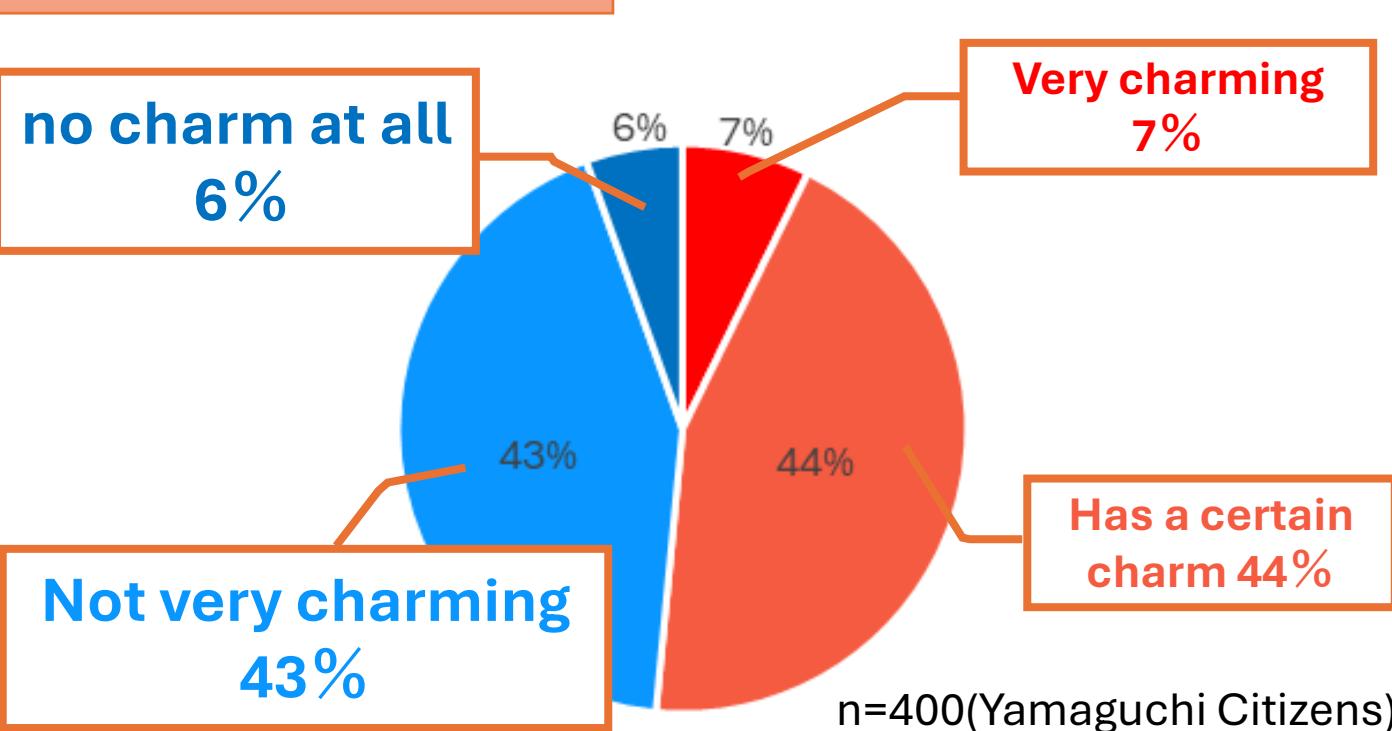


# Yamaguchi City Citizen Tourism Ambassador Project; Creating a Digital Map with Citizens



## Background



**“Do you think Yamaguchi City is an attractive tourist destination?”**

- 49% of respondents don't think Yamaguchi is fascinating.
- Many people are still unaware of its value as a tourist destination.

