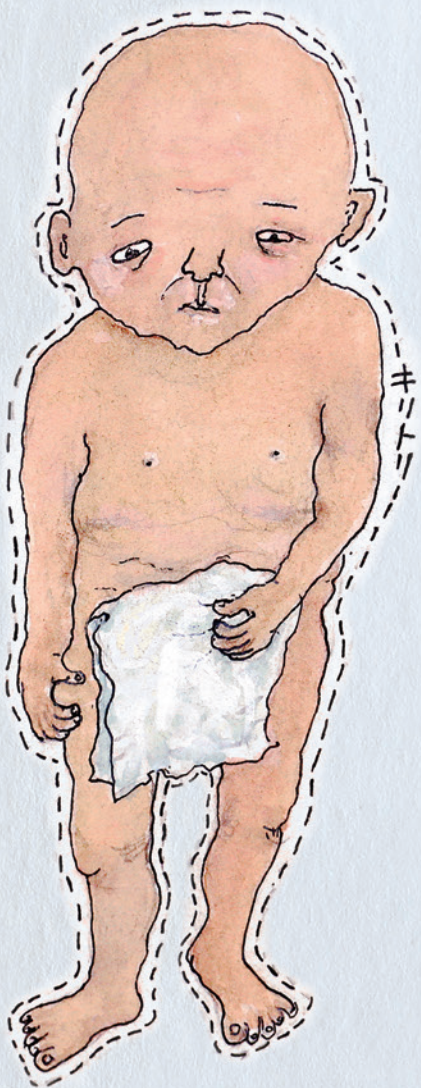


Nasu Interpretation's Action

那須インタープリテーション's アクション | 2025-2026





They call him 'Nasu-ji' around here – kind of like 'Old Man Nasu'. He's a Nasu native, born and bred, and nobody knows exactly how old he is. He's the go-to guy for anything about the area's past, its traditions... you name it. He might seem a little reserved at first, but he loves to talk, especially about the history of Nasu. Rumor has it, nobody tells those stories better.




Main Theme

Prologue

The Nasu area offers various country settings including mountains, waterfalls, and beautiful farmland. It's rich nature can be enjoyed year-round. However, it is not something that was originally inherent. It used to be a wasteland. The settlers and the local people worked together to cultivate the land, and transformed the tough land into an abundant blessings of nature.

This frontier spirit reflects the perseverance and dedication rooted in the values of mutual assistance and harmony.

For visitors to Nasu area, they immerse themselves in the abundance of nature and regain energy and strength. They find a moment of calm to relax through the land where people and nature thrive together.



Key resources and themes for story telling

Resources in the "Anthology of Nasu's Treasures" are critical elements that convey the special value and charm of a place. These resources are not limited to visible natural features or structures, but include intangible aspects such as the area's history, culture, human activities, and significant events. These resources do not exist in isolation; instead, they are deeply interconnected, creating the unique characteristics of the region.

Themes (each item's title) represent the central ideas or concepts within the stories these resources tell. They are more than a mere listing of facts; they express the essential value and meaning of a place. Themes provide visitors with deep understanding and inspiration, offering opportunities to discover personal connections with the location.

The Nasu area is divided into four sections to communicate the region's essential characteristics in a clear and meaningful way.

"The Story of Volcano " and "The Story of Water" represent the core of Nasu's natural environment. Separating these is intentional because the landscape formed by volcanic activity and the resulting hot springs and groundwater each carry distinct yet closely related narratives. The volcano tells the story of the land's formation and transformation, while water represents the source of life and livelihood.

"The Story of People" narrates how people have lived, built culture, and developed the region within this natural environment. This story is inseparable from the volcanic and water narratives, illustrating the history of human-nature coexistence.



"The Story of Imperial Villa" is presented as a standalone section because the imperial family's involvement has uniquely influenced Nasu's history and development, becoming a crucial part of the region's identity. This is not merely a building's history, but evidence of how Nasu's value has been recognized and cherished.

These four stories, while appearing independent, are profoundly interconnected. People have been blessed by the terrain created through volcanic activity, working hard, with water supporting their lives, and the region's appeal being recognized by the imperial family—becoming a source of local pride. The four narratives resonate with each other, shaping Nasu's rich and distinctive character.

By organizing the stories in this manner, visitors can more easily understand Nasu's multifaceted charm, and local residents can rediscover the value of their region.





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How to use the collection of stories to love Nasu

The New Connections Born from This Anthology

The new connections this collection of stories creates will further spread and deepen Nasu's charm, becoming a catalyst for visitors to fall in love with this land. We believe in this future and aspire to continue weaving new stories together as an entire community.

Tourism

Hints for creating journeys where visitors can deeply experience Nasu's nature and culture. Enjoying the magnificent mountains and satoyama landscapes, with the underlying history and stories subtly conveyed, creating memorable experiences that resonate in the heart.

Accommodation

Hospitality that allows guests to experience Nasu's charm through their stay. Providing warm, locally-rooted services that enable visitors to touch the lives and culture of Nasu's people, creating comfortable moments.

