

# SciREX Summer Camp 2016

## Re Constructing Tohoku

Date : September 15<sup>th</sup>(Thu)-17<sup>th</sup> (Sat) , 2016

Venue : Matsushima Ichinobo (<http://www.ichinobo.com/matsushima/en/>)

If you have any question about Summer Camp, please contact  
Megumi Kimura (Hitotsubashi University)> [kimura@iir.hit-u.ac.jp](mailto:kimura@iir.hit-u.ac.jp)

Japanese Government launched "Council for the Development of a Tourism Vision to Support the Future of Japan" in March 2016. "Tourism is one of the major pillars of the growth strategy of Japan. It is also the trump card for regional vitalization, as well as the engine for growth towards achieving a GDP of 600 trillion yen," said Prime Minister Shinzo Abe. In SciREX Summer Camp 2016, with tourism consulting agency as well as members of Matsushima town, we discover ideas and discuss better ways to invite foreigners to Tohoku area, using empirical data and visiting tourist attractions in Matsushima bay area.

### 1. Schedules

Sep. 15	12:30pm	Bus tour to Nobiru area (to see the impact of the disaster)
	2:00pm	Opening Ceremony
	2:30pm	Lectures
	4:00pm	Keynote Speech (Mr. Kentaro Ohyama, President of Iris Ohyama)
	6:00pm	Group Work –Introduction
	8:00pm	Knowledge Exchange – Dinner
Sep 16.	9:00am	Visiting Matsushima Bay Area with Tourism Consulting Agency and members of Matsushima Town as a field work
	2:30pm	Group Work- Discussion
	5:00pm	Interim Presentation→Group Work
Sep. 17	10:00am	Presentation at Kouminkan in front of Ichinobo
	13:00pm	Comments from Professors & Closing Ceremony

## 2. Group Work Topic

Foreign students discuss on “tourism” (ideas to attract foreign tourists to Tohoku Area) for their group work topic.

### 1) Before Summer Camp: Early August

Summer Camp Planning Team (Innovation Management Policy Program, Hitotsubashi University) and Group Work Supporter (Dr. Kanetaka Maki (GRIPS) will send discussion topic(s) and materials for them.

### 2) Summer Camp Day 2: Visiting (Field Work)

Go around Matsushima Bay area for group discussions and presentation.

### 3) Summer Camp Day 3: Presentation

## 3. Fee

For Accommodation: 20,000yen (Two nights, 3-4 students in each room)

For Knowledge Exchange Dinner (Day 1) : 2,000yen

For Lunch (Day 2): Depends on what you order at restaurants.

## 4. Rooms in Ichinobo

Standard Japanese Style, Tatami Rooms (with shower and bathtub)



You'll have a good time looking over beautiful Japanese garden and ocean view!

Find more about Tourism Attraction in Matsushima Bay area at:

<http://www.matsushima-kanko.com/en/>