



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 help 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](#)]

The collage includes several articles:

- 外国人 岐阜を発信** (Foreigners broadcast from Gifu): A headline about sharing Gifu tourism information with the world via the internet.
- 各地の行事取材し紹介** (Interviewing and introducing local events): An article about a local tea ceremony (chawanabe) in Gifu, mentioning Dart's role in promoting it.
- 隠れた名所、サイトに** (Hidden famous spots on the site): An article highlighting Dart's efforts to introduce hidden local spots like 'Sakaori Terraced Rice Fields' to his website.
- 中津川のダートさん** (Mr. Dart of Nakatsugawa): A profile of Justin Dart, an 11-year resident of Nakatsugawa, who runs the website.