

# IN\*-TONO

## internship program

a project by:

*to know*

*knowing Tono-knowing hidden Japan*



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# 1. background

- a) The decrease and ageing of its population are considered among the worst problems affecting Japanese contemporary society. In view of a reduced market share for domestic tourism, the Japanese government has loosened up restrictions to inbound foreign tourism. For the soon to come 2020 Tokyo Olympics, Japan aims at attracting up to 4 million foreign visitors annually.
- b) While areas along the so called “Golden route” (Tokyo, Kyoto, Osaka) are already suffering from the consequences of “over tourism”, other regional areas that lack the tools and skills for attracting foreign visitors, may miss the opportunities that the boom in inbound foreign tourism could offer them.
- c) Increasing numbers of 21st century travellers, especially European and North American, are shifting from a “consumerist” to a “responsible” style of tourism. These are the tourists that tend to favour areas off the beaten track for their travel. Regional Japan has a great opportunity for the development of sustainable tourism among this sector of visitors.

## 2. objectives

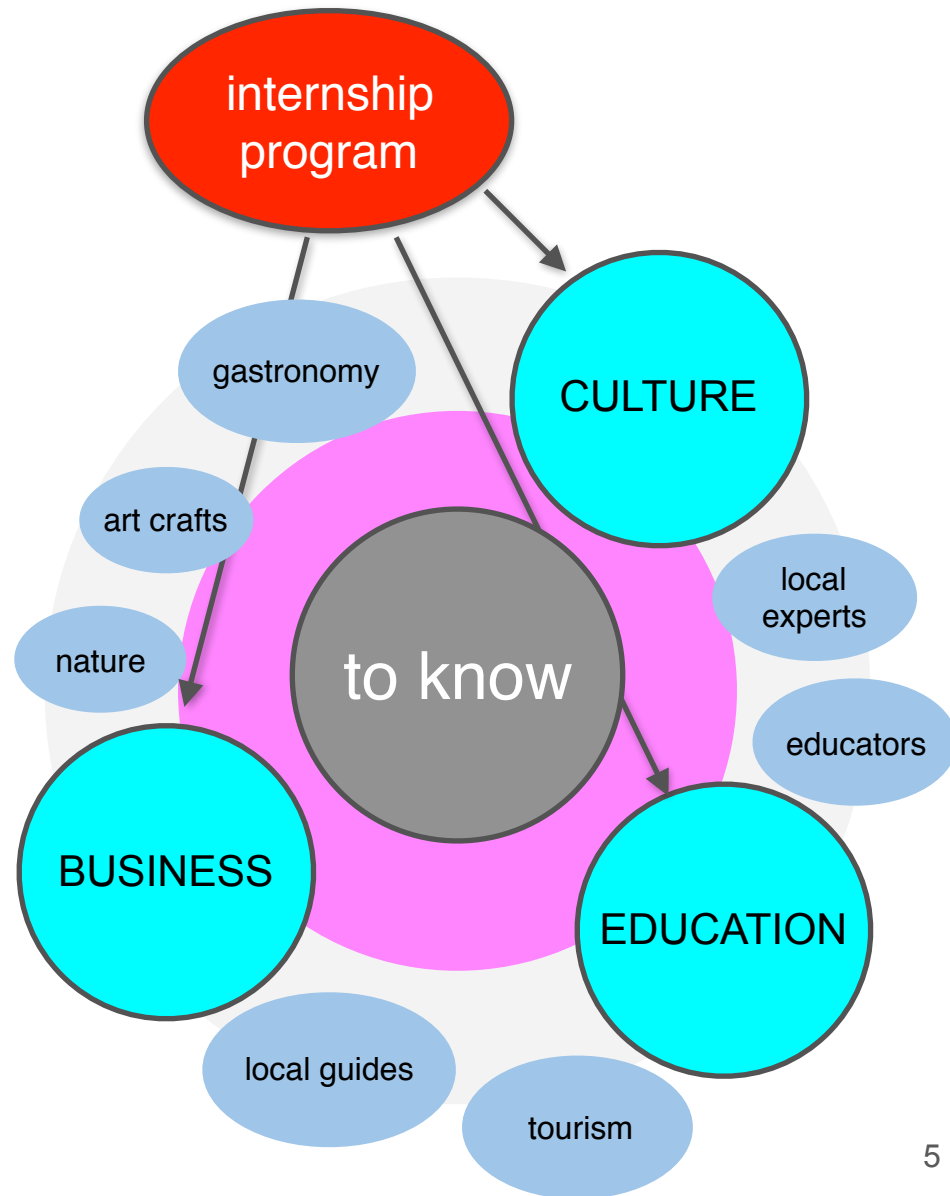
To prevent a consume-oriented form tourism from burning up hosting communities and in order to create long term economically, socially and environmentally sustainable benefits for them, we support a “community-based” and responsible way of making “tourism”; in other words a people to people, people to nature tourism, as the most beneficial for the visitor as well as for the receptor. To establish a community-based tourist platform, we are setting 3 goals:

