

NUCHIGUSUI in your life!

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Abstract

Okinawa is a tourism-promoting prefecture. However, not so many people come to Okinawa for the cuisine. Additionally, this year, the number of visitors to Okinawa decreased due to the travel restrictions imposed by the government to prevent the spread of COVID-19. From those facts, we thought encouraging people to make Okinawan food at home during the 'stay home' period will lead to enhancing the reputation of Okinawan food and increase the number of travelers to Okinawa. Furthermore, in Okinawan language, we have a word called "Nuchigusui". It means "delicious food" and "medicine of life". We want many people to enjoy "Nuchigusui" and be healed by that. Therefore, we made "Hand-made Jimami-Tofu Kit" and promoted it through SNS. From now on, we aim to commercialize the kit in cooperation with local companies.

Back ground

The purpose of the trip for Japanese

What the purpose of the trip

Ranking	Motivation	%
1	To crave local food	62.4
2	To escape from everyday life	59.8
3	To make memories	54.7
4	To strengthen family ties	43.1
5	To take a good rest	42.9

JTB's 2019 Survey

Food → 62.4%

What they want to enjoy

Ranking	Motivation	%
1	Hot spring trip	49.8
2	Nature tourism	48.8
3	Food	42.3
4	History and culture tourism	41.9
5	Beach resort	32.9

JTB's 2019 Survey

No.3 Food

Where they go to enjoy local food

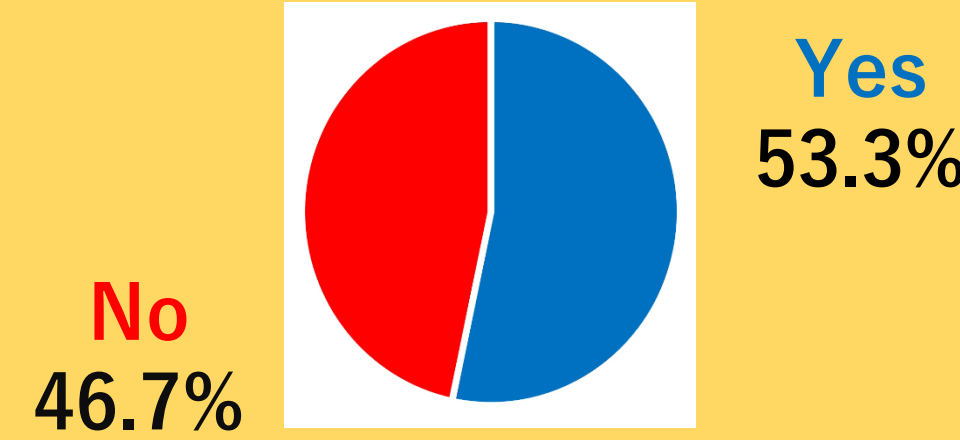
Ranking	Motivation	%
1	Hokaido	40.7
2	Korea	6.7
3	Taiwan	6.0
4	Fukuoka	5.1
5	Italy	4.0

JTB's 2019 Survey

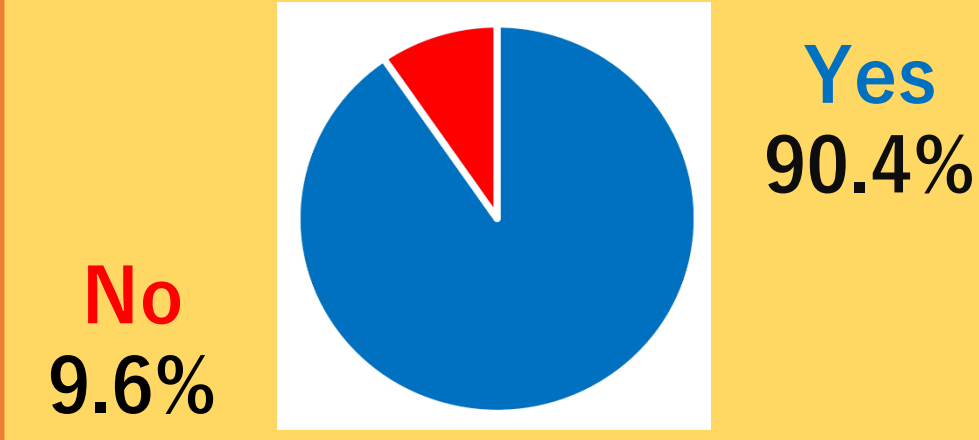
Okinawa is not in the top rankings

We conducted our own survey on the Stay Home period

Did you cook something special during the Stay Home Period?