Food and Beverage

Meals that allow visitors to savor Nasu's blessings while reflecting on their origins. Enjoying local cuisine in a way that helps guests feel the terroir and seasonal transitions of the ingredients.

Agriculture and Local Industries

Constructing narratives that express the characteristics of local products. Sharing a lifestyle harmonious with Nasu's natural landscape to foster attachment. Through experiencing local products and made with wisdom and skills cultivated in Nasu and transmitted through generations visitors have many opportunities to gain an appreciation of the value and craftsmanship of products made in Nasu.

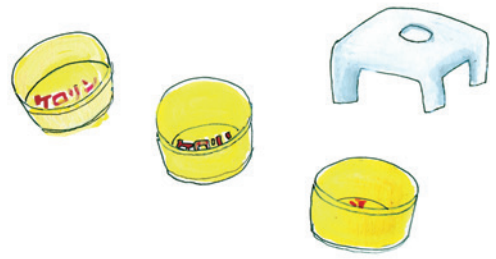
Service Industry

Nasu's charm is subtly showcased in everyday interactions. It's beauty and culture are naturally communicated through customer service and communication, touching visitors' hearts.

Education

The people of Nasu create opportunities to learn about the town's nature and culture, connecting it to the future. By helping the next generation develop love and pride for the region they nurture rich sensibilities through experiential activities and enable deep connections with the town.

By each industry utilizing this "Anthology of Nasu's Treasures" in their respective contexts and connecting Nasu's resources, we aim to cultivate a profound affection for Nasu among visitors. We hope that the region's charm will be maximally expressed, attracting more visitors, and growing into a place people will to return to time and again.



The power of nature

1 The story of the volcanos



Nasu-ji is a true onsen fanatic. He's got a daily routine: soaking in one of Nasu's six unique hot springs, each with its own special mineral properties. You'll never see him without his yukata (cotton kimono) and tenugui (hand towel) – he's always prepared for a dip. Rumor has it, nobody knows Nasu's hot springs better.



Nasu Interpretation's Action

Nasu Onsen (Hotsprings), with a history of 1,400 years and offering six different types of spring waters still maintain its historical look.

The terrain in Nasu area is the result of volcanic activity that has occurred repeatedly over the past 1.6 million years. The Nasu mountain range is located at the southern end of the Nasu volcanic belt. It was formed by volcanic activity that began 500,000 years ago at Mt. Koshiasahi (1,835 m / 6,020ft.) The volcano erupted about 16,000 years ago and formed Mt. Chauzu (1,915m / 6,282ft.). Mt. Chauzu is the only active volcano in the Nasu mountain range today. The andesite that flowed from the crater of Mt. Chauzu formed the summit. Volcanic vents are located near the summit on the western side of Mt. Chauzu and around Sesshoseki (The killing stone) area on its southern foothills. It's extremely hot sulfurous gas at around 90 ° C / 194°F from vents. The biggest fissure near the summit is known as 'Mugen Jigoku' (The Inferno of No Escape).

Nasu Onsen offering a variety of hot springs, is derived from this active volcano. It is said that Minamoto no Yoritomo the first shogun of the Kamakura shogunate, Matsuo Basho the most famous Japanese poet of the Edo period and Nichiren Shonin the Japanese Buddhist priest and philosopher of the Kamakura period came to this area.

Two of the most important spots in Nasu Onsen are 1,300 year old Shika no Yu, the oldest hot spring in Tochigi and Kita onsen. These spots are called Tojiba which is an onsen where you can stay for extended periods to recover from disease or injury.

According to myths, Shika no Yu was discovered in 630 by Karino Saburoyukihiro the local governor who was chasing a wounded white deer found it bathing in the hot spring. Karino was amazed to find the hot spring healed the deer, and so it was named "Deer's hot spring." When he found this place, the thick fog had rolled in and covered everything around there. An elderly man with white hair the god of hot springs suddenly appeared in front of him and said "The white deer being wounded and magically being healed in these waters. The sulphur hot springs are mighty good for people as well."

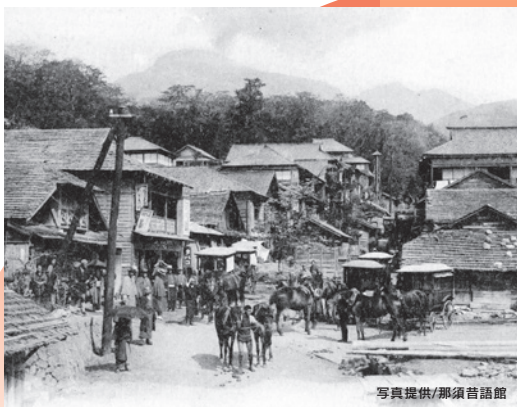
After that Karino Saburoyukihiro built a shrine dedicated to the elderly man with white hair as the hot spring deity and offered deer antlers as a tribute.

Now the shrine is called Yuzen shrine and he is also enshrined there as a discoverer of Shika no Yu.

The pattern on the drum at the main shrine resembles an inverted swastika and is inspired by deer antlers.

