

**Kobe Studies, International Communication Course,
Kobe City University of Foreign Studies
First Semester 2013**

[1] List of the Class Participants (as of 4/14/2013)

1. A11058 Mami Kouno (河野 真実)
2. A11064 Eriko Matoba (的場 絵里子)
3. A11112 Mai Shirono (城野 真衣)
4. A11130 Masari Tanigawa (谷川 真沙里)
5. A11134 Akira Tsunesumi (常住 彰)
6. A11149 Manami Yoshikawa (吉川 愛美)
7. E11055 Natsuki Oda (織田 菜月)
8. E11060 Ayaka Sagawa (佐川 綾香)
9. E11069 Sayaka Tanoue (田上 沙彩佳)

[2] The First Draft of Concept Papers

1. A11058 Mami Kouno (河野 真実)

- ① Kobe beef is a world wide famous product. I read news which said “Even if the TPP was applied, Kobe beef will be safe or there will be great demand for it in the world”. However, is it true? Or in order to make it true (to sell it well in the world), what should we do? By raising the example of selling it in China, I will mention the ways to save Kobe beef.
- ② Soccer is one of the most famous sports in the world. However, it was not until recently when women soccer team became famous. For long years, soccer has been thought to be a men’s sport. Women have struggled to play soccer all over the world. Women’s soccer team is getting accepted and number of them is increasing recently. However, it’s still less famous compared with men’s one. Kobe has a famous women’s soccer team named INAC KOBE, which Sawa Homare joins. By comparing with the differences between the world and Japan about development of women’s soccer, I want to find how the INAC KOBE and Kobe city have contributed to make it famous.

2. A11064 Eriko Matoba (的場 絵里子)

- ① The Topic I’m interested in now is Tourism in Kobe. Firstly, when I compare the number of foreign tourists with that of adjacent prefectures like Osaka and Kyoto, it’s smaller than others. And the length of their stay in Kobe is shorter than Osaka and Kyoto. When we hear the “Kobe “, it seems there are a lot of places to visit and it very attractive. But actually, the attractiveness is overwhelmed by the adjacent prefectures in Kansai area and tourists tend to stay these places rather than Kobe. It is possible to go around famous places in Kobe for a few days or only one day. Kobe might be a pass point for foreigners. So the problem I think is how to make foreigners stay Kobe for long time or how to appeal Kobe to foreigners. I’d like to look into the way how Kobe is introduced to foreign countries.
- ② The protection against disaster in Kobe. Kobe experienced the big disaster in 1995. At that time, Kobe suffered heavy damage but now Kobe is almost recovered from the disaster.

The reason why I'm interested in the topic is that the other day, I was awakened by the earthquake that was the biggest one for me ever. And the time that occurred was almost same as Hanshin Awaji disaster so it must remind people living in Kansai area of Hanshin Awaji earthquake. I'd like to search the disaster prevention in Kobe and how Kobe is connected with foreign countries concerning disaster.

3. A11112 Mai Shirono (城野 真衣)

The points I'm interested in about Kobe city is approaches of sightseeing and promotion for both Japanese and foreign people. I've joined volunteer work as an interpreter for foreign tourist who took cruise from all around the world before. I showed the way to where they wanted to visit or banks for exchange. Some people were interested in Chinatown, some were sake brewing. However, some just asked us where to visit. They didn't know where the good sightseeing point in Kobe was. Many Japanese tourists tend to visit Kitano Ijin-kan, Port Tower and so on. It is said that Kobe is an international city and many foreign people live in Kobe. However in fact, when I asked some of my foreign friends "Do you know Kobe?" during my studying abroad in United Kingdom, almost all of them answered "NO" although they all knew Osaka, the second largest city in Japan and locates very close to Kobe. According to the staff of Kobe city, now Kobe promotes its fashionable and designed style. It is designated officially as a member of UNESCO Creative Cities Network in 2008. We still do not know many promoting points of Kobe. I would like to do more research of how to make Kobe more famous and attractive city for people from not only Japan but also foreign countries.

4. A11130 Masari Tanigawa (谷川 真沙里)

I'm interested in disaster prevention in Kobe. Kobe has been one of the pioneers on this area after we had Great Hanshin Earthquake. I'm interested in the subject because it has always been very familiar to me. I myself was one of those who experienced the earthquake and fortunately all of my family members were safe, though our house was destroyed. Also, as I was brought up, we were taught a lot about the importance of disaster prevention, especially in primary school. So I would like to know what Kobe has contributed to the world on its effort as the city which experienced a big disaster. In the recent local society, it is often said that we're having less communication between people in each community. I think this is one of the problems we face while we work on the matter of disaster prevention.

