

Sending out the Attraction of Iwate at Morioka Station

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Abstract

If we introduce the famous places in Iwate at the Morioka Station, tourists can have more chances to know about Iwate. By doing so, it is also expected that more and more people visit Iwate. As for the residents of Morioka, it's good to improve the station, which they often visit.

Through the field work, we learned that participatory events and destination campaigns were held at the Morioka Station. We also discovered that the problems were big baggage of tourists and response to the elderly people, disabled people and foreign people, especially Taiwanese.

Present Morioka Station has a lot of coin-lockers and guidance in English. However, they don't meet foreigners' desire. We have to increase bigger coin-lockers or baggage checks, and guidance written in several languages.

Keywords: Taiwanese, baggage checks, guidance

1. Introduction

Morioka Station is the center of Iwate. Many tourists visit Morioka Station, and many trains, shinkansens, and buses start from this place. It also gives people the first impression of Iwate. So it's important to make it better.

If we introduce the famous places in Iwate at the Morioka Station, tourists can have more chances to know about Iwate. By doing so, it is also expected that more and more people visit Iwate. It is a good effect on Iwate. As for the residents of Morioka, it's good to improve the station, because they often go there. It will connect them.

2. Analysis

(1) Present Situation

To know Morioka Station's original condition, we went to the Iwate Prefectural Library, and looked for the books about the Morioka Station. We learned some information. First, the use of the station. In fact, Morioka Station is the second largest station in Tohoku.

Next, the history of the station. It opened in 1890, the Meiji period. It grew up to be the center of Iwate in 1920s. About 30 years ago, shinkansen service started.

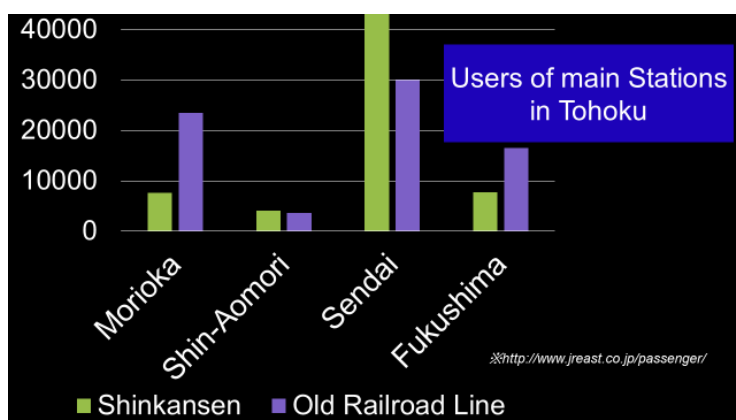


Fig 1. The numbers of users of main stations in Tohoku (graph)

Fig 2. The first Morioka Station in 1890 (picture)

(2) Field Work

And then, we did interview at Morioka station. The target was Mr. Nakamura Toshihiko. He was an assistant station manager of service. This was successful. We will give some results.

The station holds events depending on four seasons for users. They are participatory events, such as origami. It means events a lot of people can join. Mr. Nakamura told us that he wanted to show “Omotenashi”.

The station also takes action for PR of Iwate. The most important one is destination campaign. It is a big campaign of tourism conducted by JR and local government. It has been held in Iwate twice. And package tour is a plan including a set ticket of trains, a resort and a hotel. Some pamphlet of Iwate is put in the station, too.

However, there are some problems. It is necessary to care for foreign people, elderly people and disabled people properly. In particular, guidance for foreigners is not enough, partly because Taiwanese tourists have been increasing recently. Fig 3 indicates that the tourists from Taiwan in 2016 is more than 5 times as large as those in 2011.

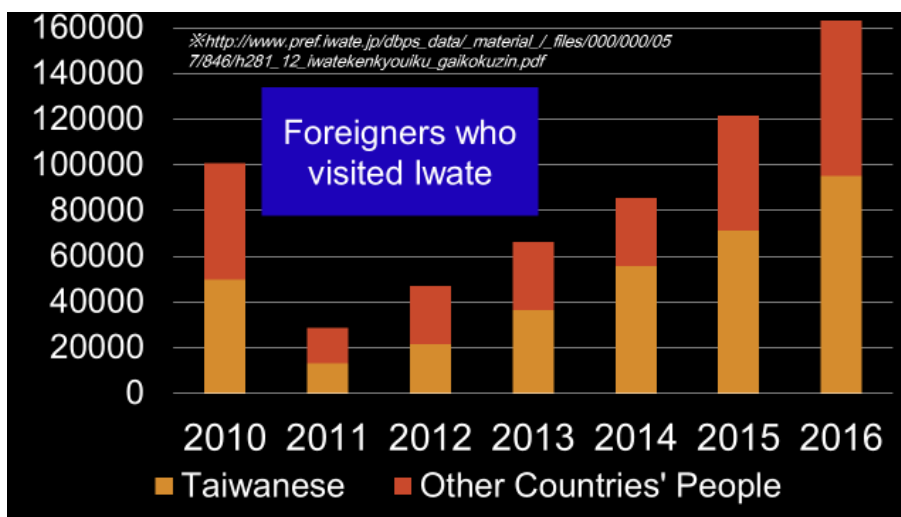


Fig 3. Foreigners who visited Iwate from 2010 to 2016 (graph)

3. Conclusion

Taking them into consideration, we would like to suggest two things.

One is baggage checks. Though present Morioka Station has a lot of coin-lockers, they don't meet foreigners' desire. Their roller bags are too big to put them into these small coin-lockers. So, we think new baggage checks must be needed. Mr. Nakamura agreed with it.

The other is improvement of guidance. Now, there is a lot of guidance, but most of them is written in English and have no feature. We want to write them in several languages, such as Chinese, French and German. And if we take advantage of local viewpoints as residents, they will be better. It is also necessary that they should be displayed where everyone can see them.

4. Acknowledgement

We thank Mr. Nakamura Toshihiko and all people working for Morioka Station.

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