

# **Promoting Our Town**

**An Online Video Project Introducing Nose  
to Resident Foreigners**

**Nose Community Revitalization Club  
Osaka Prefectural Toyonaka High School Nose Branch**

The reasons ...

**Nose** is located in the **northernmost** of Osaka Prefecture.

Not many foreigners come to visit Nose. **Why?**  
Is it because of Coronavirus?

We checked **Youtube**, and found that  
the videos were **almost all in Japanese**.

Is the reason why foreign residents don't visit our  
town simply because **they don't know**  
**about Nose?**

Top of Osaka!





# Building Our Understanding



- Interview with the Community Promotion Section of Nose Town Hall

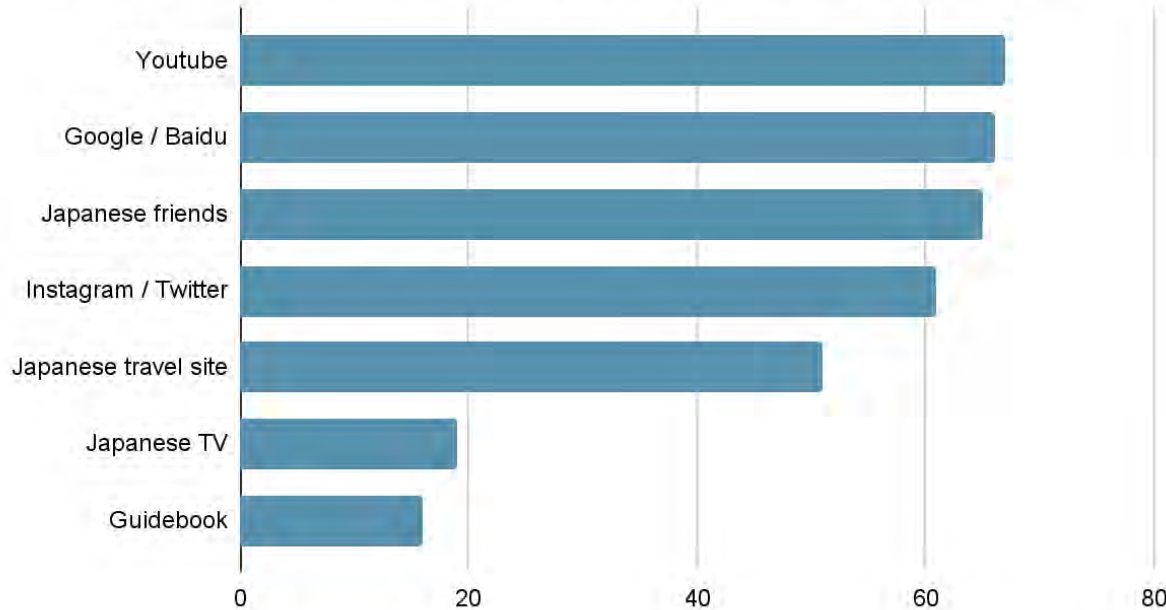
⇒ About....

Response to foreign visitors.

How well Nose is known to the visitors.

# Expectations of foreigners traveling in Japan

How to collect travel information in Japan (multiple selections)



Survey of Travel Trends for Foreign Residents in Japan (N = 121)

