

Kenji World

1. Motivation for research

Works of Miyazawa Kenji have been translated into 22 languages, published in many countries and enjoyed all over the world. However, the number of tourists who visit Hanamaki where Kenji was born and grew up in is about 350 thousand people smaller than Tokyo. So we want to research the way that we let tourists visit Hanamaki from Hanamaki airport which has Iwate's only international flight.

2. Hypothesis

As a hypothesis, the reason why the number of tourists is small is that Kenji himself and his works are famous, but its contents and attractive points are not. So we plan to advertise tourist spots where we visited for fieldwork, attract tourists' interests, and connect with increasing of the number of tourist.

3. Sightseeing site

(1) Miyazawa Kenji Fairy Tale Village

There are seven facilities such as "Kenji's School" And "Heavenly Plaza" in the Miyazawa Kenji fairy tale village. Every person can enjoy the view of the world of Kenji.

(2) Miyazawa Kenji Memorial Hall

In Miyazawa Kenji memorial hall, Kenji's personal history, works, and forming that he was absorbed in and so on are introduced. People can enjoy Kenji's activity. If you scan the QR code that is on the display, you can watch the panel which is then translated to English, Chinese, or Korean. There is "Yamanekoken" near the memorial hall. You can eat dishes and buy some goods with enjoying atmosphere of "Yamanekoken."

4. Transportation to Hanamaki

From Morioka Station, the Kaisoku Hamayuri bus takes 45 minutes to Shinhanamaki Station, and Miyazawa Kenji memorial hall is 20 minutes on foot or 5 minutes by bus from there. We have to pay 1,500 yen and use the bus, we have to pay 2,000 yen for round trip.

5. RESAS 1

Graph1 indicates the number of visitors in Iwate by nationality in 2015. It shows that the visitors from Taiwan are the largest. Chinese are the second largest and

Americans are the third. From the data, neighboring East Asian countries are the majority of visitors. Thus, it is necessary to invite people from neighboring East Asian countries such as Taiwan and China.

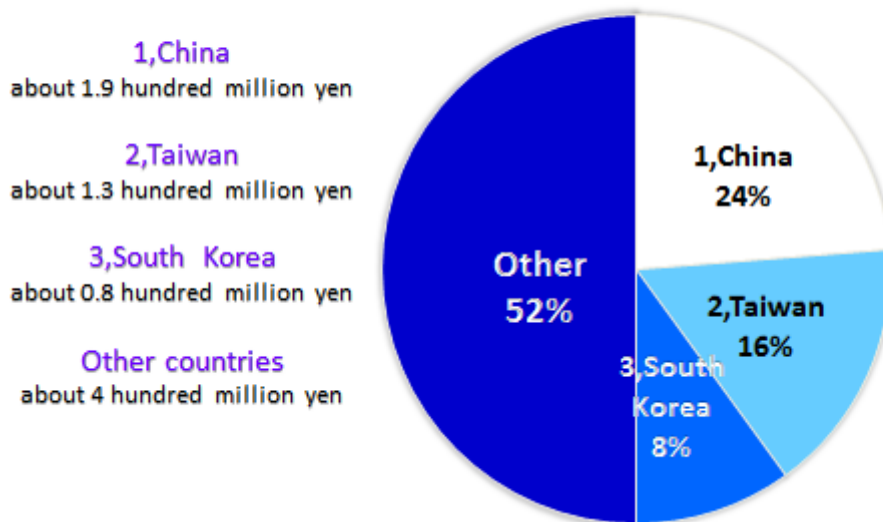
Graph 1



6. RESAS 2

Graph2 indicates the amount of residents' consumption. The amount of consumption in Iwate in 2015 by the Chinese is the best. People from Taiwan and South Korea also spend a lot of money. Each visitors from China spends a lot of money, so China is the best.

EXPENDITURE OF NATIONALITY IN IWATE : 2015



Most of the visitors who come to Iwate are from countries near Japan. Therefore, we should narrow down the target to the visitors from countries near Japan. In addition, we should think of a way to invite people who live in countries far from Japan such as Europe.

7. Conclusion

(1) Visitors

There are many visitors from China and Taiwan. They have a big influence on economy of Hanamaki's tourism.

(2) Transportation

Transportation around the area is convenient. There are airplanes and Shinkansen available. Visitors can use loop bus among some institutes involved with Kenji.

(3) Facilities

Much information about Kenji can be seen. The facilities which any person can enjoy are substantial. Some panels are also written in English, Chinese and Korean.

8. Future research

We'll limit our target only on China and Taiwan. Hanamaki has many events in August and September, such as Ihatov Festival and Hanamaki Festival. So, we'll plan some

tours in cooperation with these events. And in first place, we must have many people know the name of Kenji and contents of his works.

Acknowledgement

Miyazawa Kenji Museum

Mr. Miyazawa Akihiro

References

1. RESAS
2. Hanamaki Tourism Association Official Website
<http://www.kanko-hanamaki.ne.jp>
3. Miyazawa Kenji Museum
Mr. Miyazawa Akihiro