

STEAM integrated in regional inbound

~ For attracting many foreigners to Shimanami Kaido ~

No.2746

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Introduction

The number of foreigners visiting Japan are increasing rapidly. The largest problem is a language barrier.¹⁾ To make Japan more comfortable place also for foreigners, I researched Shimanami Kaido inbound.

Purpose

Ehime prefecture is working hard to attract lots of foreign tourists. Joined STEM leadership summit in the Philippines.



Clear the issues against attracting many foreigners to Shimanami Kaido with STEAM perspective.

About Shimanami

A sacred place for cycling, connects Ehime with Hiroshima.

“Art and nature harmonize in Japan’s inland sea”

“Setouchi is also looking to draw a fresh crop of cyclists” -52places to go in 2019(No.7) New York Times

Conclusions

By integrating STEAM perspectives in regional inbound, I could examine the matter from more various and realistic angles.

References

- 1) JTB総合研究所、インバウンド訪日外国人動向、2018、<https://www.tourism.jp/tourism-database/stats/inbound/>
- 2) 国土交通省観光庁観光戦略課調査室、訪日外国人消費動向調査 平成26年訪日外国人観光客の地方訪問状況、2015、<http://www.mlit.go.jp/common/001107179.pdf>
- 3) リクルートじゃらんリサーチセンター、インバウンド対応満足度調査結果報告、2017、http://jrc.jalan.net/wp-content/uploads/2018/05/inbound_20170120.pdf
- 4) 国土交通省観光庁、訪日外国人消費動向調査訪問地別1人1回当たり旅行消費単価、2018
- 5) JTB訪日旅行重点15か国調査、2019
- 6) New York Times, 52 places to go in 2019



Joined STEM summit

Definition of STEAM in regional inbound

Science: Find out patterns and trends of countries/regions with using examples.

Technology: Combine scientific technologies in existing system and find out the best way to attract foreign tourists.

Engineering: Check the sightseeing maps and guide signs are matching to tourists’ needs.

Art: Create design of maps, guide signs and other facilities which are easy to understand for foreign travelers.

Mathematics: Analyze the data and use it logically.

Methods

1) Sent out questionnaires to foreign tourists(N=12), local residents(N=55) and elementary school students(N=20). To see Shimanami inbound from various perspectives. (**M**athematics) (Fig.1) (Fig.2)

2) Compared trends of foreign travelers visited Japan and Ehime by using data. (**S**cience/**M**athematics)

3) Joined the training up English volunteer guide program once a week. Interviewed the problems of inbound in Ehime to MIC guides. Also, get opinions from foreigners whether maps are easy to understand or not. Create devices (maps, apps, etc.) that meet tourists needs. (**T**echnology/**E**ngineering/**A**rt) (Fig.3)



Fig.1 Questionnaire(Foreign tourists)



Fig.2 Questionnaire (Elementary school students)

