

[1] Announcements

- The lecture 4 (Tuesday, April 30) has been cancelled.
- During the lecture 5 (on Monday, May 13), we will take a ‘library tour.’ Meet in the 1st floor lobby of the library at 2:25 p.m.

[2] The Key Points from the Previous Class

1. Importance
2. Linkages between Kobe and outside worlds
3. Problem-solving
4. Forward-looking

[3] List of the Class Participants (as of 4/21/2013)

1. A11058 Mami Kouno (河野 真実)---Kobe Beef
2. A11064 Eriko Matoba (的場 絵里子)---Tourism
3. A11112 Mai Shirono (城野 真衣)---Tourism (Cruise)
4. A11130 Masari Tanigawa (谷川 真沙里)---Disaster Prevention
5. A11134 Akira Tsunesumi (常住 彰)---Medical Cluster
6. A11149 Manami Yoshikawa (吉川 愛美)---Tourism
7. E11055 Natsuki Oda (織田 菜月)---Tourism
8. E11060 Ayaka Sagawa (佐川 綾香)---Foreign-Affiliated Companies
9. E11069 Sayaka Tanoue (田上 沙彩佳)---Tourism
10. Q13005 Jacob Morris--- International City

[4] The Second Draft of Concept Papers

1. A11058 Mami Kouno (河野 真実)---Kobe Beef

My topic is how to promote Kobe beef to the world.

After TPP is applied, Japanese government wants to impose a tariff on foreign rice, wheat, daily products, sugar, and beef (it’s difficult though). They are afraid of that Japanese one will be defeated by foreign one on the market, because foreign products are cheaper.

When we talk about beef, I think it’s impossible to make Japanese beef cheaper than foreign one. So we have to appeal another good aspect of it, for example, quality of brand. Let me show an example. In 1977, government allowed liberalization of cherry imports. New Zealand cherry and American cherry were cheaper than Japanese one, however, after 28 years they found consumption of Japanese cherry was increased by 3000 ton. They sell it to the world and the cherry brand “Outou” became famous. What they did was differentiation of foreign and Japanese cherry, means both cherries (good Japanese one and cheap foreign one) were coexisting. They used 5 hundred million yen to set a system for good cherry.

This is what the Kobe beef needs to follow. Its quality of brand has been improve enough to fight against foreign one. We have to appeal the quality of it by some kind of advertisement. For example, encouraging governments to serve Kobe beef in a world conference party, or conducting a Kobe beef tour for foreigners, especially Chinese rich people. By doing so, we can expect increase of demand for it after TPP is applied.

とはリサーチ～TPP とは～

<http://www.toha-search.com/keizai/tpp.htm>

TPP で日本農業は壊滅しない！

http://web.sfc.keio.ac.jp/~s10683fh/tpp_sansei/TPPtonougyou0625.pdf

Bloomberg News

<http://www.bloomberg.co.jp/news/123-MJMHDF6K50ZZ01.html>

zakzak TPP に勝つ方法

<http://www.zakzak.co.jp/society/domestic/news/20130407/dms1304070707000-n1.htm>

産経新聞

<http://news.livedoor.com/article/detail/7589828/>

2. A11064 Eriko Matoba (的場 絵里子)---Tourism

Tourism in Kobe

Firstly, I looked into the Economic effect. Value-added sum of tourism is about 652,2billion yen. And it accounts for about 6,5 % of City total production. On the other hand, (affected tourists expenditure) 34,836 people have jobs related to tourism in Kobe. It accounts for about 8,1% of the Kobe city total employment rate. We could know tourism affects great impact on Kobe economics.

70% of foreign tourists are from East Asia (Korea following Taiwan China...). Most of them enter Japan at Kansai airport. Those people who dropped in Kobe visited Osaka and Kyoto too. Two third of them come to Kobe and back in a day. It means we can assume they stayed in Osaka or Kyoto. In order to make foreigner stay in Kobe and make money, we should think of many plans. (Appeal the uniqueness of Kobe).

