

Three Proposals for Further Activating and Chitose Tourism and Educational Significance of the Students' Participation in CIF 20

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The aims of this proceeding is to summarize our proposals for further activation of the tourism of Chitose and the research by the members of the English Club at Hokkaido Chitose Senior High School, to document the summary at the poster sessions at Chitose International Forum 20 (CIF20) organized by Chitose Institute of Science and Technology (CIST), and to discuss the educational significance of this opportunity.

The English Club members presented their three proposals. The titles are 1) "Enhancing and promoting local tourism by introducing the Chitose Ainu culture and customs in interactive facilities", 2) "Promoting local produce and camping at Lake Shikotsu by introducing an program 'Chitose Camp Currriculum' ", and 3) "Setting up an organization that offers more attentive and tourist-friendly interpreting and guide services via the local student and volunteer interpreters." These proposals were originally presented both at the All Hokkaido English Presentation Contest and at the ceremony of the 50th Anniversary of the Chitose-Anchorage sister-city exchange. They were revised and made into posters for CIF20. The opportunity was proven to be of educational significance and an eye-opening experience to the members. Consequently, their language skills as well as communicative skills have improved through the active exchanges with local researchers and the audience.

Key words: local tourism, collaboration, project-based learning, problem-solving

1. INTRODUCTION

The English Club members at Hokkaido Chitose High School were fortunate and honorable to be invited to Chitose International Forum 20 (CIF20) by Chitose Institute of Science and Technology (CIST). It was the first time for English Club members to be invited to the forum. It has also given them a good academic experience such as researching about local industries and communities and their issues and presenting at a poster session among the presenters, who were mainly scientific researchers and students. This INTRODUCTION sections will discuss the activities of the English Club and the background of their research and proposals.

1.1 Presenters: the English Club members at Hokkaido Chitose Senior High School

The English Club at Hokkaido Chitose Senior High School currently has 35 members and 2 Japanese teachers and 2 Assistant Language Teachers. The purposes of it are, 1) learning practical and authentic English and world cultures with assistant language teachers, 2) attending contests of English speech, debates, and presentation contests organized by the Hokkaido Senior High School Cultural Association, and 3) serving local communities through local cultural and language exchange, making the most of the students' knowledge and skills of languages. The common aims of the three proposals presented at CIF20 were serving the local communities and helping challenge local issues for activating local tourism.

1.2 All Hokkaido English Presentation Contest

The three proposal were originally created for the 7th All Hokkaido English Presentation Contest held by the Hokkaido Senior High School Cultural Association at Hokusei Gakuen University on May 20th, 2019. 326 students in 49 teams from 33 senior high schools in Hokkaido gathered at the venue and competed using high quality presentations with PowerPoint slides. The theme for the competition asks participants to give proposals for bringing many more foreign tourists to our own towns and cities. Participants are supposed to research the local tourism, issues and the possible solutions by visiting local businesses and offices before they present their proposal at the contest venue.

1.3 Proposals to the Mayor of Chitose City

A news article about the 3rd Prize at the All Hokkaido English Presentation Contest going to Hokkaido

Chitose High School English Club was published in a local newspaper and was known to many residents in the Chitose area. That result was made possible thanks to the generous support and advice from the staff at the Tourism and Sports Division at Chitose City Office. Their support was extended to their suggestion that the English Club members propose their 3 proposals to Mayor Yamaguchi and the club was given an opportunity of presenting the suggestions to Mayor Yamaguchi and his higher rank subordinates at the city office in June. The presentations were remade into Japanese versions and given in Japanese in the presence of the new English Club members, which helped them understand more about the contents and, research, and presentation methods used in the session.

1.4 Presenting the Proposals at the Ceremony for the 50th Anniversary of Chitose-Anchorage Sister City

The new club members, mostly freshmen, were also fortunate to be given a chance to present the proposals at the ceremony for the 50th Anniversary of Chitose-Anchorage Sister City exchange as a part of the attractions. The first graders in the English Club were asked to share slide show presentations with the audience and the guests from Anchorage, Alaska in the United States. The presentation were given in English and for the first graders, it was the first time to present in public, which gave them confidence and encouragement. This is also thanks to arrangements by the Chitose City Office.

