

Rediscover Uwajima

-A Study on Sustainable Tourism in Local Cities-

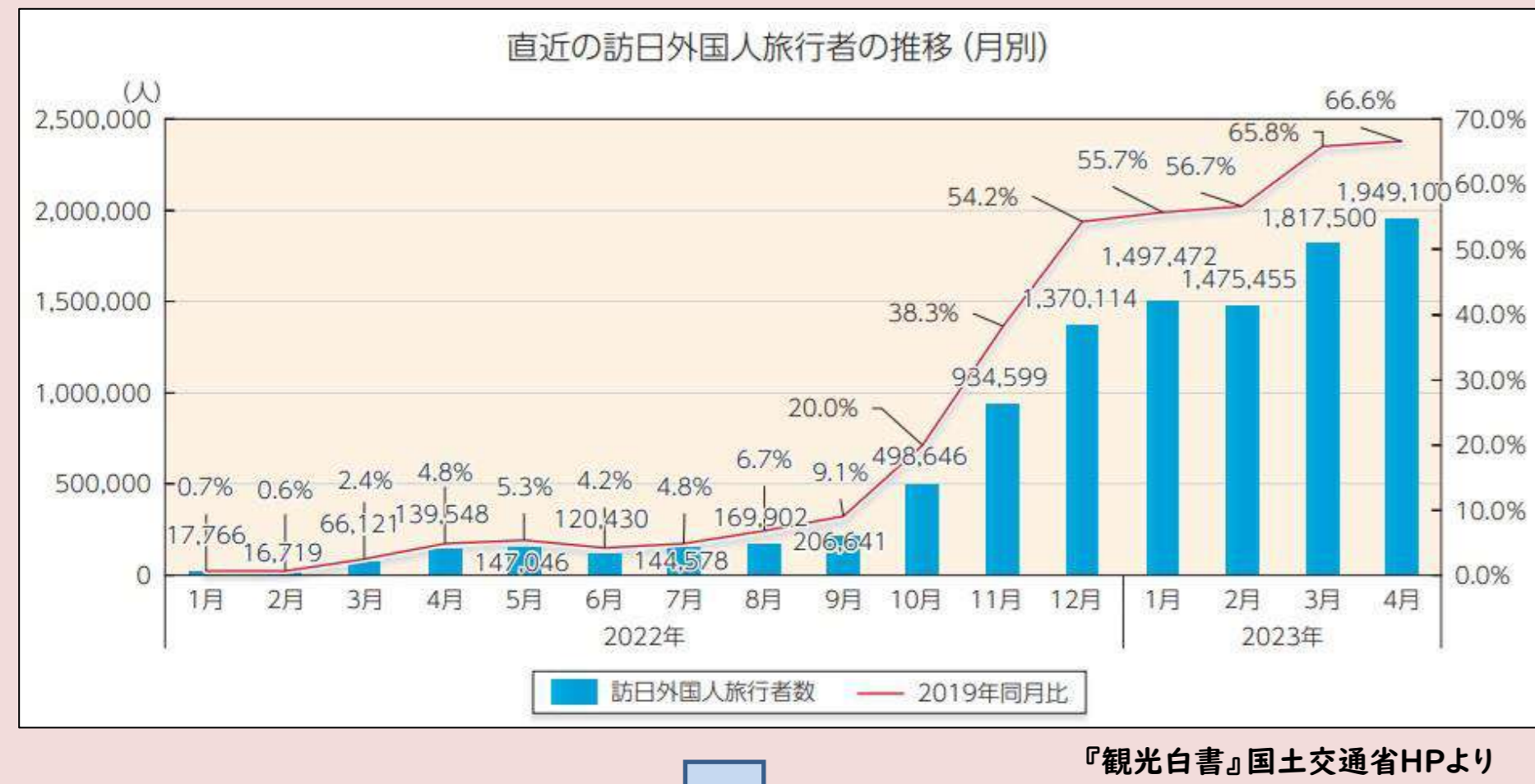
SGHN109 Uwajima Minami Secondary School



Background

Post-covid 19 current situation ...

Significant increase in the number of foreign tourists visiting Japan



While searching for ways of revitalizing our region, we encountered the problem of **overtourism**.

What is **overtourism** ?

Excess tourism that negatively impacts residents or the natural environment

Domestic and international cases

Kyoto (Japan)

- Noise at night
- Busy transportation
- Littering



Venice (Italy)

- Soaring prices and rent
- Decreasing residents
- Water pollution



We have to consider **sustainable tourism to prevent overtourism** in the future of Uwajima.

Just attracting tourists ...X



Research/Investigation

Interview

Did you have any concerns about tourists when you visited Kyoto?

When I was waiting in line at a store, the people around me were having a bit of trouble because a lot of tourists were not lining up properly.



We need a plan to **make harmony with local people**. (By 3rd-year junior high school student)

From newspapers and the internet

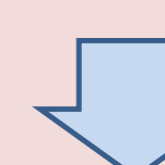
Ozu City

"Sustainable tourist destinations around the world"
1st place in the world in culture and tradition preservation category (2023. 3)

We should make the most of our **local "current" resources**.

Online tour in advance

(the previous research by seniors)
Real remote tour



We should hold **hands-on activities with local industries**



Proposal

All-inclusive residential tourism in Uwajima City

Experience activities unique to our local area with the lives of local people



- Uwajima can take advantage of its strength as a compact city with a population of 70,000.
- Uwajima has many industries and famous landmarks to share with the world.
- Adapting to local life means connecting tourists with local residents.
- This tour format meets the demands of post-COVID-19 tourism.

Preventing overtourism & Achieving sustainable tourism

Future prospects

In order to achieve all-inclusive residential tourism in Uwajima City ...

- Resolve the shortage of accommodation facilities
→ Effective use of old houses and vacant houses as accommodation facilities
- Build a public-private cooperative system
→ Searching for ways to benefit local residents
- Spread the benefits of all-inclusive stay-type tourism
→ Usage of media such as brochure, SNS and Internet