In this historic area, visitors can enjoy 100% natural hot springs without any filtration or additives, as well as open-air baths surrounded by nature. The area is known for "Nasu Twelve Springs" the twelve spots in this area offering six diverse types of hot spring water. Also, it was ranked second (East Ōzeki) in the hot spring rankings of the Edo period.

Nasu Onsen (Hotsprings), with a history of 1,400 years still maintains its historical look. It is one of Japan's most renowned hot spring destinations.



Yumoto from 1914 to 1915



Nasu Interpretation's Action

The terrain in Nasu area tells the story of the geological events of the past 100 million years.

The layers of sediment deposited on the seafloor over 100 million years ago were uplifted by orogenic movements. It became Yamizo mountains that located on the border with Ibaraki, Fukushima and Tochigi. Afterwards, there was a large river flowing from Fukushima toward Utsunomiya in Tochigi and a large lake around Nasunogahara area.

The volcanic activity that happened around 1.6 million years ago in the Aizu region of Fukushima caused several large eruptions and pyroclastic flows. The eruptions continued creating, Mt. Kashi Asahi around 500,000 years ago; Mt. Sanbon-yari 300,000 years ago; Mt. Asahi and Minami-Gassan 200,000 years ago; and Mt. Chausu about 16,000 years ago, finally taking the form we see today. The most recent eruption occurred during the Muromachi period (1408-1410).

About 1.2 million years ago, these flows spread to Tochigi, covered the area with thick pyroclastic deposits over 100 meters (328ft.) deep. This is the well-known stone Ashino ishi. It is also widely and thickly distributed underground in the Nasu Highlands.

Ashino Ishi stone is produced in the Ashino area and is known for its durability and water resistance. It has been used for various purposes since ancient times, including the foundations of shrines and temples, stairs, walls, storehouses, and tombstones. It had gained fame alongside Oya ishi stone in Utsunomiya. It is also used in modern architecture, such as the Stone museum in Ashino designed by Kengo Kuma the famous Japanese architect. If you visit this area, you will surely feel the history of the volcanic activity.



Chausu crater



Nasu Interpretation's Action

Mother nature mountains the Nasu mountain range is providing abundant blessings to the plants, animals, and people living in Nasu.

The Nasu mountain range occupies one-third of Nikko National Park. Mt. Chausu is particularly symbolic and continues to release smoke. It's affectionately known as "Nasudake (Mt. Nasu)." The diverse and beautiful mountain and wetland landscapes today were created by the active volcanos. The forest limit lines are low and from the summit a breathtaking panorama view of the Kanto plain can be had.

The volcanic activity not only creates abundant hot springs and rich nature but also impacts the habitat of plants

and animals. One such volcanic vegetation are azalea flowers which bloom in spring. The vibrant fall colors gradually reveals colorful tapestries as the leaves change over multiple elevations.

The climate of the Nasu mountain range provides water, which is deeply connected to the local food supply, including rice, vegetables, and dairy products. People in Nasu are living in harmony with nature. They see the mountains everyday and respect the rhythms of nature.



Nasu Mountains in Autumn



Nasu Interpretation's Action

Climbing Mt. Nasu, experience the power of the volcanic activity.

Mt. Nasu (Mt. Chausu) is a volcano that continues to exhibit vigorous activity. You feel the energy of the volcano, described as the breath of the Earth itself.

If you hike, there are several spots that you can find the energy of the volcano. One of them is the abandoned sulfur mine. That was used for sulfur and alum mining since the Edo period. These raw materials were used for gunpowder and supplied by the Kurobane clan to the Edo Shogunate.

It became a tourist spot and mining continued until around the 1950s (Showa 30s). It supported people's livelihoods in Nasu and brought vibrancy to the Nasu Yumoto hot spring area. Another place is the extremely hot sulfurous gas vents. There's no vegetation grows due to volcanic gases. A roaring sound reminiscent of a jet engine makes you to feel the power of the volcano.