**To boost the tourism industry in Yamaguchi, it's necessary to promote **civic pride**.**

## Solution



**Thinking about what information to recommend**

**An opportunity to rediscover the charm of Yamaguchi**

○From last year's interviews

Promoting Tourism in Yamaguchi

- Lack of online information is a challenge
- Even a single photo can spark interest and bring visitors



**The city's charm in the daily lives of citizens**

**Memories**

**Hidden gem**

**A valuable tourism resource**

<How to gather the data>

1. Questionnaires: Community Newsletter / Yamaguchi High School Student /Junior High School Parent Newsletter
2. Interview Survey: Local festivals /Yamaguchi High School /Yuda Junior High School

## Contribution

### Social Implementation

- ★ Map links posted on Yamaguchi City tourism-related websites (Yuda Onsen Ryokan Association HP, etc.)
- ★ QR codes for the map installed at Yuda hotel front desks and tourist information centers

This is the view after the rain one evening. This riverbank is usually bustling with children playing soccer and baseball, And their families.

Fushino River Sports Park



On a sunny day, lying down on the grass makes you feel as if your heart might be sucked into the sky.



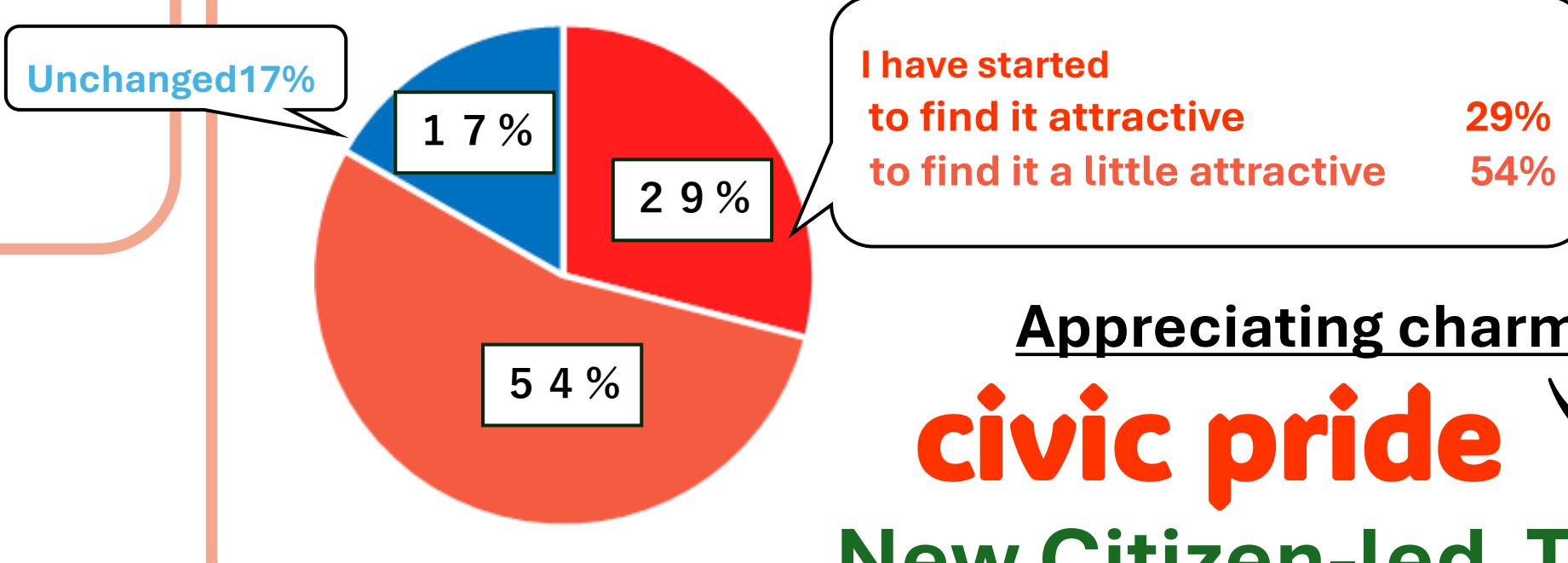
After the rain stopped, I came to this riverside to play soccer. It was so beautiful and I took this photo. I recommend this breathtaking view unique to the evening after the rain.

