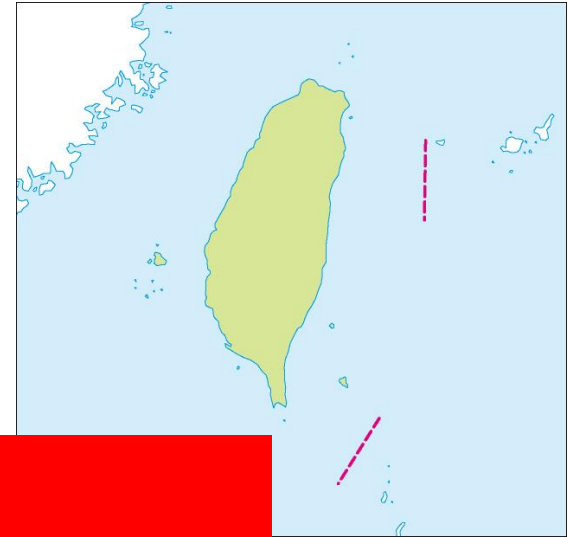
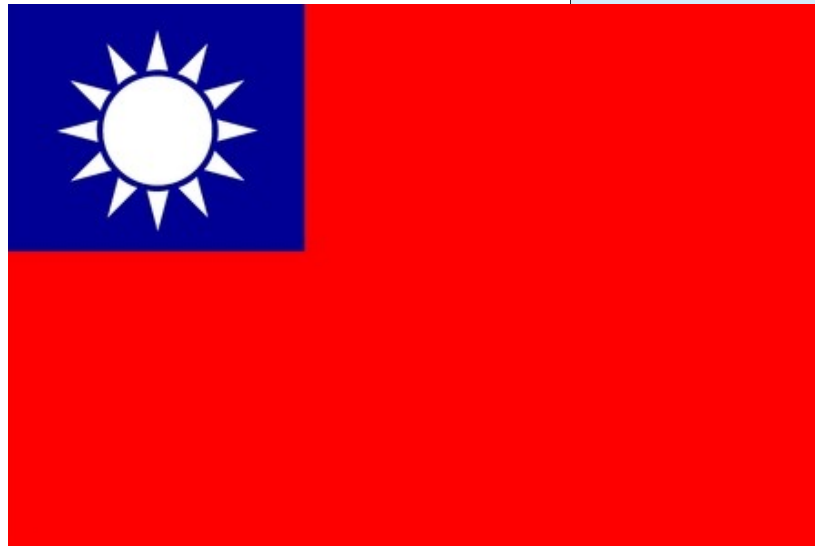


