



Kyoto by the Sea access



- Tokyo to Kyoto 2hrs 15min
 - from Kyoto: 2hrs
from KIX: 3½hrs
 - from Kyoto: 90 minutes
from KIX: 2½hrs
- *KIX Kansai Intl. Airport

Community-based Discovery & Design Program in Kyoto by the Sea

corporate training and training camp information



building a program



In addition to the programs listed above, we can customize itineraries and experiences to suit your company's needs.

To get started, please contact the following channels

for consultations and inquiries

Kyoto by the Sea DMO Registered travel agency No. 2 class 679 by the governor of Kyoto Prefecture (full member of ANTA)

Kyotango Omiya City Hall, 226 Kuchi Ono, Omiya-cho, Kyotango City, Kyoto Prefecture, 629-2501
 Tel: 0772-68-5055 / Fax: 0772-68-5056 / E-mail: visit@uminokyoto.jp
<https://www.kyotobythesea.com>
<https://www.uminokyoto.jp/english>

business partners and affiliates

Tangonian

Registered with the Governor of Kyoto Prefecture as a travel service arrangement business No. S-771
<https://tangonian.com/>



Rakuten Group

Travel Experience Business Division, Business Innovation Department
<https://experiences.travel.rakuten.co.jp/>



The nature-rich mountain and seaside villages of Kyoto by the Sea

Kyoto by the Sea is located in northern Kyoto Prefecture (part of the Kansai region) and consists of seven cities and towns (Fukuchiyama, Maizuru, Ayabe, Miyazu, Kyotango, Ine, and Yosano) that face the Sea of Japan. Only two hours from Kyoto City, and still the seaside and mountainside villages coexist with nature in a way you won't find in the city center. Acting as a gateway to the Eurasian continent, the region has been known as a place of production, from iron making to crystal manufacturing, and has flourished since ancient times. Even today, the art of making these products has been passed down through the generations. Tradition and history are alive throughout Kyoto by the Sea: with high-quality kimono silk called Tango chirimen, the funaya boathouses of Ine, and the Brick Warehouses of Maizuru.



Turning Local Challenges into Possibilities for Japan

Kyoto by the Sea is famous for sightseeing spots like Amanohashidate (one of Japan's Three Scenic Views) and Ine's funaya boat houses, but it has so much more to offer in the way of natural scenery, culture, history, traditional industries, and food culture. However, the region is facing many challenges. The area lacks successors to many of the main traditional industries due to declining population, plus a lack of resources for maintaining and managing environmental conservation. By way of Kyoto by the Sea's community-based Discovery & Design Program, we hope to collaborate with companies, organizations, and educational institutions outside the region to create an environment where local resources and regional issues can be shifted into possibilities for Japan. We would love for you to use the Kyoto by the Sea region as a field of exploration and training for corporate HR development, welfare programs, new business developments and ideas, and CSR activities centered on local issues.



fishery experiences



Tango chirimen workshop visits



local-delicacy cooking experiences

Features of Kyoto by the Sea's Community-based Discovery & Design Program



The region is a microcosm of Japan's future

Kyoto by the Sea is the perfect field to learn more about the workplace issues facing Japan and to think together about sustainable futures.



It's through challenges that industry-leading skills have been born

The region has always seen challenges as a chance to evolve, like adapting to ICT technology by fusing it with industry-leading artisan craftsmanship.



Not merely "learning", but thoughtful development and collaborative growth

You will be able to work on practical problem solving and sustainable business design together with local people by utilizing local resources.



Coordinating connections between companies and communities

Our coordinators will provide careful support to foster new connections and business developments between companies and communities.

Purpose of the program (value)

- ★ Experience working as a team to create new business ideas and sustainable business models using Kyoto by the Sea's challenges and resources as a basis for inspiration.
- ★ Mastering "design thinking" and applying it to local matters in Kyoto by the Sea to enhance practical skills

Recommended for the following companies and individuals

- Those who want a chance to do in-depth on-site research on local resources and issues
- Those looking to promote and implement local CSR and SDG initiatives
- Those looking to create new business ideas by utilizing local resources



Kyoto by the Sea's Community-based Discovery & Design Program

Since ancient times, Kyoto by the Sea has been a link to the world. With a long heritage of exchange, this area has always been a birthplace of new culture and technology.

Now's the time to think about building a future together, and what better place to plant that seed than the place where this spirit of collaboration has been passed down throughout the ages?

Click here for videos of each featured program



Researching the roots of safe, secure food

Learning from Japan's most popular vinegar brewery to create something iconic

Branding strategy for food-related endeavors



Investigating environmental issues facing the world

Marine pollution, microplastics, and the challenge of upcycling

Having fun while learning in a seaside town



Exploring sustainable seaside & mountainside village design

Sustainable seaside & mountainside village design program: hands-on with fishery professionals who farm the best *torigai* shellfish in Japan





Researching the roots of safe, secure food

Learning from Japan's most popular vinegar brewery to create something iconic

Branding strategy for food-related endeavors



Program instructor profile

Mr. Iio Akihiro (Iio Jozo Vinegar Brewery, 5th generation head)

Born in Miyazu City, Kyoto Prefecture, he graduated from Tokyo University of Agriculture in 2000 and joined Coca-Cola. He joined Iio Jozo Vinegar Brewery in 2004, and after serving as the fifth-generation apprentice, has been in his current position since 2012. His expertise in the corporate and economic world provides the basis for how he strives to manage the company.

