

2023年度学生イノベーションチャレンジ推進事業 活動報告会

選ばれる観光地

「岡山」

NDSU Trip Planner

ノートルダム清心女子大学

浅野夢
久米井万奈

飯塚葉奈
齋藤美桜

逢坂玲希
柴山恵

小島友梨
福間史歩

清親朋華
三吉未紗

1

2

3

4

5

6

7

8

9

発表の内容

1. プロジェクト概要
2. これまでの活動
3. 今後の活動

1. プロジェクト概要

1

2

3

4

5

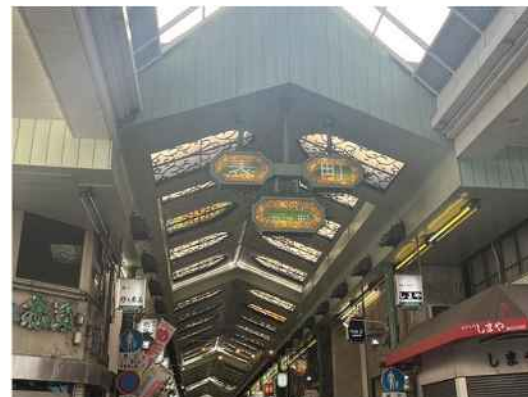
6

7

8

9

広島・関西地区に流れるインバウンド観光客を岡山に留めたい。
国内からの旅行者と同様の情報とサービスの提供が海外からの旅行者にも可能となれば、より岡山の魅力を知ってもらうことができ、「選ばれる観光地」となるはず。



2. これまでの活動

1

2

3

4

5

6

7

8

9

聞き取り調査の実施 (2023.9)

対象一岡山市在住の留学生、海外からの観光客 73名

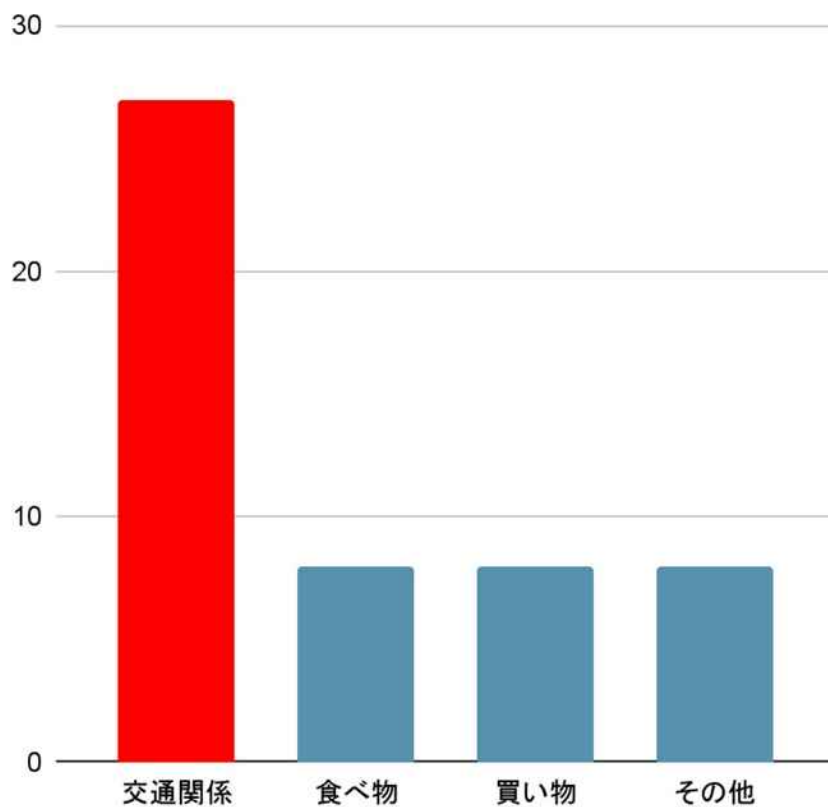
質問事項 (一部)

