



# Immersive Rural Experiences: Miyama's Educational Farm Stay Programme



Location

# KYOTO MIYAMA



BTV

# Best Tourism Village



## MIYAMA

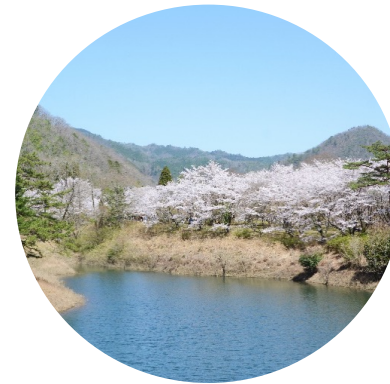
JAPAN

2021



## HIGHLIGHTS

- ▶ **The essence of rural Japan**
- ▶ **Eco-tourism in Miyama**
- ▶ **DMO as a cohesive force**



BTV

# General information



**3,175**

As of 1 SEP 2025



**96%**

of its land area  
covered with forest



**340.5km<sup>2</sup>**

As large as Las Vegas  
(352km<sup>2</sup>)



**25**

Host families



Farm Stay

# Educational Farm Stay Programme



A unique homestay in Miyama, staying with local families in rural mountain villages that are worlds apart from students' everyday environment. Welcoming students from overseas since 2015. As part of the family, students discover a way of life rooted in harmony with nature, enjoy the warmth of the local community, and cultivate a deeper sense of richness in heart and spirit.



**Season : Throughout the year**  
**Age : 13~**  
**Capacity : Maximum 40**

Why?



# Why do we do this?

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**Facilitating urban–rural exchange  
and fostering future return visits.**

**Boosting the off-season**

**Generate income to our community**

**and more...**

Why?

# Promote farm stay & activities



↑The couple have moved to Miyama from the central Kyoto. Opened their farm inn to expand their business. They also host the students from Taiwan or Australia who visit the area as part of their educational programs.



↑Half-day lifestyle experience program managed by DMO. Those activities are available at a multi-lingual OTA.

<https://miyamanavi.com/en/stay/kurian>

How?

# How do we do this?



Miyama DMO

Register as a hosting organisation



Local government (KYOTO)

- ▶ Submit annual schedule
- ▶ Submit annual report

- ▶ Registration
- ▶ Capacity building
- ▶ Conducting necessary workshops
- ▶ Student allocation
- ▶ Payment
- ▶ Collect feedback