Media-based Tourism

Aono Kurumi
Yamana Emi
Ozaki Ayumu
Horiuchi Hana
Yagi Kotoko



Our Research Project

1. Fact Finding

Japanese people do not visit Taiwan so often

2. Research Theme

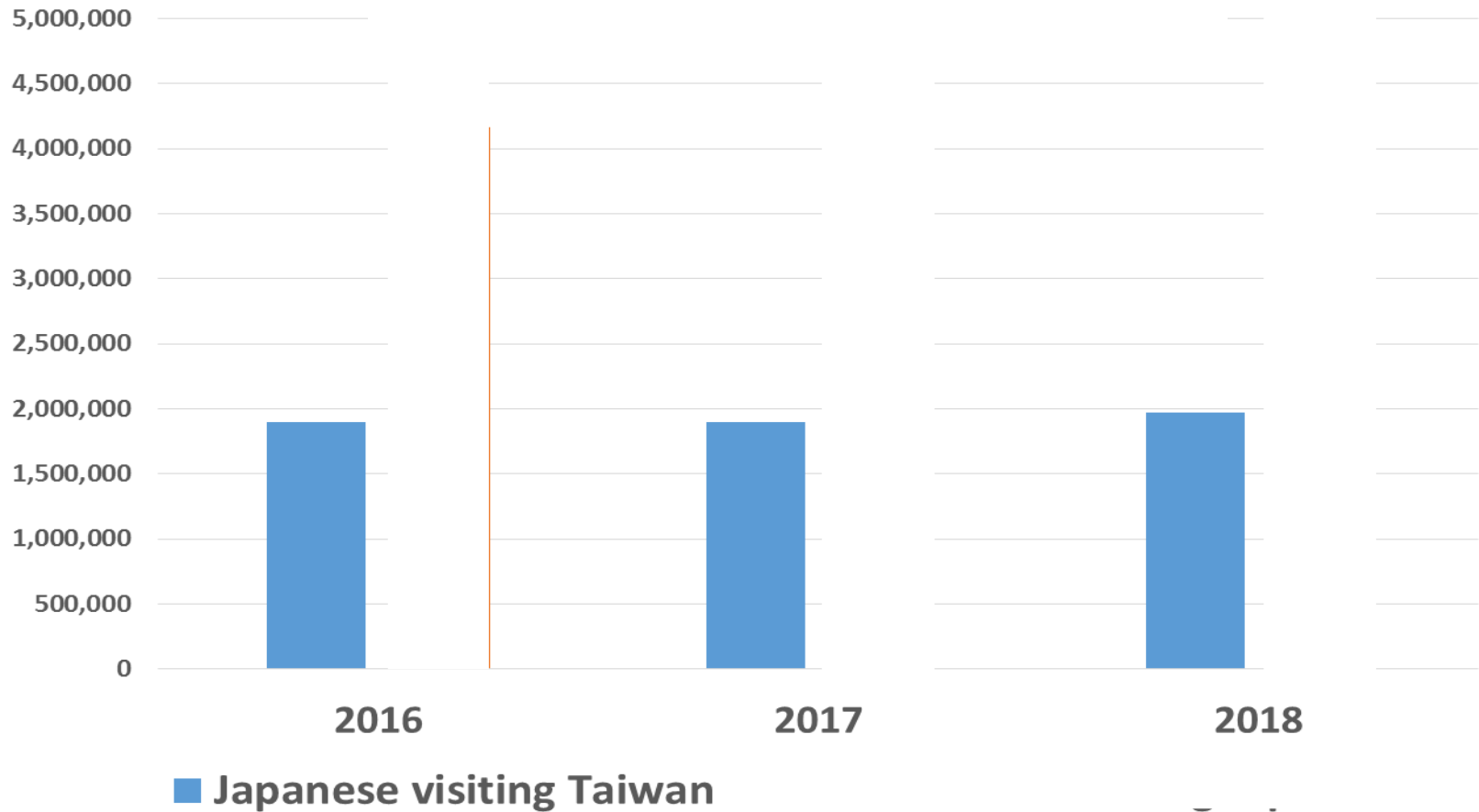
Is media-based tourism effective?

