

Mitake Shosenkyo: Revitalizing Local Tourism through Student-Led Initiatives

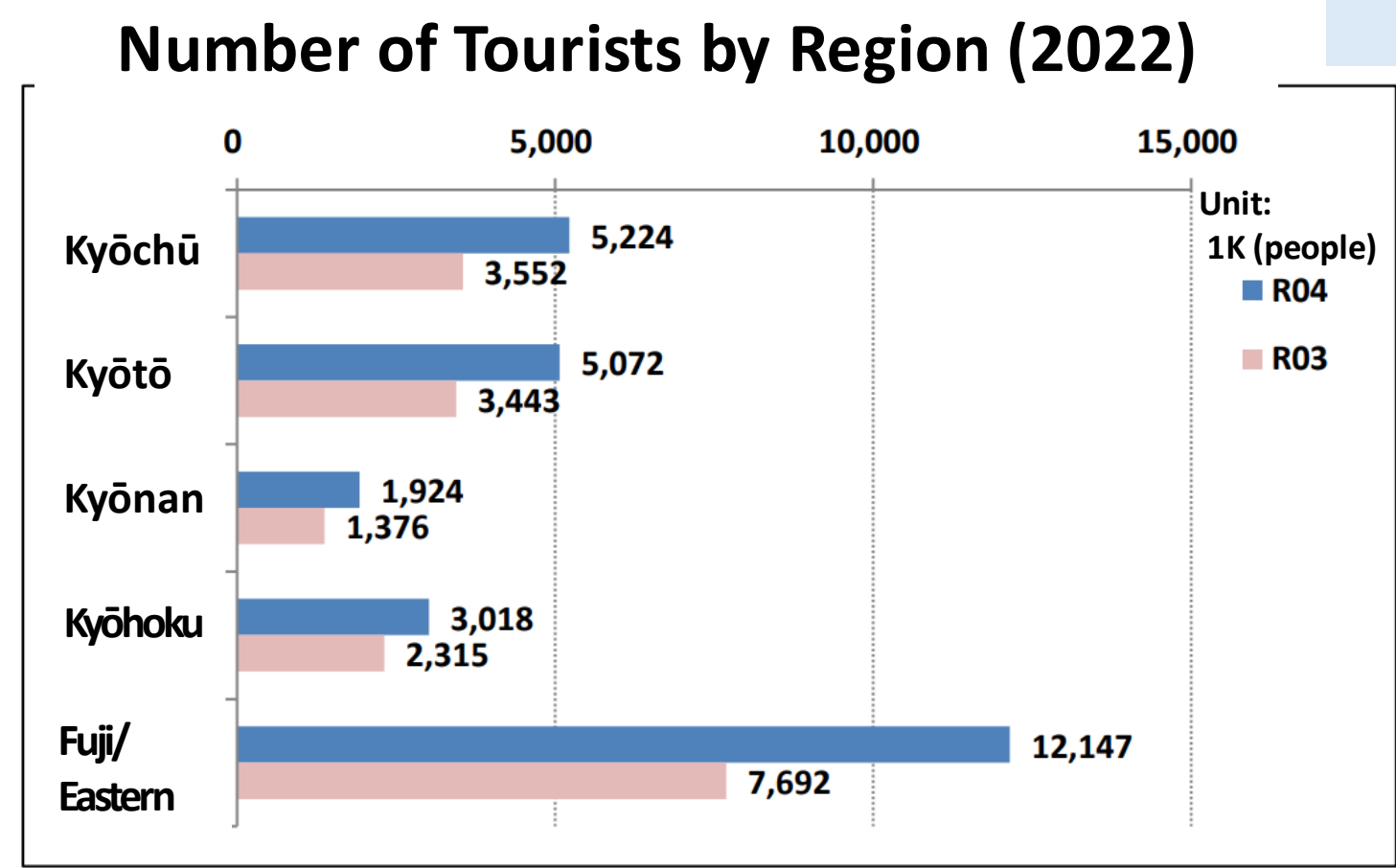
WWL048 Kofu First High School

Introduction

Shosenkyo Gorge:

- @Kofu, Yamanashi
- Designated as Japan Heritage since 2020
- Decline in popularity because of changing travel trends and limited transport