It is said Kobe and Yokohama has many similarities. When we compare the Kobe with Yokohama as a port city, the number of tourist of Yokohama has been increased but that of Kobe has not been so much. In the global era, it's not so rare to be exposed to international things. International ports like Yokohama, Kobe, Hakodate have to push their cities with new attractiveness. In Yokohama, redevelopment of Minatomirai was conducted and traffic access to Tokyo became more convenient. Kobe might also have to appeal their unique points from different aspects.

<http://www.city.kobe.lg.jp/culture/leisure/plan/img/planhonpen.pdf#search='%E7%A5%9E%E6%88%B8%E5%B8%82+%E8%A6%B3%E5%85%89+%E7%B5%8C%E6%B8%88%E5%8A%B9%E6%9E%9C'>

<http://www.heri.or.jp/hyokei/hyokei92/92tyosa.htm>

<http://kdskenkyu.saloon.jp/td01hyk.htm>

3. A11112 Mai Shirono (城野 真衣)---Tourism (Cruise)

When I observe Kobe in the view of sightseeing, I think “cruise” can be a big promoting point. Kobe port opened about 140 years ago and Kobe had developed with it. It is one of the largest ports and has engaged in trading for a long time. Also, many cruise ship from all over the world visits Kobe. Almost the all tourists are on their vacation and they go around many places not only in Japan. The cruise is a kind of set tour so they stop each port. Clues can get off the ship and see around the cities. It means they cannot choose destination and just have to follow the programme. However it's a good chance to promote them Kobe. These cruises drop by many other cities so we have chance to give good impression to tourists.

Foreign clue try to go to nearest tourist information center first, but it is in Sannomiya, which is a little bit far from harbor area and often they are confused to get there. Now Kobe has four tourist information centers and the three others are located in Shin-Kobe (a station for Shinkansen), Kitano (near Ijin-kan), and Arima Onsen. They might be good for those who come by train but not good for those who visit harbor first. It's not good for people who were lucky to visit Kobe to give inconvenient image because they might be a "repeater" or spread out good image to their friends. In Yokohama, there are also 4 main tourist information center. However, some local stores are cooperating with city office so they can give some sightseeing information to tourists.

And we also have inner cruise for enjoying scenery around Kobe's sea and have dinner in the ship. It's fashionable and luxury time for clue. We can make it more special one. For example Yokohama has "night cruises of factories." It is very unique and popular among wide range of ages these days.

<http://www.city.kobe.lg.jp/life/access/harbor/index.html>

<http://www.city.kobe.lg.jp/information/press/2013/04/20130419173001.html>

<http://www.feel-kobe.jp/sightseeing/spot/?sid=159>

<http://www.welcome.city.yokohama.jp/ja/tourism/tic/>

<http://nanapi.jp/23389/>

4. A11130 Masari Tanigawa (谷川 真沙里)---Disaster Prevention

I'm interested in disaster prevention in Kobe.

Kobe has been one of the pioneers on this area after we had Great Hanshin Earthquake. After the earthquake in 1995, more and more organizations and communities for disaster prevention has been made, both in Japan and in the world. Stronger society toward disaster was aimed by them.

However, the amount of loss by increasing frequency of natural disaster is increasing these days. By the loss, especially poor people's lives, interests and so on have been in danger. Therefore plans for developing stronger communities and dealing with increasing disasters are to be made. In order to reduce damage and number of victims, managements and sustainable development might have to be made in every region.

I should do more research about the connection between the experience in Kobe and the worldwide organizations like ISDR (International Strategy for Disaster Reduction).

The United Nations Office for Disaster Risk Reduction

<http://www.unisdr.org/>

国際防災戦略(International Strategy for Disaster Reduction)

<http://www.adrc.asia/ISDR/>

5. A11134 Akira Tsunesumi (常住 彰)---Medical Cluster

I'm interested in medical services in Kobe. Since its port was opened to foreign countries, Kobe port has flourished by trade. They are important for Kobe because residents can get cutting-edge technologies and the services will be improved more. Regenerative medicine is one example. Researches about iPS cell are conducted in Kobe. If it becomes realistic, people who have serious illness will be treated in Japan and the technologies make profit to Kobe city.

