

# How Can you Attract People to Live or Sightsee in your Hometown?

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We discussed about “How can you attract people to live or sightsee your hometown?”

First, I would like to talk about my thoughts. I was born and raised in Kikuchi city. The problem of my hometown is that the population is decreasing and commerce is declining. The population, which was 52,808 in 2005, has decreased to 48,302 by 2020. I think this is very big number. Therefore, it is important for Kikuchi city to increase its population. But we have good points of our hometown. We have a lot of beautiful nature. For instance, Kikuchi gorge, Kikuchi Park, Shiroyama Park, and so on. Recently, it is said that during the Covid-19 pandemic we need to avoid the three “C’s” which are closed spaces, crowded places, and close-contact settings. Thus, I want to attract tourists by taking advantage of spacious places in the nature of Kikuchi city. Also, I think that the influence of the coronavirus will allow people who worked in urban areas to work remotely, and the number of people moving to the countryside will increase. Therefore, I think we should appeal to people more so that Kikuchi city can be selected among the many countryside cities riding this wave.

Secondly, I will talk about the opinions that we all discussed about the theme “how can you attract people to live or sightsee your hometown?” Many opinions came out about this. I am going to show you all ideas we gave. We can build a big shopping center, show the charming points of the city, show that the food is delicious, ask influencers to post videos or pictures on Instagram or Twitter, host international or national events, such as sports events, increase apartments in the city, make new jobs for people, improve education quality, improve transportation, and increase hospitals and the medical system so that people easy to live. Furthermore, we can use YouTube to share information, in addition to the city’s homepage and comics.

I think building a big shopping center and asking influencers to post or upload photos on Instagram or Twitter are ideas that I couldn’t think of. Building a big shopping mall is good because the advantage of attracting a large commercial facility is that not only shoppers will come, but also those who work in that commercial facility live in the city. As a result, both effects of regional revitalization and population growth can be expected. In addition, even ordinary people top Instagramers have about 100000 followers. So, they have a lot of influence and I think it is better than just playing a commercial on TV.

Through such discussions, I was able to think about “How can you attract people to live or sightsee your hometown?” from various perspectives.