2. THE THREE PROPOSALS

The following three descriptions are the summaries of the three proposals.

2.1 Activating tourism in Chitose through Ainu culture

The team called Ainu proposed that there be more Ainu-themed displays at New Chitose Airport, and on the streets in central Chitose and that the Ainu should take the leading role for promoting their culture authentically so that they can make economic benefits while also working on the preservation of their customs, language, and the inheritance of their culture which are passed on to the next generations. The team came up with the idea of creating facilities where tourists can experience Ainu traditional culture such as musical instruments, clothes, artwork, designs, and so on. Local Ainu people are to manage the facilities. Due to the recognition of Ainu as indigenous people by the Japanese government, it is desirable that Ainu people be involved actively in the preservation activities and the promotion of Ainu culture both for indigenous tourism and cultural preservation and its education. The team proposed that destination management organization (DMO) be established by the local Ainu people so that they will be able to holistically manage events, rituals, ceremonies, education, promotional activities and businesses that are related to Ainu culture.

2.2 Chitose Camp Curryculum

The team named CCC, or Triple C won the 3rd Prize at the contest. The team's theme was "promoting Chitose's local produce and outdoor activities experience by introducing the outdoor program named 'Chitose Camp Curryculum(CCC).'" This is a plan for foreign tourists to participating camping and cooking Japanese style curry at Lake Shikotsu, using freshly harvested local produce such as potatoes, eggplants, onions, carrots, zucchinis and poultry produced in Chitose. Japanese curry and rice, though curry is originally from India, has seen its own development and been loved by not only Japanese people but also foreign tourists. The popularity of "soup curry" which originated in Sapporo but now nationwide curry chain-store restaurants demonstrate its potential for international appeal. The team came up with the idea of a packaged camping plan with a Japanese style curry cooking at Lake Shikotsu for nature-loving foreign tourists. They interviewed the local tourism bureau, Chitose City office, and accommodations with campsites to research potential problems such as promotions and collaboration among the businesses in order to create solutions. The group assumed that if those problems were solved, there would be more foreign tourists to Chitose city.

2.3 Interpreting and guide services

The team named "Chitoseeing", which is a coined word by the students, combining Chitose and seeing presented a plan to establish an organization for offering multi-lingual tour guide services and multilingual displays for the convenience for foreign visitors. This non-profit organization could be run by the citizens of Chitose including senior citizens and students who are learning foreign languages. The team also suggested effective methods of promoting the Chitose area by using an app which introduces local volunteer guides for foreign tourists. Tourists can use this system through smartphones, email and the website supported by the Chitose municipal office. As a way of advertisement, posters and flyers could be placed at New Chitose Airport, Chitose Station and hotels.

The possibilities, sustainability and benefits from this plan are analyzed through "PEST analysis", which is a marketing method to find possible effects on society from 4 perspectives: Politics, Economy, Society, and

Technology. In terms of Politics, with the revision of Licensed Guide Interpreters Act, anyone can be a tour guide and it covers the shortage of guides. Economically, this plan will contribute to better quality service, tourists' convenience, and local economic activation. As for Society, participants, especially young citizens, contribute to achieve one of the goals of the SDGs, Quality education. By learning more about cultures of other countries through with the experience of working as guides. In addition, this system could function as disaster prevention and emergency response in such disastrous situations as earthquake, flooding, storms, or snow. As for Technology, tourist-friendly apps can provide a system using digital cookies to show advertisements based on the user's needs. In this way both tourists and local guides can access both tourist information and registered guide-interpreters.