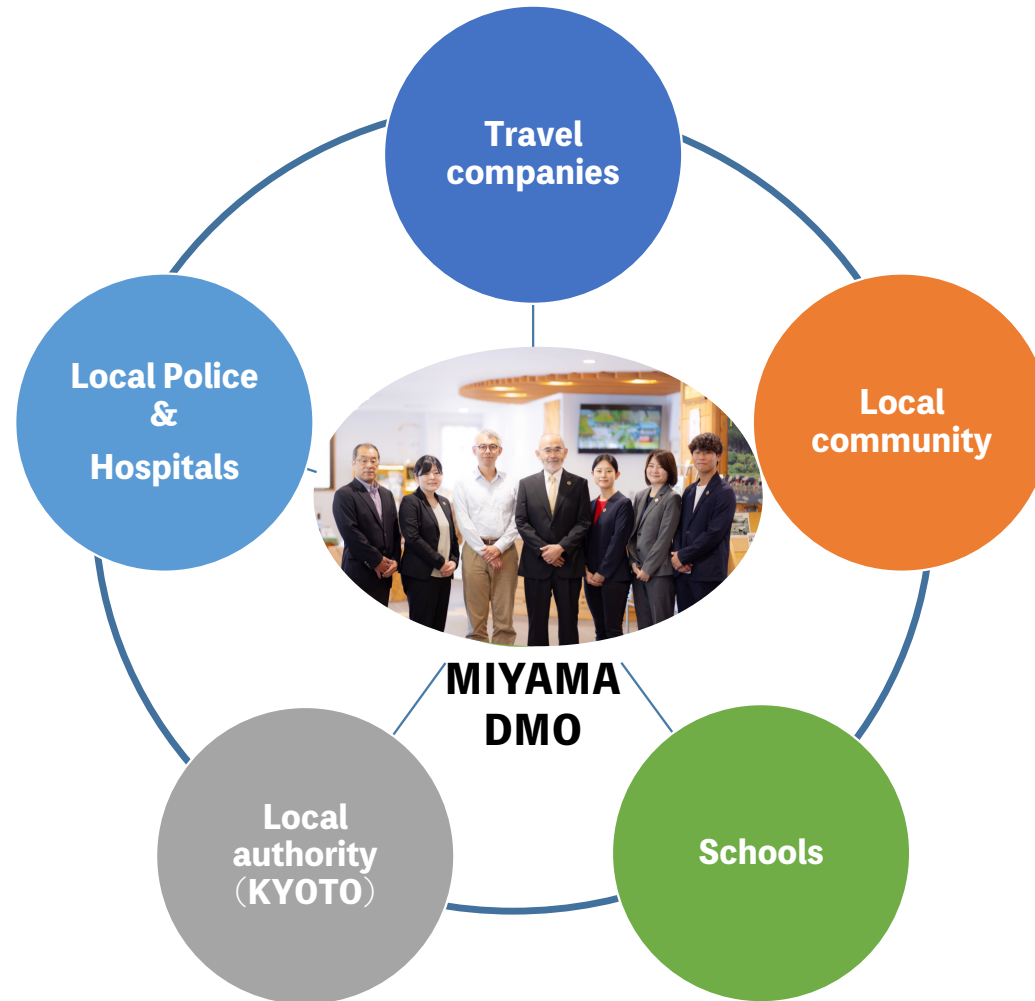


Host families are not necessarily required to be registered as lodging businesses, provided that their farm stay experiences are limited to educational trips.



