

A yellow vertical bar runs down the left side of the slide, with a yellow square at the top.

Rediscovering Tsukemono

~Global strategies for Tsukemono promotion~

KUAS High School International Course 1st grade

Ou Asuna, Takasu Yu, Takahashi Aoi

Tanaka Mio, Ueyama Yukina

What is Tsukemono

Tsukemono= Japanese Pickles

Fermented pickles:

- Made by fermentation with microorganisms
- Made using fermented ingredients
(e.g. koji, miso, soy sauce, sake lees, rice bran)

Non-fermented pickles:

- Usually soaked in seasoning liquids for a short time
(e.g. umeboshi, red pickled ginger, fukujin-zuke)
- Often called “asa-zuke” or “chomi-zuke”

Source : MAFF

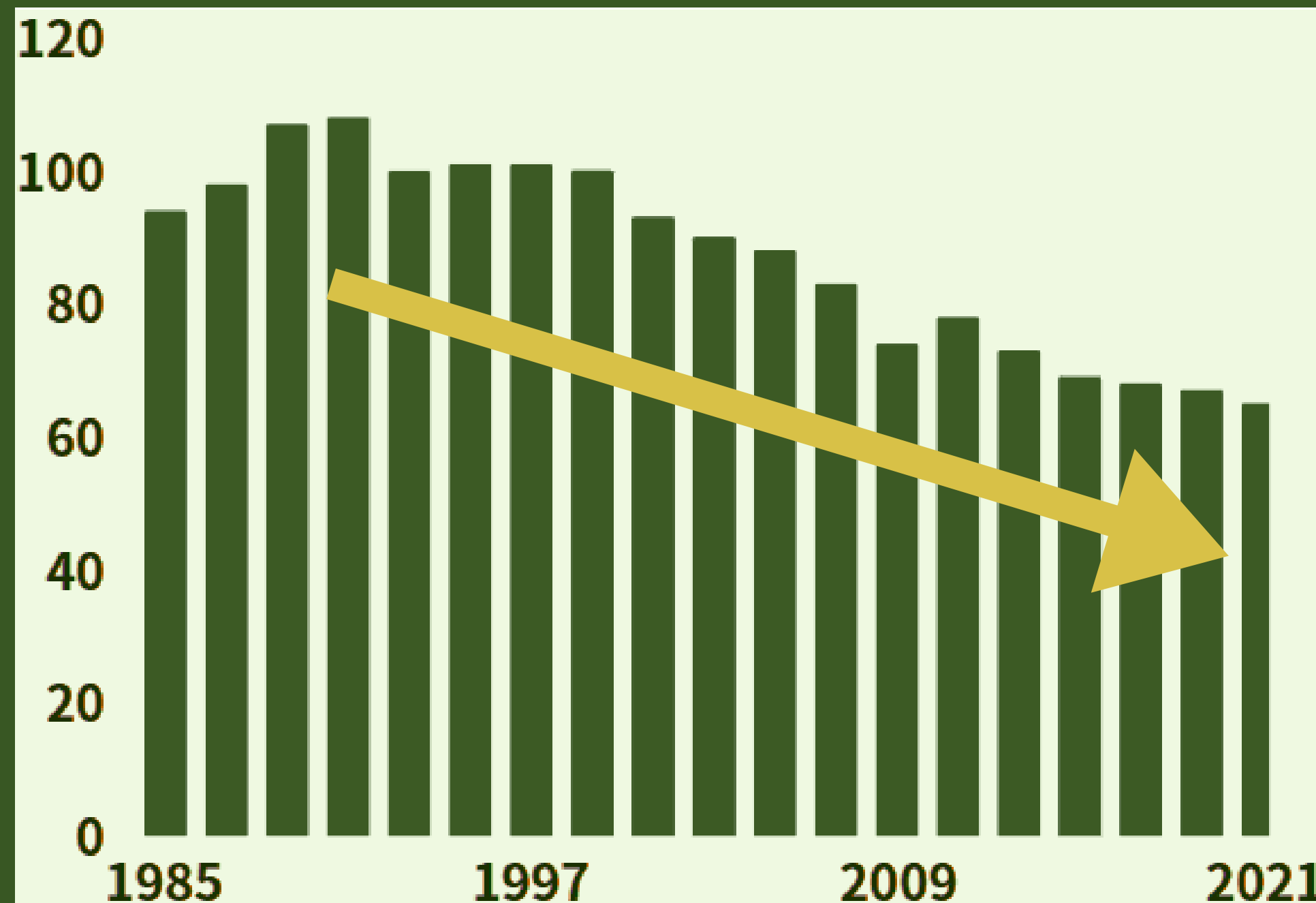


Question

Do you eat Tsukemono
everyday or everymeal?

Current Situation

Percentage change consumption of Tsukemono in Japan



Compared to 1985, consumption has fallen by 70 percent. It has been decreasing since 1991

