

TSUBASA PROJECT

Change “local charm” to new tourist attractions, and develop brand of “WAKAYAMA”

Hello, everyone.

We are the members of Wakayama prefectural Naga high school broadcasting club from Japan. In our club, we produce the TV programs such as dramas, documentaries and radio programs. Our club is based in our hometown, Wakayama and have been trying to introduce our local features to the world with using Picture technology in various ways. For example, Wakayama has a warm climate and abundant nature, and produces more fruit (including mandarin orange and Japanese plums). To make the “WAKAYAMA” brand better known, we cooperate with our local government and some local companies to discover new tourist attractions via pictures. We strongly believe that our effort will contribute to inside and outside of Wakayama prefecture, extending to the rest of the world.

Do you know Wakayama?

Wakayama has three main attraction points. First, Wakayama is located near Osaka, situated conveniently close to Kansai International Airport, the second largest airport in Japan, which can be reached in 40 minutes. Second, Wakayama is one of Japan’s premiere hot springs areas, which are visited by many tourists. Finally, the religious site Koyasan, the Kumano Sanzan (Three Grand Shrines of Kumano), and the pilgrimage routes called **Kumano Kodo** that connect them were designated as a UNESCO World Heritage Site in 2004. However, such features still have a lower profile than “KANSAI” like Kyoto, Osaka and Nara.

To help raise the profile of “WAKAYAMA” and its brand, we decided to make a move in our own way!

This is the “TSUBASA PROJECT”.

Tsubasa means the spreading of large wings in Japanese. Our project has just started, however we hope that we can help to spread the surprising local news like an eagle, collecting pictures in Wakayama and spreading them across the world to show, enhancing Wakayama profile. Our belief is “Be on-the-spot”; that is to say, when we catch the latest news we will always be there: We conduct on-the spot interviews every time and gather further information from local people. We don’t want to just record this information but also share it with people from all over world! Therefore, we have tried to develop basic information and provide more valuable and interesting facts to surprise, enrich and promote the local area.

Our club’s motto is “Creating the various communication in various ways”: Now we watch Wakayama carefully and making amazing discoveries, which all are around you, but have never noticed before without using our media tools. Moreover cooperating

with the local people and local companies makes it more practical. This can lead to creating more tourism and helping the economy. That is what we call ourselves a DMC (Destination Management Company). it is supposed that information technology will increase the pace of this project.

The number of foreign tourists visiting Japan last year was recorded at 13,410,000. It is assumed that it will increase to over 20,000,000 in 2020. Now our main goal is how we attract the foreign tourists not only to Tokyo but also to the local areas of Japan. We will keep on trying to show hospitality and a welcoming nature for new visitors who have different cultural values and keep on sharing the information via our original way.

Finally, please look at our video ot TSUBASA PROJECT.
Thank you.