was focused on alcohol

Sandalford winery in Swan Valley

Komasa Kanosuke Distillery in Hioki

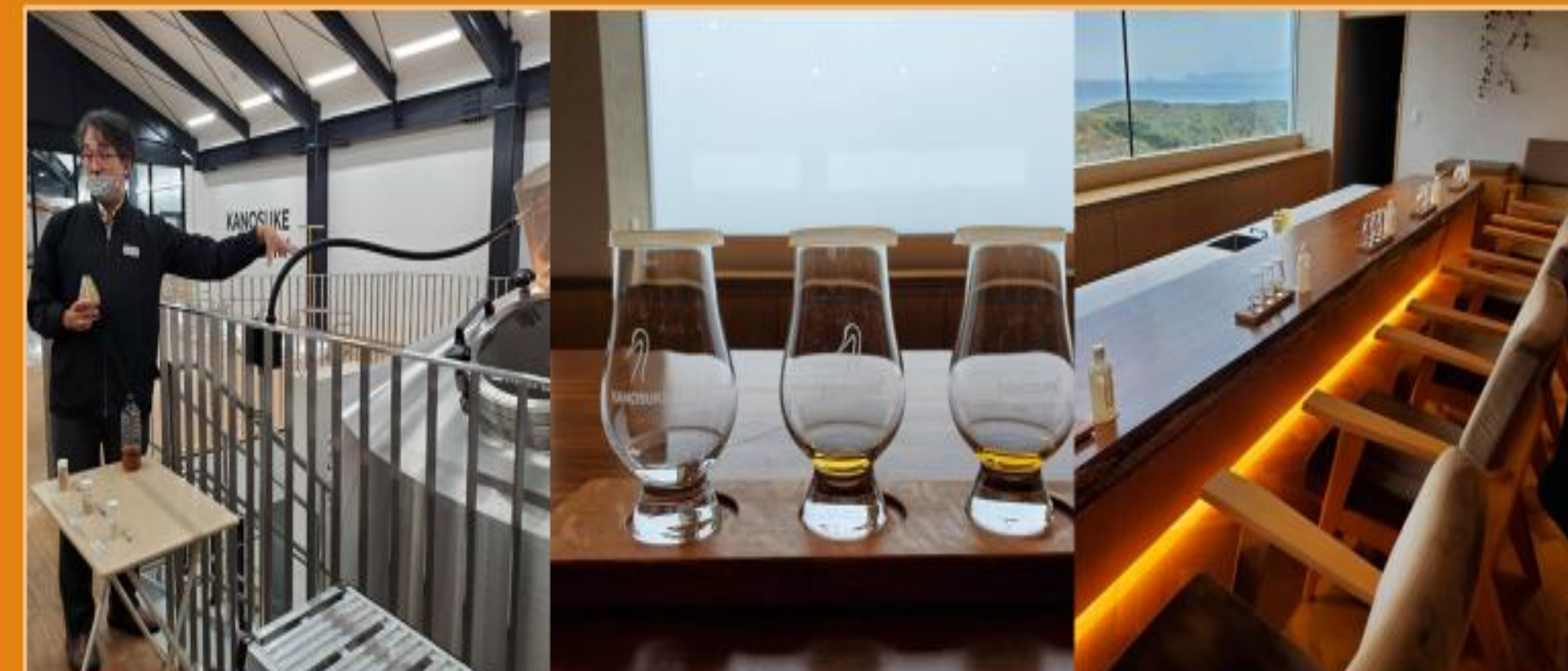
The method of tasting



- ① Choose 6 types of wine from the list
- ② Staff pours wine into a glass
- ③ Purchase any wine that interests

Swan Valley

- Western Australia's oldest wine-producing district, home to **40 wineries**
- A 30 minute car ride from Perth city
- Produces and sells wine, as well as **chocolate, honey, cheese, and alcohol such as beer, ciders, vodka**
- Popular tourist spot which is also loved by locals
- Tourists can enjoy wine tasting, as well as lunch and dinner



- ① Staff guides tourists
- ② Tourists can sample three types of whiskey in the tasting room.

Komasa Kanosuke Distillery

No.3 CHALLENGES IN HIOKI

Restaurants and café use local products (江口浜蓬莱館、小宮357ファーム直営mojo-cafe357など)

BUT

There are no restaurants or cafés that are linked to the production site.

Therefore, it's difficult for tourists to feel the attraction of local products and Hioki city.

No.1 CHALLENGES IN HIOKI

A lot of tourist farms and sightseeing locations, such as strawberry picking, distilleries, and farmer's markets

BUT

Tourists cannot obtain information easily, as there are no websites which summarize the information on tourist farms

No.2 CHALLENGES IN HIOKI

A challenge that was made obvious after my visit to Kanosuke distillery

IS THAT

Tasting is limited to tourists who visit the distillery, which reduces the customer base for potential whiskey sales.

It is important to create a system which leads to more purchases

KEY③

Build restaurants and Café that are linked to the production site

Let tourists experience the attraction of local products to the fullest by including facilities like restaurants in the farms and distilleries

KEY①

Create websites which gathered information about tourist farms

Swan Valley is a famous tourist location and so has many websites which summarize information, allowing tourists to obtain information easily.

For example

Information such as **directions to Swan Valley, fees, and popular spots** are written on websites for tourists.

KEY②

Make a system that experience leads to purchasing

The system that tasting leads to purchasing in Swan Valley

1. If tourists pay \$ 10 (1000 yen), they can sample wine.
2. Tourists can choose 6 types of wine from a variety of wine.
3. If tourists buy the wine after tasting it, they do not need to pay the sampling fee.

Example of a Perth winery

- There is a restaurant in the winery.
- Customers can enjoy wine that is **produced in the winery** with their food.
- They can enjoy the scenery as well, as a vineyard is located next to the restaurant.