Do you want to make Okinawan food if there is a kit of it?



Difficult points when you cook

- Collecting ingredients
- Difficult to go shopping
- Measuring the amount

Okinawan food is not well known and popular

To know Okinawan food

"Wanna enjoy the authentic taste!"

The number of travelers will increase

If people have a hand-made kit, more people might try to make it.

Method

1. Making the hand-made kit

Contents of handmade kit

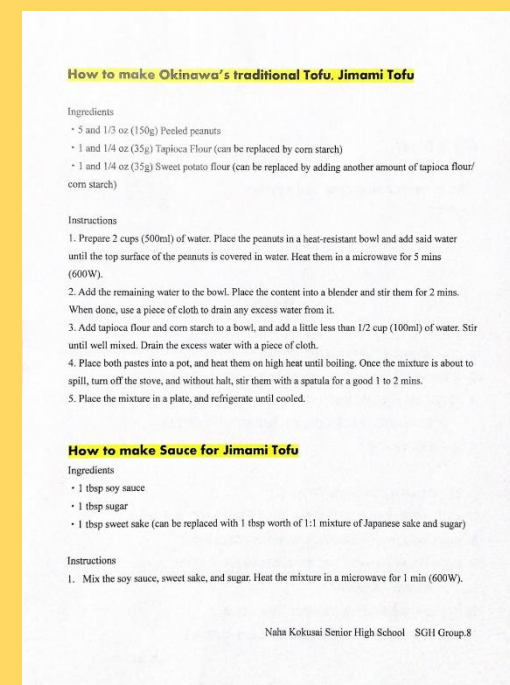
- Peanuts 100g
- Tapioca powder + Sweet potato starch 70g
- Recipe



Recipe



Japanese ver.



English ver.

Things to prepare

- [for Jimami Tofu]
- Mixer
 - Cloth
 - Container (cup or vat)
- [For sweet sauce]
- Sugar
 - Soy sauce
 - Sweet sake



Price

(If our kit is used)

Cost of each cup is 17JPY. You can make 8 cups from each kit. It is four times cheaper than the average supermarket price

17 JPY

2. Introducing the kit by Social Media

Social Media

- Instagram
- YouTube



3. Jimami-Tofu made by the kit

What we noticed when we made it

Good points◎

- Simple ingredients
- Easy and fast to make.

Bad point✖

- Mixer and cloths are not available in every home



What our teacher noticed when making it

Good points◎

- Simple ingredients
- Easy and fast to make.

Bad points✖

- It's difficult to make without mixer.
 - Think of another recipe using the leftovers of strained peanuts.
- The instructions in the recipe was a little difficult to understand.



Results

Good Points◎

- It took about 30mins to make it.
- Hand-made Jimami-Tofu is delicious!!
- It's much cheaper than the ones sold at supermarkets.

Bad Points✖

- Difficult to understand without video.
- The kit doesn't include the sweet sauce which is essential to enjoying Jimami Tofu.
- Hard to strain peanuts.
- Few people search for Jimami-Tofu recipe online.
- Recipe is written in only two languages.

How to improve...

- Write recipe in simple words.
- Include pouches of ready-made peanut water & sweet sauce
- Spread our information in many languages
- Post recipe using leftovers of strained peanuts



Future outlook

1. Propose our plan to local companies and cooperate with them.
2. Sell the kit at souvenir shops

Able to improve our kit

Easy to attract tourists!!

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