

Kirishima City is... ~Suggestion to increasing in tourism in Kirishima City~

JAPAN Kagoshima Prefecture Kokubu High School

Introduction ~ Attraction in Kirishima City~

① Kareigawa Station
② Kagoshima Shrine
③ Black Vinegar
④ Uenohara Jomon Forest
⑤ Kirishima-Kinko Bay National Park

Problem

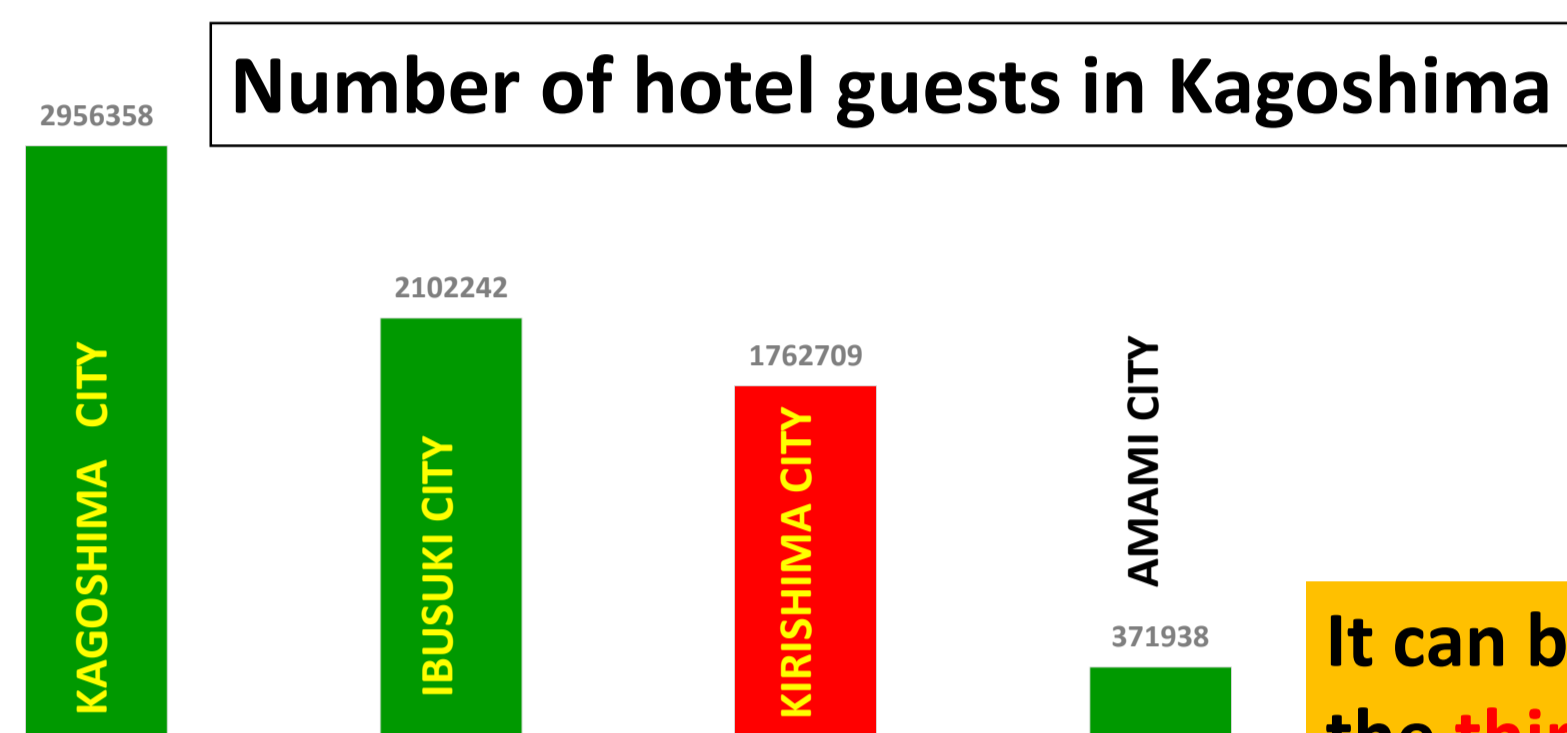


Fig.1 From RESAS

It can be seen that Kirishima City has the **third** largest number of guests in Kagoshima Prefecture.

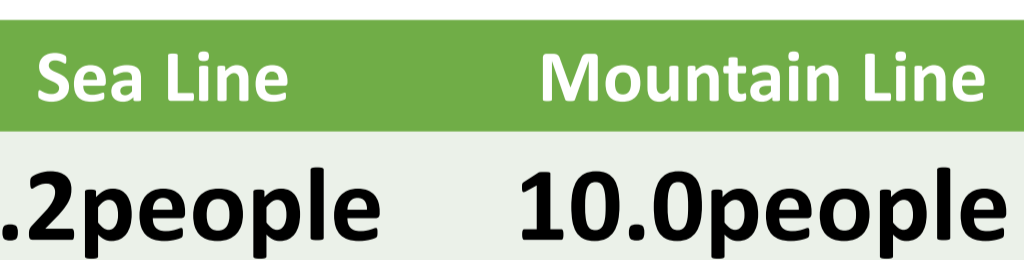
Purpose of Research

We want to increase the number of tourist to Kirishima, so we have researched tourism in Kirishima.