5. A11134 Akira Tsunesumi (常住 彰)

I'm interested in medical services in Kobe. Since its port was opened to foreign countries, Kobe port has flourished by trade. There are many kinds of benefits from that, however, I found an interest relation between trade and medical service. Kobe has hospitals which has long history and the city is medical industry city and Port Island is a special medical district. The reason why I get interest about medical services is that I'd like to know how the community change when its medical services are improved. A problem I can expect about medical services of Kobe is whether they can keep balance between community residents and others. If the services are improved more, more patients will come from other area or country. It may cause problems.

6. A11149 Manami Yoshikawa (吉川 愛美)

I have been living in Kobe since I was born. I really like this city and I want many tourists all over the world like the city too. However, Kobe is not more popular than Osaka and Kyoto. I want to see Kobe from the angle of tourism and think about what Kobe should do

to attract more foreign tourists. When I see Kobe from the angle, I think there are two problems. First is means of transportation. Although Kobe has Kobe Airport, it is only for domestic flights. I wonder why Kobe Airport doesn't start international flights. I want to know the reason and think about how to use Kobe Airport more effectively. Second is advertisement. Kobe has many interesting tourist spots. Therefore I think the most important thing is how to do advertisement. I want to see how Kobe did advertisement for foreign tourists and how foreign guidebooks and websites introduced Kobe. Through the studies, I want to think more about Kobe and understand more about the city.

7. E11055 Natsuki Oda (織田 菜月)

I am interested in architectures and tourism in Kobe. Kobe is known as an international city in Japan. When people walk around Kobe they would see various types of architectures such as Nankin-machi, Kyu-Kyoryuchi, Kitano Ijin-kan, and Kobe Mosque. I often walk around Sannomiya and what attracted me to go there is I can walk those places at one time. I can feel the history of Kobe accepting foreign cultures and I became curious about how streets of Kobe have been created. Kobe is a popular tourist destination in Japan, but when it comes to foreign tourists it is difficult for Kobe to be the first destination for those tourists. According to JNTO, Tokyo is the most visited prefecture by foreign tourists (54.5%). Second is Osaka (27.0%), while Hyogo rank seventh (7.1%). Many foreigners come to Japan to see traditional Japanese style such as temples, shrines, sumo, etc. or they come to shop. As an international city Kobe is in need to find some special points that only Kobe can provide.

8. E11060 Ayaka Sagawa (佐川 綾香)

A topic which now interests me is the connection between Kobe and business, which the question would be like- "why companies in Kobe chose Kobe to place their main office", or "why foreign-affiliated firm settled Kobe their branches." According to the website of Kobe Foreign Investment Guide, workers in Kobe remarks that Kobe is a place which is convenient, secure, and good for raising children. Currently, more than 200 companies including China, America, Switzer Land, France, Germany is placing their branches or the main offices in Kobe. Nestle Co., P&G Co. and Eli Lilly Co. is some of the examples. However, compared to Tokyo, the number of the companies is still small, which indicates that there are some problems in Kobe. The problems which could be listed are the location of Kobe, the connection between Kobe and the world, and the inconvenience. At this Kobe Studies, I would like to research those reasons, and the solutions which would let Kobe be more open wide to companies of course in Japan, and also the outside of the world. Since I am thinking of working in a company, this research would attribute to deepening my knowledge in terms of business.

9. E11069 Sayaka Tanoue (田上 沙彩佳)

- ① I have three topics that I'm interested in. The first one is the relationship between local people in Kobe and the people who believe particular religion. The reason why I chose this topic is I wanted to know what the community thinks about them although Kobe is said to be an international city. I am also interested in the education of the children who have no cultural background in Japan. Sometimes the issue of their education is reported through the media and the primary school asks for help to assist the children. I think this issue is quite serious.

- ② The second topic is education, and I especially would like to focus on JET program. I am curious that whether the program is really working or not although Kobe has a lot of ALTs.

Since they don't need any particular qualification of education or teaching, I would like to do research on the program and how it works.

- ③ The third one is the tourism in Kobe. Although Kobe has a lot of things to see, visit and experience, I think the number of tourist spot which people hit upon is limited, for example, Arima-Onsen and Ijinkan. Therefore, I would like to know the reason and I hope I can suggest some solutions to this problem.

[3] Assignments for the next class:

1. Submit the second draft of concept paper.

Based on the first draft and the brainstorming-like discussions in class, expand your concept papers with more concrete research topics. In doing so, start conducting/preparing for your background research and putting together a list of useful websites and literatures.

Due Date & Time: Sunday, April 21, 10 PM

E-mails to be addressed to: The instructor and all other class mates.

Deliverables: The second draft of concept paper with a list of useful research materials.