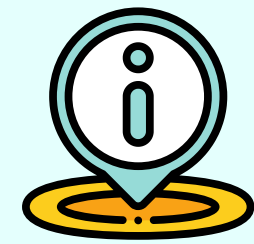


Nara tourism development plan: a new approach



Necessity of enhancing tourism services



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SGHN098

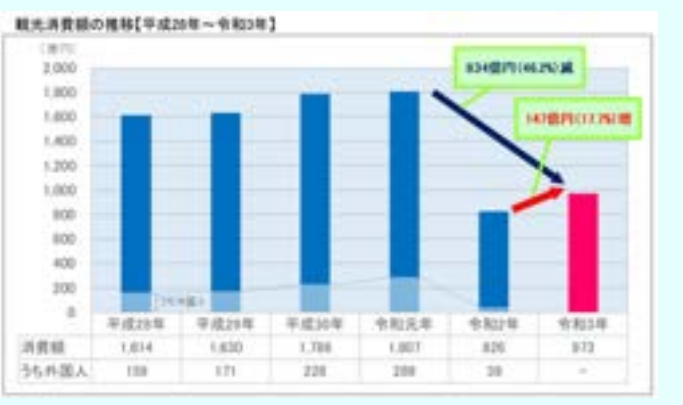
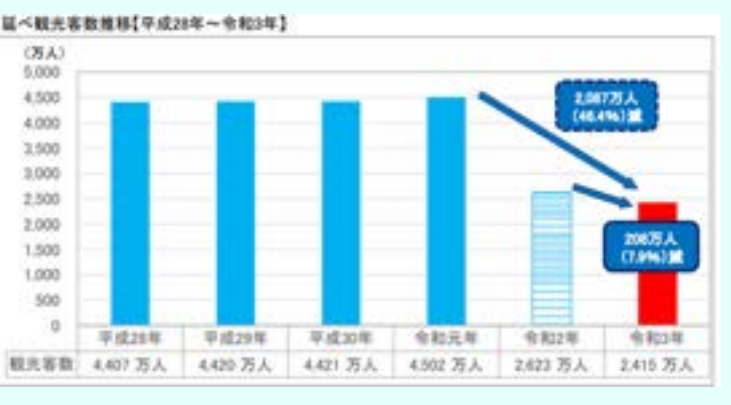


1. Attract people by displaying photos on the front page.
 → People are shifting from getting information from guidebooks to gathering information on the internet. People tend to **search for information with pictures**.
 Meio University, (professor Uehara)

*These photos are made by utilizing Generative AI

2. Display photos will have **Primary Effect psychologically**. We can expect it to enhance people's tourism motivation.

3. Provide information directly, and enhance the tourist's satisfaction.
 → allow tourists to enjoy Nara more comfortably, extend their stays, and potentially increase the amount of money they spend, leading to hopes that they will **make a second visit**.



府県別	1月	2月	3月	4月	5月	6月	7月	8月	9月	10月	11月	12月	合計	
滋賀県	262,650	257,220	374,040	348,790	263,820	295,070	389,660	433,930	633,320	410,090	393,210	448,960	357,640	5,016,150
京都府	1,807,960	1,779,950	2,681,000	2,906,930	2,841,200	2,575,890	2,548,270	2,464,370	2,714,820	2,455,280	2,777,070	2,826,280	2,387,820	30,149,560
大阪府	3,057,360	3,298,390	4,035,400	3,646,100	4,119,880	3,778,360	4,256,170	4,570,020	3,768,840	3,975,350	3,997,170	3,949,260	2,387,820	28,179,660
兵庫県	1,016,390	999,860	1,326,770	1,155,060	1,289,500	1,110,250	1,226,440	1,216,770	1,621,420	1,120,280	1,112,570	1,213,670	1,152,690	14,417,180
奈良県	164,570	171,210	201,460	202,930	246,550	197,630	224,810	218,230	298,450	218,760	230,770	256,320	192,130	1,409,260
和歌山県	301,040	288,140	427,270	320,080	372,100	313,140	419,160	489,980	686,040	416,690	417,770	497,460	385,630	5,324,330
近畿管内	6,609,980	6,782,780	9,045,940	8,479,870	9,234,050	8,220,350	9,064,610	9,019,950	10,524,060	8,389,940	8,906,740	9,239,840	8,425,180	105,661,030

年次	観光入込客数	前年比	京都市を除く観光入込客数	前年比	観光消費額	前年比	京都市を除く観光消費額	前年比	外国人宿泊客数	前年比	京都市を除く外国人宿泊客数	前年比
平成21年	74,078,412	95.0	27,182,412	97.8	655,738,885	92.8	46,930,865	93.7	797,800	83.5	13,990	78.3
平成22年	76,741,221	103.6	27,186,221	100.0	696,348,989	106.2	47,194,989	100.6	999,154	125.2	15,300	109.4
平成23年	26,325,200	96.8	26,207,991	99.6	745,854,913	107.1	813,856,338	109.9	45,110	45.1	1,000	89.6
平成24年	77,870,429	—	26,252,429	100.2	745,854,913	—	—	—	—	—	—	—
平成25年	83,748,416	107.5	28,112,416	107.1	813,856,338	109.9	—	—	—	—	—	—
平成27年	87,478,218	104.5	30,638,218	109.0	1,026,364,206	126.1	—	—	—	—	—	—
平成28年	87,411,201	99.9	32,189,201	105.1	1,144,668,698	111.9	—	—	—	—	—	—
平成29年	86,897,078	99.4	33,244,078	103.3	1,188,423,278	103.8	—	—	—	—	—	—
平成30年	85,047,306	97.9	32,297,306	97.2	1,370,136,756	115.3	—	—	—	—	—	—
令和元年	87,907,789	103.4	34,392,789	106.5	1,302,502,186	95.1	—	—	—	—	—	—

Data from 2019
 Comparing the proportion of the number of tourists and amount spent in Nara and Kyoto.
 Nara 1: 4087
 Kyoto 1: 14816.80
 The amount tourists spent in Nara compared to Kyoto is extremely low.

The small number of tourists who stayed in Nara is very noticeable when compared to other prefectures in the Kansai area.
 The strong "Ancient Capital" image that the neighboring prefecture of Kyoto has, might have an effect on a tourist's choice of accommodation.
 → Because the amount that tourists spent would increase by the number of stays, Nara could be missing out on such opportunity.



- There were many more tourists than we thought even on a rainy day in Nara. Necessary for preventing overtourism.
- We could find many restaurants easily in Kyoto, so we enjoyed eating foods there and it increased our satisfaction.
- In Malaysia, we were talked to by people working there cheerfully. Importance of communication.

→ We can expect to raise the tourist's satisfaction by the accumulation of the services.



Which information would attract you to go to the restaurant?
 Most people traveling to Nara visit for deer and big buddha and so on, few people enjoy visiting restaurants, but there are many very attractive restaurants around Naramachi.

*This map is made by utilizing Generative AI

We will continue our study to realize the installation of this digital information so that it can provide Nara's attractive things to people directly to make their traveling more enjoyable.