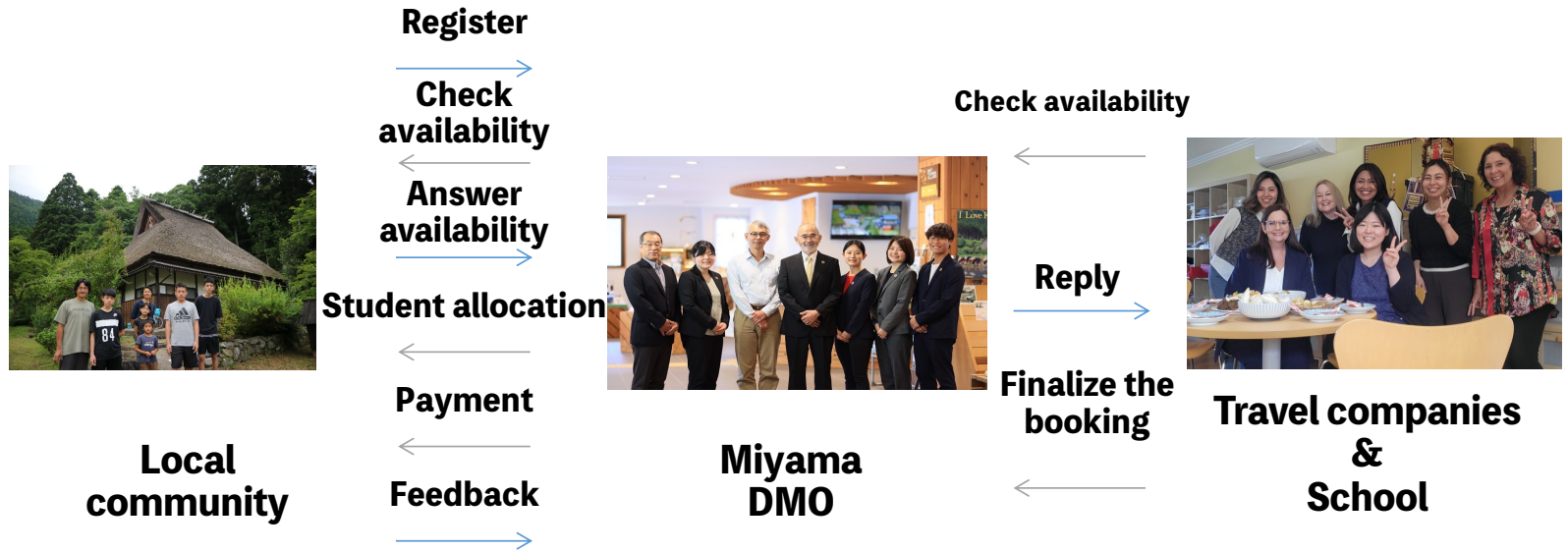
Management

# Management & Operation



Management

# Management & Operation



Local community



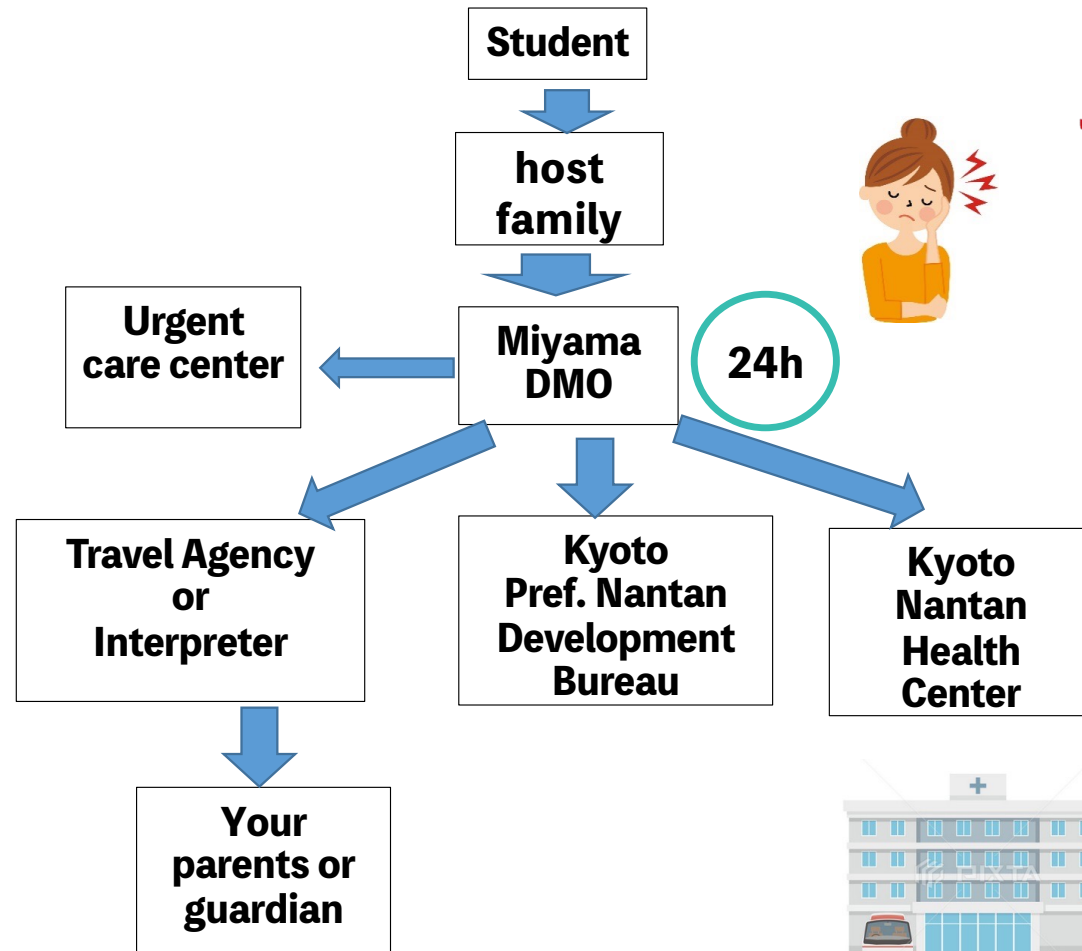
Miyama DMO



Travel companies & School

## Management

# Emergency



What?

# Educational Farm Stay



▶ **3~5 students per family**



▶ **About 20 host families**

What?

# Educational Farm Stay



▶ **Prepare dinner and breakfast**

▶ **Picking vegetables**



What?

# Sample Itinerary



## DAY1

15:00

Welcome ceremony



16:00

Activities



17:30

Prepare dinner



19:00

Dinner



22:00~



## DAY2

7:00

Wake up



7:30

Morning Walk



9:30

Farewell ceremony



10:00

Leave for the next destination



How much?

# Price & Cancellation policy



	Price per person	Note
1 night & 2 meals	JPY 11,000 / USD 73	Including dinner & breakfast
1 night & 3 meals	JPY 13,970 / USD 93	Including dinner & breakfast

The fee is based on 4 students per host family.  
An additional charge of JPY 2,200 per student will be applied if the group size is less than 2 students.

