



# The Strait of Seven Paths

CATEGORY: DESTINATION MANAGEMENT

COUNTRY: JAPAN



## Challenge

The region of the Kanmon Strait has long been seen as a divided and fragmented area. Many residents and visitors perceived the region mainly as a place of transit between two islands, and its multiple boundaries made interregional tourism collaboration, development, and promotion particularly challenging.

## Solution

Kanmon Strait's sustainable solution reimagined the overlooked infrastructure as shared regional assets. They leveraged Infrastructure Tourism to transform bridges and tunnels from simple transit routes into cultural and experiential landmarks. By hosting exclusive tours developed in collaboration with road and rail operators, visitors gained access to sites that were usually closed to the public. Therefore, it allows them to engage directly with the region's engineering heritage. By weaving these tours with local culture, cuisine, and history, the initiative created new regional narratives, strengthened collaboration among stakeholders, and fostered a more connected and unified tourism experience for the area.

***"Today, the Kanmon Strait region, promoted as a unified destination, attracts over two million visitors annually from both Japan and abroad."***

## Results

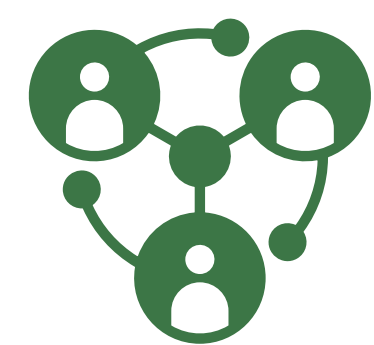
- Infrastructure tourism brought the long-standing "Kanmon Collaboration" idea to unite both shores of the strait.
- Public and private stakeholders began working together to co-design tourism policies and experiences.
- Exclusive tours and eco-tourism routes transformed ordinary infrastructure into cultural and experiential landmarks.
- Infrastructure tourism strengthens community ties, reconnects people across the strait, and paves the way for new initiatives.

## Key Learnings



### Cross-boundary collaboration

Shared infrastructure can unite administratively divided regions, serving as both a physical and symbolic connector for tourism development.



### Interdisciplinary engagement

Involving infrastructure managers in tourism planning unlocks new resources, perspectives, and public understanding of sustainable infrastructure use.



### Narrative-driven experiences

Integrating local history, culture, and technical storytelling into tours enhances visitor engagement and the value of infrastructure as a cultural and tourism asset.



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