

Gobo is full of attractions ~How can we market these?~

Reason for research
 We want to revitalize Gobo.

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We understand local attractions and goods in Gobo, next we learn how to make the city more appealing to visitors.

① Efforts by the municipal office(On-site interview)

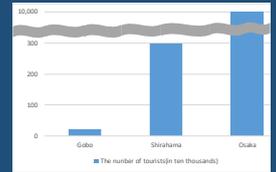
- Train / cultivate guides of Gobo.
- Hold walking event for citizen.
 - Walking route
 - Kii-Uchihira Station → Kumanokodo pilgrimage routes → Dojouji Temple
 - Gobo Station → The Komatsubara area → Jinaicho(the old central area of Gobo city)
- Make English pamphlets for foreign tourists.
- “Fam Trip tour”
- Make a promotional video to introduce Gobo.
- Hold Miyakohime Minato Festival
 - ✦ Wear traditional costumes
 - ✦ Street parade



② The number of tourists to Gobo (Interview results)

< Consideration >

In the past, tourists tended to visit Gobo on their way to Osaka or Shirahama. Nowadays, however, tourists tend to focus on the character of the town. This means that the number of tourists increase.



Local attractions and goods in Gobo

Stalice flowers



Sechiyaki



Local gourmet
in Gobo

③ Problem of the present situation and solutions

< Problems > (Interview results)

- People don't know of (don't feel) the town's attractions.
- People aren't accustomed to hosting tourists. So they hesitate.
- There is a gap between the attitude of the government and people.
- Gobo has its charm, but people doesn't know how to make it appealing.
- Gobo city is only a step on the way to other places, so the tourist industry can't grow.

< Solution > (Consideration)

- Improve people's awareness of Gobo city.
- Make contact with tourists in person.
- Try various ways to appeal to tourists and search for the most suitable methods to the city.

④ Suggestion based on solution (Consideration)



< Advantage >

- There is a high probability that the event can change people's consciousness.
- The event most likely becomes the topic due to its importance.
- Big economic effects are expected.

< Disadvantage >

- The cost of the event is high.
- We propose it based on an assumption that some tourists will come to Gobo for the event.

⑤ Conclusion (Interim report)

- Actions to increase tourists have both good and bad points. We can't say whether it's good or bad.
- Tourists tend to put stronger emphasis on "identity of town" now. We can't know of the future, it's the most suitable to do something which suits the time.

⑥ Future work (Plan)

- When we visited Osaka University of Economics and Law on October 31, the professor explained to us that every town has its local attractions and goods and something he referred to as it's only one, a feature that is specific to that town. So we are going to search for more local attractions and goods in Gobo and learn how to make these resources more appealing to tourists.
- We are going to create our own sightseeing map which will introduce the attractions and goods we uncovered.

Local attractions

Amulet from
Gakumon station



Kishu Railway