Cancellation policy	
Within 7 days prior to arrival	20%
Within 3-6 days prior to arrival	30%
Before 17:00 on the day prior to arrival	40%
On the day of arrival / after 17:00 on the day prior to arrival	100%

## Management



## Sales



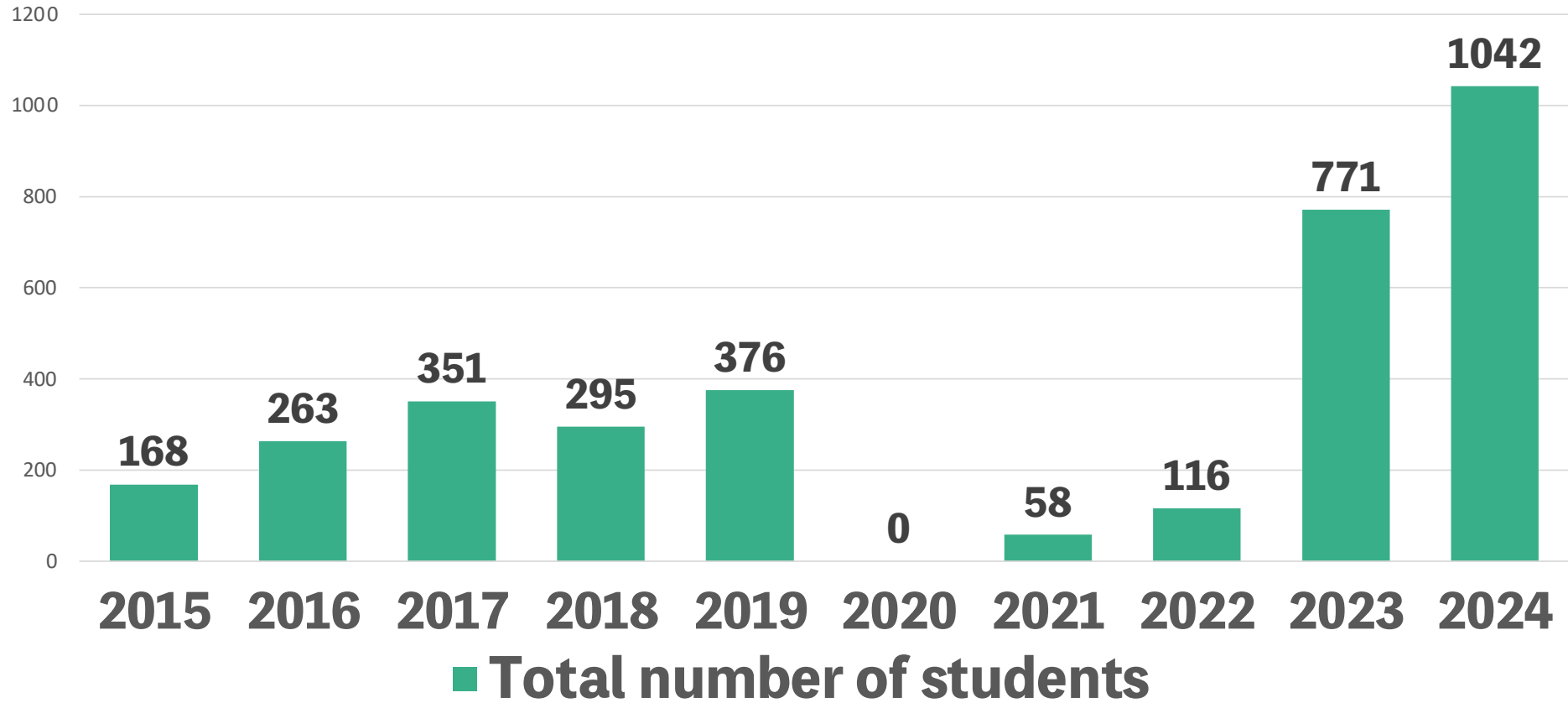
► Find new business partners through sales trips to Taiwan and Australia

► Maximise promotion opportunities offered by the Japan National Tourism Organisation



