Asahi News (Gifu)

Thirty five year old American Justin Dart, an 11-year resident of Kashimo in Nakatsugawa, is promoting tourism information about Gifu in English on the Tourism site “Japantourist” (http://www.japantourist.jp/prefecture/gifu). Japantourist, operated by English Magazine publisher Metropolis, was built to call foreign travelers back to Japan after the Great Eastern Japan Earthquake. After living in the region, discovering the great aspect of Japan and sympathizing with the situation, Mr. Dart became the Gifu partner.

Mr. Dart likes to talk about the goodness of the Japanese countryside. “I have to helped shovel snow for neighbors, been invited to plant rice, receive freshly grown vegetable, and invited to ‘drink together’. I want people to know that the kindness of Japan, the beauty of Japan can be found in the countryside.” Dart said.

On the site, they introduced places like “Sakaori Terraced Rice Fields”; famous hidden places usually introduced by tourism offices. “On March 11th, I got an email from a friend in New York asking, ‘Did Japan sink into sea?’ But, Japan has not really changed. I want people to see what Japan really has. I want to provide information to help change the perception that Japan is a [dangerous] earthquake/tsunami prone place.”

[Translated by Justin Dart]