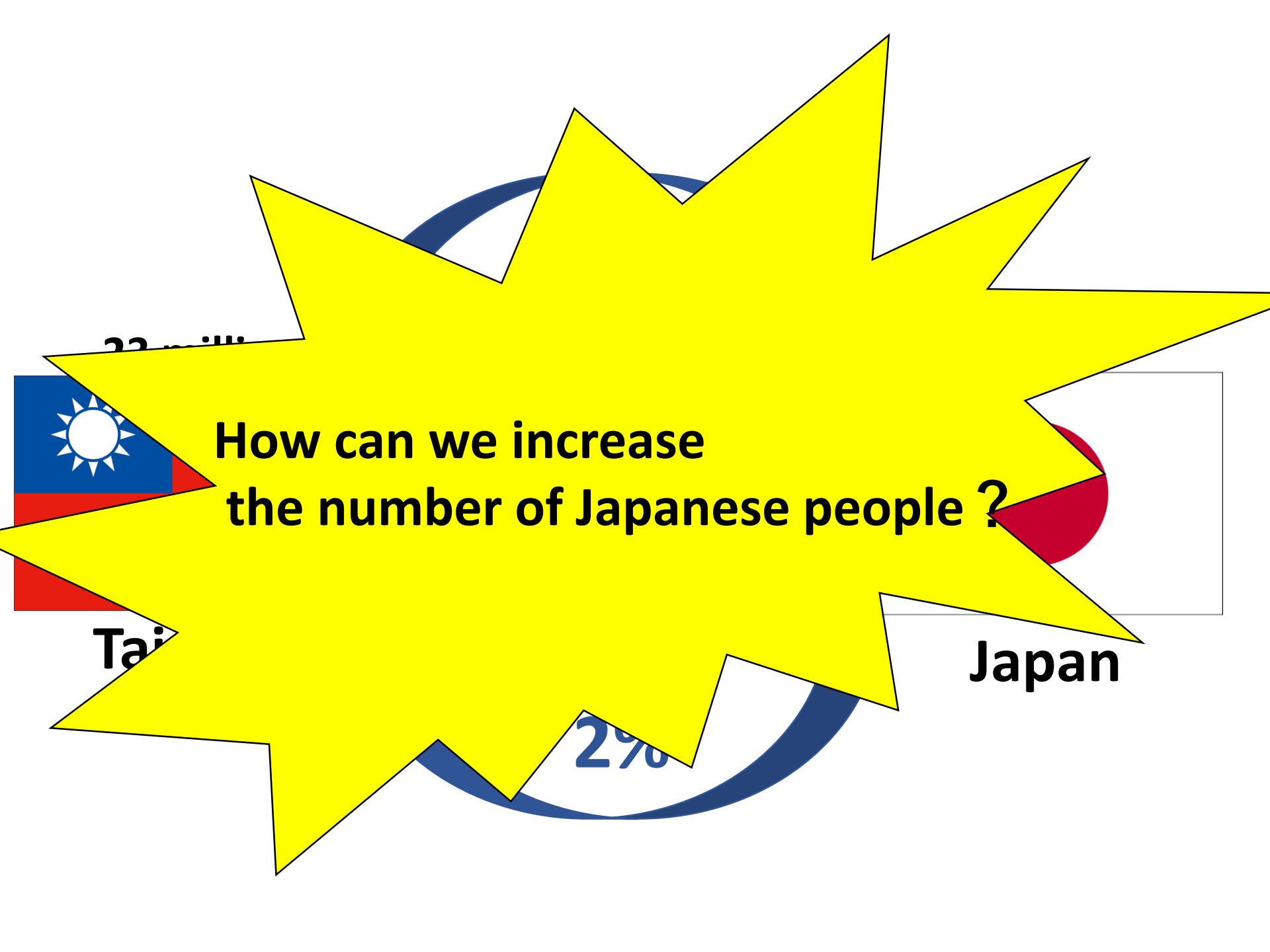
3. How to Research

Visit Taiwan and interview there

<Fact Finding>

The number of visitors





**How can we increase
the number of Japanese people ?**

Tai

Japan

Media-based Tourism

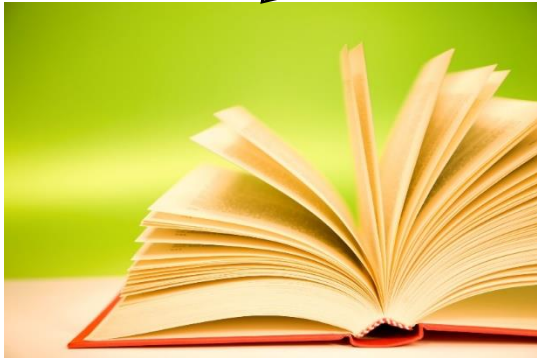
SPIRITED AWAY
千と千尋の神隠し

<https://us.123rf.com/450wm/lightvisionftb/lightvisionftb1510/lightvisionftb151000026/46646433-%E6%98%A0%E7%94%BB%E9%A4%A8%E3%81%A7%E6%98%A0%E7%94%BB%E3%82%92%E8%A6%8B%E3%81%A6%E3%81%84%E3%82%8B%E4%BA%BA.jpg?ver=6>

<https://ghibli.jpn.org/wp-content/uploads/kyufun-330x220.jpg>

<Research Theme>

Media-based tourism hasn't been successful in Taiwan.



Is this true?

<Let's Research!>

Dihua Street Area



<https://gloupes.com/wp-content/uploads/2018/06/dihua-street02.jpg>



Lonely Gourmet

孤独のグルメ

Tourists

Why did they visit here ?



Shop owners

How many visitors come ?



<Research Results>



I came here after watching “Lonely Gourmet.”

The number of Japanese has been increasing.