1. create **awareness** among members of the local community about their potential and available resources
2. increase “**familiarity**” and contact opportunities with foreign visitors, so that they aren’t seen as “unknown aliens” but as temporary residents with a different background
3. brand, promote and disseminate local uniqueness.

We consider the IN-Tono international **INTERNSHIP PROGRAM** to be an indispensable **TOOL** for the achievement of these goals.

### 3. Actions

- Coordinating local players
- Creating local sources of income
- Empower local communities



# OBJECTIVES

**INWARD:**  
making of Tono  
a place worth  
living in

**OUTWARD:**  
making of Tono a  
place worth  
visiting

# IMPLEMENTATION PROCESS

## **1st STEP**

EDUCATING HUMAN  
RESOURCES  
CONNECTING LOCAL PLAYERS  
UPGRADING EXISTING  
CONTENTS/FACILITIES

## **2nd STEP**

IMPLEMENTING  
COMMUNITY BASED  
TOURISM, SUSTAINABLE  
BUSINESS

## **3rd STEP**

CONNECTING TO/  
REPLICATING IN OTHER  
AREAS OF REGIONAL  
JAPAN

## 4. model location- Tono, Iwate (Japan)

Tono is a lively town of about twenty-eight thousand inhabitants, surrounded by green mountains and crossed by clean rivers and streams, about 50 kilometres inland the Pacific Ocean, in Iwate Prefecture, North East Japan. The town is considered the cradle of Japanese folklore.

Local folktales, related to the daily life of peasants, were passed by word of mouth for centuries, until they were collected in the “Tono monogatari” (“Legends of Tono”) by the renown ethnologist Kunio Yanagita in 1910. From the legends, Tono emerges as a unique place, standing between the world of human reality and the realm of spirits, ghosts and gods.



# about Tono

- 28+ thousand inhabitants / 850 Km2
- cradle of Japanese Folklore
- over 40 different traditional performing art groups
- first licensed area for *doburoku* brewing
- pioneer in *green* tourism
- Japan's largest producer of hops
- knowledgeable in risk prevention and disaster relief
- various regional revitalisation projects
- resilient community

We plan to extend this program to other areas  
of Japan in the near future





## 5. candidate's profile

The internship program is conceived as a tool to support the rediscovering, upgrading/ updating and internationalisation process of Tono's resources, necessary to the development of a community-based form of tourism.

Conceived as a win-win relation between the visiting intern and the hosting community, during their stay intern students will contribute their diverse skills and knowledge to their hosts, while learning from them and absorbing the local wisdom, in a pair to pair relationship.

Given the variety of actions we are undertaking, we offer different types of internships to **post graduated level international students** or **young professionals** from different fields:

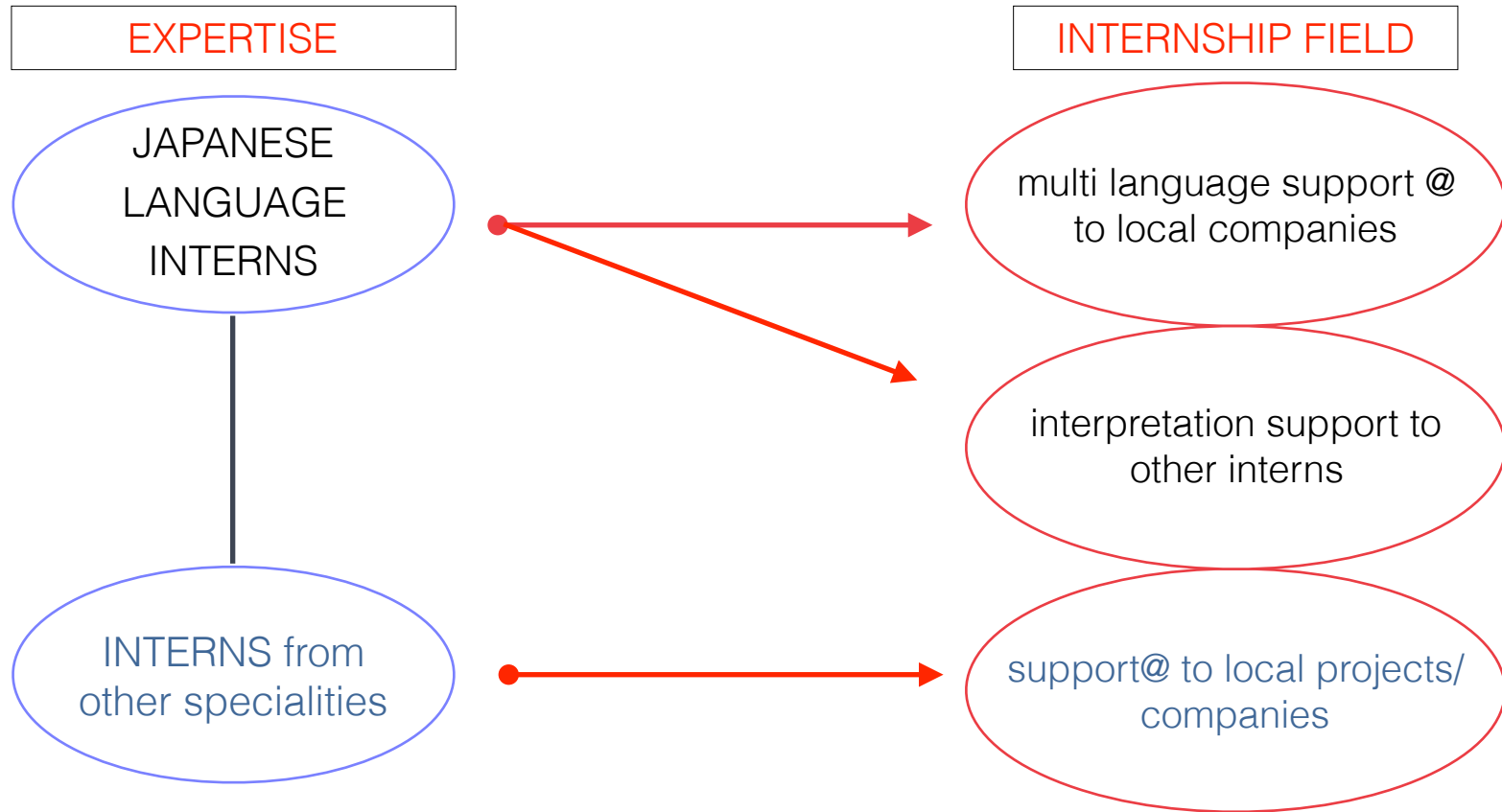
- a) Japanese language skills-up
- b) understanding Japanese gastronomy
- c) business planning & project development support
- d) art & design

OUR CANDIDATES ARE SELF MOTIVED, FLEXIBLE, WELL ORGANISED AND GOOD TEAM PLAYERS, WITH SOME PREVIOUS WORK EXPERIENCE, INTERESTED IN SOCIAL BUSINESS AND WITH A VISION OF A SUSTAINABLE FUTURE

TOPIC	CANDIDATE PROFILE (contacted University)	SAMPLE of CONTENTS	REQUIREMENTS
a) Japanese language skills-up	international graduated students of Japanese language, Japanese bilingual students (UAB; Ca'Foscari)	interpretation support to interns from other specialities, translation of local websites or pamphlets, creation of English FB pages, planning and realisation of English/multi-language guided tours, language/cultural exchanges with local players,...	Japanese language (N2 or higher), almost native knowledge of English
b) understanding Japanese gastronomy	post grad or master degree level gastronomic sciences students, young food professionals, researchers in gastronomy, sommeliers (Master COMET; Basque Culinary Center)	learning fermentation processes, unfiltered sake doburoku production from the field to the final product, miso and koji, tsukemono, vinegar, sake, traditional Japanese gastronomy, traditional local dishes, sharing own country's gastronomy...	Good knowledge of food culture, experience in fermentation or cooking, strong interest in learning and disseminating Japanese fermentation/ gastronomy... Good level of spoken English
c) business planning & development support	<b>for international MBA level students, marketing, advertising... (IESE Business School)</b>	<b>to know's project development, city re-branding, research and coordination of local resources for the creation of a new comprehensive website, local products packaging, event organisation, crowd funding or grants application support...,</b>	<b>Experience in: Marketing, PR, export/ import, business planning, branding... Japanese/English speaking</b>
d) art and crafts	design and art-related postgrad students or young professionals (Lotja)	support and development of artist in residence program, learning and promoting local art crafts (sakiori woven technique, tree skin basket making, wara objects...)	knowledge and interest in Japanese traditional crafts

