

Becoming a base for communicating local attractions

~ Through the activities of Machi-Tan ~



SDGs x School

Introduction

At our high school, which is engaged in the development of **glocal human resources**, we were involved in **creating a quiz** for Meitetsu Kanko's "Machi-Tan" (sightseeing tour) in conjunction with the introduction of the laptop requirement for first-year students, and were able to deepen our thinking about **the state of tourist attractions**.

Overview of Machi-Tan

▼ About Machi-Tan

- GPS quiz rally using smartphones terminals
- Learn about the traditional culture and industrial history of the region as if playing a game.
- Distributed learning in the open air without densification



Activity (Quiz creation)

▼ Create a quiz on local cultural resources

- ① Draft quiz based on internet survey and literature review.
- ② Conduct a field survey to deepen understanding.
- ③ Re-think the quiz based on the results of the **field survey**.

▼ Outline of Activities

【Target students】

1st year: 120 2nd and 3rd : 70

【Target sightseeing spots】

30 places

e.g. Dogo Hot Spring, Matsuyama Castle, etc.



▼ Field survey e.g. Birthplace of the Akiyama Brothers

We listened to local experts about the Akiyama brothers.

Future challenges and Prospects

▼ Raise the profile of Machi-Tan

- ① Have Matsuyama City and Ehime Prefecture promote Machi-Tan (e.g. **official Instagram, Youtube, etc.**)
- ② **Post flyers** at schools, community centers, blood donation rooms, etc.

▼ Improve the form of participation in Machi-Tan.

- ① Expand the target audience of Machi-Tan participation to include **elementary and junior high school students and international students**.
- ② High school students who have participated in Machi-Tan will **give back what they have learned** to elementary and junior high school students and international students. (e.g., participating in local activities for elementary school students as a guide)

↓ This is an example of a completed quiz

| Titles | Problem body Hints if necessary | Answers (choices) | answer explanation |
|-----------------------------------|---|---|---|
| Question 2: Four-character idioms | What is the meaning of the four-word phrase "deliberate and decisive" written by Masayuki in the room of the brothers' house? | F Abandoning generational values and becoming familiar with ancient texts. F Review bad eating habits and live a healthy life. F Thinking hard about things is meaningless if you don't do them. T Act boldly after careful consideration. | These words are appropriate for Masayuki, the creator of numerous operations, including the defeat of the Russian Baltic Fleet. Heihachiro Togo referred to him as "a man of wisdom and ingenuity." |

Through activities

By conducting a field survey, we were able to find out **information related to our hometown, Ehime**, rediscover **the charm of the region**, and receive the passion of the people involved in its conservation. We believe that it is necessary to create a system that allows high school students who participated in Machitan to **return what they have learned** to their juniors and international students. We would like to pass on the charm of the region from generation to generation, and aim to **create a sustainable town**.

summary

In addition to Machi-Tan, our school is involved in a variety of activities related to the **SDGs**. We value the process of not only keeping what we have learned through our activities inside, but also reviewing them from various angles and outputting them in a better form. I would like to continue to engage in activities that lead to the future from a **glocal perspective**.

