

Challenge! Open Governance 2016 Application Form for Citizens & Students

Title of Regional Issue*	No.	Title	Name of Municipality
	1	- Lack of tourism promotion measures mainly for foods and souvenirs	Muroran City
Name of Idea (public)	Welcome to the “Omotenashi Salon” that connects tourists and locals		

*Enter the title of regional issue of the applying municipality as described in COG2016 website.

1. Applicant Information

Name of the team (public)	U-18 Omotenashi Muroran	
Team attribution (public)	<input checked="" type="radio"/> 1. 市民によるチーム <input type="radio"/> 2. 学生によるチーム <input type="radio"/> 3. 市民、学生の混成によるチーム	
Team leader (only the name will be public)	Name (public)	Yuito Tonosaki
	e-mail (private)	
	Telephone no. (private)	
	Relation with the municipality (private)	

※Conditions for information disclosure

Information provided in “2. Description of Idea” beginning on the next page will be disclosed under the Creative Commons Attribution 4.0 International license (CC BY 4.0) after confirmation of its contents. At the request of the applicant, however, such information will be disclosed under the CC BY-NC (Attribution – Noncommercial) 4.0 International license. Please let us know your preference at the time of application. In both cases, the name of the applying team will be used.

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(Notes)

<Name of the file for application and addressee>

- Send the file with the filename COG2016_applicationform_teamname_municipalityname to the address below. You can also access this address via the application registration column on the COG2016 website of the Graduate School of Public Policy, The University of Tokyo: admin_padit_cog2016@pp.u-tokyo.ac.jp

<Public or private information>

- The name of the idea, name of the team, team attribution, name of the team leader, and “description of idea” will be open to the public.
- The contents above will be reviewed before disclosure (anything which is harmful to public order, unethical, or making use of a plagiarized idea will not be disclosed).
- The “self-evaluation” column of the application form will not be disclosed. However, if the content is excellent and deemed useful for other applicants, it may be disclosed after consultation during the advice stage after the open review.
- If any element associated with an intellectual property right whose holder is not a member of the applying team, such as texts, photographs, and graphics, is included in the “description of idea,” it should be demarcated stating that it is quoted according to the relevant laws and regulations or that its use has been approved by the right holder. Please do the same for the “self-evaluation” column.

<List of the team members>

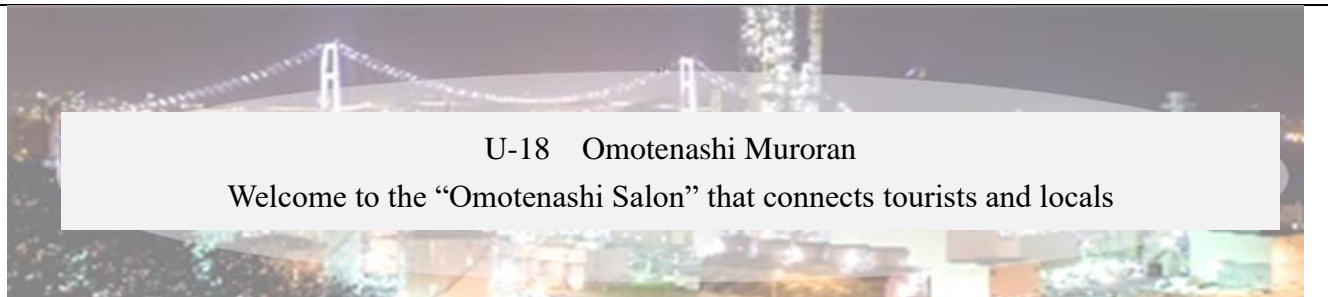
- Submit the list of the team members in the attached Excel file (Any information about members other than the team leader as specified in 2. above will not be disclosed except to the COG Secretariat. Please see the attachment for details).

2. Description of Idea (public)

Specify the issue to be addressed by making effective use of data and materials and tell the story of the idea for the issue's solution (i.e., public services).