Current Situation

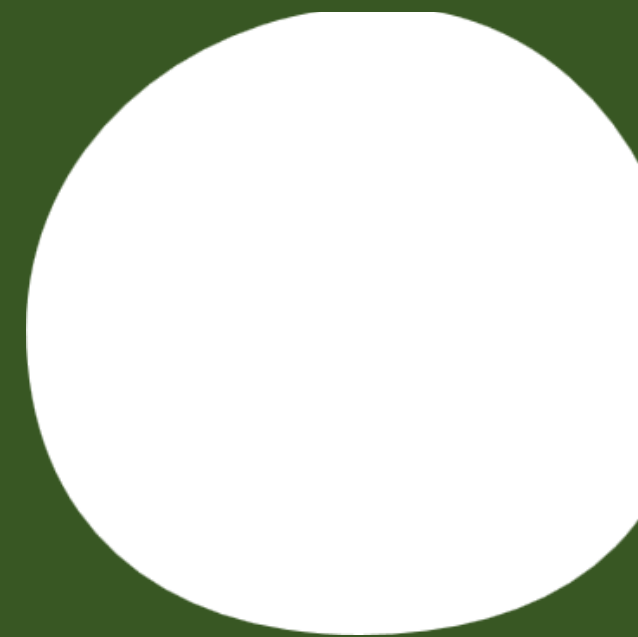
Tsukemono Consumption per capita



1956

57.9g

5.7 slices of *Senmaizuke*



2013

9.4g

0.9 slice of *Senmaizuke*

Re-importation scheme

**The product made
in Japan**



**Loved abroad
Become popular
overseas**



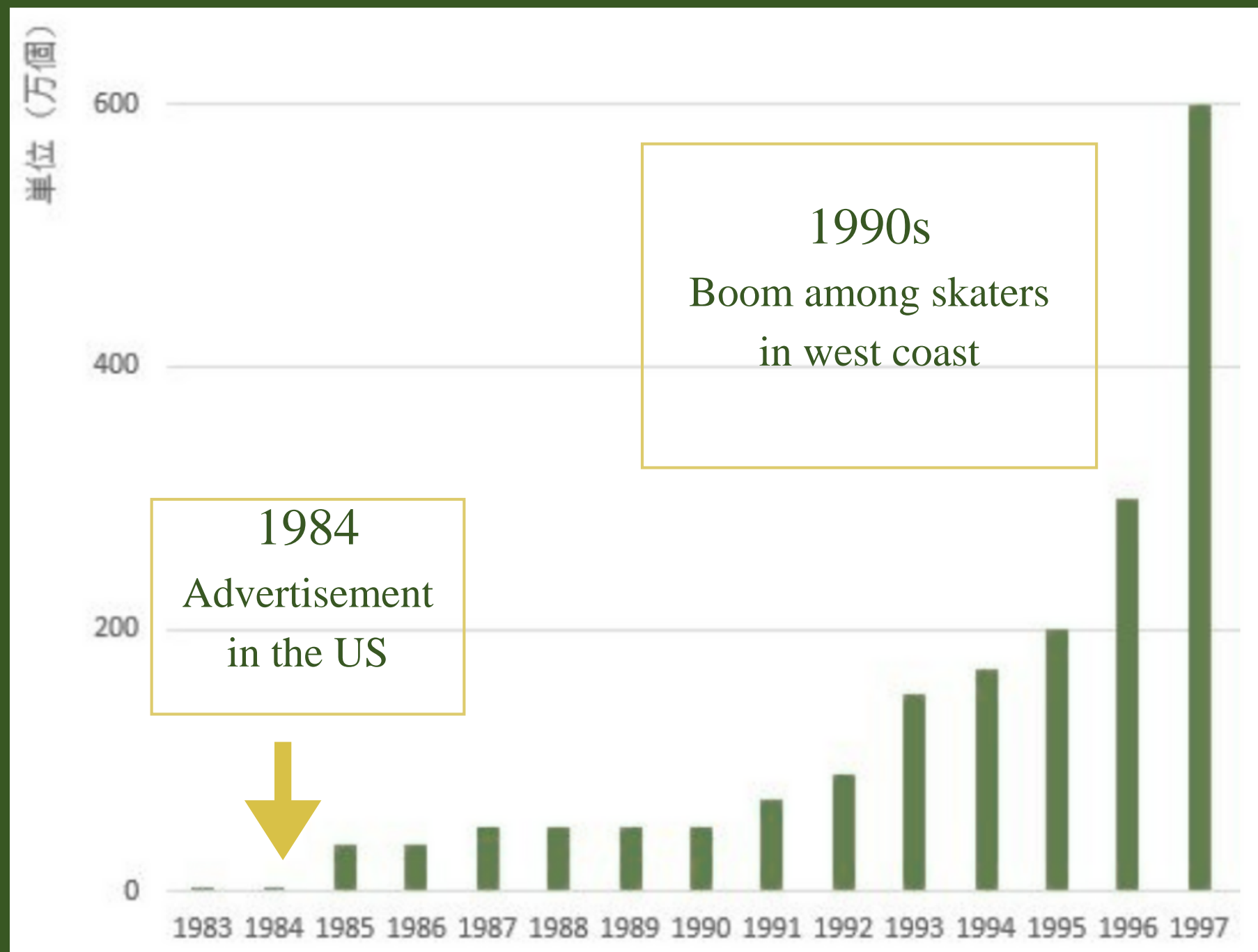
**Becomes popular again
in Japan**



It helps to spread awareness over the world.

A Success Case

Annual G-SHOCK sales in



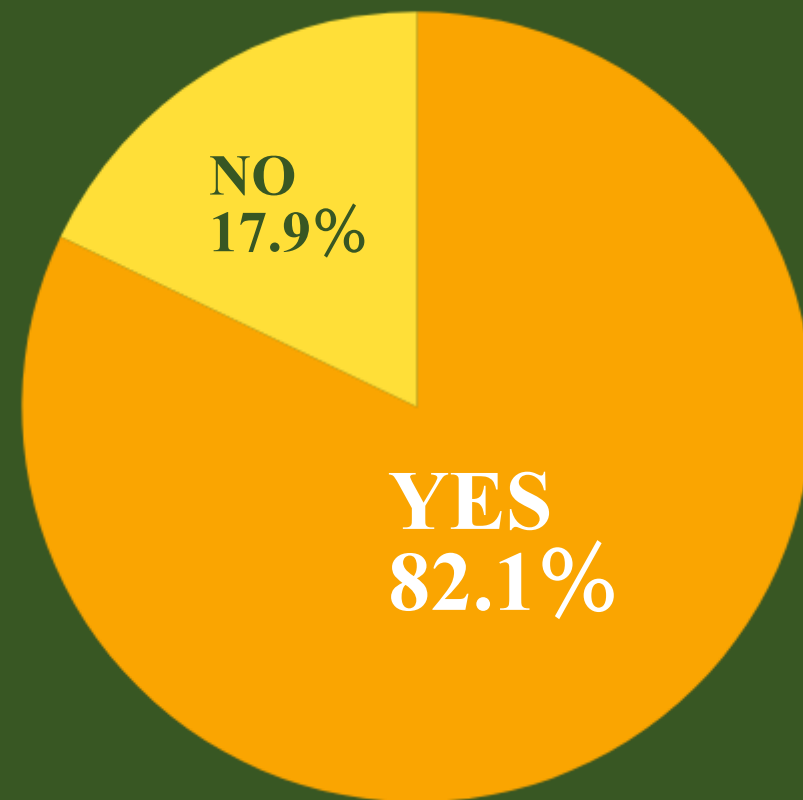
Sales increased because of the trend in the United States



Now it is popular watch series in all over the world.