<Suggestion>

“Lonely Gourmet” has an influence → YES

Many Japanese visitors come → YES



Media-based Tourism
Can be effective

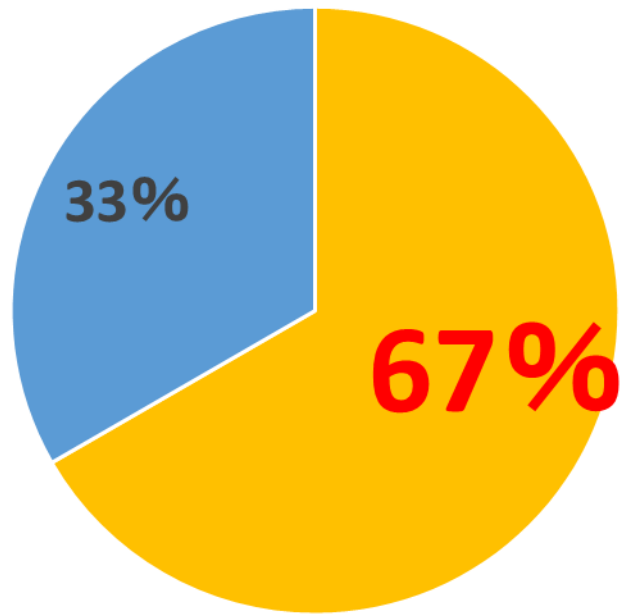
<Action After Research>

Let's make
our own
moving images
of Wanchun Gong



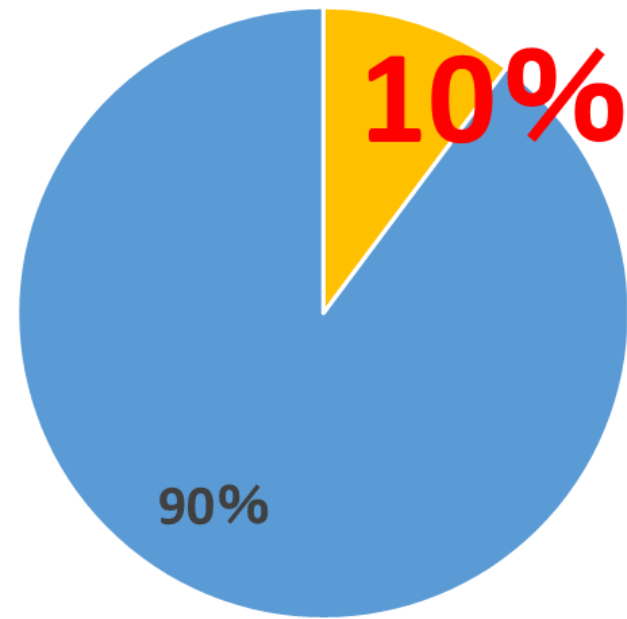
<Our school survey>

Chiufen



■ Yes ■ No

Wanchun Gong

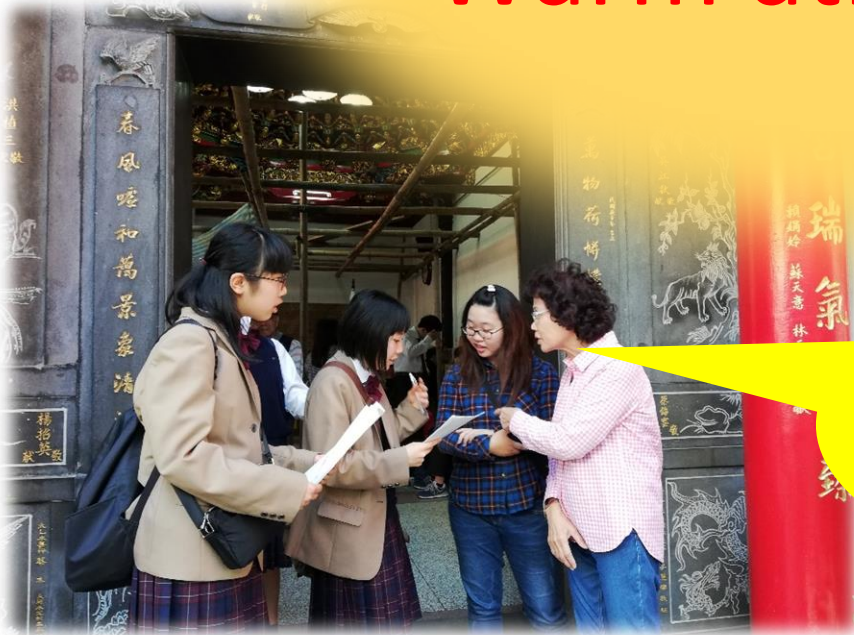


■ Yes ■ No

<To find the good points of Wanchun Gong>



Warm atmosphere



Your wish will
come true!



