



A suggestion to make FUKUI happier ~ Making a plan to attract Thai tourists ~



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1. Introduction: Our experiences

- (1) Research about a plan for an international exchange in Fukui City
- (2) A lecture about regional vitalization by a newspaper reporter
- (3) Study trip to Thailand in October, 2017

2. Our Hypothesis

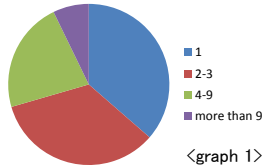
- (1) potentials of Thai people;
possibility of having enthusiastic returning Thai visitors to Japan
- (2) potentials of FUKUI;
Winter is the most appealing to Thai people.



<figure 1>

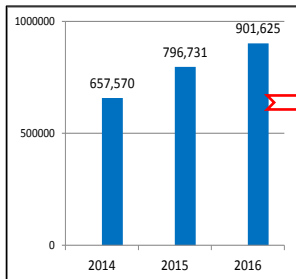
3. Researches

- (1) the number of times Thai tourists visit Japan



<graph 1>

- (2) the number of Thai tourists

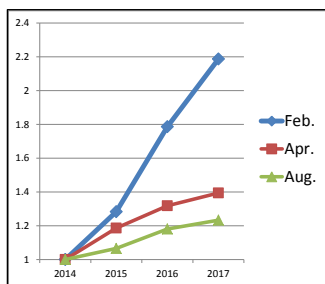


<graph 2>

Tokyo	60.7
Chiba	54.2
Osaka	27.8
Kyoto	18.3
Yamanashi	16.8
Hokkaido	15.6
Kanagawa	10.3
Hyogo	7.7
Shizuoka	7.4
Fukuoka	6.7
Nagano	4.4
Gifu	4.0
Toyama	1.1

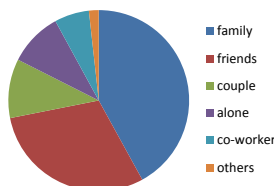
<figure 2>

- (3) increase of Thai tourists



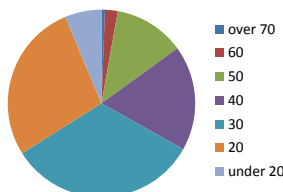
<graph 3>

- (4) companions of Thai tourists



<graph 4>

- (5) age-group of Thai tourists



<graph 5>

4. Our Proposals

- (1) target:
returning tourists under 40 families, groups of friends, couples winter
- (2) Fukui's uniqueness to be emphasized:
snow, skiing, Echizen crabs, Awara Spa, the Dinosaurs Museum 8-Ban Ramen



<figure 3>

<Questionnaire Result>

Q: What would you like to do in Fukui?

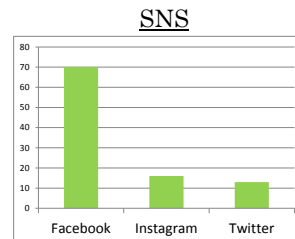


<graph 6>



<figure 4>

- (3) collaboration with neighboring prefectures:
Kyoto, Osaka, Gifu, Ishikawa
- (4) Transportation:
Hokuriku Shinkansen (2023), bus tours
- (5) PR;



<graph 7>

ECHIWA



<figure 5>

5. What remains to be done

- (1) to make a business plan by working with people from a travel agency and the prefectural government
- (2) to write an article to be uploaded on the website "ECHIWA"
- (3) to continue our research and write the final report by the end of July, 2018
- (4) to do more research, including MINPAKU

【References】

- <http://echiwa.jp>
- <https://www.jnto.go.jp/jpn/>
- <http://www.mlit.go.jp/kankocho/>
- https://honichi.com/news/2016/05/27/honichitainin_kankokya/
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