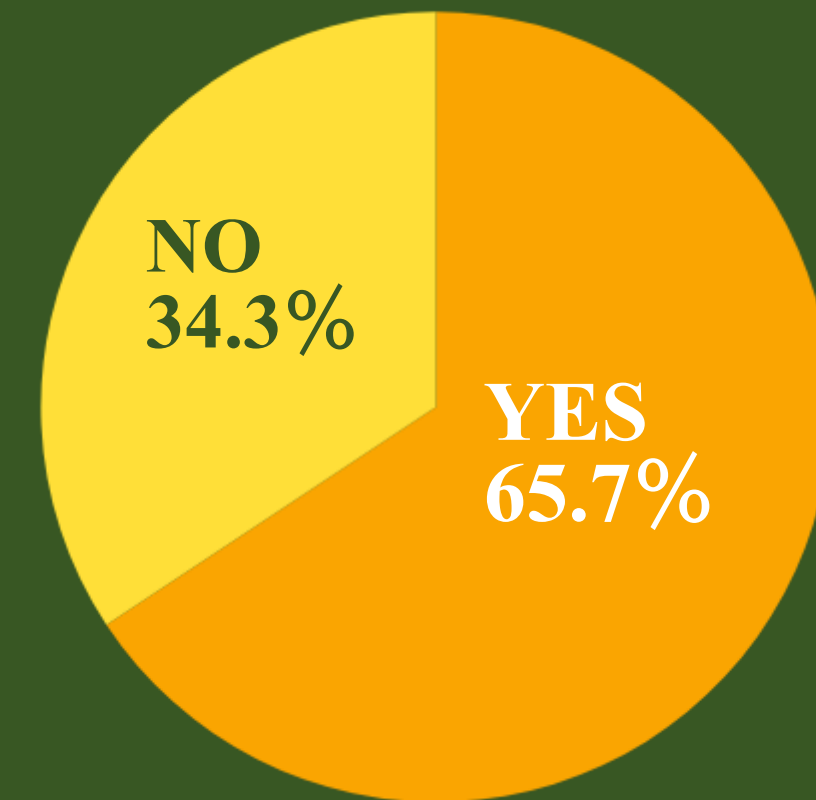
Current Situation

Do you eat pickles in your country?
(n = 67)



More than 80% people eat pickles

Do you know Tsukemono?
(n = 67)

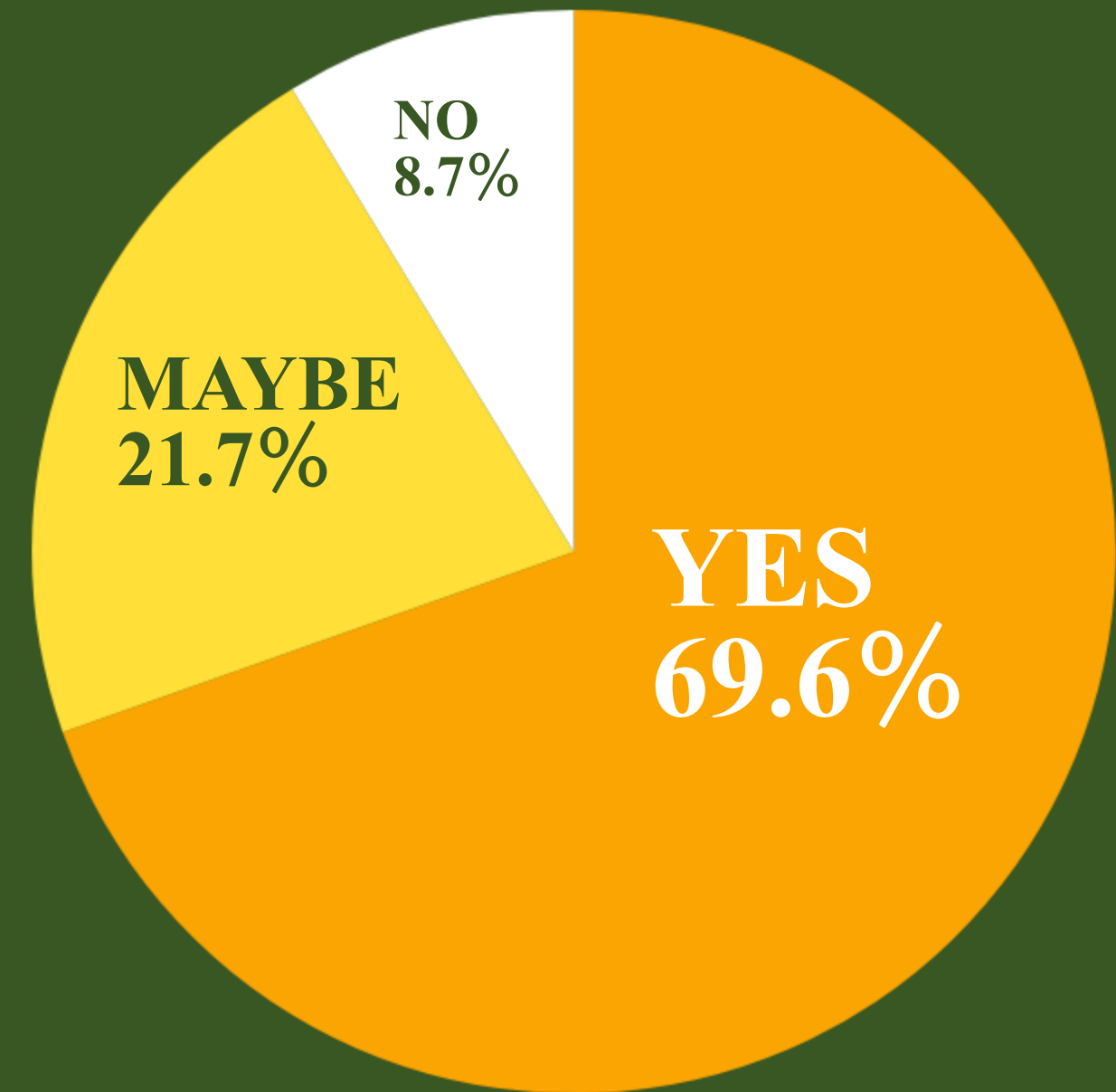


Only 65% people know tsukemono

Current Situation

Even people said
“I don’t know Tsukemono”,
69% of people want to try

Do you want to try Tsukemono?
(n=35)



