

Taking Advantage of the Opening of Tottori Prefectural Museum of Art to Build a Vibrant and Lively Kurayoshi City

Kurayoshi City,
Tottori Prefecture



Background

One of Kurayoshi City's issues is that despite having many areas where traditional culture has been preserved, tourists usually stay for only a short time, making it difficult to increase the number of overnight stays.

Tottori Prefecture, the most sparsely populated prefecture in Japan, is one of the last to open its own prefectural art museum. With the opening of the Tottori Prefectural Museum of Art in the spring of 2025, Kurayoshi City hopes to seize this opportunity to connect the art museum with tourist spots and attract visitors to the whole city, thereby creating a bustling atmosphere.

Objectives

1. Promotion of tourism-based town planning that encourages visitors to stay longer
2. Revitalisation of the local economy by increasing the number of tourists and extending the length of their stay
3. Increasing the non-resident population (visitors, tourists, commuters) of the city, and increasing repeat visitors, encouraging them to immigrate and settle

Project Outline

- ◆ Taking advantage of the opening of the Tottori Prefectural Museum of Art to attract visitors from inside and outside the prefecture and encourage them to stay in Kurayoshi city

1. Operation of 'Green Slow Mobility' (electric vehicles that can drive on public roads at a speed of less than 20 km/h) and a Loop Bus
2. Development of 'high value' community tours, and experiential tours (immersive experiences that focus on experiencing and gaining an understanding of the area)

- ◆ Initiatives that link the opening of the Tottori Prefectural Museum of Art to the revitalisation of the town

1. Events held by local community groups, commercial organisations and students to build momentum for the opening of the museum
2. The creation of an art museum built by the local community

- ◆ Regional initiatives which are already underway

1. Human resource development through the 'Good Living "Kurayoshi" Project: Developing People, Developing Neighbourhoods'
2. Community development which combines traditional elements, such as old townscapes with pop culture

Features and Innovations

Kurayoshi City is a city of rich artistic culture, having hosted the Kurayoshi Triennale Art Awards, a cultural arts project which has attracted nationwide interest since 1987. Making the most of this artistic climate, the opening of the Prefectural Museum of Art will be

an opportunity to connect tourism with hands-on experiences and learning opportunities, with the aim of providing a deeper understanding of Kurayoshi and increasing the non-resident population.

◆ Attracting visitors from both inside and outside the prefecture and encouraging them to stay in Kurayoshi

- The project will encourage art museum visitors to tour the city and become repeat visitors, stimulating the local economy.

→ Operation of a Green Slow Mobility transport system, coinciding with the opening of the art museum. This will connect surrounding hub facilities to the museum, while also directing museum visitors to the region as a whole



Test run of a Green Slow Mobility Bus

→ Development of ‘high value’ community-based tours and experiential tours, highlighting the unique charms of the region, and deepening visitors’ knowledge by experiencing traditions, culture and nature



Coaster making experience with Kurayoshi kasuri (hand woven indigo dyed fabric)

◆ Initiatives that link the opening of the Tottori Prefectural Museum of Art to the revitalisation of the town

- An ‘art museum which will shape the future’. In addition to its conventional function as an art museum the Tottori Prefectural Museum of Art will also serve as a hub for people to gather, enjoy themselves and interact with each other.

→ Various initiatives to build momentum for the museum by local residents

→ Subsidies for businesses and groups in the city which are building momentum for the Prefectural Museum of Art



Creation of a giant diorama of an ‘ideal Kurayoshi City’

◆ Community revitalisation efforts so far

- We launched the ‘Good Living “Kurayoshi” Kurayoshi Project: Developing People, Developing Neighbourhoods’, which aims to create a self-sustaining local economy led by Kurayoshi’s citizens. The project is centred on the development of core human resources and has four projects, including disseminating information about the city’s points of interest and improving the digital environment.

→ One of the projects, the ‘Virtual Digital Project’, recreates the Tottori Prefectural Museum of Art in a virtual space, enabling people to experience the museum virtually, together with the attractions of Kurayoshi City.

→ We plan to take advantage of the opening of the

Tottori Prefectural Museum of Art, to increase public-private partnerships and exchange with human resources in urban areas, and to jointly develop and disseminate the attractions of Kurayoshi.

- Many pop culture fans come for contents tourism, visiting sites that have featured in, or have a connection to, certain pop culture series. The whole community has united under the slogan of 'retro and cool', promoting the creation of attractions where history and tradition coexist with modern content.



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Results of the Project

- ◆ Taking advantage of the opening of the Tottori Prefectural Museum of Art to attract visitors from both inside and outside the prefecture and encourage them to stay in the city
 - We gained an understanding of the needs for a Green Slow Mobility transport system through test runs.
 - We formulated a plan to improve mobility in Kurayoshi City as a tourist destination for people to stay in and explore the city.
- ◆ Initiatives that link the opening of Tottori Prefectural Museum of Art to the revitalisation of the town
 - The 'Moving Forward with Prefectural Art Museums, Chubu District Meeting Committee' was established in December 2017, with the participation of 60 public and private organisations. This committee aims to promote regional revitalisation and community building that incorporate art museums

◆ Revitalisation efforts so far

- Through the core human resources development project, relationships have been built between Kurayoshi City and urban participants, resulting in the beginning of active networking and exchange (increasing the non-resident population)

Issues, Problems and Responses

- ◆ Taking advantage of the opening of the Tottori Prefectural Museum of Art to attract visitors from both inside and outside the prefecture and encouraging them to stay in the city
 - We are collaborating with local shops and residents to further enhance the appeal of the area.
 - We are reviewing the start and end points of traveller routes, and considering points of interest, from the perspective of tourists with extended stays.
 - We are considering the creation of audio guides.

Future Developments (expected effects and project vision and issues)

- ◆ Taking advantage of the opening of the Tottori Prefectural Museum of Art to attract visitors from both inside and outside the prefecture and encourage them to stay in the city
 - We are creating an environment where visitors to the Prefectural Museum of Art will experience high levels of consumer satisfaction, not only in the museum but also in surrounding areas (stimulating the economy).
 - We will develop a sightseeing town encouraging extended visits, in line with the idea of 'Good Living *kurashiyoshi* Kurayoshi', where tourists can enjoy improved convenience while also improving liveability.
- ◆ Initiatives that link the opening of Tottori Prefectural Museum of Art to the revitalisation of the town
 - The Prefectural Art Museum will become a new

community space, leading to regional revitalisation.

Websites for Reference

<https://tottori-moa.jp>

(Tottori Prefectural Museum of Art)

<https://www.city.kurayoshi.lg.jp/kurahaku>

(Kurayoshi Museum)

<https://www.city.kurayoshi.lg.jp/1912.htm>

(Kurayoshi City Tour-and-Stay Tourist Area Mobility Improvement Plan)

<https://www.kurayoshi-kankou.jp/>

(Kurayoshi tourist information)

<https://kurayoshi.labpark.jp>

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