

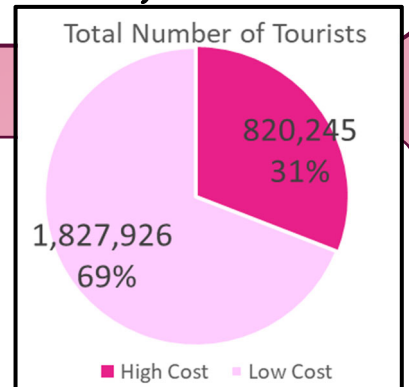
# How Can We Communicate “Made in Seki” to the World?

## background

- Participated an online study abroad program with Philippines.
- Realized the charms of Seki city and how well known Japanese culture are.

## problem

- The time tourists stay Seki city is short.
  - There are few places which tourists spend much money.
- Lower Sustainability



Authority) Seki city tourism bureau

## What Can We Share SEKI More to the World?

### Research and our activities

#### Started Instagram “sekisharegram”



#### Seki city offers...

- shrine & temples
- Japanese sweets
- Japanese sword
- cutlery
- ukai

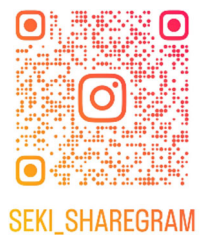
We post about the charm of Seki City using the hashtag #sekishare in English to the world.

September: posted about “Oze-ukai” and Japanese sweets “Wakaayu” and Seki feather museum.

October: posted about the Seki cutlery festival.

November: posted about Japanese armor and the Seki station.

December: posted about Japanese sweets for Christmas.



SEKI\_SHAREGRAM

Our goal is to make Seki City a destination rather than a passing point!!