

Major strategy to stimulate awareness of Tobeyaki

Would you like to make Tobeyaki?

Purpose

In Tobe Town, Tobeyaki that has received special designation from the Japanese Nation Government. Therefore, we researched the number of companies (Fig.1) and employees (Fig.2) there and analyzed those data by accompany unit. We found that there are a lot of companies and people that are concerned with Tobeyaki while sales of Tobeyaki(Fig.3) are weak. Hence, We think new business of traveling in Tobe Town and stimulate awareness of Tobeyaki and aim to increase the number of tourists.

The number of companies

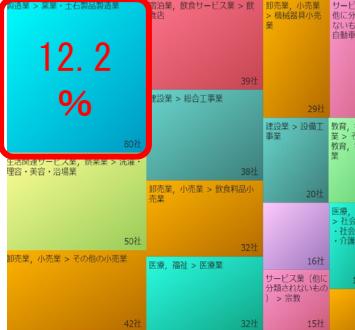


Fig.1

The number of employees

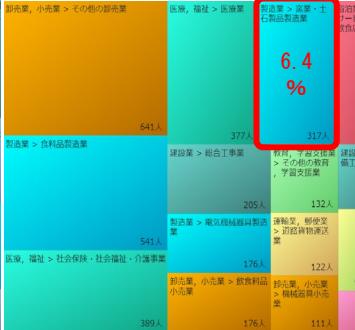


Fig.2

Sales



Fig.3

Target1

Our business of traveling targets domestic tourists based on the situation of COVID-19 calamity. The number of retrieving times of Tobe Zoo and Togeikan in Tobe Town is completely different(Fig.4). Therefore, we aim to make permanent Tobeyaki event that is held in Tobe Zoo for domestic tourists who visit there. The contents of this events as follows.

Sketching animals on dishes while looking at those

↓
People who work for a Togeikan collect Tobeyaki that were sketched animals.

↓
Afterward, tourists goes to get it that were completed there

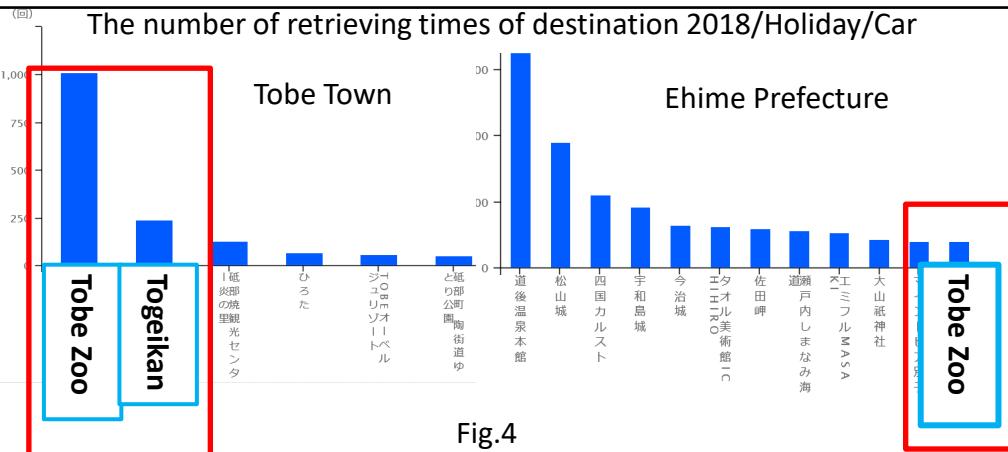


Fig.4

Target2

The Dogo Hot Spring is known as popular hot spring with women who travel alone domestic and is visited a lot of tourists. The awareness of Tobeyaki is low especially people in their 20's and 30's(Fig.5). Therefore, we show tourist site to women in her 20's and 30's.

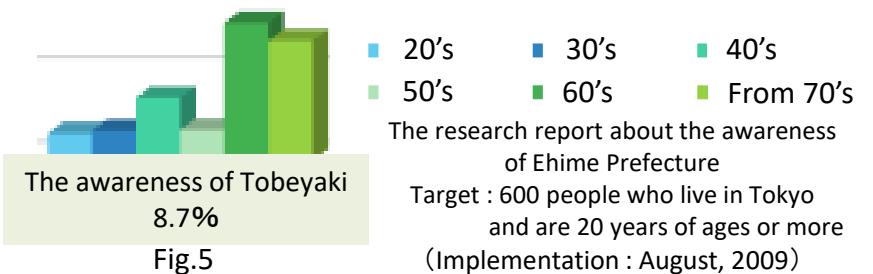


Fig.5

Also, we make proposals initiative below.

Tourist attractions that are made by Matsuyama City

~Tobeyaki Street~

Make street that is paved with Tobeyaki broken like a tile in place a lot of tourists visit.

To increase the response rate

People who donated Tobeyaki can draw lot and they are able to get a discount coupon that is used facility in Tobe Town.

Target3

This business of traveling targets foreign tourists based on after COVID-19 settle down. East Asian people are include a lot in foreigner who visit Ehime Prefecture and many of them use Takamatsu Airport(Fig.6) and stay Kagawa Prefecture before and after to visit Ehime Prefecture(Fig.7). Because East Asia area have noodle culture, we make proposals initiative that collaborate between Sanuki Udon and Tobeyaki for East Asian people tourist who arrive and depart in Takamatsu Airport. They are given privilege that they can receive Tobeyaki they made in Takamatsu Airport and have a meal with it in Udon shop in Kagawa Prefecture.

Immigration air port

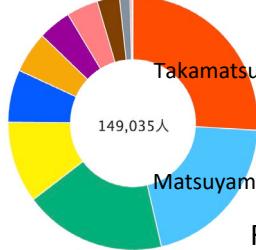
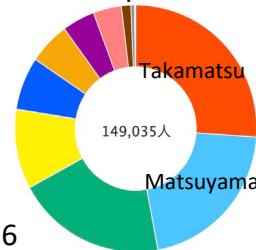


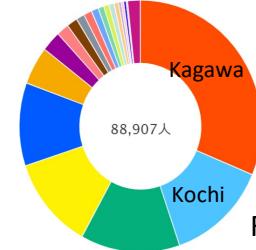
Fig.6

Departure air port



Stay region breakdown

Before staying Ehime



After staying Ehime

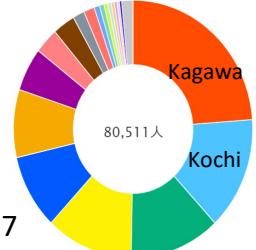


Fig.7

Conclusion

Following the previous quarter's result, we suppose that East Asian tourists spend about 5000 yen per person on a day trip in Ehime Prefecture and 20% of them come from Matsuyama City to Tobe Town 22625 people. The economic percussion of foreigners visiting Japan is about 113130000yen.

Gratitude

We asked Iyogin Regional Economy Research Center to check and advise. Thank you very much.

Quotation

Tobe Town Tourist Association (2017) Introduction of Tobeyaki <http://www.tobe-kanko.jp/product/tobeyaki/tobeyaki.html>
 Ehime Prefectural Government (2013) Research results about awareness of Ehime Prefecture https://www.pref.ehime.jp/h12200/documents/tyousakekka_1.pdf
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 RESAS(2020)Population transition, Population fluctuation, Company unit, The number of retrieving times of destination, The breakdown of immigration and departure airport, The breakdown of place to stay, The number of visitors by countries <https://resas.go.jp/#/38/38402>