**Extraordinary Experiences and Ordinary Lives:**

**How Tourists and Locals Can Coexist in Kanazawa**

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A: Hello, everyone. First, please look at this. Here are some scenes from Kanazawa City in Ishikawa Prefecture.

C: This place has changed. Since the opening of the Hokuriku Shinkansen, the number of tourists coming to Kanazawa has increased by 160%.

B: But the problem is that it is now difficult for locals to go there. In addition, some tourists are eating while walking around. That is not so good.

C: Lately, the number of foreign tourists that come to Japan is increasing. According to the survey, five times more tourists visit Japan than in previous years. How about in your town?

A: We conducted a survey of 530 students in Ishikawa Kosen, and 65% of the students said that they think the number of foreign tourists is increasing in their town.

C: The increase in tourists is economically beneficial. However, in Kyoto, Osaka, and Tokyo, where the number of foreign tourists is particularly high, there is also a potentially negative impact on the lives of locals, called “overtourism”.

A: The residents’ ordinary lives are crumbling because they give priority to the “extraordinary” experiences of foreign tourists.

C: In order to learn more about the current situation, the three of us went to Kanazawa city center several times. We observed some problems occurring.

B: We thought about how to create an Ishikawa that would make both foreign tourists and residents of Japan able to coexist happily. From now on, we will propose three solutions to improve the situation.

**Nao’s solution**

A: I think that we should give information and draw attention by using pictograms. For example, do you know these marks?

A Pictogram is an ideogram that conveys its meaning through its pictorial resemblance to physical objects. When I visited Kanazawa, I was so surprised that there are various people coming from a range of countries. We wish we could show signs in a variety of languages, but that would be a mess and ruin the historic landscape of Kanazawa.

C: That’s for sure. Then how do you want to solve the problem with a pictogram?

A: For example, I showed Omicho market at the beginning, the problem is that some foreign tourists eat while they are walking. This pictogram shows that they should not do that.

When I was studying in Melbourne in the summer of my third year of Kosen, the pictograms there drew my attention and helped me to understand what I should and should not do. Since Kanazawa city has a landscape policy, there are restrictions on the size and color of the signboard. I think that pictograms are suitable for guidance because they are simple, have few colors, and convey only the information that are designed to convey. So, you can understand them much better if you combine pictures and letters.

C: I see. How about you, Hazuki?

**Hazuki’s solution**

B: I think the solution is to separate the transportation used by tourists and residents. Kanazawa’s famous sightseeing spots are relatively close to each other and can be easily reached by bus. So, tourists often use local buses. However, it is difficult to understand the names of bus destinations and boarding locations. This often causes unnecessary congestion near the main bus terminals, and as a result of this, local residents have difficulty getting on the intended bus. So, it would be good to divide the bus according to the purpose of use.

C: Yeah. Also, it is sometimes difficult for locals to understand the names of bus stations and how to get on the bus. It would be good for locals.

A: What purposes do you want to divide the buses into?

B: For example, a “tourism system” bus will only go around tourist destinations such as “Kenrokuen” and the “21st Century Museum of Art”. It would be easy to understand if you named the bus stops after the sightseeing spots. This is already happening in Kyoto, where the number of foreign tourists has been rapidly increasing.

C: If there are buses focusing only on tourist places, sightseeing will be much easier for them.

B: On the other hand, we should make “daily life system” buses too. You can have a bus that mainly goes to places for your everyday lives, such as schools, residential areas, and hospitals, while avoiding crowded tourist spots. This can eliminate the congestion.

A: Separating the buses into two categories will improve the convenience of tourism and reduce inconvenience for the locals.

C: Well, does it mean the local residents and tourists will have no interaction at all? Even when in the same area, it seems like residents and tourists are different and don’t mingle.

B: Well, but ... So, what do you think we should do?

**Kayo’s solution**

C: I think it would be good to separate traffic, but how about attracting tourists to other areas to disperse tourists coming to Kanazawa? You should think of a plan that allows you to have a local experience away from Kanazawa.

B: A local plan? What can you experience in your local area?

C: For example, in my local town of Nakanoto, I am involved in a homestay program for international students organized every year by Ishikawa Prefecture called JAPAN TENT. The tourists can experience Japanese life and culture. When I participated, we made chopsticks and tubes out of natural local bamboos and used them for our Nagashi-somen noodle dinner.

This photo is of Noto Jofu, a special product of Nakanoto town, all the participants will experience how to make it during the workshop.

In this way, if you give the tourists opportunities to know your local charms and enjoy them, you can distribute tourists who concentrate on Kanazawa. By experiencing these activities together, you can interact and communicate manners directly on the spot, so you can spend some pleasant time with each other.

**Discussion**

B: OK. Considering the three solutions we discussed so far, first, there should be administration and companies or a volunteer organization dedicated to tourism and communication between residents and foreign tourists. If we connect them and get a relationship, like a triangle, then they can cooperate with each other. I think this is the first step.

C: For example, if we want to attract foreign tourists to the local area, it may not work without a company that can handle the project and administration, and of course, foreign tourists who want to participate in and have a unique experience there.

A: In fact, Kanazawa City conducted a verification experiment at Kanazawa Station to provide various travel information on digital signage and smartphones possessed by tourists and residents. The government and companies developed the equipment to disseminate information to tourists and residents. Tourists and residents use it and send feedback. In addition, residents can use this information to think about more necessary actions in their respective regions. It is an example of the cooperation of the three parties. We will not only participate as a resident, but also as a future engineer, we can do many things in our respective fields.

**Conclusion**

B: Today, we have proposed three solutions that allow extraordinary and everyday lives to coexist.

A: Implementation requires a solution being found between the three cooperating organizations; the government, tourists and residents. In addition, it is necessary to act or behave in consideration of each other without being selfish.

C: Everyone may become a tourist and a resident. No matter which side you stand on, keep in mind that the cooperation of the three parties is necessary, and we hope it will help solve overtourism.

A: Thank you for your kind attention!