Tsukemono Global Business Project

~Enjoy Japanese culture and bring Japanese taste to the world~



Products



Promotion

Products

Snack Pack



Individually wrapped
Lunch box side or snack
Lunch box culture
×
Healthy food

Fermented Superfood



Well preserved
Fermentation
↓
healthy thing
Global trend of health

Limited-Time Product



Japan's unique climate
Seasonal vegetables
Not be found
in other countries

Promotion

- ▶ SNS Marketing

- Advertisement on social media

- ▶ Experience Events

- Feel free to try tsukemono

- ▶ World trend of health

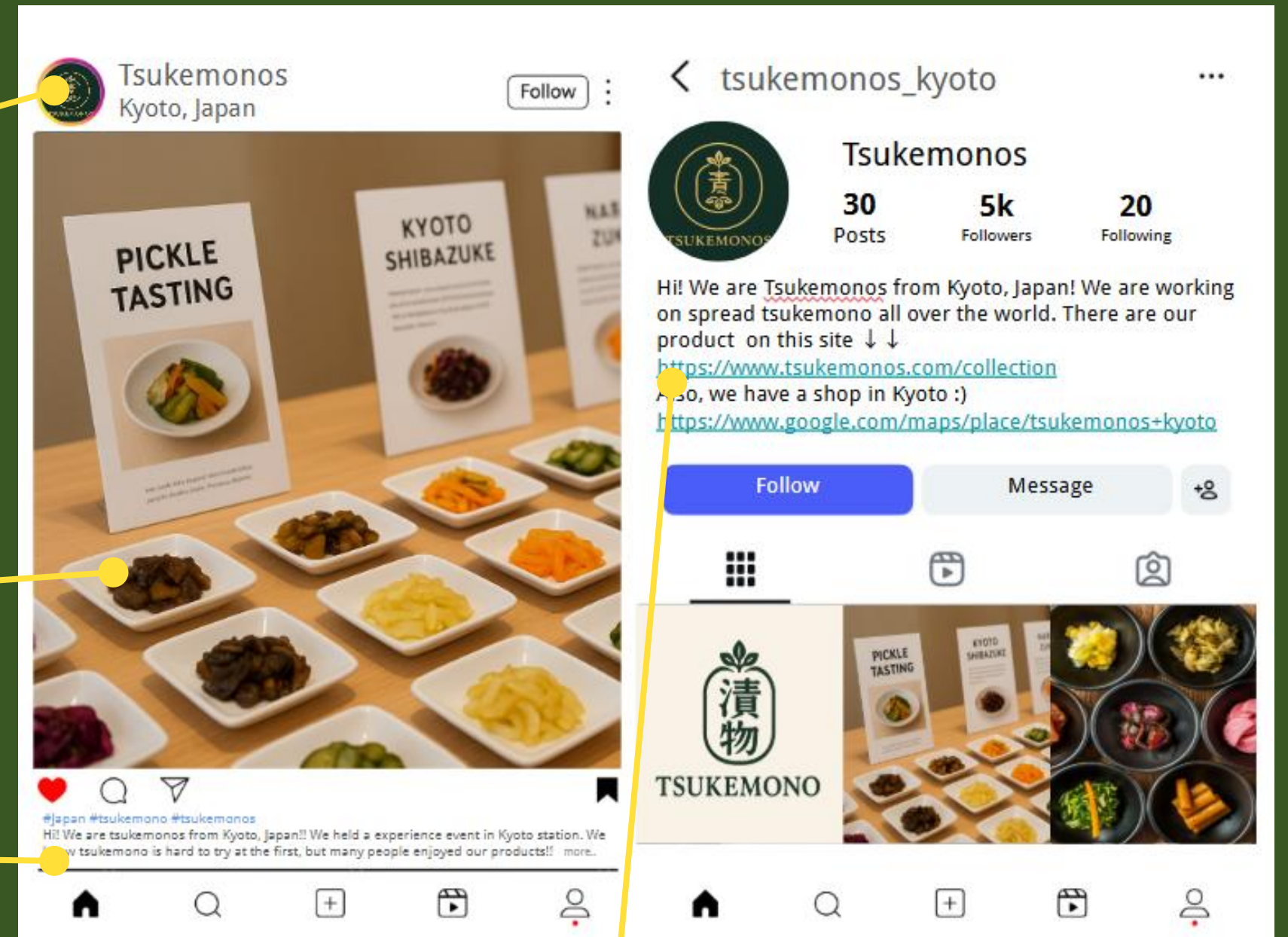
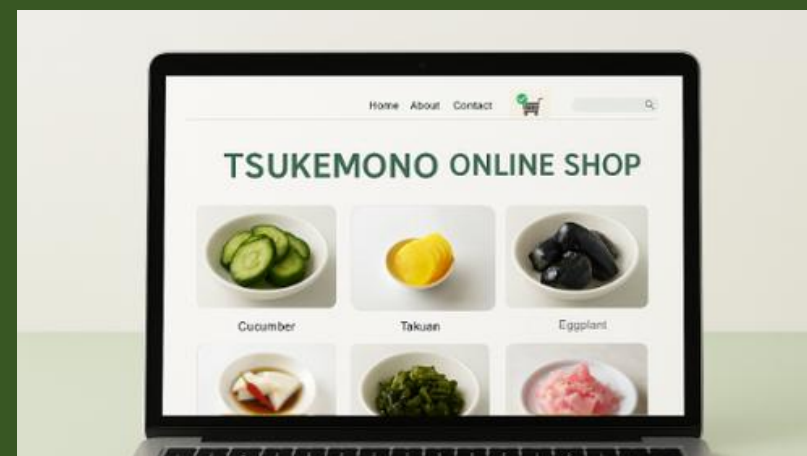
- The recent rise in health consciousness

- Gain attention by using #healthy_food

- ▶ On-line Sales

- To be bought from anywhere and anytime in the world

- Easy and quick to buy



Conclusion

If our solution success...

1. Innovate and expand globally
2. Preserve tradition
3. Deliver the taste of Japan to the future

Bringing the taste of Japan to the future by reimagining pickles for the world while honoring their timeless tradition.



