How can we attract people to live or sightsee in our town?

S. A

These days, a lot of people use smartphones or personal computers. They can search about their hobbies or their work. They are very useful tools. Bye the way, if we use those tools, I think we can attract more and more people. So, I'm going to talk about "how we can attract people to live or sightsee in our town."

I think using popular and famous things can attract people who live around Japan and around the world to live or sightsee in our town. I have three points.

First, we can use famous and popular characters. As part of Japanese culture, anime or manga are very popular around Japan, and even most local governments have their own characters, called Yuru characters. Of course, the government of Kumamoto has one, called Kumamon. He is really famous. He got 1st place in the Yuru Characters Grand Prix. Also, the writer of One-Piece, a popular manga around Japan, is from Kumamoto. Also, anime or manga are very popular around the world, and even people who live in foreign countries can understand the word "kawaii", it means "cute". A lot of people who live in foreign countries know the word because they love the "kawaii" anime or manga characters. If we introduce our town, Kumamoto, we will be able to attract a lot of people throughout the world. That's a really good way to attract more and more people.

Second, we can use popular SNS. Local governments want to attract more and more people. So, they make promotional videos and upload them on their own websites. But when you want to go traveling and want to search for the information, which SNS do you use to do that? Most people say that they usually search on popular SNS. So, most of people don't use the local government's websites. So, for governments to upload on their own websites is not good to attract a lot of people. I suggest that the local governments upload their own promotional videos on popular SNS. I think that's a really good way to attract more and more people.

Third, we can translate things in the main languages. We want to attract people who live not only around Japan, but also around the world. So, we have to translate messages. We want to translate in all languages, but that is impossible. Translating in the main languages such as English and Chinese is the best way.

That's why I think using popular and famous character can attract people who live around Japan and around the world to live or sightsee in our town. In the future, I want to do that, and I want to work for my town.