Program highlights

- ★ Safe, secure food industries from scratch
- ★ Branding strategies for small towns aiming for global exposure
- ★ Building a deep, loyal customer base

Recommended for

- Companies and individuals who aim to produce safe, secure food
- Restaurant managers, chefs, and those involved in food distribution
- Executives and managers who want to learn more about corporate branding

Example Program (run time: 4 hours 30 minutes)



1 Iio Jozo Vinegar Brewery brewery inspection 45 minutes



2 Vinegar tasting experience 15 minutes



3 Lecture on strategies for creating an iconic food brand 90 minutes



4 Dinner and inspection at Restaurant Aceto (managed by Iio Jozo) 120 minutes

Program contents and run time can be adjusted upon consultation.

Ability to accommodate requests is based on factors such as the time of year the program is being held.

NTT PARAVITA
President and Representative Director



Mr. Nakano Yasushi

Through the effective use of practical application and concrete examples, I was able to learn how to link the development of the local community and a company's business to strengthen the region. I experienced first-hand the multi-faceted effects of marketing and branding done with the involvement of the local community.

I recommend this program for companies and individuals that want tips on business branding and strategies for standing out from the crowd, as well as those who want to see how to involve employees in community events, which can be helpful for team building.

Participants' Voices



Investigating environmental issues facing the world

Marine pollution, microplastics, and the challenges of upcycling

Having fun while learning in a seaside town



Program instructor profile

Mr. Yasumi Koji (Tango Experience Representative)

Fascinated by his wife's hometown in Kyotango City, their family of four moved there in 2019, where he has been running e-bike cycling tours so people can experience the Tango region's incredible nature with all their senses. During this time, he witnessed the effects of marine pollution. To preserve Tango's nature for future generations, he plans and manages beach cleanups and gives lectures about environmental activities that everyone can get involved in.

Program highlights

- ★ E-bike experience, creating a sense of unity with nature
- ★ Beach cleanup to remove marine debris and microplastics
- ★ Creating upcycling systems to prevent waste

Recommended for

- Companies and individuals who are interested in SDGs and environmental protection activities
- Companies and individuals interested in sustainable manufacturing and recycling
- Companies and individuals interested in team-building training in a natural environment

Example Program (run time: 3 hours 30 minutes)



1 E-bike tour 60 minutes



2 Beach clean-up 30 minutes



3 Lecture on problems related to marine pollution and microplastics, followed by Q&A session 60 minutes



4 Precious Plastic workshop inspection and experience 60 minutes

Program contents and run time can be adjusted upon consultation.

Ability to accommodate requests is based on factors such as the time of year the program is being held.



Content Director and Photographer for an advertising and production company

Ms. Amagaya Rina

This was a very valuable experience that actually changed how I think about the concept of "consumption." During the program, I got the opportunity to talk with upcycling manufacturers and hear their thoughts, as well as learn about prevailing issues. We also had the opportunity to pick up trash on the beach ourselves, which helped me in rethinking my role in the consumption process. The lecture linked our beach experience to the socio-industrial structures in place. It was a very meaningful experience for me as an individual wanting to practice eco-consciousness. And it has changed my thinking, helping me to be conscious about who's making the products I buy, what I buy, and what I throw away.

Participants' Voices



Exploring sustainable seaside & mountainside village design

Sustainable seaside & mountainside village design program: hands-on with fishery professionals who farm the best *torigai* shellfish in Japan



Program instructor profile

Mr. Hondo Yasushi (Hondo Fisheries Representative)

Born in Miyazu City, Kyoto Prefecture. After working for a research company in the field of fisheries, he returned to his family business in the fishing industry and has been working with local fishery professionals to manage seafood hauls, improve aquaculture techniques, build reefs for fish, and collect marine debris in an effort to protect the marine environment and future catches, while at the same time increasing fishing industry income through resource management and sustainable fishing.

Program highlights

- ★ Training with fishery professionals farming the best *torigai* shellfish in Japan
- ★ Implementing resource management models for the future
- ★ Creating sustainable seaside & mountainside villages

Recommended for

- Companies and individuals who are interested in SDGs and environmental protection efforts
- Restaurant owners, chefs, and those involved in food distribution
- Companies and individuals interested in designing sustainable businesses, and/or looking to improve their practical skills.

Example Program (run time: 4 hours)



1 Fishing boat cruise, raft tour, and fishery experience 60 minutes



2 Lecture on resource management-based fishery initiatives and Q&A 45 minutes



3 Team discussion on business designs for sustainable seaside and mountainside villages 60 minutes



5 Seafood sampling, fresh from Miyazu Bay 60 minutes

4 Presentation and feedback 45 minutes

Program contents and run time can be adjusted upon consultation. Ability to accommodate requests is based on factors such as the time of year the program is being held.

GROOVE Inc., CEO / Founder

Mr. Tanaka Kengo



I participated in a three-day course that gave me a clear understanding of what "Purposeful Management" is. I gained a great deal of insight into sustainability, SDGs, and other aspects of purposeful management that are now a pre-requisite of venture business management. In this training, participants weren't given some copy-and-paste version of sustainable practices. Sustainability wasn't an afterthought. Rather we heard genuine and meaningful stories directly from the business owners who developed and evolved their practices based on the question, "What does it mean to develop a sustainable environment, region, and product?" I strongly recommend this course for anyone in venture businesses and start-ups, as well as managerial administrative positions.

Participants' Voices