Sources

農林水産省. (2023). 漬物と野菜をめぐる状況.

<https://www.maff.go.jp/j/seisan/ryutu/yasai/attach/pdf/2ibent-41.pdf>

農林水産省. (2020). 京都府 京漬物川久 北尾商店「京漬物を台湾等へ」.

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日経ビジネス. (2023). 逆輸入とは？事例から見るその背景と変化の兆し.

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のG-SHOCKが切り開く世界.

<https://www.watch.impress.co.jp/docs/topic/1361634.html>

Thank you for your attention!

Small Donations, Big Change

~The Results and Challenges of Food Drive Activities~



Ehime University Senior High School
Shiori Tanioka / Yuhi Taninomiya
Misaki Ugomori / Koko Saito

Contents

- **Member Introduction**
- **History of the “Aifu food drive”**
- **Differences from last year's activities**
- **Future prospects**
- **References**

the purpose

The current amount of food waste is approximately 51,000 tons



AIFU Food drive formed

- **Eliminating the problem of food waste**
- **Alleviating relative poverty through food donations**
- **Enhancing students' awareness of food waste**

Member Introduction

First grade

Second grade

Third grade



Activities this year

Collecting surplus food and used clothing within the school



Donations to Children's Cafeterias

+ In addition to last year's activities



Divide into three teams, each aiming to develop food drive activities

**Agricultural Regional
Collaboration Team**

**Corporate Food Drive Learning
Collaboration Team**

**Children's Food
Education Team**

“Agricultural Regional Cooperation Team”

the purpose

We will work with farmers to learn about the current state of efforts to reduce food waste and consider the future direction of Food Drive.



Visit to Izumi Farm

~Initiatives to reduce food waste to zero~

If the product meets standards



Sell



The product does not meet shipping standards
Stalks are missing



Squeeze the skin and juice



If the product rotten



Return to the earth





Future activities planned

We will consider how farmers can

interact with children's cafeterias once

they have achieved zero food waste.

”Corporate Food Drive Learning Collaboration Team”

the purpose

Let as many people as possible know about the food drive



消費者庁食品ロス削減推進サポーターを随時募集しています。

食品ロス削減に関する知識を広く周知することを目的に小・中・高校や企業・団体様へ講話等の活動を進めて参ります。それに伴い一緒に活動をしていただける食品ロス削減推進サポーターを募集しています。詳細についてはお問合せください。

更に愛媛県晴活では食品ロス削減により、廃棄される食品を有効活用した食のセーフティネットを愛媛県下に隙間なく広げていけるよう努めます。

Future activities planned

- 1. Find other schools and locations to hold food drives, not just at your school.**
- 2. Make the collection boxes more visible so that it's clear at a glance that they're for a food drive.**
- 3. Invite Ehime Prefecture Harukatsu, a general social corporation, to give a talk.**

“Children's Nutrition Education Team”

the purpose

Encourage as many people as possible to reduce food waste





Children's Event



1. What food do you like? Game

2. Food Drive Quiz

3. Prevent Food Waste! Smart Shopping

Strategy

Future activities planned



- 1. Based on the activities we conducted this time, we will conduct similar activities on a larger scale.**
- 2. We will conduct activities that teach about food waste from the food production stage.**
- 3. We will hold on-site classes at local schools.**

Future prospects

- **The three teams will develop their respective activities and think about the significance of food drives.**
- **They will also carry on the wishes of their predecessors and further develop their food drive activities.**

Communication with society



Interaction with alumni

References

<https://www.pref.ehime.jp/page/9830.html>

愛媛県における食品ロス発生量（推計）等について - 愛媛県庁公式ホームページ
(Last viewed January 20th)

<https://www.jemcci.jp/fooddrive>

フードドライブ活動 | 企業向けサイト - 松山商工会議所
(Last viewed January 20th)

<https://ehimekenseikatsu.com>

一般社団法人愛媛県晴活 | 一人親家庭・高齢者・外国人 | 寄付支援
(Last viewed January 20th)



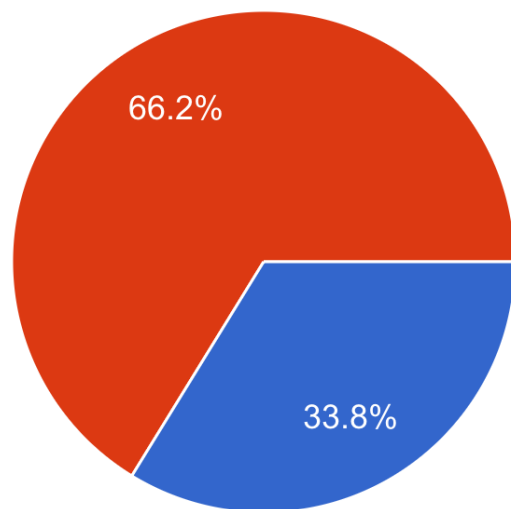
*Thank you
for listening*



Understanding LGBTQ issues
in
Japan
through history and comparison

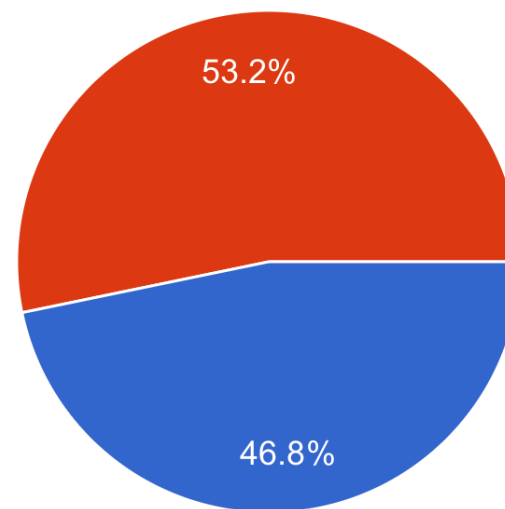
あなたは差別をしたことがありますか？

77件の回答



いまいちどお伺いします。あなたは差別をしたことがありますか？

77件の回答



● はい
● いいえ

A rough image of our project

Stages of our plan and research process

1. Research different countries concerning LGBTQ
2. Explore historical backgrounds
3. Gather data, info, and opinions → laws and rights
4. Analyze and compare → notice patterns and differences
5. Review and summarize

Japan....Want to make a difference in the society we live in.

