

The Way to Develop Nara into a Tourist City by Cooperating with Sister City

H.Uekawa, K.Miyazaki
 M.Aburatani, Y.Kita

1. Background Information

- ① We noticed the differences between Nara and Singapore
 - ② We became interested in the tourism development of Nara by attending the 9th East Asia Local and Regional Government Congress and a UNESCO world heritage class.
- Goal: We want many foreign people to know about charms of Nara

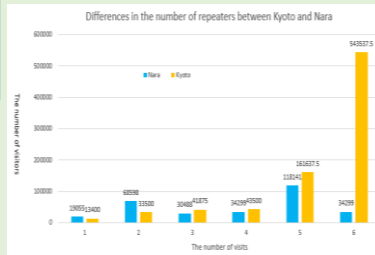


[This is at the Congress]

2. Current Situation Analysis

- ① Multilingual announcement is not available
- ② No trash cans
- ③ Access to Nara is bad

Foreign people cannot feel charm in Nara
 Few people repeat visitors



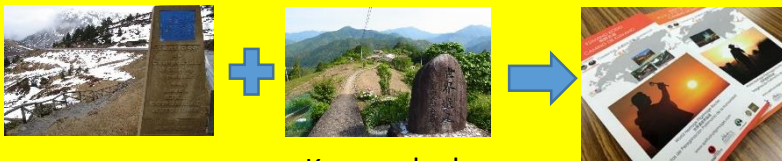
3. Hypothesis

If the number of repeat visitors is increased, the number of tourists will also be increased.

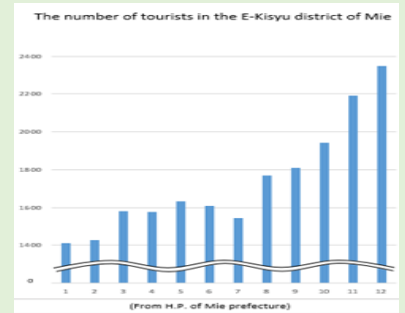
4. Verification

Efforts of "Kumanokodo" and "Routes of Santiago de Compostela"

Tie-up with sister cities



Santiago de Compostela Kumanokodo



Increase the number of repeat visitors

5. Recommendation

Cooperate with sister cities and jointly promote a tour of Goshuin
 Nara ver. 8c's capitals, Nara, Xian, Gyeongju

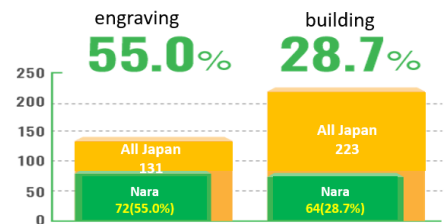


Nara Gyeongju Xian

An increase in repeat visitors can be expected



The national treasure in Nara is...



The percentage of Nara to the national treasures

6. Perspective, Task

It applies not only to the business in Nara city, but also to other World Heritage sites in the Nara prefecture

Lack; Advertisement, Trash cans, Multilingual guide, Hotel, Illustration of a sign