**See this digital map→**



## Goal

### After viewing this digital map (YAMAMA)

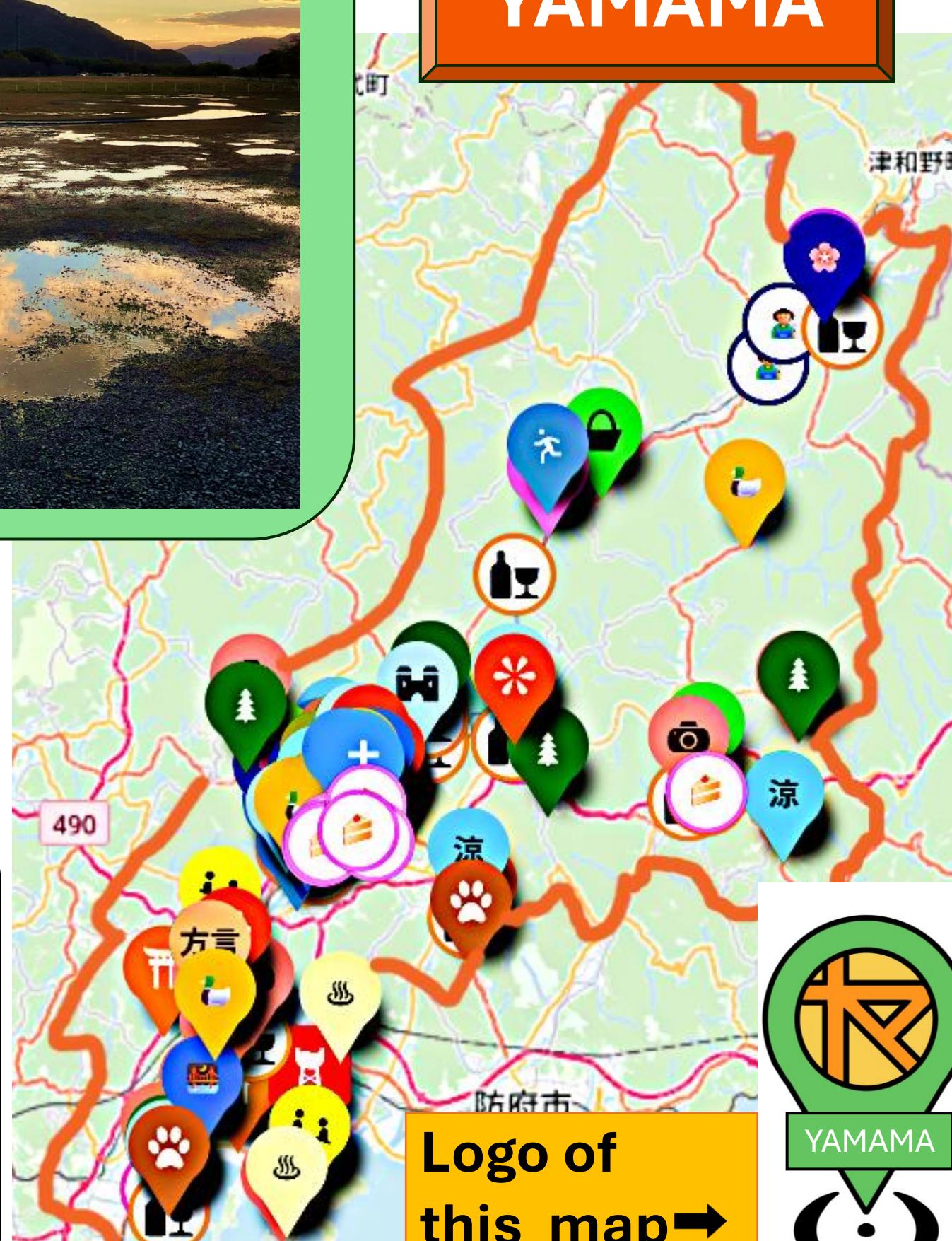


**Appreciating charms**

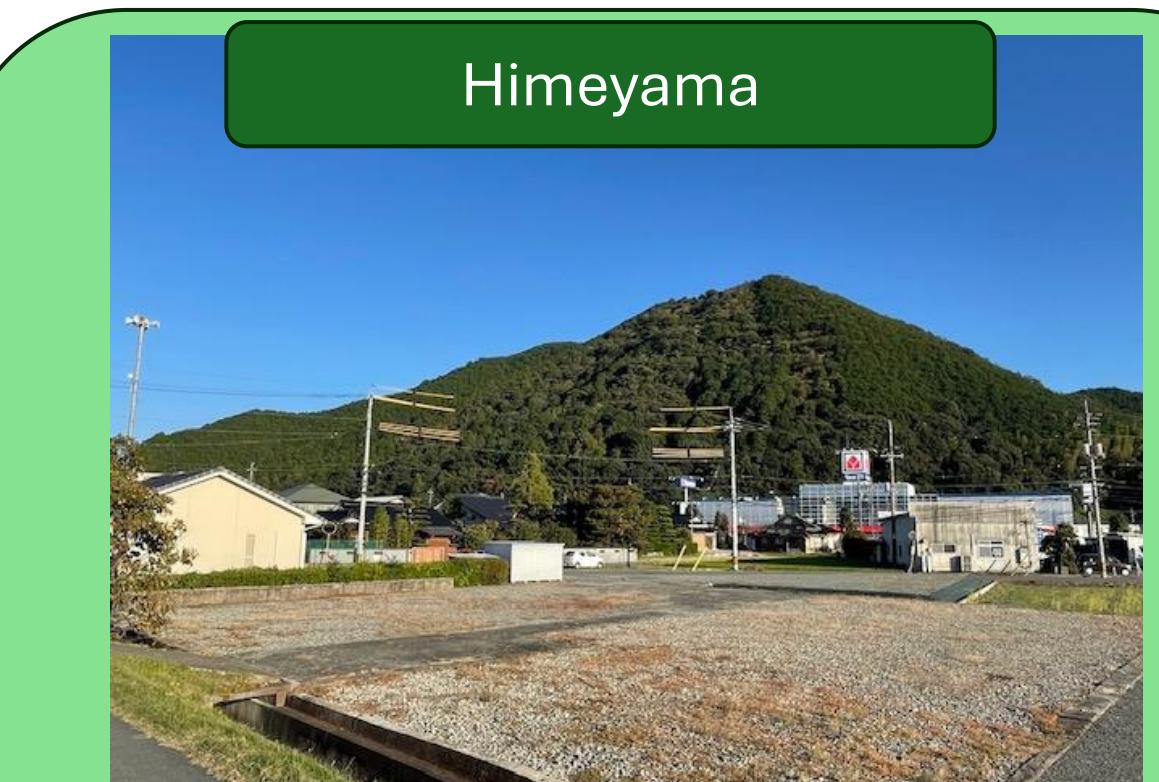
**civic pride**

**New Citizen-led Tourism**

**YAMAMA**



Himeyama



During the heyday of the Ōuchi clan, a peerless beauty lived in these parts. The feudal lord, the powerful ruler of the time, sought to marry her. He tried every persuasive tactic, offering various conditions, but she stubbornly refused him. Enraged, the lord had her hanged and killed at the well atop this mountain. It is said that just before her death, she cursed: "Someone born as beautiful as I may follow my fate. I never want this tragedy to happen again. May no woman be born beautiful in future generations in the lands visible from this mountain."

## References

<Journal Article>  
Godai Moric & Junhwan Song & Yusuke Yabutani (2024). Factors Influencing Civic Pride and Residency Intentions in High School Students Based on Regional Characteristics -Through a Survey in Ube City, Yamaguchi, and Comparative Analysis with Three Other Regions- Journal of the City Planning Institute of Japan, 59(3), 1509-1516  
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