

Exploring the World and Discovering the Charms of Morioka Global × Local Tourism Guide Project

Iwate Prefectural Morioka Daiichi High School

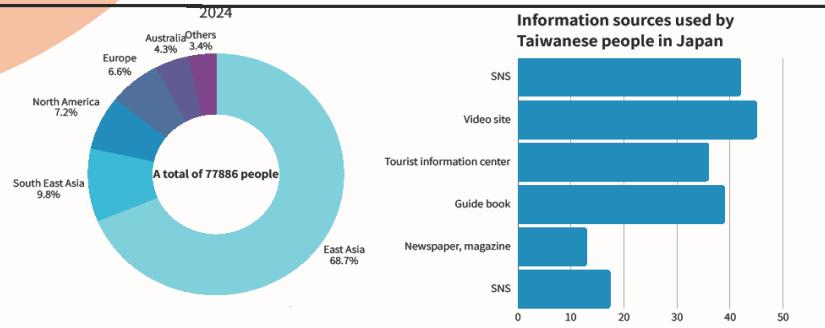


Introduction

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.

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

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

wado museum of art 岩手県立美術館	You can see exhibits and buildings enjoyed by too.
The different springs in Morioka	There is a spring near Morioka Castle Park with delicious water, and some in 5th arrache. It is a beautiful part of Japanese culture and history.
Steve Castle モリオカ城	I don't know if this counts since it is technically outside central Morioka, but it has a few museums and stamps. It was nice to walk around the grounds and is relatively close to Morioka Memorial Museum, Morioka City Museum, Morioka Art Museum, and Morioka Museum of Archaeology.
Japanese Residence and the Land of Morioka Morioka Villa Garden	These gardens are not close to each other and are quite small, but it is a nice place to walk around. Here, you can feel Japanese history and culture.
Morioka castle ruins park - waste park	It is a historical place where you can learn a lot about it and also it's very beautiful. It is a nice place to walk around. 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!

←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>

I think adding short stories to the guidebook would make it more enjoyable to read.

Your explanation about the history of Morioka was very interesting.



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

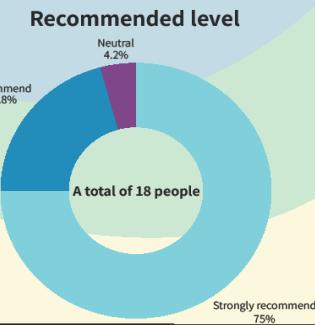


↑ A page introducing the history of Morioka

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.