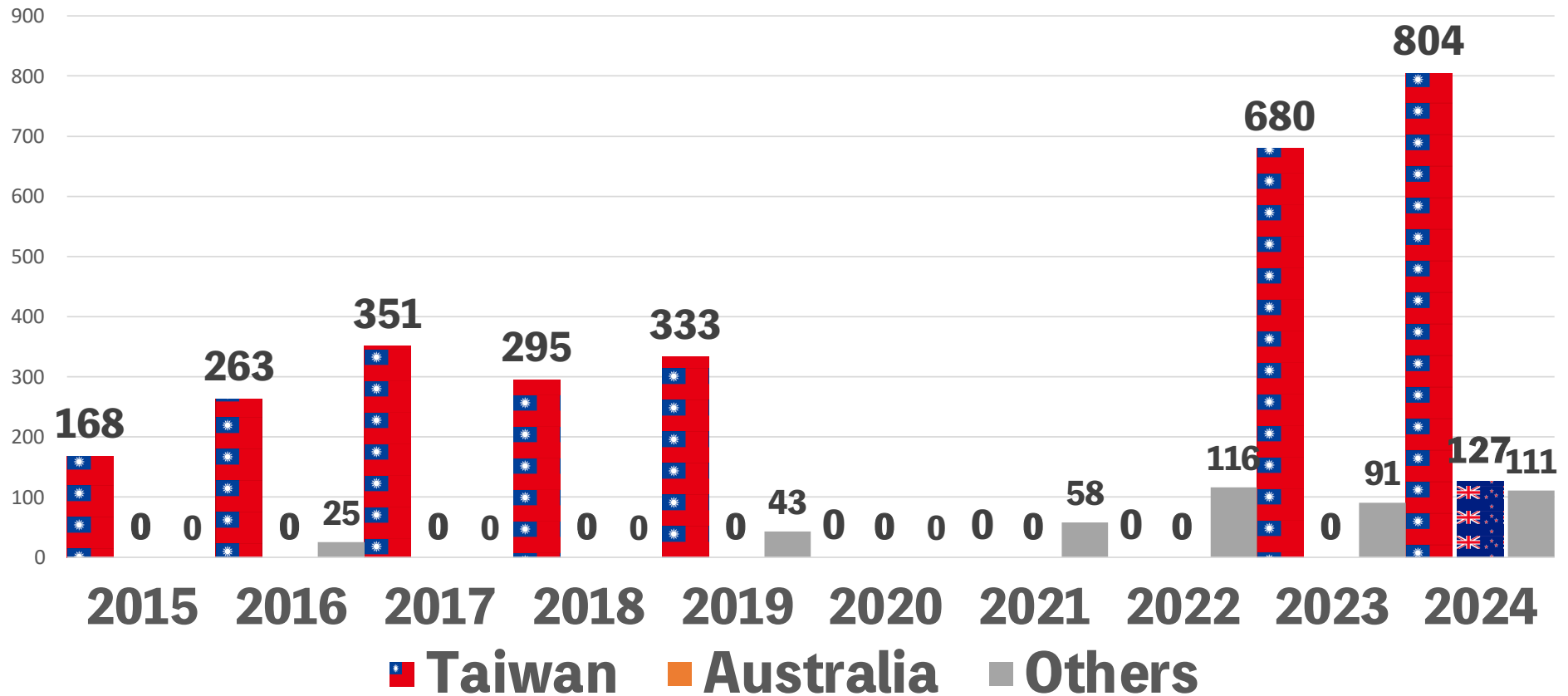


# Number of Accepted Students





# Students Received by Country



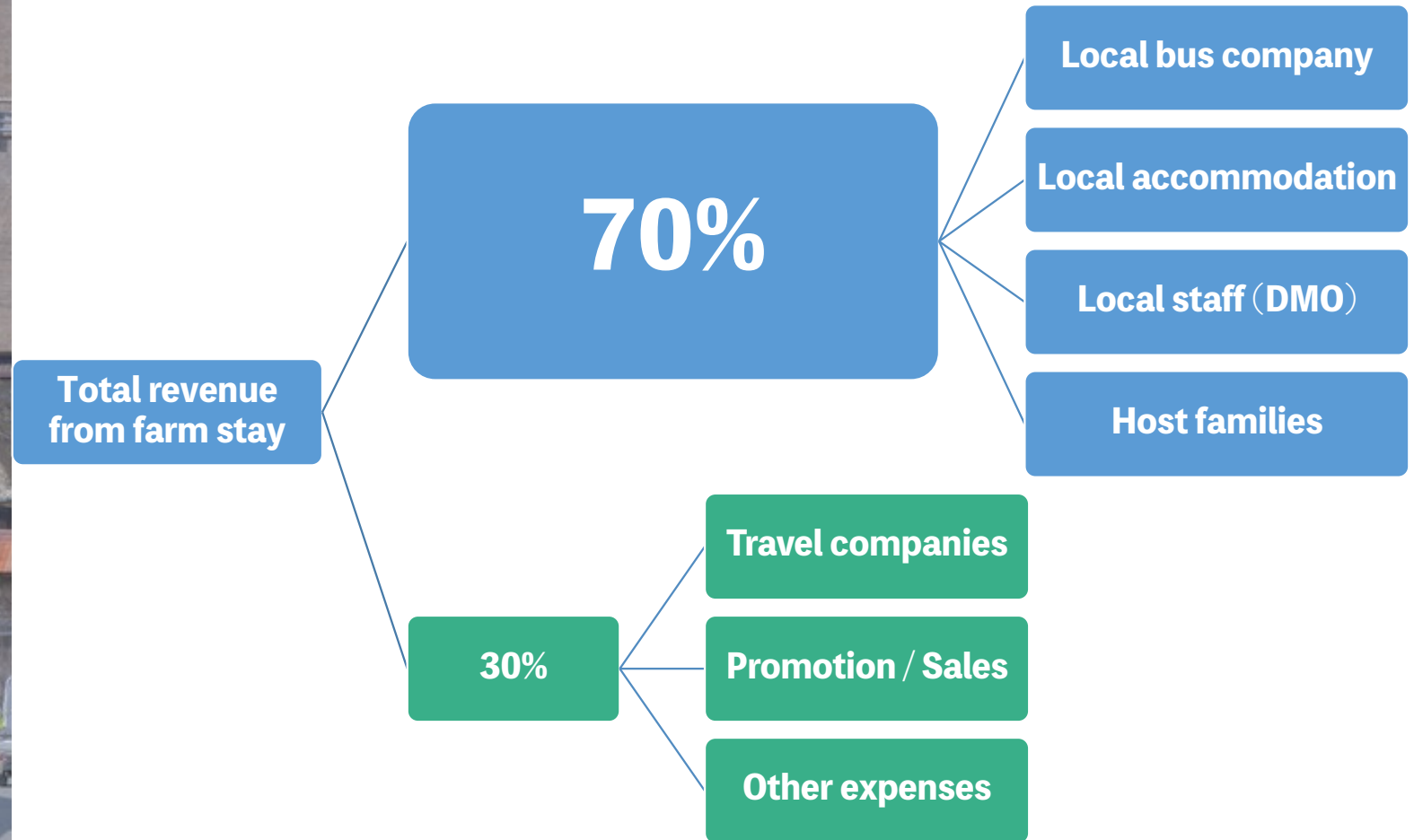
# Financial aspects

\$1=JPY150



	<b>Other revenue</b>	<b>Subsidy from Local government</b>	<b>Travel business revenue</b>
<b>2016</b>	<b>\$31,070</b>	<b>\$33,333</b>	<b>0</b>
<b>2017</b>	<b>\$38,133</b>	<b>\$122,913</b>	<b>\$25,703.67</b>
<b>2018</b>	<b>\$97,255</b>	<b>\$93,800</b>	<b>\$41,786.91</b>
<b>2019</b>	<b>\$108,765</b>	<b>\$89,103</b>	<b>\$56,420.67</b>
<b>2020</b>	<b>\$78,050</b>	<b>\$80,000</b>	<b>\$38,812.02</b>
<b>2021</b>	<b>\$97,771</b>	<b>\$93,333</b>	<b>\$15,062.59</b>
<b>2022</b>	<b>\$253,495</b>	<b>\$93,333</b>	<b>\$102,191.07</b>
<b>2023</b>	<b>\$322,433</b>	<b>\$93,333</b>	<b>\$181,934.23</b>
<b>2024</b>	<b>\$495,164</b>	<b>\$85,973</b>	<b>\$314,204.13</b>

# Promoting Local Economic Circulation



# Capacity building with local communities

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**Accommodate diverse meal requests**



**Learning about safety assurance and legal responsibility**



**Visit Taiwan to learn their culture and travel companies**

**and more...**



## Challenges and Future prospects



1

**Prepare the hosting system in advance to ensure reception is possible even during village events such as funerals.**

2

**Facilitating Cross-Cultural Understanding while balancing authenticity with market demands.**

3

**Setting Fair Prices Based on Socioeconomic Context**

## Summary

# Summary

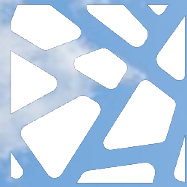


- ▶ **Agritourism experiences enhance local pride in rural life and facilitate cross-cultural understanding.**
- ▶ **It supports the economic aspect of the local communities, contributing to the preservation of agriculture and landscape in the area.**
- ▶ **The management organisation plays an important role in implementing smooth operations and balancing various needs from different stakeholders.**





UN Tourism



**BEST  
TOURISM  
VILLAGES**  
by UN Tourism

Miyama, Japan

Officially recognized as a Best Tourism Village by UN Tourism in 2021

**Thank you**

**The Example of**

**MIYAMA**



**Waka Takamido**



**@kyotomiyama**