(1) Contents of the Idea (public)

Specify who, what, where, when, and how you have created your ideas, and incorporate this into the development of your story. Fill in the column given below (graphics may be included as necessary).



[Overview of the service]

- i) The service is intended to entertain tourists with night views, dinner, and a social gathering with locals. The service, as the best possible entertainment that Muroran City can provide, will target tourists in Hokkaido who visit the Port of Muroran on the ferry between Miyako and Muroran, which will start its operation in 2018.
- ii) It is a concierge and escort service for domestic and overseas tourists visiting the city on large passenger ships. Local experts personally provide tourism information and advice so that tourists can arrange activities that best suit their interests.

[Details of the service]

- (i) Ferry guests are picked up by a minivan at the ferry terminal for a pre-organized tour. First, guests enjoy the city's popular night spots (Hakuchō Bridge and illuminated plants) along the Muroran Circle Line (1), then have dinner while mingling with locals (Muroran-Omotenashi-Tai senior artisans, high school students, etc.) at Omotenashi Salon (2), and stay at a hotel (3). The sightseeing activity takes two and half hours from the time of disembarking to the end of social gathering. Guests are given exclusive souvenirs: original Ninja Bolta and Muroran Bingo (4). The tour with accommodation included costs 15,000 yen per person, while a salon dinner costs 3,000 yen and a night view tour costs 2,000 yen. Night view pictures taken by guests will be displayed in a frame at the Omotenashi Salon for one year (5). The exhibition fee is 1,000 yen, including printing and framing.
- (ii) For passengers of the overseas large cruise ship that visits Japan's shores five or six times a year (6), Muroran-Omotenashi-Tai personally welcomes guests at Sakimori Pier (7) and provides information about local scenic spots, wood working, gourmet cuisine, historic sites, hot springs, cultural exchange, and sky (kite) fishing (8). Guests can arrange a sightseeing tour of the activities that most closely suit their interests. They are given Ninja Bolta and Muroran Bingo as souvenirs. Muroran-Omotenashi-Tai serves as a tour conductor, using their own minivan(s) and taxi(s). A large vehicle may be used depending on the number of tourists. Time required and cost: scenic spots sightseeing – 2 hours, 15,000 yen (incl. lunch) (9), woodworking- 3 hours, 15,000 yen (incl. lunch, shipping charge required separately), gourmet tour – 10,000 yen (self-chosen meals), historic site tour – 2 hours, 15,000 yen (incl. lunch), cultural exchange – 3 hours, 15,000 yen (incl. lunch), and sky (kite) fishing – 2 hours, 10,000 yen (incl. lunch).



日本語	英語
JX 夜景	JX night view
白鳥大橋	Hakucho Bridge
朽化でアーケードのなくなった商店街	Deteriorated shopping streets with no arcade
シャッター街となってしまった中央町	Chuo-town street with many closed shops
おもてなしサロン	Omotenashi Salon
金屏風	Kinbyoubu
地球岬	Chikiu Point
イタンキ浜	Itanki beach
室蘭環状線	Muroran Circle Line
中島中華街・ホテル	Shopping district and hotels in Nakajima

(2) Grounds for the idea (public)

Describe the grounds for your idea (why have you chosen this idea?) with numerical data (achievements, statistics, or questionnaire results) and evidence (materials, plans, or existing measures) that support the idea (collectively, the “data”). Identify the sources of numerical data and evidence. Fill in the two-page column below.

