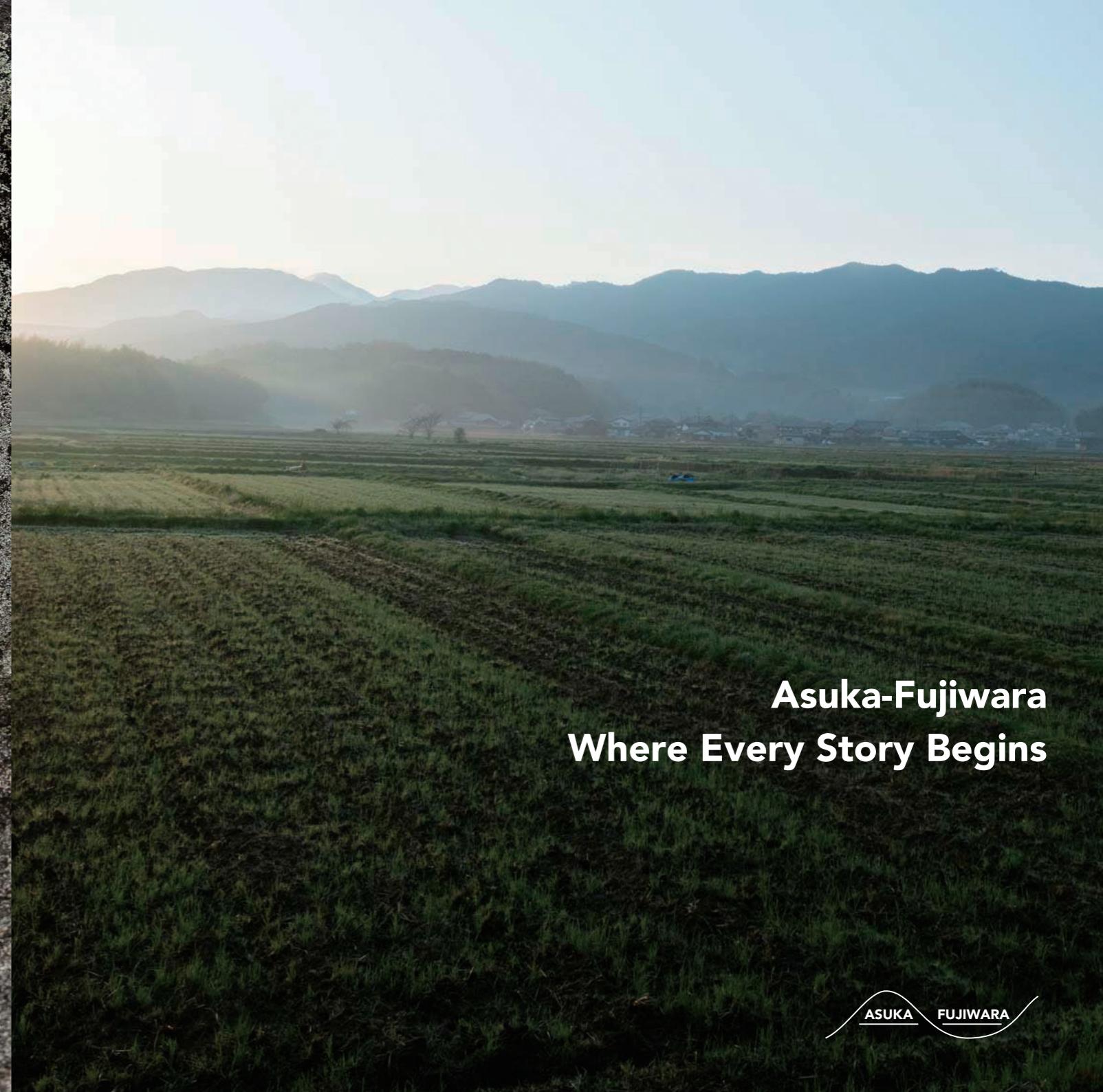




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Asuka Stone



Asuka-Fujiwara
Where Every Story Begins

ASUKA FUJIWARA

INTRODUCTION

In Asuka-Fujiwara, centuries of history lie layered beneath your feet. Each layer of earth tells the story of ancient Japan's origins. Imperial capitals, ancestral prayers, the flow of everyday life across generations—here begins your journey to encounter these enduring legacies and carry them into the future.