敬傳孝女

門

第五話 永樂市場 日本電視劇 美食家介紹

元

118元

孤独の



中國書 2 黃國書

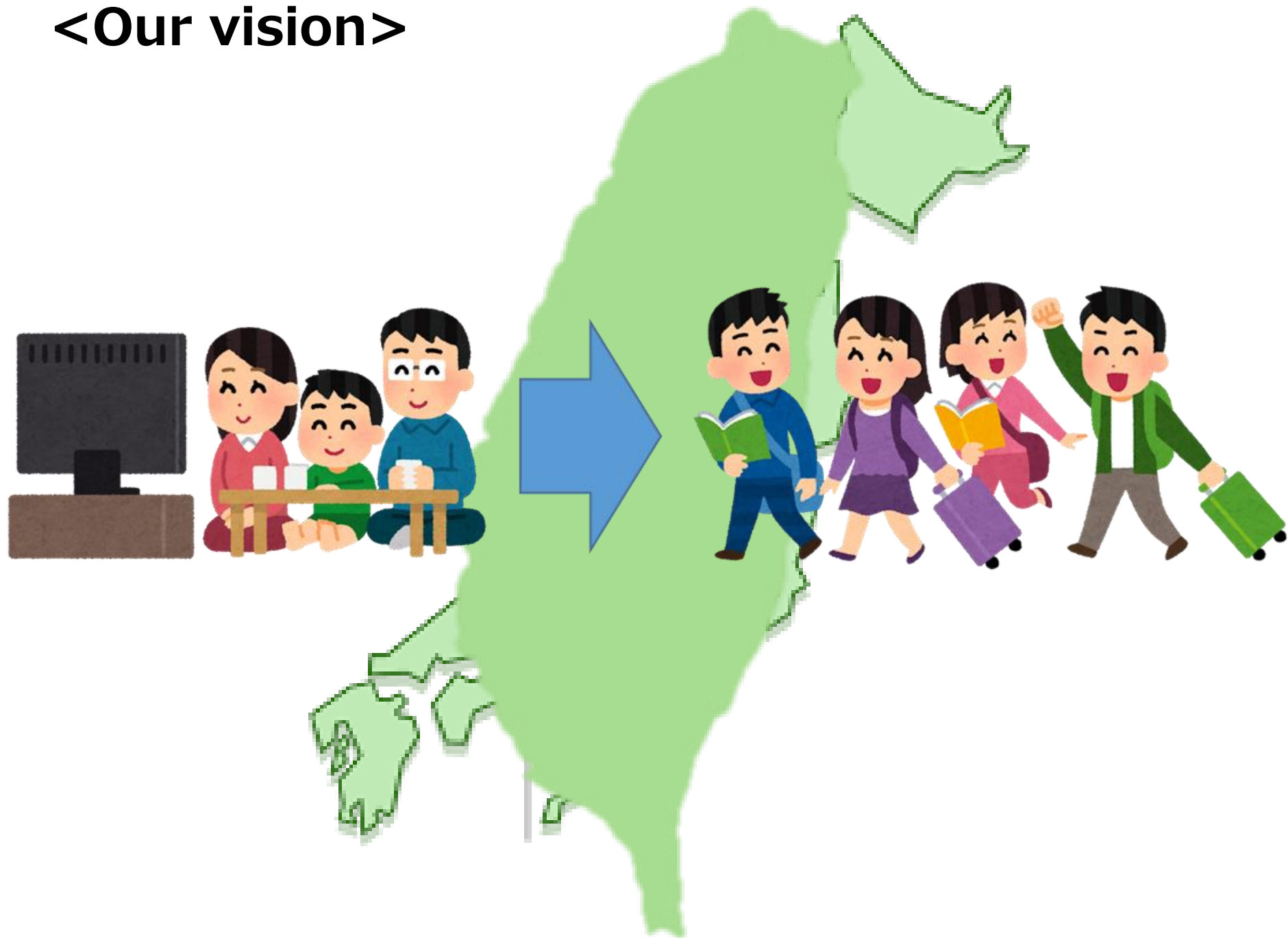
2 黃國書

Please try it !



**Do not download
Streaming only**

<Our vision>



The image captures a lively street scene in Taipei, Taiwan, centered around the historic Wan Chun Gong (萬春宮) temple. The temple's facade is a masterpiece of traditional Chinese architecture, featuring elaborate carvings, colorful lanterns, and a prominent central entrance. A large, multi-colored umbrella is set up in front of the temple, providing shade for people gathered there. To the right, a large pink banner advertises the '2019 Taiwan Reading Festival' (2019 臺中閱讀節), featuring coffee-themed illustrations and text in Chinese. A motorcycle is parked on the street in the foreground, and various street elements like traffic cones and a barrier are visible.

References

Cai, Meifang. "Tourism and Sustainable Development in Regional Areas : A Case Study of Media-induced Tourism in Taiwan." *The Economic Review*, vol.184, no.4, 2010, pp.81-100.

Japan National Tourism Organization, "Japanese Overseas Travelers by Destination: Visitor Arrivals from Japan from 2014 to 2018.", www.jnto.go.jp/jpn/statistics/20191024.pdf. Accessed 16 January 2020.

Japan National Tourism Organization, "Total number of foreign visitors to Japan."
www.jnto.go.jp/jpn/statistics/since2003_visitor_arrivals.pdf. Accessed 16 January 2020.

Participants

Toba High School second graders

People of Dihua Street Area

The office workers of Taiwan Kataoka Corp.

People of Wanchun Gong

Students of Taichung Municipal Taichung Industrial High School