Sweden...Already known as LGBTQ friendly

The U.S.A....With many incidents in the past, became relatively friendly

Saudi Arabia....Extremely strict religion

Incidents, Rights, and Laws

U.S.A

LGBTQ friendly rate: **high**

Same-sex marriage: **agree**→**74%** disagree→13%

18~34years olds→**near universal**

Opinions on transgender dividing

Rights

- Same-sex marriage
- Anti-discrimination protection
- Changing gender markers
- Adoption rights
- Hate crime laws

U.S.A

Incidents

1. Orlando nightclub shooting

2016 6.12

49 people were killed, 53 were wounded

The largest documented anti-LGBTQ attack in the U.S

2. Harvey Milk assassination

1978 11.27

Gay member of parliament was killed

→criminal: 7 years imprisonment

Japan

Same-sex marriage ×

Japanese population: **10%**→LGBTQ

LGBTQ youth: high suicidality rates

Rights and laws

- Partnership Certificates
- Legal protection

Challenges

- Lack of explicit legal protection
- Social stigma

Japan

Incident

1. Fuchu Youth Center Incident

1991 2.12

Homosexual used the hotel→discriminated

Hotel : rejected homosexuality

↪Trial: homosexual win

2. Shin-Kiba murder case

2000 2.11

Shin-Kiba→meeting place for homosexual

Students attacked and robbed a homo

↪statement: homo didn't report to the police

Saudi Arabia

LGBTQ: illegal

↔ The Islamic law and Quran: strict

Rights and Laws: nothing

Penalties for LGBTQ activity

- Capital punishment
- Prison terms (indeterminate length)
- Flogging fines
- Deportation
- No adaption allowed

Saudi Arabia

Incident

1. Censorship and screening of movies and video content are prohibited

2022 4

Disney 「Lightyear」

「Doctor Strange/ Multiverse of madness」

Homosexuality scene → Forbid screening

2. Women committing suicide due to transgender

Saudi Arabian girl Whilst her stay in the U.S → detransition

Protest activity (#JusticeForEden) were occurring

3. Rainbow colored toys were collected and taken away

2022 6

Saudi Ministry of Commerce 「Spread the color of homosexuality」

Sweden

“most LGBTQ friendly countries” top 10

Rights and Laws

- Decriminalization of same-sex marriage
- Marriage equality
- Adoption rights
- Gender recognition

Non-discrimination laws

Other: Pride celebrations, LGBTQ + Travel

Challenges

- Anti gender campaigns
- Need for continuous monitoring

Sweden

Incident

1. Inducement caused by far right-wing group

L G B T Q animosity

far right-wing group (GymXIV, Aktivklubb Sverige)

2. Assault on a Gay Couple in Gothenburg

2025

“ You shouldn’t be in public because you are gay.”

Historical Backgrounds

U.S.A

1. Colonial Era

Religion ↑ → homosexuality = sin Punishment → death, prison

2. 19th Century

Industrialization Gender roles ↑ | sexual norms ↑

3. Early 20th Century

Criminalization Stereotypes → homosexuality=bad
person, sinful

4. 1960s–70s

Civil Rights era Pride movement → visibility

5. Present

Legal rights ↑ Acceptance △ | Division △

Japan

1. Before Meiji Era

No strong religious belief → homosexuality was not a sin

2. Meiji Era

Western values were imported criminalized by law

3. Pre-war and Wartime Period

Men: soldiers and workers Women: mothers

4. Post-war

In media → comedy Discrimination → neglect, silence

5. Late 20th century

School education △ Hatred △ Ignorance ○

6. Present

LGBTQ issues → not urgent

Saudi Arabia

1. Pre-Islamic Arabia ~ Early Islamic Society

Sexual identity Qur'an, later Islamic: same-sex acts → immoral

2. 8th ~ 18th

Same-sex acts: Islamic law × in everyday life → kept private ○

3. 18th century

Muhammad → Wahhabism Same-sex acts: Religiously sinful

4. 20th century

Islamic law → legal system Same-sex acts: illegal

5. mid-late 20th century

Religious police (the Mutawa) monitoring

6. Present

Some social reforms

Sweden

1. Before 19th Century

Strong religious influence → homosexuality viewed as immoral and sinful

2. 19th Century

Homosexuality criminalized by law → punishment and social stigma

3. Mid-20th Century

1944: decriminalization

Homosexuality still classified as an illness → discrimination continued

4. Late 20th Century

1979: removed as a mental illness

Growing LGBTQ activism → legal protections expanded

5. Present

Same-sex marriage legal

Strong legal rights → high social acceptance

Comparison

	Religious Influence	State Power and Law	Historical Turing Point	Main Source	Current Attitude
Japan	Weak	Law avoids confrontation	Meiji Westernization	Silence Conformity Lack of education	Quiet discrimination, gradual change
U.S.A	Strong (Christian)	Law changes through activism	Civil rights movement	Moral conflict & political polarization	Divide but legally advancing
Saudi Arabia	Very Strong (Islamic law)	Law enforces	Adoption of Wahhabism	Religion doctrine & national identity	Strong legal and social repression
Sweden	Declining	Law promote equality	Decriminalization	Human rights ideology	Strong legal and social acceptance

Areas for improvement in Japan

1. Legal Protections

no clear nationwide anti-discrimination law

↳ lacks a strong legal message
“discrimination is unacceptable”

Example:

- Marriage
↳ same-sex marriage ×
- Adoption rights
↳ same-sex couple ×
- Medical decision-making rights
↳ same-sex partner ×

2. Education

Education about LGBTQ issues

→ left to individual schools or teacher

↔ This creates unequal learning opportunities

LGBTQ topic is often avoided

- unsure how to explain
- fear making mistakes

3.Social Awareness

If someone dose not come out
→ no problem

The majority identity→default

Discriminatory expressions→dismissed

↳ “Just a joke”

“No bad intension”