幾重もの歴史が眠る飛鳥・藤原。
この大地に積み重なる一層一層が、古代日本の礎を伝えています。
宮都の礎、人々の祈り、連綿と続く営み—
時を超えて息づく古代の記憶に触れ、未来へとつながっていく旅が、ここから始まります。



HISTORY

Asuka-Fujiwara was the first stage for the formation of Japan as a formal nation-state.

Through the construction of imperial capitals and exchanges with the wider world, foundations were laid for the politics and culture that would come to define Japan.

These ruins preserve the urban planning and philosophical maturity of a bygone era, quietly speaking of an eternal history to all who visit.

飛鳥・藤原は、日本の本格的な国家形成が行われた最初の舞台。

宮都の造営や国際交流を通じて、のちの日本の政治や文化の基盤が形づくられました。

古代の都市計画と思想の成熟を今に伝えるこれらの遺跡は、

悠久の歴史を訪れる人に静かに語りかけています。





CULTURE & LIVING LIFE

Sacred rituals, festivals, and the rhythms of rural life. Through these varied traditions, the culture of this land has been passed down through generations. Rooted in the history of the flourishing imperial capital, these traditions are sustained as the pride of the local community. They represent precious legacies of Japanese culture. Visitors can experience the living breath of a culture that continues from ancient times.

神事、祭礼、農村生活—
多様な営みを通じて、この地の文化は受け継がれてきました。
社寺の儀式や農耕文化は、宮都が栄えた歴史を背景に地域の人々の誇りとして支えられてきました。
これらは日本の大切な文化的遺産です。
訪れる人は、古代から続く文化の息づかいに触れることができます。



FUTURE INITIATIVES

Thanks to the tireless efforts of local residents, these landscapes have been protected and passed down through generations.

Today, preservation rests on two pillars: the daily lives of the community, and conservation guided by the Act on Special Measures concerning Preservation of Traditional Scenic Beauty in Ancient Capitals, as well as the Act on Special Measures concerning Preservation of Traditional Scenic Beauty and Improvement of Living Environment in Asuka Village. Together, they protect the landscape while enhancing the living environment. These efforts safeguard the region and provide the essential foundation for carrying its vitality into the future.

地域住民のたゆまぬ努力により、景観は守り継がれてきました。

現在は、住民の暮らしと、「古都保存法」や「明日香法」による

景観保全や生活環境の整備が両輪となって、文化財や景観の保全が行われています。

その取り組みは地域を守り、地域の活力を未来へとつなぐ大切な基盤となっています。

NATURE

Asuka-Fujiwara's landscapes reveal a different beauty with every season. Satoyama woodlands where daily life still breathes, terraced rice fields, and clear streams come together to form a scenery all their own. Often praised as "Japan's original landscape," the countryside of Asuka-Fujiwara is itself a living history of coexistence between nature and people. Experience it firsthand, and your journey will linger with deeper resonance and a quiet sense of connection.

四季ごとに異なる美しさを見せる飛鳥・藤原の自然。
人々の生活の息づく里山や棚田、清流が織りなす景観。
「日本の原風景」と称される飛鳥・藤原の里は、自然と人々との共生の歴史そのものです。
あなたがそれを体験する時、旅に深い余韻と共感がもたらされることでしょう。

RESPONSIBLE TRAVEL

Travel here begins with respect for the region's culture, nature, and everyday life.

Take a moment to reflect on the passage of time, feel the season's breeze, and make space for the lives of the people who call this place home.

Thoughtful, caring choices build trust with the community and lead to richer experiences and more sustainable tourism.

この地での旅は、地域の文化・自然・暮らしへの敬意から始まります。

時の流れに想いを馳せ、季節の風を感じ、地域に住む人々の暮らしに心を寄せてみましょう。

旅する土地への愛のある行動は地域との信頼を育み、より良い体験と持続可能な観光の実現へつながります。





EXPERIENCE PROGRAMS

Rural life, culinary traditions, cycling routes, guided historical tours, farmhouse stays.

A range of programs connect you with the wellsprings of history and culture.

Come visit this land where ancient landscapes still breathe with life.

農村や食文化の体験、サイクリング、歴史ガイド、民泊など、多様なプログラムを通じて歴史と文化の源流に触ることができます。古代の風景が今も息づくこの地へ、ぜひお越しください。