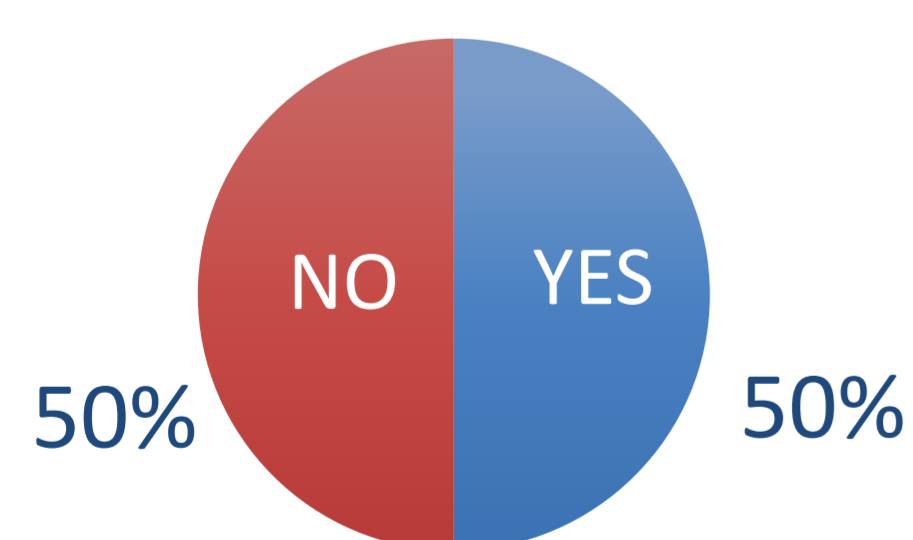


Fig.3 Volunteer guiding

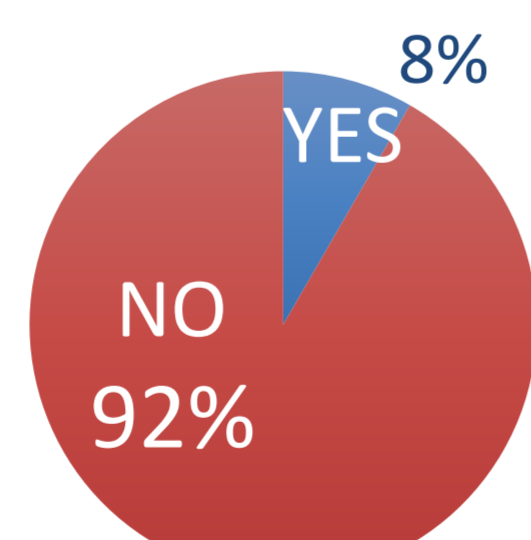
Results and Discussions

1)-1Questionnaire for foreign tourists

Do you use Shimanami Kaido tourist map?



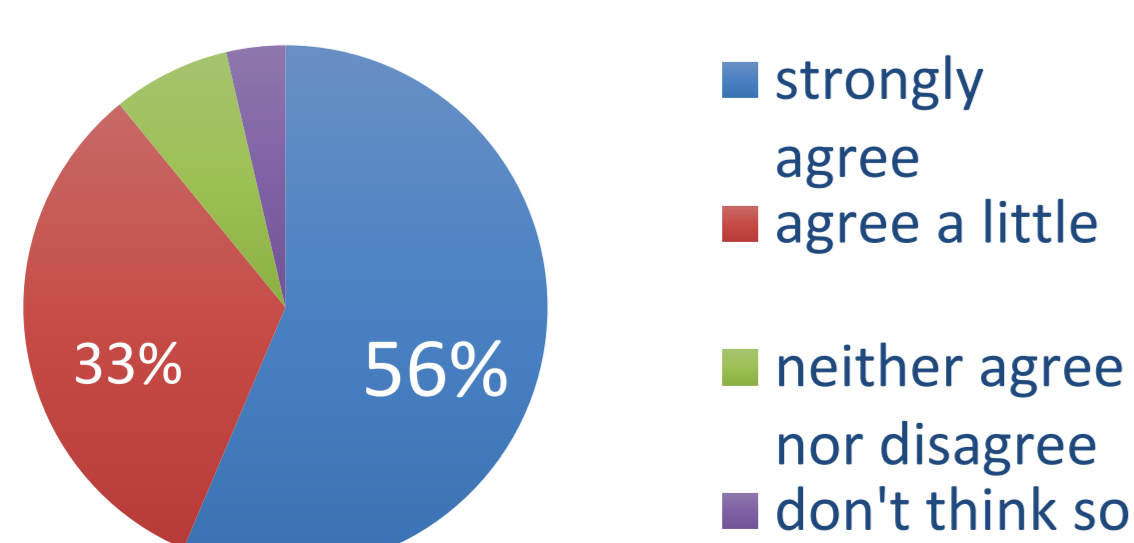
Do you know consulting systems in Shimanami Kaido?



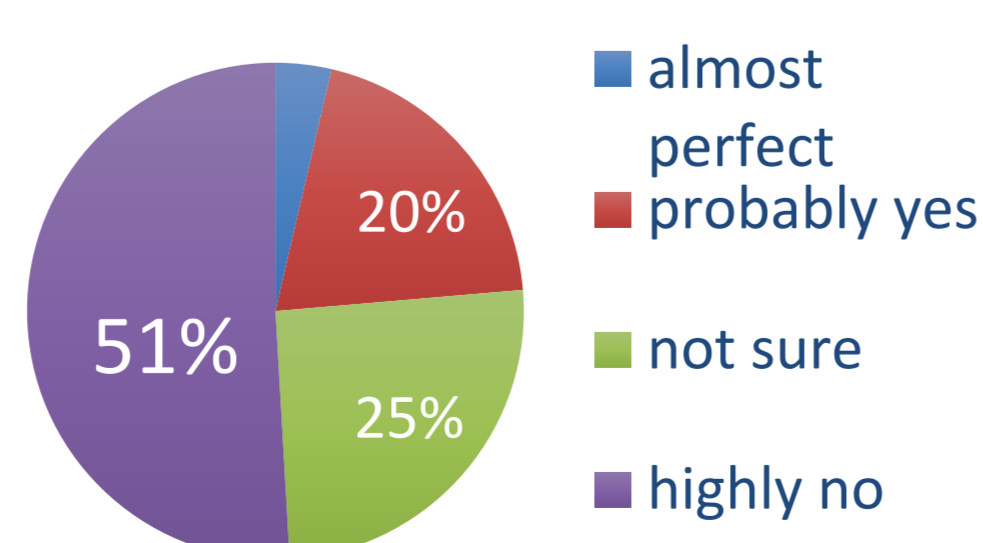
- We need to give chances to use these system.
- Maps should be easy to take.
- Maybe maps are unnecessary for cyclists in Shimanami.