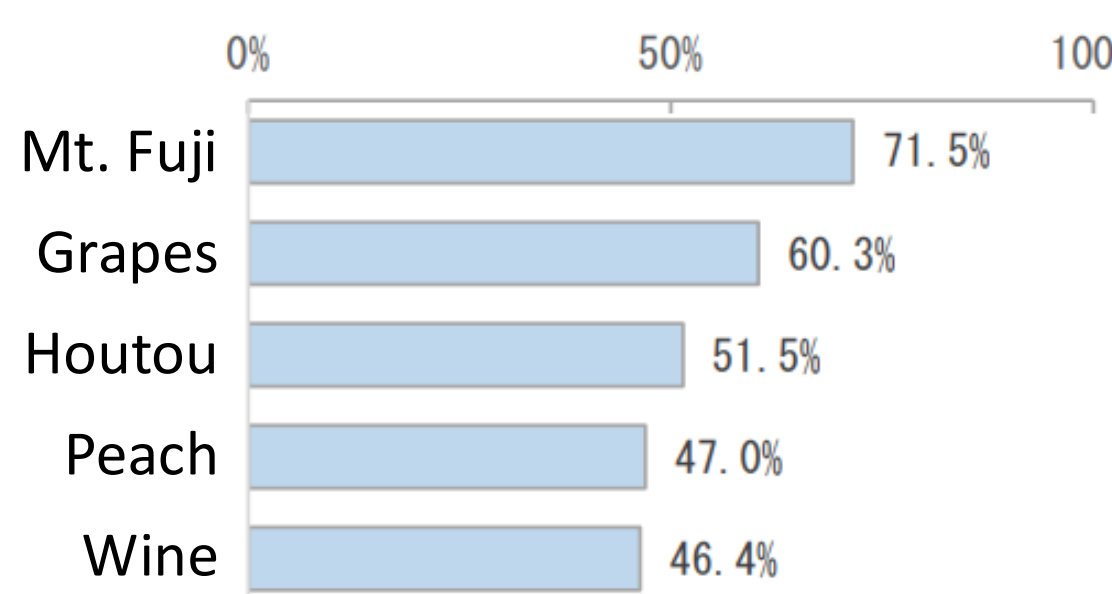
🎯 Attract more visitors to revitalize Shosenkyo



Methodology-2024

- Yamanashi Prefecture survey: 51.5% of respondents ranked “Houtou” 3rd as a top image of Yamanashi

Images Associated with Yamanashi



→ Organized a **Houtou Festival** as an opportunity to attract visitors to Shosenkyo (Dec 1, 2024)

- Won ¥170,000 in a regional high school contest to fund the Houtou Festival.
- Promoted the event via radio, newspapers, and local magazines
- Operated free shuttle bus

Methodology-2023

Raising awareness about Shosenkyo:

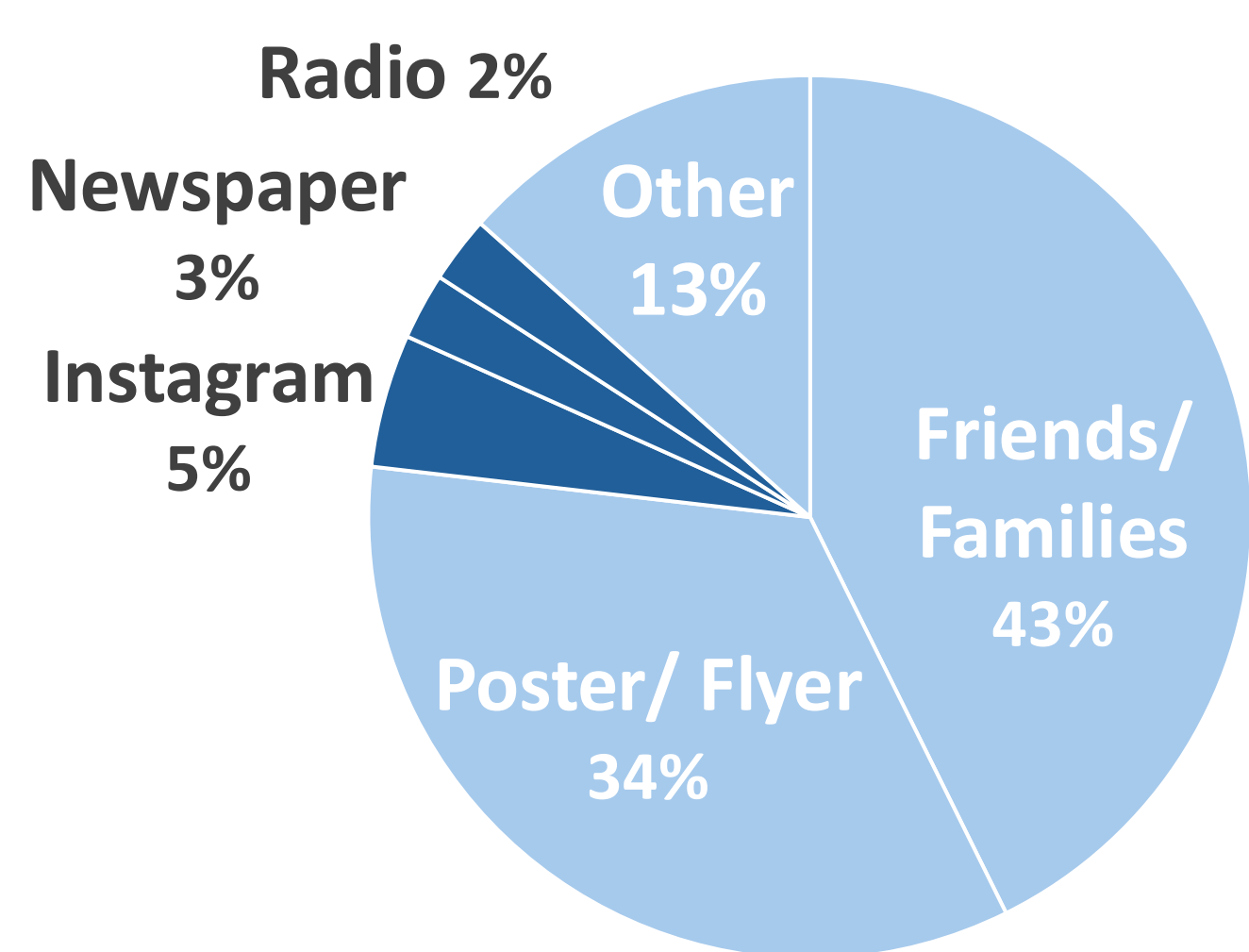
- Making brochures and distributing them across Yamanashi
- Creating videos about tourist spots in Shosenkyo and sharing it on Instagram



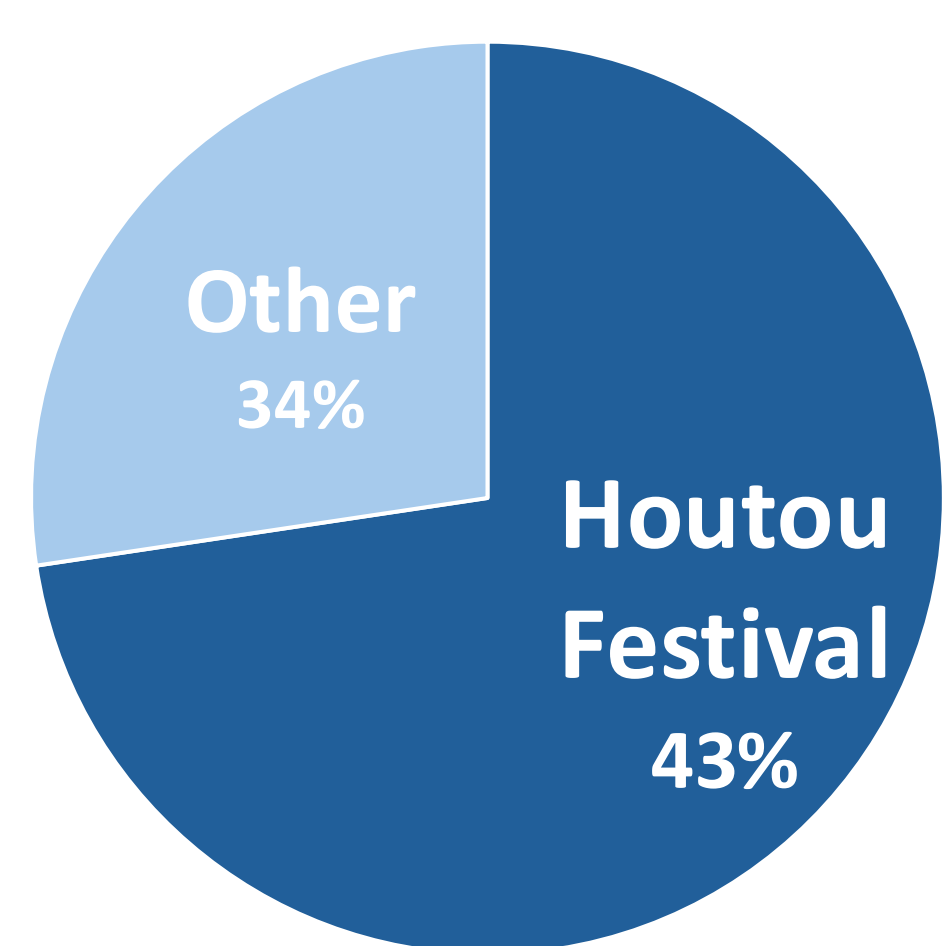
Results

We conducted a survey during the Houtou Festival (n=96)