- ・ 出身
- ・ 岡山に興味を持った理由
- ・ 岡山にいて困ったこと
- ・ 岡山で行ってみたい場所

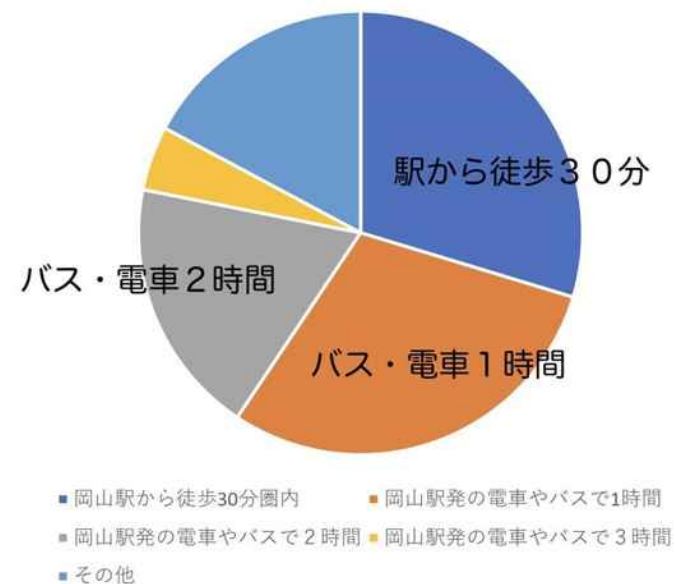
調査結果（一部）

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9

岡山において困った場面（複数回答可）



岡山県でいきたい場所（距離別）



パンフレット作成 (2023.11 - 2024.2)

1

2

3

4

5

6

7

8

9

コンセプト

- 海外からの観光客に向けて英語で作成。
- 短い時間でも岡山を楽しんでもらえるプランを提案。
- 目的地までの交通手段を分かりやすく載せる。
- 公共交通機関（バス・電車）の基本的な利用の仕方を記載。

パンフレット

1

2

3

4

5

6

7

8

9

Plan 5 1 day Naoshima



Naoshima is a world-famous island known for its contemporary art, such as works of Yayoi Kusama, and famous Japanese architect Tadao Ando. Naoshima is a wonderful place to enjoy not only nature but also a perfect combination of old townscapes and modern art.

How to use public transportation

Buses & Streetcars

- IC cards**
If you have an IC card that can be used on Japanese transportation (Suica, ICOCA, PASMO etc.), hold it up to the reader when you get on and off the bus or streetcar.
- Cash**
Many buses and streetcars have a ticket dispenser near the entrance door, when you board, so if you intend to pay cash, take a ticket. When you get off, you must check the number on the monitor to see how much you have to pay. When you get off the train or streetcar, put your money in the fare box.

Trains

- Get a ticket (if you don't have an IC card)
- Pass through the ticket gate (either hold up the ticket to the reader, or put the ticket in the gate)
- Board a train to your destination and enjoy your sightseeing!

Going around OKAYAMA

~Whether you have 30 minutes or a whole day, we have a plan for you!~



Created by students of Nippon Daimyo University

NDUO Trip Planner supported by Okayama City

Plan 1 30 mins Hökanchō Shopping Arcade



The Shopping Arcade was created by Samurai who had lost their positions after the Meiji Restoration. Hökanchō Shopping Arcade has an attractive retro atmosphere from the period of around 1940 to 1950.

Minamoto Kitchoan

From the East Exit of Okayama Station, head towards AEON Mall. Across the street from the mall, on the far corner, there is a famous Japanese Sweets (Wagashi) Shop. This world-wide company originated in Okayama.

Plan 2 1-2 hours Omotechō Shopping Arcade

Omotechō is a lively arcade. Look up and enjoy the stylish ceiling. There are plenty of fashionable and retro cafes to enjoy along here.

Plan 3 3-4 hours Kibitsu Shrine

Kibitsu Shrine is a famous shrine in Okayama that many people visit during the New Year. It is said that Okayama's legendary folk hero, Minamoto no Yoritomo, stayed demons here.

Plan 4 half a day Kurashiki Bikan Chiku

This area is famous for its traditional atmosphere and has been used as a filming location for many movies. You can enjoy not only the peaceful streets but also cafes, shops, and hands-on craft experiences.

Plans

- Plan 1 30 mins → Hökanchō Shopping Arcade or Minamoto Kitchoan Sweets shop
- Plan 2 1-2 hours → Omotechō Shopping Arcade
- Plan 3 3-4 hours → Kibitsu Shrine
- Plan 4 half a day → Kurashiki Bikan Chiku
- Plan 5 1 day → Naoshima Island



3. 今後の活動

1

2

3

4

5

6

7

8

9

- ・パンフレット設置依頼（2024.2 - 3）

来年度以降

- ・観光客向けのSNS運営
- ・多言語での街中コンシェルジュ
- ・信頼性の高いアプリ、WEBサイトの作成

1

2

3

4

5

6

7

8

9

Thank you



逢坂玲希
齋藤美桜

久米井万奈
柴山恵



mikakizu@m.ndsu.ac.jp
(担当教員：木津弥佳)

<https://www.ndsu.ac.jp>