- At the workshop to explore the attractiveness of Muroran City, we found that the city has **many appealing places and ways to have fun, but they are not yet known widely**. We thought that we could disseminate them more actively.
- We also learned that when a ferry operated in the old days, most of the tourists landing at the port used to go directly to other spots, such as Noboribetsu Onsen and Toyako Onsen, **without stopping at Muroran**. We wish that they could have enjoyed and relaxed in Muroran to get ready for Hokkaido tours at ease.
- Muroran now offers “**Muroran night view sightseeing bus**,” a night cruising and night view bus tour, but it **is expected to end its trial operation** in 2018. In the same year, however, a ferry will begin operating between Miyako and Muroran. The ferry is scheduled to **arrive at Muroran at 6:00 pm**. Taking these factors into account, we thought we could develop a plan of night view sightseeing that is a substitute for the bus tour described above.
- In the past, tourists used to collect information and book tours online in advance. However, we found that some tourists prefer to select sightseeing spots after **learning background information from locals at the destination**, so we thought that we could develop a plan for sightseeing on-site after providing necessary information to tourists.
- When we asked foreign passengers from the Diamond Princess that visited the port on July 31, 2016 about “where they want to go in Muroran,” many of them answered that they “want to see **city streets and landscapes**” and “want to enjoy the **food culture that only the area can provide**.” Through our conversations, we felt that foreign tourists (older ones in particular) seem to be interested in **personal encounters with locals**. They also showed a strong desire to talk about their own country and hear about Japan from locals. Isn’t it possible to make their dreams come true? At the same time, we thought that Japanese ferry passengers, most of whom are elderly, also want to have some **personal encounters with people at their destination**.
- Muroran is well-known as the city of iron, but there are surprisingly few iron works in the city. “Bolta,” a **Muroran-born iron doll**, is known throughout Hokkaido. According to the results of the questionnaires given to the passengers of the Diamond Princess, foreign tourists showed interest in something “Japanese” or “wa” in Muroran as well. So, with the cooperation of Bolta Kobo, we **co-created a very Japanese “Ninja Bolta**.” This iron doll is extremely well-made and was greatly appreciated by the foreign



respondents. We realized that this doll could have great appeal as a Muroran original souvenir.

- According to the interviews conducted at the city port, the Port of Muroran is located sharply inward at the bay as a result of volcanic eruptions, making it a **natural good harbor** with gentle and tranquil waves. Ship crews say that the **port is “like a lake.”** Any idea emphasizing this characteristic of the port could increase the attractiveness of Muroran.



- Through our volunteering activities, we found that there are many senior citizens who have retired and stay at home all day long, and those who want to interact with other people but are unhappy about the absence of places or chances to do so. We thought it might be beneficial to **offer the local elderly with activities** that they can get involved in and that may help them have **something to live for**, which could eventually revitalize local communities.



- A majority of the customers at our challenge shop in Muroran were senior citizens who enjoyed conversing with high school students at the shop. It must be beneficial to provide a **place for the youth and the elderly to communicate with each other.**