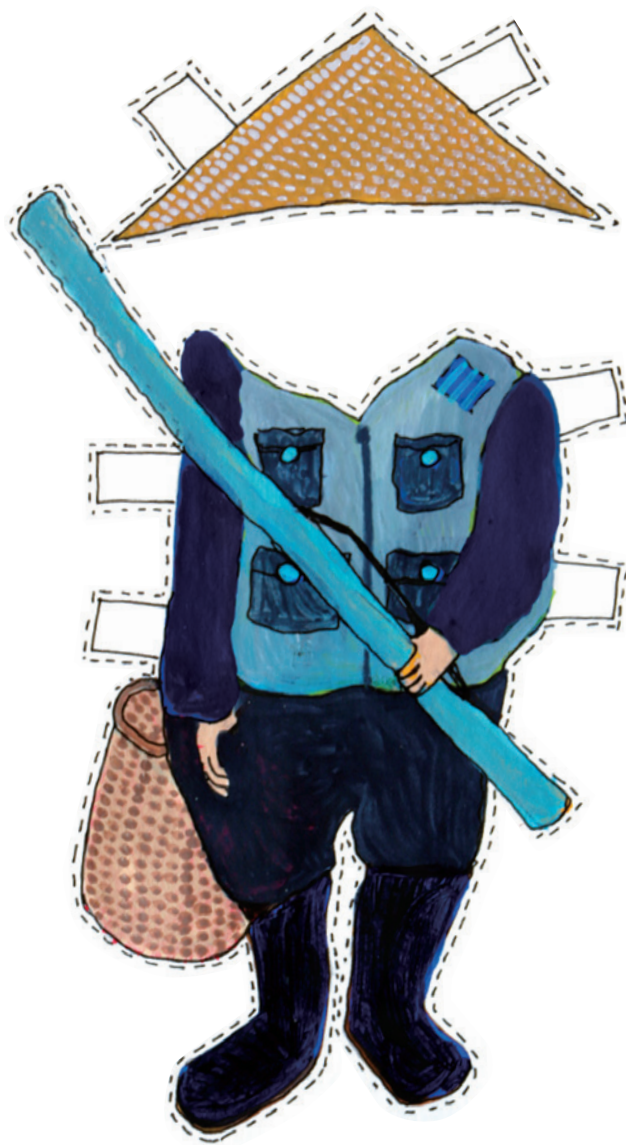
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Sulfur mine work scene



The power of nature

2 The water of life



Nasu-ji is a fishing fanatic. Every year, as the opening day for ayu (sweetfish) fishing approaches, he gets so excited he can't sleep, or so they say. 'Thanks to the thunder and the Nakagawa River, we have delicious rice and sake' is his favorite saying. Rumor has it, nobody knows the Nakagawa River and sake better.



Nasu Interpretation's Action

The water sources that begin in the Nasu area flow widely from the southeastern Tohoku to the northern Kanto region, reaching both the Pacific ocean and the Japan sea.

The rain and snow that fall on the Nasu mountain range creates many streams, becoming a vital source of water that supports the diverse life. Complex landscapes were formed and the Naka river (Tochigi and Ibaraki), Abukuma river (Fukushima and Miyagi), and Aga / Agano river (Fukushima and Niigata) were made.

They are the watershed between the Pacific ocean and the Japan sea and the Tohoku and Kanto regions now. Gradually growing into larger rivers, they nurtures the diverse biomes of the forests, villages, rivers, and seas along their way. The long journey from majestic mountains to the sea begins in the Nasu area.



Komadome Falls



Nasu Interpretation's Action

The high-quality local rice and sake.

A climate with extreme temperature fluctuations and clear water make high-quality products. Otawara city in the Nasu area is known for its long history of rice farming. The name originates from "Otawara" (大 俵), which means "large rice bale."

The brand of rice known as "Nasu Hikari", has won first place in national contests.

There are many irrigation associations that have been carefully preserving and using mineral-rich water directly from the mountains for farming rice for generations. Also the agriculture and dairy farming complement each other. The rice husks and straw are used as feed for dairy farming and cow manure is used as compost for

the fields. This recycling agriculture is deeply rooted to the high-quality products. Tochigi is known for having the most summer thunderstorms in Japan. The warm air heated on the Kanto plain hits the Nikkō and Nasu mountain ranges where the air is rapidly cooled. This creates thunderclouds. The thunderstorms bring heavy rain when rice requires a lot of water. The nitrogen in the air is converted into nitrogen compounds and enriches the soil.

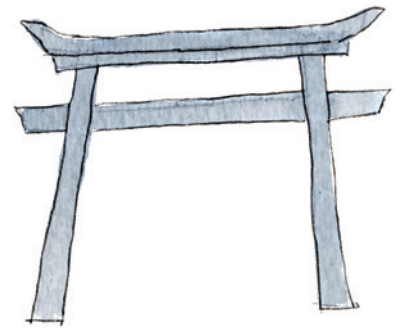
The kanji for "thunder" (雷) is composed of "rain" (雨) and "rice field" (田), and the kanji for "lightning" (稲 妻) is written as "rice" (稲) and "wife" (妻), symbolizing a connection to rice cultivation. The sense of the ancient people was quite accurate.

The subterranean water of the Naka river and the snowmelt from the Nasu mountain range also made a region thriving with sake brewing for over 100 years. Otawara city is still home to six sake breweries.

Also, the grape cultivation leveraging the high-quality volcanic soil started after Meiji era and it's famous as a wine-producing region. In 2017, it was designated as a "Doburoku (unfiltered sake) and wine special area".



Nasu Canal



The power of people

3 The story of humanity



Nasu-ji is deeply devout. In this region, where mountain worship was once prevalent, he pops up at various shrines for hatsumode (the first shrine visit of the New Year). Perhaps it's his way of giving thanks to the pioneers who cultivated this challenging land. Rumor has it, nobody knows Nasu's pioneering history better.