In KBIC, Kobe Biomedical Innovation Cluster, Port Island, there are many foreign based companies, such as American, German, Briton, and French. The three visions of this specialized

medical city are to improve health and welfare of its residents, to make Kobe economy active, and to contribute global community. This special medical service of Kobe can make new employment and let the economy active better than tourism. It can be Medical Cluster in Asia, so Kobe can attract foreigners, especially China, India, and other Asian countries through its advanced medical technologies.

According to the budget plan of Kobe city 2013, KBIC seems to take the important role to activate Kobe city through using more money than tourism points, such as Arima-Hotspring.

For these reasons, I think medial services of Kobe city should become important part of its global strategies and solve economical problems.

References

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- *神戸市 平成 25 年度当初予算のポイント
<http://www.city.kobe.lg.jp/information/about/financial/yosan/img/25point.pdf>
- *神戸医療産業都市 企業誘致推進本部
<http://www.kobe-lsc.jp/>
- *神戸国際化推進大綱(1999)
<http://www.city.kobe.lg.jp/information/project/taikouzennbunn.pdf>
- *神戸医療クラスターの経済的インパクト～経済効果推計報告(2012/6/13)
<http://www.city.kobe.lg.jp/information/press/2012/06/img/20120614041701-1.pdf>

6. A11149 Manami Yoshikawa (吉川 愛美)---Tourism

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 a more popular place to visit than Kyoto and Yokohama. According to Japan National Tourism Organization, 23.6% of foreign tourists visited Kyoto, 7.6% of them visited Yokohama and 6.7% of them visited Kobe in 2010. I want to see Kobe from the angle of tourism and think about what Kobe should do to attract more foreign tourists.

According to JNTO, 28.3% of foreign visitors were Korean people, 16.4% were Chinese people and 14.7% were Taiwanese people. So, especially I want to think about how to attract the tourists from the three countries. According to the statistics of Kobe city, Kyoto city and Yokohama city, in 2011, single-day tourists spent on average 8,655 yen in Kobe, 6,686 yen in Kyoto and 4,960 yen in Yokohama, and tourists who stayed few days spent on average 33,161yen in Kobe, 24,975 yen in Kyoto and 27,072 yen in Yokohama. From the statistics, I think Kobe has enough tourist spots and things to buy, so what Kobe have to do is to do advertisement more effectively for each countries. I would like to research what the tourists from the three countries want to do in Japan and Kobe, and how Kobe City can do effective advertisement for them.

A list of useful websites

- Statistics of tourists to Kobe
<http://www.city.kobe.lg.jp/information/data/statistics/sightseeing/data/index.html>
- Statistics of tourists to Kyoto
http://raku.city.kyoto.jp/kanko_top/kanko_chosa.html
- Statistics of tourists to Yokohama
<http://www.city.yokohama.lg.jp/bunka/kancon/kanko/data/>
- Statistics of JNTN in 2010
http://www.jnto.go.jp/jpn/downloads/110126_houmonchi2010_attach.pdf

7. E11055 Natsuki Oda (織田 菜月)---Tourism

I am interested in 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. Although, this compactness of city connects to few number of people who stay at hotels in Kobe.

Kobe is a popular tourist destination in Japan and it has many attracting places. So, how can Kobe be an overnight trip sightseeing destination? I want to suggest providing travel package of Kobe including one night stay at Kobe.

Also, so many foreigners especially from Asian countries come to Kobe, and they are one of the important costumer bases.