3. PRESENTATIONS AT CIF20

The promotion time for the posters of English Club and the poster sessions were successful even though the themes and research by researchers and university students are far more authentic, technical, and scientific compared to those by the English Club. However, audiences and attendees were kind enough to encourage the English Club students with careful listening to the presentations and good advice. The students gave their presentations 7-10 times every time during this event. In fact, they presented at a poster session for the first time even though they had experienced slide-show presentations many times. Learning how to make academic and scientific posters, presenting at the CIF20 poster session, and watching other researchers and students presenting was a valuable and fruitful experience for the English Club members. Talking to the audience in front of them, pointing out important issues and materials on the poster, and talking to the audience more directly and interactively was especially helpful and taught them what it is like to present at a poster session style presentation. A number of attendees watched them presenting, asked various questions, and gave them encouragement and advice. We all appreciate the invitation and the opportunity of such an authentic and academic experience as CIF20. The members were also fortunate to be invited to the reception and were awarded a special prize, which gave them more of a sense of confidence and accomplishment.

4. STUDENT'S IMPRESSION

KAWANABE Shion, one of the presenters, wrote the following review on their participation in the Chitose International Forum on Science & Technology:

We, the participants from the English Club at Chitose Senior High School gave poster presentations with the modified contents given at the All Hokkaido English Presentation Contest whose topic was "The proposals for bringing many more foreign tourists to our own towns and cities." The English club members were split into three groups, and each group suggested plans to revitalize the tourism in Chitose. The plan I proposed was that revitalize Chitose with the help of DMO, SDGs, and the Ainu people and culture in Chitose. We interviewed Chitose Ainu people several times to learn more about their culture and language. It was good that we could get to know local history which is also a part of Japanese history. Since it was the first time for us to take part in such a formal academic event, we tried carefully to modify our presentations and adjusted the presentation style to that of a poster session. We needed to shorten our original 8-minute-presentations to 3 minutes so that audience could understand our presentations easily. It was hard to briefly summarize what we really wanted to tell them, but it was also a good opportunity to improve our writing and presentation skills.

Many people including the mayor of Chitose City, the President of CIST, and Chitose City Assembly members watched our presentations. Some audience members praised our presentations, but others gave us harsh comments. It's something we hadn't expected so we were a little confused by this. Yet, criticism is always unavoidable when trying to do something new. It's very important to make things better. Thanks to this event, we could deepen our understanding of our ideas and proposal again. We were inspired by the presentations by the university students because they had quality content. They seemed to have built high expertise. I hope that we could inspired them with our English as well.

Finally, we are glad to have had an opportunity like this. We had a lot of wonderful experiences. If we have another chance like this, we'd like to participate in it again and would like to say thank you to all the people involved.

5. CONCLUSION

To conclude, this opportunity at CIF20 was of great educational significance in enhancing the motivation, English competency, and communicative skills for presenting in various forms such as slideshows, speeches, and poster presentations. This opportunity also enhanced the responsibility, teamwork and collaborative skills for the English Club members because the members from the 3rd graders played leading roles to do their basic planning and the primary research from January 2019, and presented at the All Hokkaido English Presentation Contest with those from the 2nd graders in May 2019. Then all of the Club members, including 1st graders, who

entered in April 2019 were present at the Chitose City Office to propose their plans to the Mayor in Japanese. Then the 1st Grade members presented the same proposals in English at the Ceremony of the 50th Anniversary of the Chitose-Anchorage sister-city relationship and finally, the volunteer members from the English Club who wished to further improve academic skills met with university researchers and local business people. As a whole, CIF20 was an academically stimulating and educationally inspiring opportunity for the English Club members.

The ideal profiles for global-minded human resources discussed and proposed by the Hokkaido Prefectural Government^[1] are “those who have pride as a resident of Hokkaido, who are accepting of various values and cultures, and who have missions and visions to contribute to the global society by working to solve both local and global issues.(translated by the author)” The continuous efforts and improvement made by the English Club members through this series of activities have borne fruit at CIF20. This has contributed to educating young students so that they can display such ideal profiles.

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