

# Exploring the World and Discovering the Charms of Morioka

## Global×Local Tourism Guide Project

Iwate Prefectural Morioka Daiichi High School

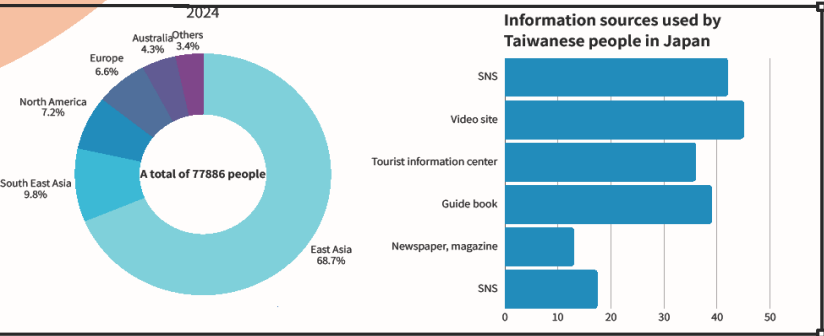


### Introduction

After a three-week stay in Victoria, Canada, we experienced the challenges of sightseeing in a place where the language was different and everything felt unfamiliar. As Morioka gains global attention and more foreign visitors, we aim to share its charm by creating an original English guidebook made by high school students for international tourists.

### Previous Research

- The number of foreign tourists visiting Morioka has been increasing year by year.
- Visitors from Taiwan make up the largest (52.9% in 2024)
- Although the Internet is the main source of information in modern society, guidebooks are used just as much by tourists from Taiwan.



### Process

#### ① Conducting a survey

We conducted a survey of foreign and Japanese residents to collect recommendations for sightseeing spots and restaurants.

We gathered over 30 recommended sightseeing spots along with the reasons for the recommendations.

We listed the responses and analyzed the number of votes and the reasons given.

Iwate Museum of Art 岩手県立美術館	• You can see exhibits and building is enjoyable too.
The 4 different springs in Morioka	• There is a spring near Morioka Castle Park with delicious water, and scenic in Shinmachi. It is a beautiful part of Japanese culture. Foreigners would enjoy.
Shiwa Castle 志保城跡	• I don't know if this counts since it is technically outside central Morioka, but it has a free museum and a stamp. It was nice to walk around the grounds too, and is relatively close to Morioka Memorial Museum of Great Producers, Morioka Art Museum, and Morioka Museum of Architecture.
Idainokura Residence and the Fort of Namazu Villa Garden	• These gardens are not close to each other and are quite small, but they are free to visit and walk around. Here, you can feel Japanese history and culture.
Morioka Castle ruins park - waste park 城跡公園 - 廃平公園	• It is a historical place where you can learn a lot about it and also it's very beautiful. • This is my favorite place in Morioka because it is beautiful in any season. Fall in this park has to be my 'favorite'! Every color is there! Red, yellow, orange leaves, you name it! • Its appearance change per season. • Just be better aware, it is a great place to visit. • The areas surrounding Morioka Castle Ruins Park, such as Koryu-cho, Matsuyama-cho, etc., there are old retail shops that sell unique products. • This historic park features the ruins of Morioka Castle, stone walls, and seasonal beauty—especially cherry blossoms in spring and colorful leaves in autumn. It's a peaceful place to walk and reflect. • It is beautiful all year, and the area around it is beautiful as well. Especially the area near the Nakasu River. • I learned a lot about the history of Morioka and the Nanbu State, along with pictures and information about Morioka's famous tea ceremony. • The very beautiful and relaxing atmosphere. • Insights to Morioka. • 城跡公園は、春は桜、夏は緑、秋は紅葉と、四季を通じて美しい景色が楽しめます。また、城跡公園の周辺には、歴史を感じさせる建物や、地元産の物産品が売られているお店もあります。お土産探しや、歴史学習にもおすすめです。

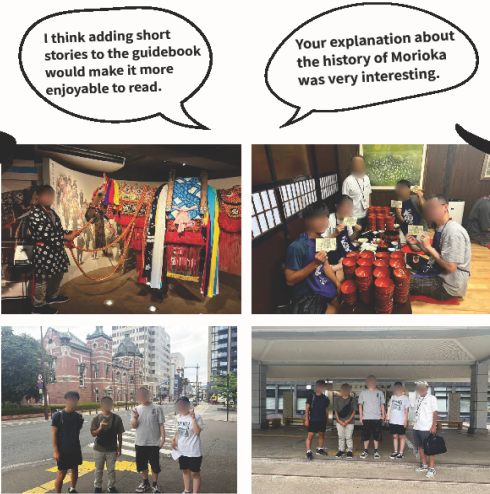
←Part of the list of answers

#### ② Tour guide

We guided two foreign visitors in Morioka.

- Approximately 3-hour guided tour
- We created the guide schedule based on the wishes of them.

<Their thoughts and helpful advice>



#### ③ Creating a guidebook

Our guidebook's main feature is many comments from Japanese and foreign residents, presented in speech bubbles.

- Many photographs and illustrations
- Contains many short stories and fun facts

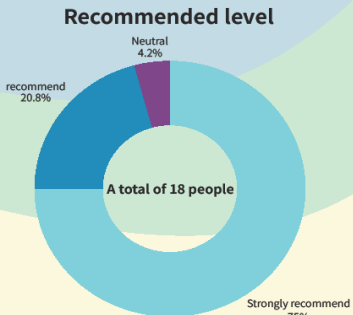


↑ A page introducing the history of Morioka

### Review

We conducted an evaluation survey and received feedback from students and foreign tourists.

- The design, content selection, and inclusion of foreign perspectives were highly evaluated.
- More than 70% of respondents said they would strongly recommend our guidebook.



### Outlook

We will further improve the guidebook by refining the design, such as adjusting font size and shortening the explanations, and adding a summary map. Ultimately, we hope to place our guidebook at Morioka City Hall and the Morioka Volunteer Guide Association.