

## Study of Hiraizumi Town for Visitors from Other Countries

### I. Introduction and Abstract

Six years ago, the Buddhist heritage of Hiraizumi Town was registered as a world heritage site. People in Iwate thought that many people will be interested in Iwate, and many tourists, especially tourists from other countries will come to Iwate. However, as you can see from this bar graph (Table A), it is hard to say the number has increased. Furthermore, the proportion of foreigners in tourists is also low. (Table B)

Thus, we decided to study methods of how to increase the number of foreign tourists to Hiraizumi Town, and develop Hiraizumi.



Table A

The number of tourists who came to Iwate

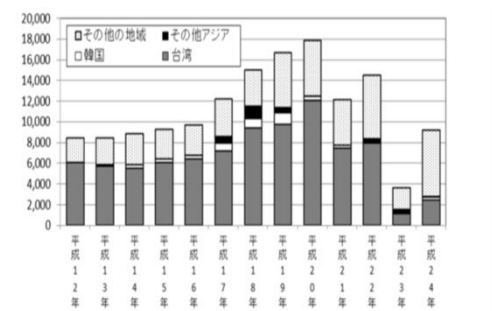


Table B

The number of foreign tourists who came to Iwate

### III. Interview with Ms. Rosemary

We interviewed Ms. Rosemary, who came from the UK and now lives in Hiraizumi. Through our interview with her, we came to hit upon two ideas.

First, she is sometimes in trouble reading menu in restaurants in Japan. We need to prepare for an English version.

Second, one of the best points in Hiraizumi is abundant nature. So, it's good to conduct recreational activities for tourists in Hiraizumi.

We decided to translate restaurant's menu into English and to suggest

recreational activities. Then, we need more opinions to survey more foreigner's thoughts.

#### IV. Research with Exchange Students of Iwate University

We conducted a survey with exchange students of Iwate University to get more opinions. The results show that most part of foreigners who visit Iwate are not necessarily English speakers. So, using English is just one way to improve this situation: decrease in foreign visitors. We needed a new plan. At that time, we found that illustrations can tell information over the border of languages. In addition, even though there are a lot of famous places to visit in Hiraizumi, distance from one sightseeing spot to another is large. It seems to be a big problem for visitors. So, we decided to make new plan to connect the spots.

#### V. Use Illustration

Through the survey with exchange students of Iwate University, illustration is a good way to communicate with people from various backgrounds. Please see this illustration. This is made by Iwate prefecture for people from other countries. This is very unique and easy to understand.



#### VI. Conclusion

From the above, we thought that the true global language is not English but illustration. But we need a bigger effort to carry out new plans for foreign visitors. Therefore, we should make a leisure plan in the Kitakami River and a sightseeing tour including a traditional agricultural event, in order to make use of the abundant attractions in Hiraizumi.

#### VII. Future plan

We will carry out three projects. First, we will make an ideal tour plan in Hiraizumi. You can enjoy exciting leisure activities such as skiing, boating and hiking. Second, we will spread out information about Hiraizumi by using social media like SNS. Third, we will draw many simple and unique illustrations

that everyone should enjoy and understand easily. Illustration has a big power to bridge between people from various backgrounds.

#### VIII. Acknowledgement

Ms. Rosemary

Exchange student of Iwate University