「みなとまち神戸」の都市イメージを生かした観光圏形成に向けた資源活用調査報告

<http://www.tb.mlit.go.jp/kobe/kannkoukennhoukokusho.pdf#search='%E7%A5%9E%E6%88%B8+%E8%A6%B3%E5%85%89+%E3%81%A7%E3%83%BC%E3%81%9F'>

兵庫県観光客動態調査報告書

<http://web.pref.hyogo.lg.jp/ie15/documents/h22hyogodoutai.pdf>

Kobe fun fun

<http://www.kobefunfan.com/>

神戸観光プラン

<http://www.city.kobe.lg.jp/culture/leisure/plan/img/planhonpen.pdf>

8. E11060 Ayaka Sagawa (佐川 綾香)---Foreign-Affiliated Companies

Since Kobe has started trading from the Edo era, Kobe holds small scale of market even Yokohama had the same situation as Kobe. From the research of 2010, the number of foreign affiliated company located in Yokohama is 174, which is more than twice of Kobe.

Looking from a board point of view, comparing the share of population and GDP of Kanto and Kinki, there are 40% of the share of population and produces 44.3% of GDP in Kanto, while Kinki holds 17% and 16.3 %. The market in japan creates 75 trillion which Kansai produces 9.4 trillion. The market of Kobe produces 6 trillion out of 494 trillion of the GDP of Japan. This is 1.22 of the share of GDP in Japan, which Kobe has to consider on.

However, there are many famous companies which are located in Kobe. Kobe is said to be an international city, but the real situation is far away from that of Yokohama. For the next research, I would like to compare mainly about Kobe and Yokohama, which had nearly the same pathway, and the reasons which company decides where to locate their firms.

9. E11069 Sayaka Tanoue (田上 沙彩佳)---Tourism

My topic is how to attract people to visit Kobe.

According to the UNWTO (World Tourism Organization), the number of tourists around the world reached more than 1 billion in 2012 and it is estimated the number will increase. As a city which aims to be international and flourished, tourism is the crucial industry for Kobe to compete with other cities.

However, tourism accounts for only 3.8%, about 758 billion yen of the GDP of Hyogo prefecture in 2009. The problem I think is that people's desire and their action doesn't necessarily answer well. For example, while many people have the image that Kobe is cool, gourmet, and historical city and feel they want to visit, only a few of them actually visit Kobe. This might be because of the development of the internet or mass-media. Also, it is needed to increase repeat visitors who come to Kobe for stable income. In order to do so, the city should differentiate from the adjoined big cities such as Kyoto and Osaka, and consider a new way to call tourists in Kobe, especially targets on Chinese and Korean people.

<http://media.unwto.org/en/press-release/2013-01-28/international-tourism-continue-robust-growth-2013>

<http://web.pref.hyogo.lg.jp/governor/documents/000174606.pdf>

10. Q13005 Jacob Morris---International City

I am interested in Kobe as an international city. Historically, Kobe has had many ties with foreign countries and even today still retains that aspect of its history. I would like to find out more about Kobe's historical ties and how they reflect the current position Kobe holds in the international world, as well as looking at possible future ties that Kobe may form.

Kobe was officially opened to the West in 1868, although not as the city of Kobe. But the port itself had been a center of international commerce for far longer. In looking at Kobe's history, I wish to find out why Kobe became cosmopolitan city it is said to be now, and what that means for its future.

Modern-day Kobe has lived up to its predecessor's name in terms of having many ties with the outside world. Kobe Gaidai's exchange program with my home university is one example of these connections. But there are many more connections between Kobe and the rest of the world, and I wish to see just how cosmopolitan Kobe has become, and the issues it is facing maintaining that image.

Finally, I want to look at how Kobe is planning to continue deepening their ties with the rest of the world, whether it is through international policy, trade, education, or other methods, and to possibly propose additional means by which Kobe would further its international connections throughout the globe.

[5] Schedule

Lec. 1 (4/8)—Introduction

Lec. 2 (4/15)—1st Concept Paper

Lec. 3 (4/22)—2nd Concept Paper

Lec. 4 (Tue, 4/30)—*Cancelled*

Lec. 5 (5/13)—Library Tour

Lec. 6-9 (5/20, 5/27, 6/3, 6/10)—Research, interview, etc.

Lec. 10-12 (6/17, 6/24, 7/1)—Writing a script and making presentation slides.

Lec. 13-15 (7/8, 7/22, 7/29)—Final presentations.