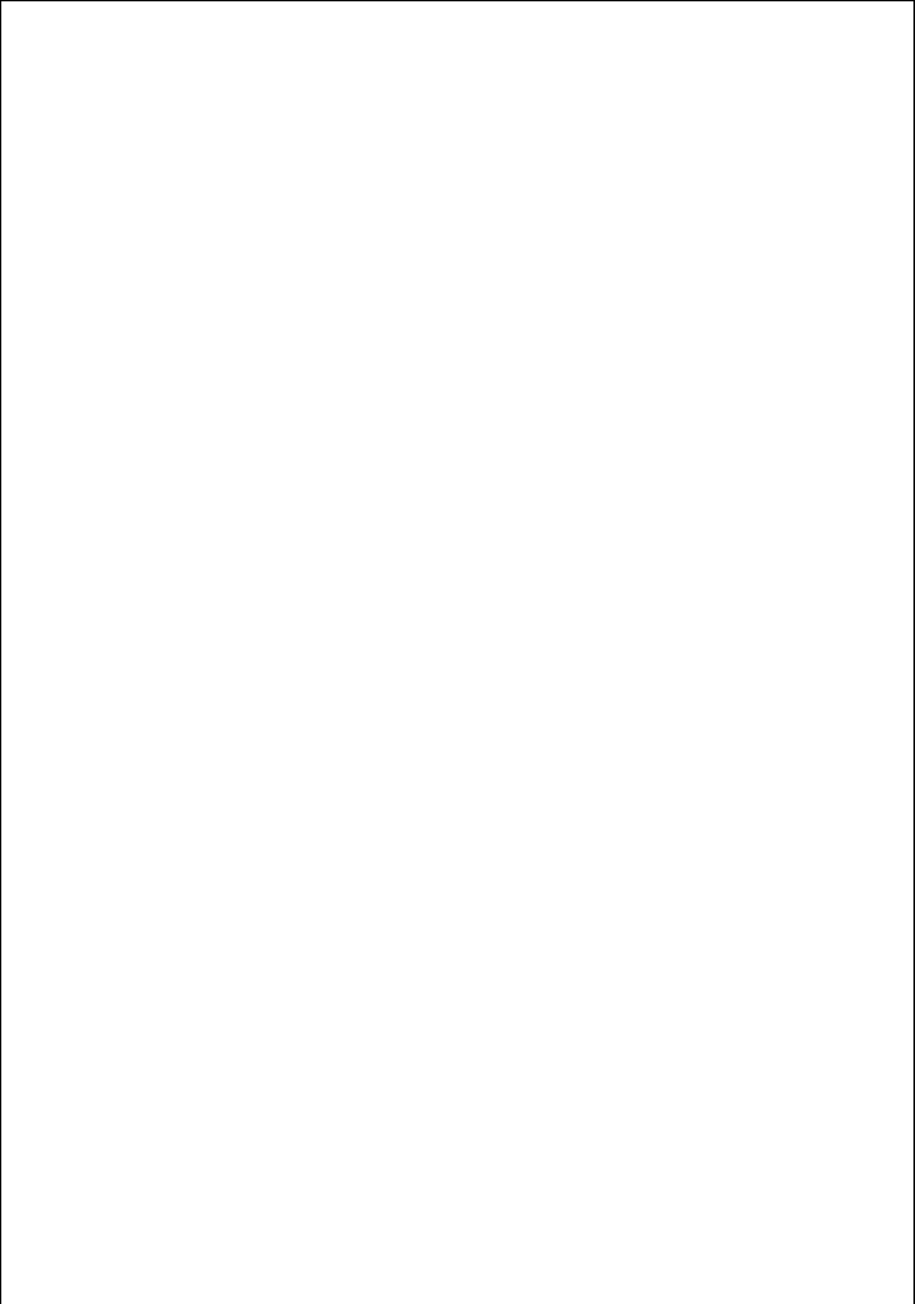
- The city population was about 160,000 in 1970, but has rapidly decreased to about 90,000 at present. The whole city and shopping streets in particular have lost their vigor. **High school students like us believe that Muroran is a good city, and want to appeal its goodness to as many people as possible.**



国	H22	H23	H24	H25	H26	H27	H28上半期
中国	59	348	216	160	1,541	5,053	3,653
韓国	50	54	109	97	153	206	83
台湾	17	20	23	81	58	175	1,142
香港	37	10	24	25	41	54	309
シンガポール	17	5	17	48	93	58	40
マレーシア	26	-	34	26	36	45	42
タイ	7	4	8	20	48	151	17
インド	11	39	7	28	56	14	7
インドネシア	-	-	-	0	223	369	3
フィリピン	-	-	-	19	217	56	16
ベトナム	-	-	-	17	7	19	0
ロシア	101	25	18	9	58	108	6
イギリス	13	9	13	11	32	54	29
フランス	189	132	127	52	94	45	56
ドイツ	50	77	20	10	23	20	7
アメリカ	28	74	132	67	46	53	19
カナダ	5	7	7	2	12	4	7
オーストラリア	21	12	19	12	30	14	8
その他	520	270	423	93	93	270	635
計	1,151	1,086	1,197	777	2,861	6,768	6,079

Source: Tourist Section, Muroran City

場所	H22	H23	H24	H25	H26	H27	H28上半期
地球岬	248,870	180,322	175,948	168,039	163,356	179,215	111,061
白鳥湾展望台	136,355	98,286	90,511	86,577	83,444	89,078	52,293
白鳥大橋記念館	331,748	326,312	445,921	494,172	483,375	538,823	473,052
行催事	111,288	75,712	124,682	50,565	62,188	62,198	61,704
その他	269,341	267,163	273,885	265,252	257,409	258,127	228,551
計	1,097,602	947,795	1,110,947	1,064,605	1,049,772	1,127,441	926,661



(3) Implementation timetable (public)

Describe the general flow of idea implementation clearly and concisely including entities involved and the process with milestones within the column below (graphics may be included as necessary).