Nasu Interpretation's Action

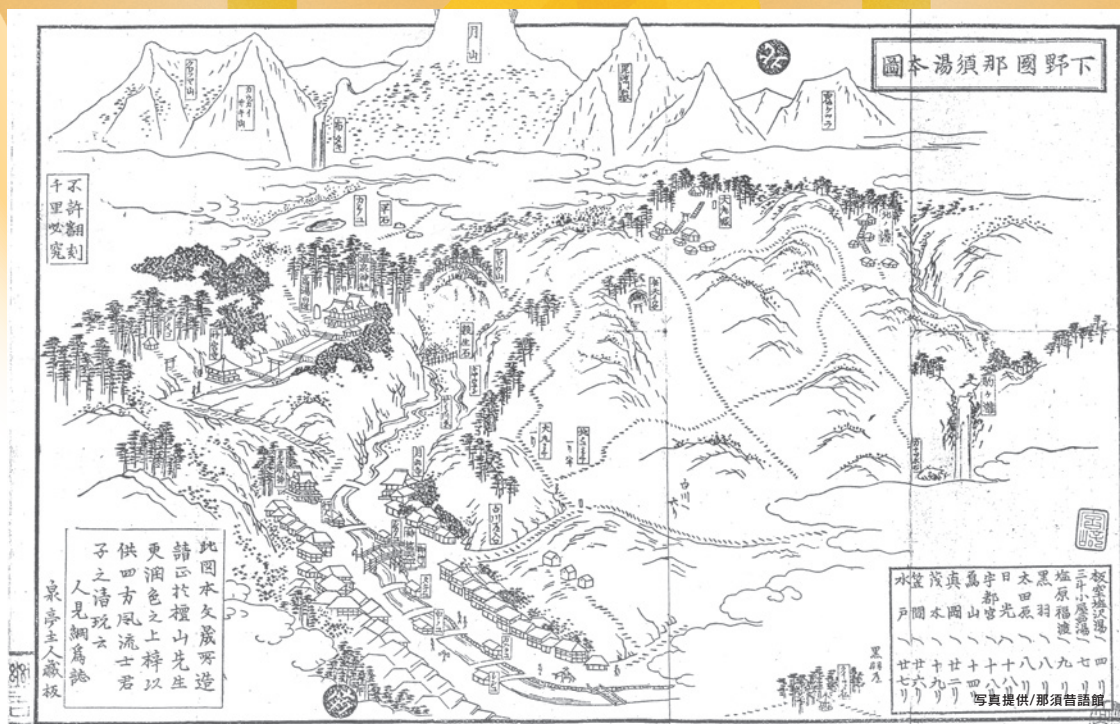
Nasu Onsen has a history of Shugendo or mountain-worship, a practice of gratitude and esoteric rituals for venerating nature.

During the late Edo and early Showa in the Nasu Yumoto onsen area a form of mountain worship known as Takayu-san shinko was prominent. Stone monuments left over from this practice still stand today. The sacred source of the hot spring called Gohōzen is located at the foot of Mt. Nasu. There, a mystical rock wall formed over many years by ferric hydroxide from the hot spring water. In the Itamuro area a similar practice of mountain worship known as Shirayu-san Shinko also reveres Gohozen as the sacred source of their own hotspring

Mt. Chausu was referred to as Gassan (月山), Mt. Asahi as Bishamon-ga-take (毘沙門ヶ嶽), and Gohōzen as Takayu-san (高湯

山). Pilgrims would climb all three mountains in a practice known as Sanzan-kake (三山掛け).

Many people from the foothills of Mt. Nasu visited for these pilgrimages to pray for abundant harvests, rainmaking, and coming-of-age ceremonies. Before they went on the pilgrimage, they stayed at Nasu Yumoto onsen for a purification ritual (kori) for several days. A special bath, known as the Gyōnin-yu (pilgrim's water), was provided for the purpose of ritual purification with water (miz-kori). Even now, the practices of the pilgrimages remain in Nasu Yumoto onsen and Itamuro area.



Bird's Eye View



Nasu Interpretation's Action

The traditional roads passing through the Nasu area convey the history, culture, and the footsteps of predecessors created through exchanges between the capital city of Kyoto and Mutsu (Michinoku).

There are many traditional roads called kaido used as a transport hub connecting Kanto and Oshu region.

Among them, Tosando the highroad, established during the Asuka period in 701 under the Taihō code, was a major route that extended from Shiga through Gifu, Nagano, Gunma, and Tochigi, reaching the Mutsu and Dewa region in Tohoku. It was also a road used for the subjugation of the Emishi tribes in Michinoku (Tohoku region) who resisted the rule of Yamato (early Japanese) emperors during the Asuka, Nara, and early Heian periods.

During the Edo period, the Oshu kaido (Nihonbashi in Tokyo to Aomori) was developed, with the section between Utsunomiya in Tochigi and Shirakawa in Fukushima known as the Oshu dochu. The renowned Japanese poet, Matsuo Basho

traveled around this period (1689–1691) and Nasu area is home to several locations mentioned in his book *Oku no Hosomichi* (The Narrow Road to the Deep North).

There was another highroad called Aizu Naka Kaido. It was a highroad through Nasu area from Sakura city in Tochigi to Aizu in Fukushima after Aizu Nishi kaido (connecting Nikko to Aizu-Wakamatsu). It became impassable due to the Great Nikko earthquake in 1683 during the reign of Tokugawa Tsunayoshi, the fifth shogun of the Edo period.

