

How Can I Attract People to Live or Sightsee in my Hometown?

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In our discussion at the English camp, we agreed that using SNS is the best way to attract people. We thought of two sides of the idea.

The first one is to invite Japanese people who live in cities such as Tokyo and Osaka to Kumamoto. We have clean water from underground and it is one of the best attractive points of Kumamoto. I've heard that some people are surprised to get clean water from the faucet. Drinking tap water is the norm for us. I feel it is very inconvenient not to be able to do that.

Also, there is beautiful nature in the suburbs. In addition, in downtown Kumamoto, we have some shopping places such as the Sakuramachi Kumamoto and the Shimotori arcade. A new department store is going to be opened near the Kumamoto station. I think Kumamoto will be a more convenient city, but not very urban like Tokyo and Osaka. So, Kumamoto is suitable for people who want to live calmly. If we send this information to Japanese people, a lot of people may come and live in Kumamoto.

The other one is to increase the number of tourists from other countries. We have the large caldera in Aso and Kumamoto castle in Kumamoto city. Also, we have delicious local food. For instance, Taipien, Basashi, and Karashi Renkon. But every region has its own local foods, so we need to make them more unique. In my opinion, it is interesting to combine them with other countries' food. By doing so, we can make ourselves different from other prefectures.

Kumamoto is less famous than other popular prefectures. Most people don't know about Kumamoto, and some haven't even heard of it by name. The first step to attract people is to raise the name of Kumamoto.

We discussed the importance of the choice of the language. In order to reach more people, we have to be careful to convey information in languages that many people use. We have listed English, Chinese, Hindi, French, Spanish, etc. as the languages.

In conclusion, to attract many people to live or sightsee, we have to make SNS accounts or some websites, and these things should be written in the languages that suit each purpose. When it comes to Kumamoto, we have many attractive points, so it is important to disseminate them.