4. Inclusion of LGBTQ voices

Discussion

Led by supporters

△ by LGBTQ individuals

LGBTQ people

→ Absent from decisions that affect them

5. Weak Recognition as a Human Rights issue

LGBTQ issues

→ matters of kindness or diversity

↪ LGBTQ rights → optional

Solutions

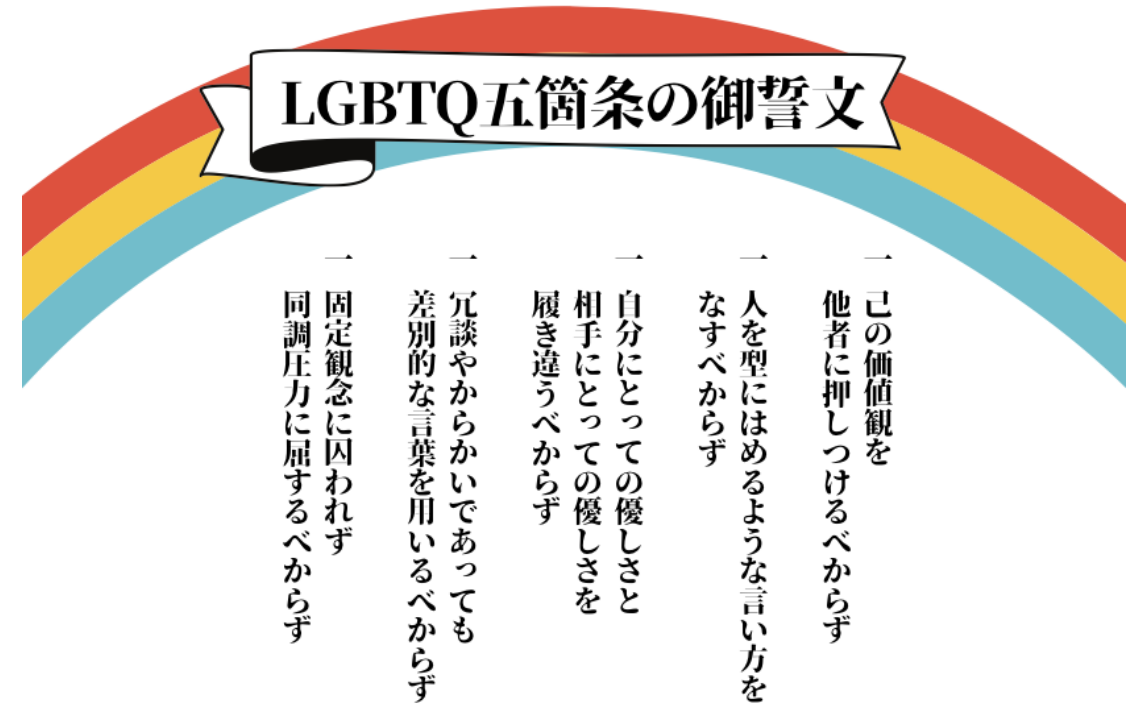
Making the Charter Oath

1. Reflect if you feel like you are forcing your values onto someone else.
2. Instead of labeling as `girlfriend` or `boyfriend`, just say `partner`.
3. Even if you meant it out of kindness, others might feel like it is bias discrimination.
4. Even if you are just joking around, do not say things that may be considered discrimination against identity.
5. Don't judge based on stereotypes and succumb to peer pressure.

1 Conduct a survey

2 Put up a poster

3 Conduct a survey again



What I was able to learn through this research.

：“LGBTQ rights are deeply shaped by culture, religion, and political systems.”

：“Legal equality does not always mean social acceptance.”

：“Japan is not as isolated as we think when compared globally.”

Thank you for listening.

ABeam Consulting

*What kind of change and growth are needed
for a school to be chosen even in 2050?*

~The Hotel Strategy~

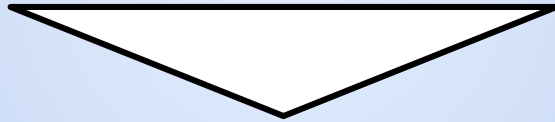


*【school name】 KUAS
【team members 】
Kado, Yamashita, Yamada, Yamagata*



Theme interpretation

“**Change**” and “**Growth**” are needed for a school to be chosen even in 2050.



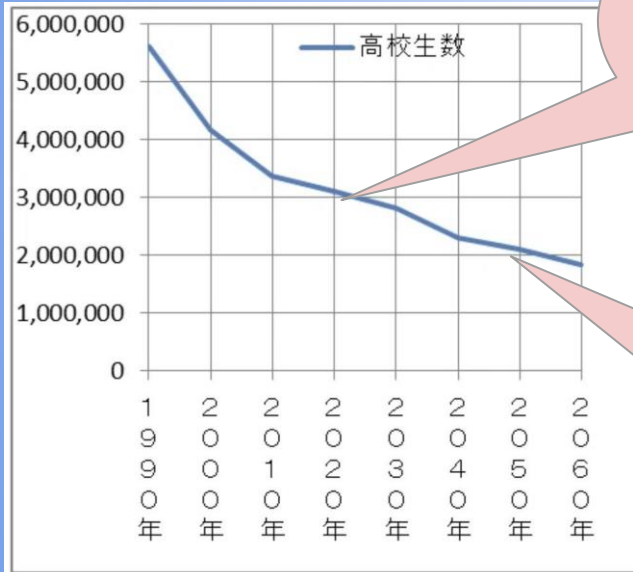
Keeping the **good points** of schools and adding **new ideas** that match the future of Japan.

The first thing we thought was...

What kind of

“high school will be chosen in 2050” ?

Decrease in high school students



全国高校生生徒数推移 (学校基本調査)