Research1 ~ Sightseeing bus in Kirishima City ~

↑ Kirishima sightseeing tour bus

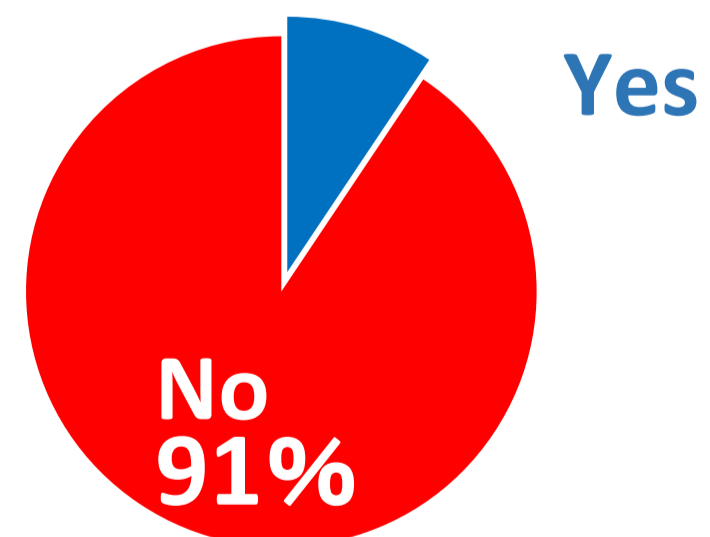
The average number of passengers



Sightseeing tour bus has 24 seats, but it doesn't fulfill even half.

Fig.2 From Kirishima City sightseeing bus use situation

Do you know sightseeing tour bus?



Most students didn't know about them, even though most of them live in Kirishima. We know the recognition of this bus is low.

Resarch2 ~ Kirishima is ○○ ~

Why did you come to Kirishima?

- 1st Onsen
- 2nd Nature
- 3rd It was good when I came to Kirishima before.

Onsen is important for Kirishima sightseeing.

Fig.3 From Kirishima City sightseeing general strategy

Result of the survey

Students surveyed	Onsen	Kirishima Shrine	Shiroyama Park
1407	280(20%)	141(10%)	54(4%)

Fig.4 From questionnaire to students in Kirishima City

This figure shows top three attractive sightseeing spots in Kirishima City that high school students think. Young people also think hot spring is the most important resource.

Research3 ~ History of hot springs in Kirishima ~

- 1142 Hot spring in Kirishima was said to be first discovered. This is the oldest hot spring in Kagoshima prefecture.
- 1830 Hot springs in Kirishima were introduced by the book 『諸国温泉効能鑑』
- 1843 Those hot springs were also introduced by the book 『三国名勝図絵』 『内村、木房、大津川の側にあり、其性和平にして疥癬諸癩等を治す。』
- 1866 Sakamoto Ryoma and his wife came to Kirishima and stayed Onsen Town for a while. This is called "The first honeymoon in Japan."
- 1972 Unique family baths started in Hinatayama, one of the onsen towns in Kagoshima.

To suggest new plans

1. We discussed the problems with the staff of Kirishima City Hall.
2. We found sightseeing problems by taking the tour above.
3. We did questionnaire survey to students in Kirishima City to know the young people's view about sightseeing.
4. We thought new tour plans by using that sightseeing bus and suggest tour plans for overseas visitors.



Appeal Point1 ~ Family and History tour plan~

1. We can learn about the Jomon period and experience life in those days at Uenohara Jomon Forest.
2. We can taste unique fruits at Sakura Farm.
3. We can see the shell mound near Kagoshima Shrine.
4. We can see the shrine's beautiful ceiling.
5. We can enjoy a hot spring in a family bath.



← Heart shaped grapes at Sakura Farm



↑ Beautiful ceiling picture at Kagoshima Shrine

Appeal Point2 ~ Oversea Visitors tour plan~

1. Visitors can wear kimono and walk around Kirishima Shrine.
2. Visitors can enjoy local food at Kirishima Onsen Village.
3. Visitors can go to Akarui Nouson to taste "Shochu" made in Kirishima. Izakaya or shochu is attractive to overseas visitors.
4. Visitors can see old wooden station at Kareigawa Station.
5. Visitors can enjoy a hot spring in a family bath.



Summary

- There are many sightseeing spots in Kirishima, but Kirishima has fewer tourists than Kagoshima City and Ibusuki City.
- Current sightseeing bus tours in Kirishima should be improved.
- Kirishima is famous for hot springs. Especially family baths are unique.
- To suggest two new tour plans.

Further Study

- To suggest another tour plan.
- To participate in workshop in Kirishima City Hall.
- To have discussion with people who work at tourist industries.
- To survey other tourist attractions in Kirishima City.

References

- Kirishima City sightseeing tour bus use situation (Kirishima City Hall Tourism PR Section)
- Basic research for Kirishima City sightseeing general strategy formulation (Kysyu Economy Lab)
- RESAS

Acknowledgment

Kirishima City Hall business and industry tourism department tourism PR section general affairs planning group Mr.Kameishi Kazutaka