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

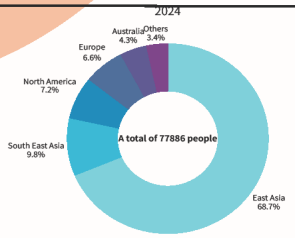
Iwate Prefectural Morioka Daiichi High School

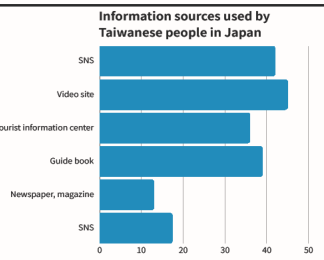
Introduction

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

①Conducting 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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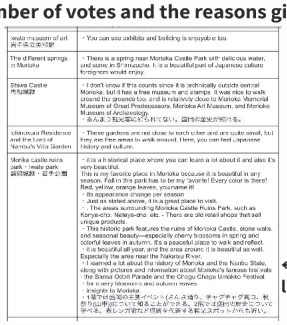
We listed the responses and analyzed the number of votes and the reasons given.



Iwate museum of art 岩手県立美術館	・You can see exhibits and building is enjoyable too.
The different springs in Morioka	・There is a spring near Morioka Castle Park with delicious water, and some in Shiwa-ku. It is a beautiful part of Japanese culture. Foreigners would enjoy.
Shiwa Castle 市指定史跡	・I don't know if this counts since it is technically outside central Morioka, but it has a free museum and stamps. It was nice to walk around the grounds too, and is relatively close to Morioka. Memorial Museum of Great Predecessors, Morioka Art Museum, and Morioka Museum of Archaeology. ・あんまり観光客向けとは言えない。説明の看板が少ない。
Ishimkura Residence and the Lord of Nanbu's Villa Garden	・These gardens are not close to each other and are quite small, but they are free areas to walk around. Here, you can feel Japanese history and culture.
Morioka castle ruins park・moat park 盛岡城跡・盛岡城址	・It is a historical place where you can learn a lot about it and also its very beautiful. This is my favorite place in Morioka because it is beautiful in any season. Fall in this park has to be my "avorite! Every color is there! Red, yellow, orange leaves, you name it! ・Its appearance change per season ・Just an started anime, it is a great place to visit. ・The areas surrounding Morioka Castle Ruins Park, such as Kanjo-dori, Nakaya-dori, etc. ・There are old retail shops that sell unique products. ・The hidden 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 Nakatsu River. ・I learned a lot about the history of Morioka and the Nanbu Shiba, along with pictures and information about Morioka's famous festivals - the Sansa Odori Parade and the Chagu Chagu Umakko Festival ・for a very blossom and autumn leaves ・insights to Morioka ・1年で盛岡の主要イベント（さんさ踊り、チャグチャグ馬コ、秋祭り）を網羅的に学べる。歴史・伝統・自然の魅力を多角的に学ぶことができる。観光ガイドとしての知識を深めるのに最適。新しい視点や伝統を大事にする姿勢とスポットがとても良い。

←Part of the list of answers

②Tour 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.

③Creating a guidebook

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

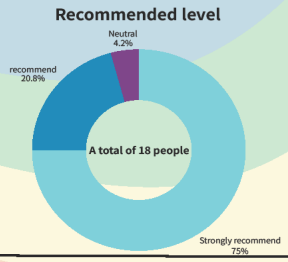
- Many photographs and illustrations
- Contains many short stories and fun facts

↑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.