Even to this day, the area is very accessible from Tokyo. Visitors can enjoy walking or cycling along the old kaido as a renowned samurai lord Minamoto no Yoshitsune or Matsuo Basho also traveled through the area.



Yugyo yanagi

Nasu Interpretation's Action

Nasu Yumoto onsen area is a spiritual site representing the Nasu area.

Nasu Yumoto onsen area is a special place steeped in numerous legends and historical events. It has been over 1,390 years of history since the discovery and opening of Shika no yu. The hot water which springs forth from Mt. Nasu is revered as sacred. Also, there are many historical and spiritual

spots in this area such as the legendary Shika no yu, the tale of the mythical nine-tailed fox at Sessho-seki, the Killing Stone, and the torii gate of Yuzen shrine, dedicated by Nasu no Yoichi the samurai. These are symbols of the Nasu area. Visiting this area allows you to feel deep gratitude and reverence for nature, offering a truly special experience.

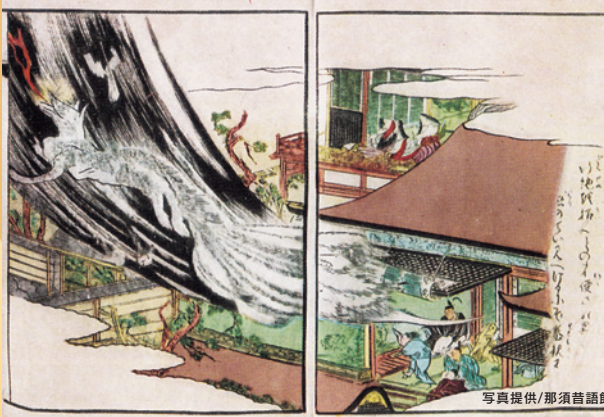


Illustration of nine-tailed fox



Illustration of Tamamo no Mae



Nasu Interpretation's Action

The landscapes of Nasu are convey the life of human and nature to the present day.

Trees were used as firewood and charcoal and were essential for living in Nasu area. The barren soil has low water retention, making it unsuitable for rice paddies or farmland because of the volcanic soil.

Raising horses for agriculture (Nasu koma) supported people. Nasu koma originated from the Nambu horse breed and raised in Nasu region, are collectively known for their toughness and large hooves.

You can see many types of azaleas around the mountains in Nasu today, due to the history of raising horses at

the foot of Mt. Nasu, the grasslands have been maintained, and the horses avoid the toxicity of the azaleas. The azaleas have uniquely continued to thrive in the area.

The bright forest with many young trees and the landscapes where azaleas bloom are created through the interaction between nature and human life.

One of the azaleas of Nasu, the Shiroyashio (Goyōtsutsuji), is also known as the symbol of Her Imperial Highness Princess Aiko.



写真提供/那須吾語館

Nasukoma of Yawata Azalea

Nasu Interpretation's Action

The two types of pioneering continue to be passed down to this day. Embodied in a Western-style atmosphere and a mindset that welcomes others.

The cool climate of Nasu is suitable for livestock farming. Award winning cheese and popular sweets are produced here.

Behind this background is the establishment of western-style farms by the government and aristocratic interest in the area after the Meiji Restoration.

There is another story behind the development of Nasu. Soldiers returning from Manchuria after WW II

faced the harsh cold and the wilderness as they took on the challenge of settling the land. They struggled with the acidic soil where crops wouldn't grow. However, they found success in dairy farming.

The settlers and the local people worked together to cultivate the land, and transformed it into a productive farming region. This frontier spirit reflects the perseverance and dedication rooted in the values of mutual assistance and harmony.



Senburi Milk Collection Station



The current Chiburi grass field



Nasu Interpretation's Action

The blessings of nature and the dedication of its farmers and producers create a wide variety of food.

Making use of the cool climate, dairy farming, highland vegetables and rice are staples of the local economy.

The Nasu district is second-largest producer of milk in the country. The mineral-rich water and high-quality local rice straw make the meat tender and give the meat a deep rich flavor.

You can also enjoy various types of ice cream and yogurt at farms, roadside stations, and other

accommodations in Nasu. The delicious cheese from Nasu has earned a spot in the top 10 at world competitions. What supports these rich ingredients from Nasu is the water flowing from the Nasu mountain range. Many creatures that thrive in clear streams inhabit the area throughout the year. It creates the rich land of Nasu and brings high-quality food.



Nasuben



Nasu Interpretation's Action

Immerse yourself in the wilderness from the foothills to the mountain summit, carry the living stories of nature and people that have been woven together over time.

The terrain of the Nasu area has created beautiful mountain landscapes and a nostalgic, traditional Japanese satoyama landscape.