1)-2Questionnaire for local residents

Do you recommend Shimanami Kaido to sightseeing spot for foreign tourists?



Can you explain Shimanami Kaido to foreign tourists?

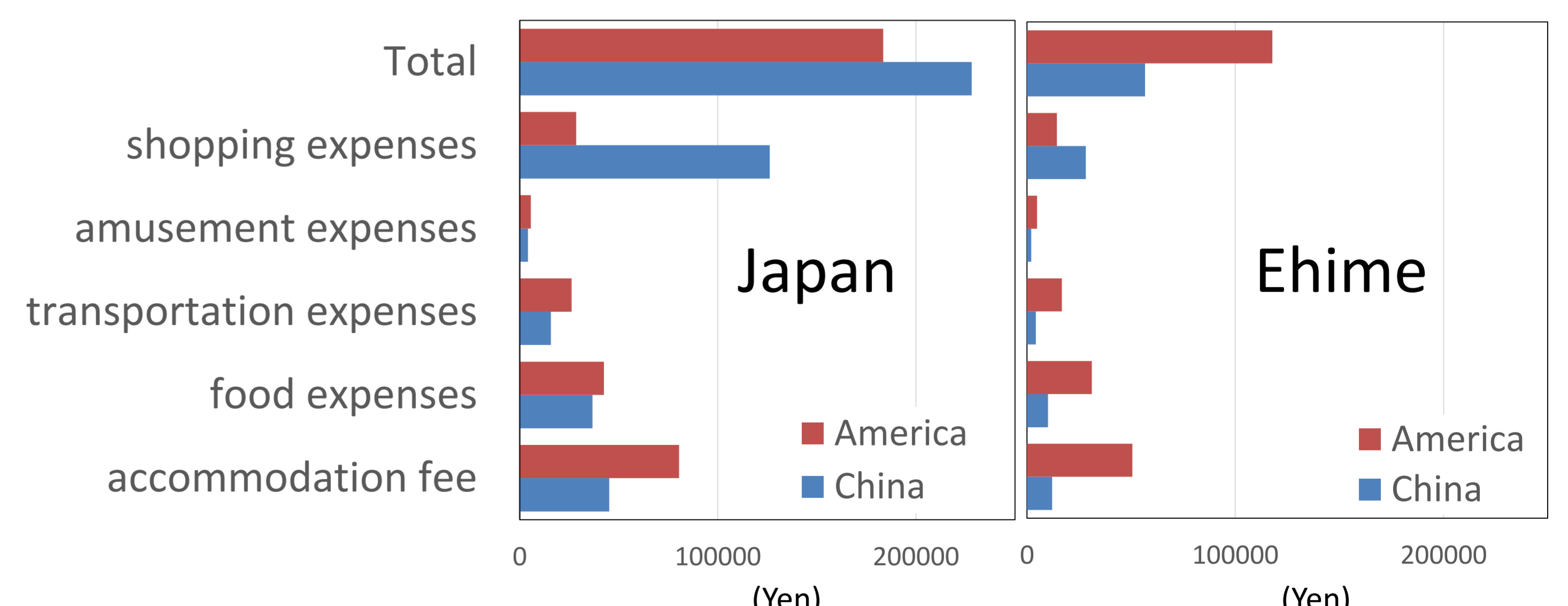


- Local people are really positive about the increase of foreign tourists.
- Not confident to guide foreign tourists by themselves.

1)-3Questionnaire for elementary school students

- All of them enjoyed the lesson and wanting to join it again.
- Have high interest in speaking and communicating in English.

2)Comparing trends of foreign tourists visited Japan and Ehime



Foreign Travelers cost of traveling per person

- Travelers from America pay a lot for accommodation fee.
- Overall, in Japan, Chinese paid the most. In contrast, in Ehime, American paid the most.

3)Volunteer guiding

- It is hard to guide Shimanami area for elderly guides.