

Kyoto Prefectural Toba High School

The Theme of the Research

Spread sake culture around the world to boost the brewing industry of Fushimi

Research Question (Type A)

Why don't Japanese people drink sake often?

Smaller Research Questions (Type B)

RQ①

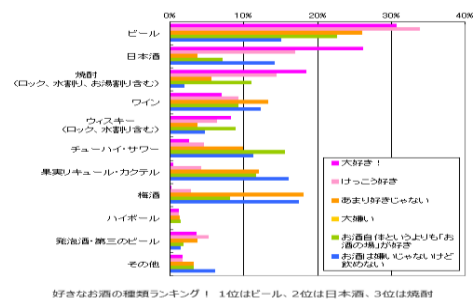
How much sake do Japanese people drink?



Reference: Ministry of Agriculture, Forestry and Fisheries of Japan. (2016). *The Circumstances of Sake*. 2017,11/11

RQ②

What kind of alcoholic drinks do people like?



Reference: National Tax Agency. (2017). *Sake Report 2017,11/11*

RQ③

What are the good points of sake made in Fushimi?



Reference: Gekkeikan. <http://www.gekkeikan.co.jp/english/index.html> 2017,11/11

RQ④

What kind of image do foreign people have of sake?

- Q1: Have you ever drunk sake?
- Q2: How do you feel about sake?
- Q3: Do you like the taste of sake?
- Q4: If you have drunk sake, where do you drink sake in your home country?
- Q5: If you have drunk sake, where do you buy sake in your home country?

RQ⑤

Is it possible to export sake to foreign countries?



Reference: The Japan Economic Research Institute. (2016). *The JERI Monthly Report 2017,11/11*

RQ⑥

How much sake do Chinese people drink?



Renewed Research Question

How can we get more Chinese people to drink sake?

The Hypothesis to Renewed Research Question

If we can inform people about the high quality, history, tradition, and unique techniques used to make sake, more and more Chinese people will drink sake.