In recent years, people seeking to fully enjoy nature immerse them in the wilderness. The Nasu mountain range offers several well-maintained hiking trails, where you can enjoy nature observation in the forest at mid-elevations or relax at a campsite. You can also indulge in adventurous

activities like canoeing, river trekking, or cycling through the foothills to the mountain. The number of facilities and outdoor operators offering experiences has also been increasing. For visitors to Nasu area, they immerse themselves in the abundance of nature and regain energy and strength. They find a moment of calm to relax through the land where people and nature thrive together.



Paragliding Experience



Nasu Interpretation's Action

The unique nature and climate of Nasu, along with the diverse craftsmen, create moments that enrich your heart.

The unique café culture in Nasu region is influenced by its historical background and modern trends. From the Meiji to Showa era, many aristocrats built Western-style villas in Nasu, popularizing café culture. It is said that coffee brewed with ultra-soft water in Nasu is unparalleled. Also, many producers are passionately creating with their own materials. Their crafts show off the skill of local artisans with a range of Nasu-made goods. People

who embody a style that creates new connections between people and nature have also gathered here. Dr. Mikawa Taizan, a renowned physician and writer representing Nasu, is also the model for the play 'Honjitsu mo Kyushin Nari,' which was staged in 2021. Many craftsmen and artists are thriving in this heart-enriching and comfortable place in Nasu.



Works by Taizan Mikawa and others



Nasu Interpretation's Action

Relocating to Nasu is immersing yourself in the value and comfort it offers.

The Nasu area is conveniently located near the downtown Tokyo, just an hour away by bullet train.

It is a summer resort surrounded by the great nature of the four seasons, a place where diverse residents gather in unique vacation homes. In July 1926 (Taisho 15), the completion of the imperial villa led to the appreciation of the natural landscape, and it became widely known. With many vacation homes nestled in the forest, Nasu has become one of Japan's leading resort areas.

There is an open and tolerant atmosphere

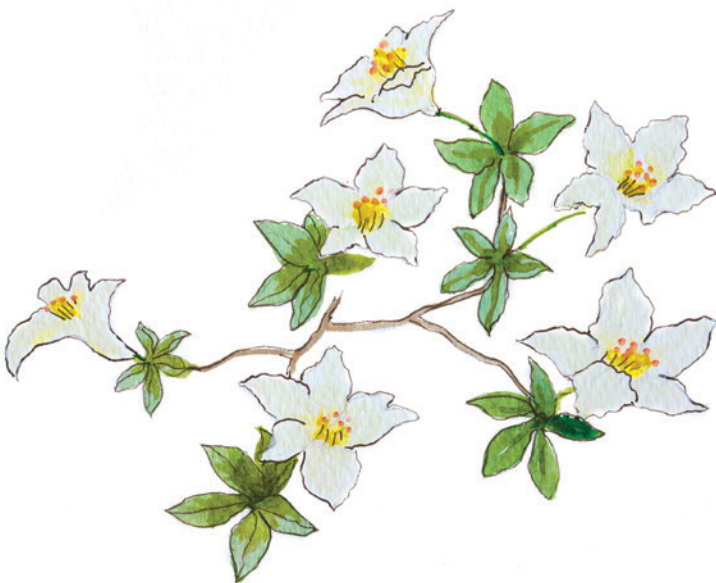
from the history of settlers and local people helping each other and overcoming hardships during the early days. You can enjoy a variety of outdoor activities and wake up to the sound of birds singing and take in the breathtaking natural scenery.

One of the most appealing aspects are the many artists and craftsmen in Nasu. There are many opportunities for diverse interactions.

To live in the beauty of Nasu, which captivated the Emperor, can be considered a truly valuable experience.



Shinnasu Hot Springs



Nasu, Beloved by the Imperial Family

4 The story of the Imperial Villa



Nasu-ji adores nature. Whenever he finds a spare moment, he heads out to observe plants and animals, magnifying glass in hand, or so they say. His goal is to 'discover a new species and name it after myself,' and he's out hiking in the mountains again today. Rumor has it, nobody knows Nasu's plants and animals better.

Nasu Interpretation's Action

The Nasu Imperial Villa is a symbol of nature and history. It is deeply connected to the rich natural environment.

In 1923 (Taisho 12), Emperor Showa visited and was deeply impressed by the natural beauty of the area. Nasu was selected as the site for the Imperial Villa in 1926 (Taisho 15). It is the oldest among the existing imperial villas in Japan. It has been used as a summer retreat and a place of rest for the Imperial family, starting with Emperor Showa and continuing through subsequent generations. Emperor Showa, who was also a biologist, made the villa a base for his biological research. Every summer, he stayed for a month, climbing Mt. Nasu and conducting research on various plants. His work led to the discovery and naming of the endangered species "Nasu Hiougi Iris".

In 2008 (Heisei 20), approximately 560 hectares of the Imperial Villa site were transferred to the Ministry of the Environment, and Nasu Heisei no Mori field center was established as a public place where the people can experience nature in Nasu.

The establishment of the Nasu Imperial Villa led to the recognition of the value of the natural landscape of this area. The landscapes along Nasu kaido such as the red pine forests and clusters of hydrangeas leading to the Imperial Villa have been carefully maintained.

