

Miwa Fujinuma



Profile

Miwa Fujinuma
Representative Director, Glocal-link Inc.
Interpreter and guide

Born in Washington D.C., USA. Spent her school years in Australia, Japan, the U.S., and Belize. Miwa moved to Usuki in 2013, and worked as an interpreter tour guide for foreigners balanced with a peaceful life in the countryside. 2018, she established "Glocal-link" to conduct inbound commissioning and consulting business.

■What do you value?
Providing easy-to-understand explanations.

What can we learn or do with you?

■Guiding you through valuable experiences that can only be had in rural villages.

What are your favorite sights and flavors of Usuki?
Stone Buddhas of Haraigawa, • Home-made meals in farming villages



My "SDGs x #00

#Inheritance of rural culture #Creation of business in rural areas

A woman who has traveled the world Arrives at a place of healing

Born and raised abroad, Miwa Fujinuma is an active woman who travels around Japan as an English tour guide for foreigners. Her home base is in Usuki City where she has been living for over 10 years. Despite having no prior connection to the city, it has become an important place for her to heal her body and soul.

After working in the Kanto region, she became infatuated with delicious organic vegetables she encountered in her travels and moved to the "organic village" of Usuki. In spring and fall, she is extremely busy as a guide for foreigners. In the off-season, she enjoys working in the fields and interacting with local people. It seems that her life, which clearly switches between "on" and "off," has brought her contentment and peace of mind. "I also bring foreigners to Usuki. In addition to the Usuki Stone Buddha and the old townscape, I also recommend the niche Haraigawa Stone Buddha and the homemade meals you can enjoy during a farm stay," she says. Having lived abroad for a long time, she has the advantage of being able to uncover the charms of Usuki from the same perspective as travelers. "In fact, Usuki, with its uniquely Japanese culture and scenery, has been well received by foreign travelers. Usuki is a good town, but there are no local jobs. So, I want to encourage more travelers to come to Usuki and spend both time and money here. If this happens more, there will be more jobs in the town, and more people will be able to live here. The ultimate goal is to increase the population of Usuki City," she says, smiling. It sounds grandiose, but when she says it, it seems feasible.



Trail courses with many challenges, such as ridges and chain-link sections, are popular among foreigners.



She guides throughout Japan, from snowy Hokkaido to Yakushima Island.



She has developed local tours with unique themes such as "religion" and "fermentation".

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