# COMMUNICATION SUPPORT

pairing Japanese language students with students from other specialities



## 6. opportunities

The internship is a unique short-term on the field experience, which offers the applicant opportunities to:

1. Learn first hand real Japanese local culture in its “correct” form.
2. Become part of a selected number of foreign “ambassadors” of regional Japanese culture, able to promote and connect Japanese local culture abroad.
3. Exchange information, compare and experiment between Japanese and foreign gastronomy, art, social business, etc.
4. Generate synergies and share ideas to find solutions to the common problems affecting economically “mature” societies.
5. Provide export opportunities and accessibility to foreign markets for small regional producers.
6. Become promoters of international tourism and business between regional Japan and the intern’s country of origin.
7. Contribute to regional revitalisation and use the acquired skills in their future career development.
8. Gain insights on a socially responsible work/life style
9. Establish a long term connection with regional leaders and innovative players.

# 7. pilot projects

## a) Japanese fermentation and gastronomy

Period: August 28th - October 3rd 2017

Interns: Francesca Gualerzi, Iacopo Florio,  
Parma University, Master COMET (*Communication, Marketing, Terroir*)

Outcome:

Master thesis on regional gastronomy, *doburoku* and its potential on the European market;  
Currently looking to promote international food tourism to regional Japan;  
Obtained Japanese sake sommelier degree; started studying Japanese





## b) Japanese language skill up

Period: February 20th - March 15th 2018

Intern: Guilad Shube

UAB University of Barcelona , Faculty of Asian Studies

Projects: Collaborated in the organisation of the “Omoshirotono Gaku” study tour for Tono's citizens; Supported the Artist in Residence Field work project and conference.

Outcome:

Developed an interest in Japan's regional revitalisation.  
Guilad is now considering to write his dissertation on regional social issues.

Improved his interpretation and translation skills

He plans to visit Tono, with his family, in summer 2018



# intern student's feedback

*"I'm satisfied with the internship because I had the chance to discover rural Japan and the different way they do business.*

*I met ordinary people that didn't try to impress me, they were just themselves and I was very proud to be part of the community during the Matsuri (local festival).*



*All the activities were useful and allowed me to know more about Tono and the rural culture around dobuoku. Yet, in many cases, I wasn't able to verify information which was discordant or lacking.*

*There are a lot of things about food culture and tourism that can be studied in depth. Dobuoku, also, needs to be analysed more carefully.*

*It's and internship that shows things as they are, not only the better side of Japan, and real Japan is full of nonsense!*

(Francesca Gualerzi, Parma, Italy, 37)

## 8. conditions and costs

As mentioned above, the IN-TONO internship Program offers unique opportunities to access the “other” Japan to anyone interested in local culture, gastronomy, performing arts, social business, responsible tourism, etc, or those of wish to acquire a challenging work experience in an international environment. Applicants are requested, therefore, to abide to the following basic rules, in the respect of the organiser, fellow coworkers and the host country/community:

1. Contribute a **participation fee of 65.000JPY or 500Euros/month.**

**The participation fee includes:** Accommodation in a shared house or traditional inn +breakfast, coordination, mentoring and communication support. **The participation fee does not include:** transportation from and to the country of origin, transportation inside Japan, meals other than breakfast, nor any other expenses not specified above.

2. In compliance with Japanese tourist visa regulation, non-Japanese interns are not entitled to any wages nor any monetary compensation during the term of their internship.

3. All intern students must contract a Medical and Travel insurance prior to their arrival in Japan.

4. Provided that we will offer all possible help and support in case of need, and a healthy and safe work environment, the organiser is not liable for any injury or health conditions that may arise during the course of the internship. Therefore, the Intern assumes all of the risks of participating in the internship program and releases the organiser from any responsibility for any personal injury or damage to his/her property, sustained in connection with his/her participation in the internship program.

5. Demonstrate honesty, punctuality, courtesy and cooperative attitudes towards the organiser, host company and coworkers, and a willingness to learn.

6. Collaborate in language and cultural exchange activities for the community, organised during his/her stay.

Please note:

a) The **suggested** internship period is between 3 weeks and 88 days.

b) We are sorry to inform you that only candidates from countries with tourist VISA agreements with Japan can participate, as we are unable to offer any VISA sponsorship.



## 9. about us

The IN-Tono internship program is coordinated by Renata Piazza, President of Hasekura Program, and is part of a local revitalisation project designed by “*to know: knowing Tono, knowing hidden Japan*”.  
<https://www.facebook.com/toknowtono>



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We look forward to hosting you soon!

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