It is still used as a place for the royal family's retreat and remains a symbol of nature and history.



Nasu Imperial Villa



What is Interpretation?

Around us, we have numerous captivating resources—beautiful natural landscapes, historic buildings, and culturally inherited treasures. Interpretation is about deeply connecting visitors to the true value and meaning of these resources.

For example, when seeing a single flower on a mountain, rather than just thinking "What a pretty flower," understanding the story behind it—why this flower grows in this specific location and how it connects with the surrounding ecosystem—creates a much more meaningful and memorable encounter.

Interpretation is more than simply conveying information. By sharing the unique stories of a place and connecting them to visitors' personal experiences and perceptions, it generates a sense of "Ah, now I understand" and allows for a fresh reinterpretation of the local environment. This isn't about surface-level descriptions, but about communicating the deeper meanings, interconnections, and inherent values that aren't immediately visible.

Through this approach, visitors transform from passive "observers" to active "participants" who share the place's narrative. Interpretation also respects that each individual will experience and perceive a location differently. The same site can evoke unique discoveries and emotions for different people. The key is finding a personal connection and developing one's own deeper understanding.

In this way, interpretation creates irreplaceable experiences by communicating the profound meanings and values of a place in a way that resonates with people's hearts, inviting them to engage more deeply with their surroundings.



Overall interpretive planning and its role in the Nasu area.

Interpretive Planning is like a musical score for the region's storytelling. Just as music has various elements like melody, harmony, and rhythm, a region has its own rich components—nature, history, and culture. Similar to how a musical score brings together different musical elements into a beautiful composition, Interpretive Planning weaves the region's diverse elements into a harmonious narrative.

This planning process is not about dictating specific descriptions for every place or object, but rather about identifying the region's important and attractive features and providing a broad direction for how to communicate them. It helps visitors understand how various elements—like a mountain's shape, a river's flow, the local wildlife, and the human activities are intertwined with this landscape—connect to create the region's unique character, and provides a pathway for generating ideas about how to share these stories.

The plan also serves to align various stakeholders with a shared vision and goals for interpretation. Like musicians reading the same sheet music and playing in unison, it helps local people share a common vision while fulfilling their individual roles.

Moreover, the planning process acknowledges that methods of communicating regional value must evolve with time. Just as a musical piece can be reinterpreted and performed differently across eras, the approach to sharing a region's stories must remain flexible and responsive to societal changes.

In this way, Interpretive Planning represents a process of thinking that aims to improve and sustainably communicate a region's interpretation. It's not just a document, but a living "musical score" for the entire community's interpretive practice. The goal is to enable local people to collaborate and create stories that resonate deeply with visitors.

In this specific context, the Interpretive Planning is an "Anthology of Nasu's Treasures" that you're holding right now.

ROYAL RESORT NASU

Nasu Tourism Association

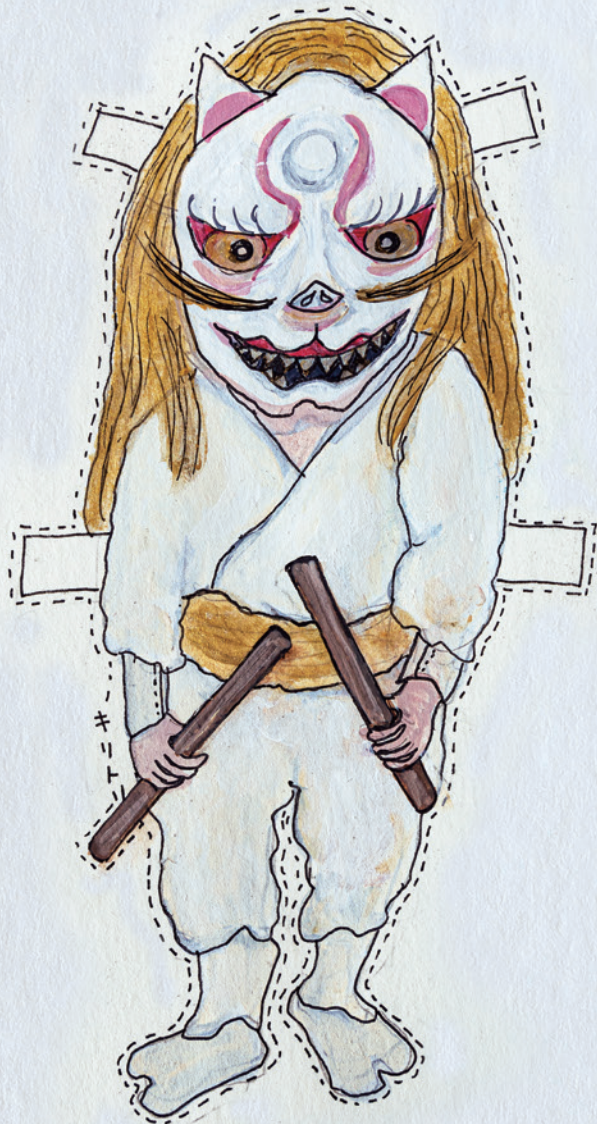
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