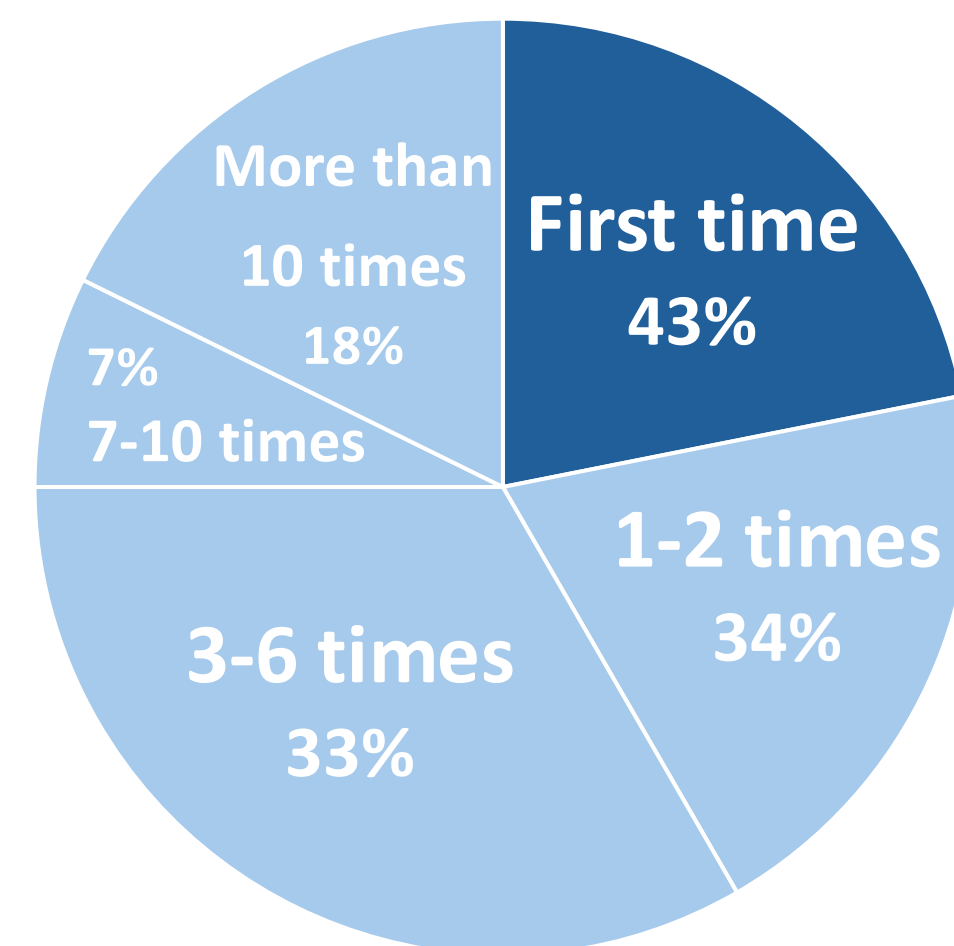
How visitors learned about the festival



Reason for Visiting Shosenkyo



Previous Visits to Shosenkyo



- The promotion through multiple channels effectively reached the attendees
- The festival was the main draw for most visitors
- The festival attracted both new and repeat visitors, showing broad appeal

Conclusion & Challenges

Our efforts, such as the Houtou Festival, successfully brought more visitors to Shosenkyo and highlighted its charm. However, sustaining this growth remains a challenge. To ensure a steady flow of visitors, it is important to improve year-round transportation options and maintain consistent promotion through social media and local events. Additionally, collaborating with local businesses and the community will be essential to keep Shosenkyo an attractive and sustainable destination for the future.

References

山梨県「令和4年山梨県観光入込客統計調査報告書」
<https://www.pref.yamanashi.jp/documents/2062/r4zentaihoukokusyo.pdf>
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