

Three Problems of Kumamoto Tourism

M. R

What is your favorite place in Kumamoto? If you like nature, Aso and Amakusa are good destinations for you. You can see one of the largest calderas in the world in Aso, and you can see dolphins in Amakusa. Or, if you want to see Kumamoto Castle and go shopping, I recommend you go to Kumamoto City. Although Kumamoto was hit by an earthquake in 2016, 578,000 foreigners visited Kumamoto in 2019, and the number was 19th largest in Japan. However, there are some problems in the Kumamoto sightseeing industry, and I'll focus on three problems.

The first problem is a lack of transportation. According to Kumamoto City, 48.5% of domestic tourists use privately owned cars or rental cars to travel around Kumamoto City. It seems to be caused by the fact that about 30% of domestic tourists come from the Kyushu area. This will matter more for foreigners because it is hard for them to rent cars. Also, when you want to go to Amakusa from Aso-Kumamoto Airport, you need to take a bus and transfer once, which takes 3.5 hours.

To solve this problem, I think the best way is to make a train line for sightseeing that connects famous destinations like Aso, Kumamoto City, and Amakusa. By doing so, tourists can visit these three places easier, and they do not have to rent cars. Finally, more tourists will visit Kumamoto.

The second problem is that although Kumamoto has many good destinations, Kumamoto is too large to travel around. Furthermore, it takes more time to move on to the next destination.

To solve this problem, I think it is best to make an app that shows tourists the most efficient route for sightseeing in the form of a stamp rally. In this app, first, you need to input the destination you want to go to or choose it on the app. And then, you can get information about how to go to those places. When you visit there, you can get stamps. Also, it would be a good idea to give users some coupons which can be used while traveling.

The third problem is that people do not know about Kumamoto so much, specifically, its rural areas.

To solve this problem, I think making good use of SNS is the best way. According to

Kumamoto City, about 40% of tourists got information from the internet or SNS. Also, it can be used easily and for free by anyone. Therefore, SNS is effective for spreading information about Kumamoto.

In conclusion, first, Kumamoto should establish a train line that connects Aso, Kumamoto, and Amakusa. Then, it should make an app for traveling smoothly. Lastly, it should spread information about Kumamoto using SNS. If Kumamoto realized these three things, Kumamoto would be more attractive. To make our hometown of Kumamoto better, please support these ideas!