[Secure the management resources required (people, things, technology/know-how)]

- Moving vehicles (purchasing minivan(s), contracting with taxi operators. Different types of taxis will be arranged depending on the season and number of passengers)
→ Business negotiation with taxi operator(s)
- Procurement of credit card terminal, space and equipment for cooking, photo printer, and displaying/posting supplies.
→ Raising funds and purchasing equipment and supplies
- Securing hotel rooms and office (using the “fureai” salon “Hotto Naaru”)
→ Business negotiation and contracting with hotels and real estate agencies
- [Murooran-Omotenashi-Tai] Storytellers who can talk about the history and popular destinations of Murooran at Omotenashi Salon (we have Centennial Preservation Association/Murooran 100, a group of people who are familiar with the history of Murooran), high school students who welcome guests with tea and conversation (tea ceremony club, interact club), photographer(s) who can instruct participants in night view photography, technical experts who have retired from wood or metal working (and can give detailed explanations about their products), cooks who (used to) operate eateries of seafood and Murooran grilled chicken, and jazz player(s) active at local events. Omotenashi-Tai serves as a tourism concierge and tour conductor when welcoming foreign ship passengers.
→ Business negotiation with stakeholders and training/education

[Marketing approach]

- Bookings can be made by e-mail, phone, fax, or post. Reservations must be made three days before arrival. Payment must be made at time of boarding. Both cash and credit (terminal required) is acceptable.
- A plan in (i) above can be changed later. Booking night view only or salon dinner only is acceptable and prices will change accordingly.

[Advertising]

- Publication at a local radio station (FM View) and via newspaper inserts (Murooran Minpo – 60,000 issues, Hokkaido Shimbun – 50,000 issues).
- Advertising balloon at the port
- The homepage should be the first step to show our hospitality, showcasing travel plans, major destinations, specialties, and hotel locations of Murooran (see the sample page below).
- Messaging from Omotenashi-Tai via Twitter and Facebook



(4) Others (public)

Describe the appealing points of your idea and any constraints in implementing it (with possible solutions) as well as the potential for its future development (e.g., elimination of a particular constraint enables additional XXX) within the column below.

[Confirmation of potential competitor(s)]

- There are existing tours targeting passengers landing at Muroran, but no tour available to allow them to enjoy the city of Muroran itself or experience personal encounters with locals.
- A tour for night view sightseeing is in operation now, but will end soon.
- An existing sightseeing tour for luxury liners offers city tours by bus, but seems to have tourists selected with no detailed explanation. Since there are little tools to obtain Muroran information overseas, many of them “took a ride for quick sightseeing” (source: questionnaires with foreign tourists).

[Issues to address]

- Is it possible to secure a sufficient no. of retirees and artisans?
→ Job recruitment using newspaper inserts and in cooperation with Hello Work, silver human resources centers, commerce and industry associations, and the **Industry Promotion Department** of the city.
- Is it possible to secure sufficient bookings?
→ On-going publication of services, improvement of the ability to serve tourists, close examination of events, and study of publication methods. Special focus on word-of-mouth and SNSs.
- Ship arrival depends on weather conditions
→ The port of Muroran is one of the calmest ports in Japan, causing fewer delays than other ports. In case of delayed operation, a cut-down version of the tour may be offered.
- No. of tourists is not fixed.
→ Attentive vehicle assignment in partnership with taxi operators
- Can we expect repeaters?
→ We will retain participants' interest in Muroran by displaying night view photos taken by tourists for one year. We will target ferry passengers in the initial stage and tourists to Hokkaido in general later. Publicize new events and services via direct mails, etc.
- Language barriers
→ Omotenashi-Tai are engaged in basic English conversation. Members are offered training for advance preparation.