【Source】 やまところ.jp <https://www.yamatogokoro.jp/>

1. Youtube
2. Google/Baidu
3. Japanese friends



# Our Project Goals

**Promoting Our Town by Creating  
Online Videos Introducing Nose  
to Resident Foreigners**

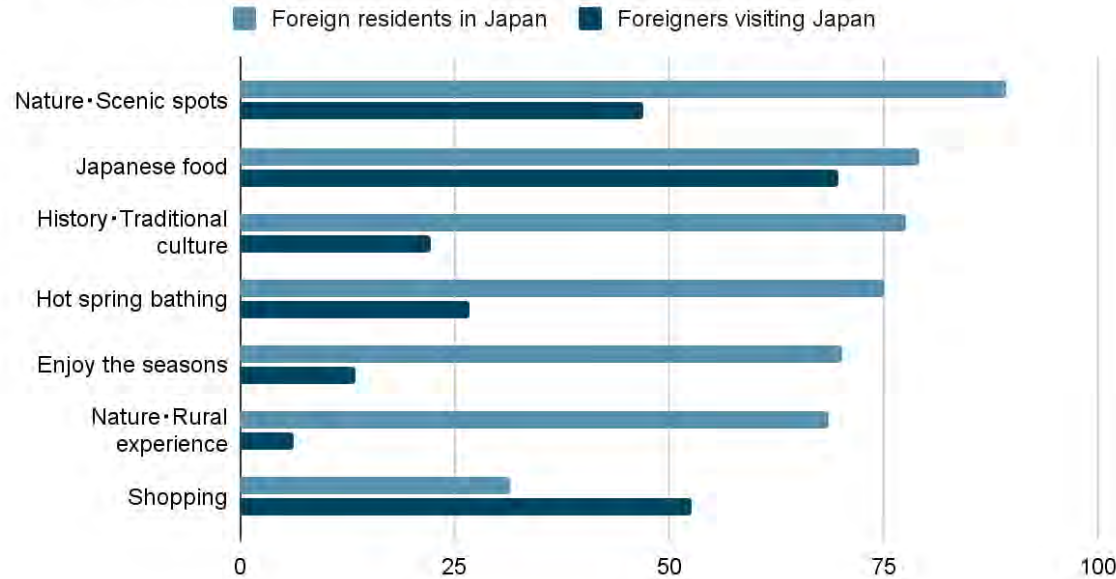


# Method

- ① Planning Video Contents
- ② Collecting Materials and Creating Video
- ③ Getting advice from foreigners living in Japan
- ④ Posting to Youtube
- ⑤ Checking the impact of videos



## Expectations for traveling in Japan (multiple choices)



Foreign Residents in Japan (Source: yamatogokoro.jp , N = 121)

Foreigners visiting Japan (Source: Japan Tourism Agency, 2019)

【Source】 やまところ.jp <https://www.yamatogokoro.jp/>

## e in Japan.

- ① Nature ・ Scenic spots
- ② Japanese food
- ③ History ・ Traditional culture
- ④ Hot spring bathing
- ⑤ Enjoy the seasons
- ⑥ Nature ・ Rural experience



# ① Planning Video Contents

## What kind of videos do foreigners in Japan want to see?

- Where? What kind of place?

How to get there?

- 4 groups

Seasonal nature , Specialties,  
History, Culture

- 5 minutes video





## ② Collection Materials and Creating Videos



- Taking Pictures
- Collecting the information from HP and SNS
- Nose's unique animals & plants and Traditional culture, crafts and products.

### ③ Getting advice from foreigners living in Japan



**GOOD STORIES!!**

To make it better...

- ① Nose's special good points
- ② More traditional culture
- ③ Soft & kind narration


⇒ REARRANGEMENT!

④

# Posting to Youtube(schedu

きよつぎほまつ がいほう  
**行基菩薩の開闢**

その昔、妙見山がまだ為楽山と呼ばれていた頃、星の王様がこの山に降りてきたという言い伝えがあります。時は天平勝宝年中（750年頃）村人達は行基菩薩に請い、その山頂に北辰星をお祀りしたのが当地の北極星信仰の始まりと伝えられます。



← history



spring steamer  
**Nose Four seasons**  
autumn winter

Four seasons

## Contents

1. Japanese traditional Festival
2. Lion dance
3. Inoko (亥の子)
4. Japanese traditional puppet show="Joruri"
5. Nose's Rest stop



## 菊炭

菊炭は、写真の通り、菊の花のような断面をしているので菊炭と呼ばれています。

クスギの木を炭にしたものが菊炭です。

秋から春先にかけて菊炭は作られます。

まず、一週間焼き、その後、一週間冷まします。

菊炭は、お茶の世界で有名な千利休が愛した茶炭としても有名です。

昔、能勢では、たくさんの菊炭職人がいましたが、現在では、一人しか菊炭職人がいません。



↑ culture

← Special product

# Our coming plans

- Checking impact of the video (number of views, comments )
- To inform, putting the video on the school HP and town newspaper
- Creating one-theme videos regularly  
e.g. Noma's Zelcova 、 Mt. Myoken

☞ **We Hope these videos will inform and attract people to our town, Nose!**

