

# People Connect People, Rikuzentakata

Using Podcasts to Attract Visitors

人と人をつなぐ街、陸前高田  
～ポッドキャストを利用した誘致～

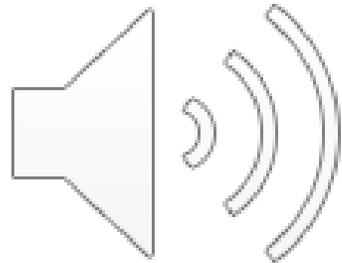
Presented by Natsuka, Bella, Shiori, Jia, and Takuya

# Outline

## 内容

- ▶ チーム紹介 About the team
- ▶ ポッドキャストの説明、概要 Explanation
- ▶ 作品紹介 Podcast
- ▶ ポッドキャストを制作する利点 Benefits
- ▶ ゴール、目的 Goals
- ▶ 提案 Suggestions for Dissemination

# Visit Rikuzentakata Podcast (for international tourists)



# 人と人をつなぐ街、陸前高田 (国内の日本人観光客向け)



# Benefits of Audio Podcasting

- ▶ What is a podcast?
- ▶ Benefits of audio:
  - ▶ Makes you use your imagination
  - ▶ Listen while you drive, do laundry, or some other task that requires sight but not sound.
  - ▶ Good for those visually impaired
- ▶ ポッドキャストとは
- ▶ オーディオのメリット
  - 聴衆が興味・想像力を掻き立てられる
  - 音楽感覚で聴ける (例：運転中)
- ▶ 視覚障害

## Goals 目的・ゴール

- ▶ Use Rikuzentakata homepage to disseminate
- ▶ Attract domestic and international tourists
- ▶ 私たちの提供するものをまるごと陸前高田や市のHPに載せられるようにする
- ▶ 他県の人に限らず、外国人観光客の方にも陸前高田の魅力を発信する



# People



# ポッドキャスト

## 日本人側の視点

1. 言葉のニュアンス(例 ただいま)
2. 人のあたたかさ

## For Japanese Tourist

1. Nuance
2. People attract people

## 外国人側の視点

1. 陸前高田での体験
2. 言葉が通じなくても感じられる人のあたたかさ、優しさ

## Foreign Tourists

1. Unique Japanese Experience
2. Focus on the warmth and kindness of people regardless of the language barrier

# Suggestions for dissemination 提案

- ▶ SNS (Facebook, twitter, Instagram, snapchat, Reddit)
- ▶ 市の人や観光に来た人の体験を入れる
- ▶ Soundcloud サウンドクラウド
- ▶ Tourism Expo 観光
- ▶ Radio ラジオ



<https://soundcloud.com/user-744714173>

The screenshot shows a web browser window displaying the SoundCloud profile for the user 'visit\_takata'. The browser's address bar shows the URL 'https://soundcloud.com/user-744714173'. The SoundCloud interface includes a search bar, navigation links for 'Sign in', 'Create account', and 'Upload', and a header with the user's name and profile picture. The profile features a banner image of a building at night and a list of tracks. The first track is 'Welcome to 陸前高田' (15 minutes, #Storytelling) with a waveform and a play button. The second track is 'Welcome to Rikuzentakata (English)' (1 hour, #Storytelling) also with a waveform and a play button. On the right side, there are statistics for 'Followers' (1), 'Following' (0), and 'Tracks' (2), along with 'Go mobile' links for the App Store and Google Play. The bottom of the browser shows a taskbar with various application icons and a system tray with the date and time '8:23 PM 9/11/2017'.

ご清聴ありがとうございました

# 提案 ～Audacity～

- ▶ Editing Audio Software オーディオ編集ソフト
- ▶ 無料
- ▶ 簡単に編集できる



# Combine Podcast

## 提案 ～ポッドキャスト×インターン～

- ▶ NPO まるごと陸前高田
- ▶ 地元の中高生→地方について考える。地元愛（アクティブラーニング）
- ▶ 他県の大学生→地域創生・観光

