

Possibilities of Nara

1. Motivation behind Research Paper

I think Nara doesn't have a lot of tourists, do you? One day, I saw the news. It said COVID-19 had a big impact on tourism. After that, I was interested in tourism. Therefore, I thought that there are some reasons why Nara has few tourists, and then I wanted to know what the cause was. This research paper will show how to increase tourism in our hometown Nara.

2. Introduction

According to the 2020 Nara Tourist Survey Report, "The number of tourists to Nara Prefecture in 2020 was 26.23 million, a decrease of 18.79 million (41.7%) from the previous year. Compared to 2015, the number decreased by 15.23 million (36.7%)." Therefore, looking at the 2020 results by month, since it was the first New Year's Day in Reiwa, the number of tourists in January exceeded that of the previous year, but due to the government's declaration of a state of emergency related to the spread of the new COVID-19 infection, from April to May, tourist facilities were temporarily closed and events were canceled, resulting in a significant drop. Even after the state of emergency was lifted, the result was lower than last year due to calls to refrain from traveling across prefectural borders, closures and shortened business hours of tourist facilities, etc.

Changes in the number of tourists 【2015~2020】

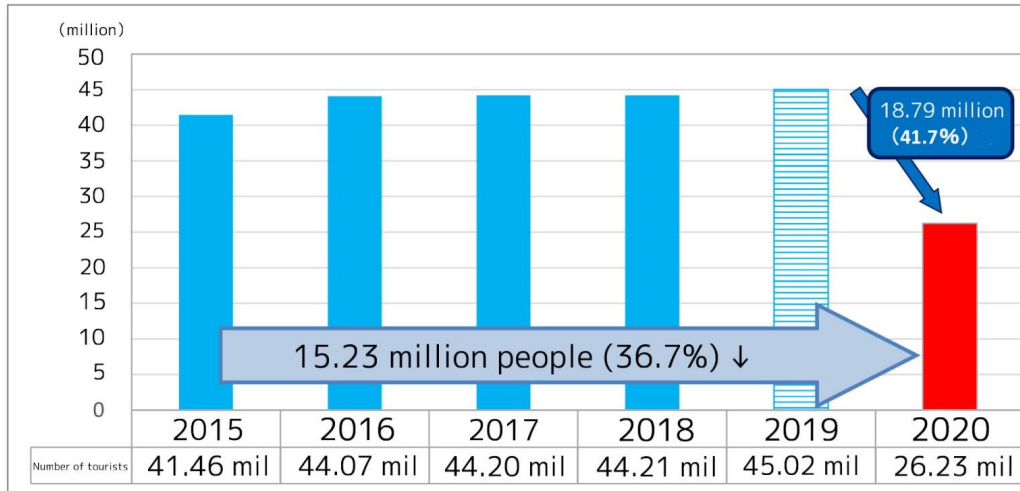


Figure 1. Changes in the number of tourists

According to the 2019 Visit Rate Ranking by Prefecture conducted by the Japan National Tourism Organization, “In terms of the number of tourists visiting for travel and leisure purposes, Osaka ranked first with 43.4%. This is followed by Tokyo at 42.4%, Kyoto at 32.8%, and Chiba at 32.3%.”

2019 Visit Rate Ranking by Prefecture



Figure 2. Visit rate ranking by Prefecture

Nara Prefecture ranks fifth with 14.3%, about a 20% difference from Chiba Prefecture. In addition, Nara Prefecture's ranking has been rising year by year, but it cannot exceed the top four prefectures. The reason for this can be guessed as follows. There are no famous sightseeing spots such as Tokyo Disney Resort,

Universal Studios Japan, Sensoji Temple, etc. The geographical problem is that Osaka Prefecture and Kyoto Prefecture, which have many other famous tourist destinations, are next to each other. Nara is more low profile. Among these, I would like to pay attention to the point of Nara having a low profile and think about the cause and the solution to it. I thought it would be effective to conduct a questionnaire survey on tourism in Nara. I would like to investigate the low name recognition based on the answers obtained from the questionnaire I conducted independently.

3. Results and Analysis

The results of the questionnaire conducted are as follows. The first question was "What comes to mind when you think of Nara?" The most common answer to this question was deer. This was followed by the Great Buddha in second place, and temples and shrines such as Todaiji and Kasuga Taisha in third place. Another answer was Nara park and ancient tombs. I knew that the image of the historical building is strong but I thought about why this is. I think many people have learned that Nara was the capital of Japan. Also, when Nara is broadcasted on TV, the deer in Nara Park and the statue of Buddha are featured prominently, so I guess it will be easy for many people to remember them.

Deer	21
Statue of Buddha	7
Temples, Shrines	4
Nara Park	1
Ancient tombs	1

Figure 3. Results of questionnaire, "What comes to mind when you think of Nara?"

The second question was, "What is your favorite event held in Nara?" The most popular answer was Tokae. The second most common answer was "I don't know what festivals there are." Another answer is Rurie, Wakakusayaki and the tournament of Goldfish scooping. What is most noteworthy about these results is that the second most common response was "I don't know," "I don't know what festivals there are," or "I can't think of anything." These results can be said to support the hypothesis that name recognition is low.

Tokae	13
Not knowing what is there	8
Rurie	4
Wakakusa yaki	1
Oshiro Matsuri	1
Tournament of Goldfish scooping	1

Figure 4. Results of questionnaire, “What is your favorite event which is held in Nara?”

4. Conclusion and Future Problems

I would like to propose one solution. The solution is implementing a campaign. The name of this campaign is “Nara ni ikunara campaign” (Go To Nara Campaign). If you go to designated places, you can get gifts. Also, if you take an online tour, you can get a little gift too. The purpose of this campaign is to increase the number of tourists, and let many people get to know the charm of Nara. Implementing this solution is difficult, but there are three ways it can be done. First, think of facilities and events. Second, think about what kind of gift would be good. Third, think about where to do an online tour. When we think about these things, we should think as a person living in Nara and as a tourist visiting Nara. Combining the three ways, we can appeal to the many attractions of Nara, such as its history and nature.

5. Reflection

I felt frustrated when I recognized from the results of my own questionnaire that Nara has many charms that are unique to Nara, but the current situation has not been able to convey those charms. However, I felt that Nara could still improve its name recognition by thinking about how to convey the charm of Nara even during the Corona pandemic . The solution I came up with this time was not realized due to the large scale, but I think anyone can do something small. Therefore, I thought it would be important to spread the charm of Nara little by little through social networking sites.

6. Work Cited

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