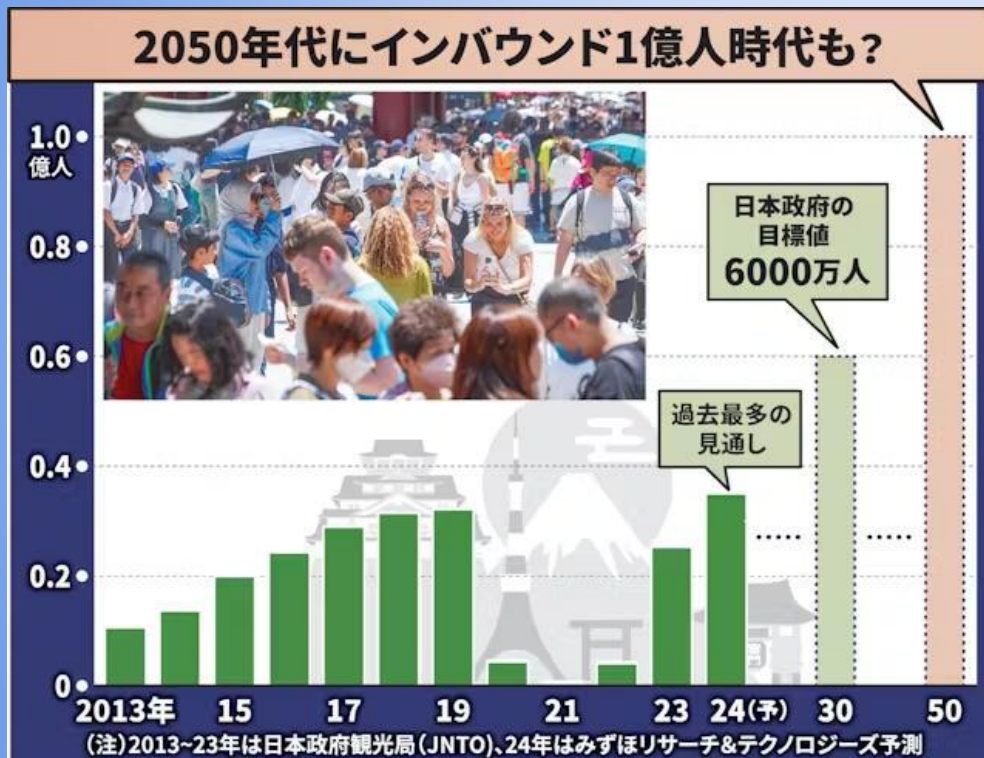
Approximately
3 million
people now.

Approximately
2 million people
in 2050.

There will be a loss of
1 million people!



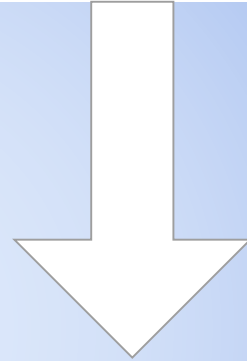
Increase in foreign tourists



About 2.5 times more than now!!



What schools will still be selected in 2050?



**A school with unique
characteristics.**





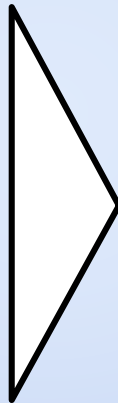
The goodness of kuas.



8 educational goals

教育目標

世界で活躍する人財育成



教育目標

世界で活躍する人財育成





SUPER GLOBAL HIGH SCHOOL

海外留学・海外研修・フィールドトリップ

「真の国際人」をめざして、国境を越える学びのフィールド



各コースの海外留学・海外研修・フィールドトリップ

コース	国	留学・研修 /フィールドトリップ	学年	期間	ホームステイ
国際コース	カナダ <i>Canada</i> または イギリス <i>United Kingdom</i>	留学	2年生9月～	10か月 (カナダのみが対象)	○
	ベトナム <i>Viet Nam</i>	フィールドトリップ	2年生5月	1週間	×
	フィリピン <i>The Philippines</i>		2年生8月		
	フィンランド <i>Finland</i>		2年生2月		
	イギリス <i>United Kingdom</i>		2年生10月		
特進ADVANCEDコース	イギリス <i>United Kingdom</i>	研修	2年生10月	約10日間	○
特進BASICコース	アメリカ <i>America</i>	研修	2年生10月	1週間	○
進学コース					
全コース [希望者]	年によって研修国を変更	長期休暇中 海外研修	全学年対象	1週間	△ (対象国による)

※上記はこれまでの実績です。派遣機関等、選考先、期間、プログラム内容が変更される場合があります。

WWLコンソーシアム 構築支援事業とは



来るべき日本のめざす未来(Society5.0)。その実現に向け、世界で活躍できる革新的な「世界人材」を育成するため、新しいタイプの授業を創造していく必要があります。これら、大学や企業、そして他の高等学校と連携して創り出す基盤が、ワールド・ワイド・ラーニング共同事業体(WWLコンソーシアム)です。2020年から開始されたこの事業では、文部科学省が6万人の高校生につき1校の割合で日本全国にカリキュラム開発拠点校を配置します。

現在、国内で30校の拠点校が選定されており、2021年に本校もそのうちの1校に採択されました。本校は、2015年から5年間スーパーグローバルハイスクール(SGH)に指定されました。それに続くこのWWLカリキュラム開発拠点校の採択は、本校での学びをより深いものにすることを可能にしています。さらに2024年にWWLグローバル人材育成強化事業拠点校にも採択されました。



Toward solving problems

Increase in foreign tourists,
& decrease in high school students.



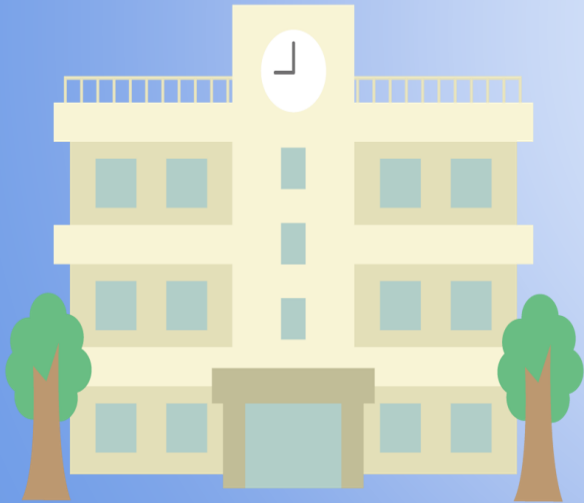
A unique idea to develop and
utilize the strengths of KUAS's
English education.



「Hotel Strategy」

What is Hotel Strategy?

School buildings left vacant due to declining birthrates are being turned into hotels!



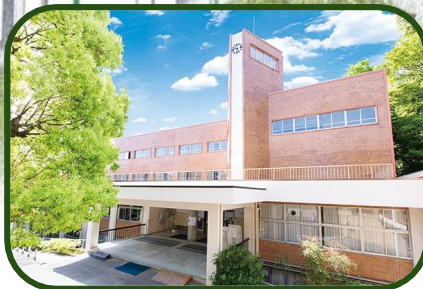
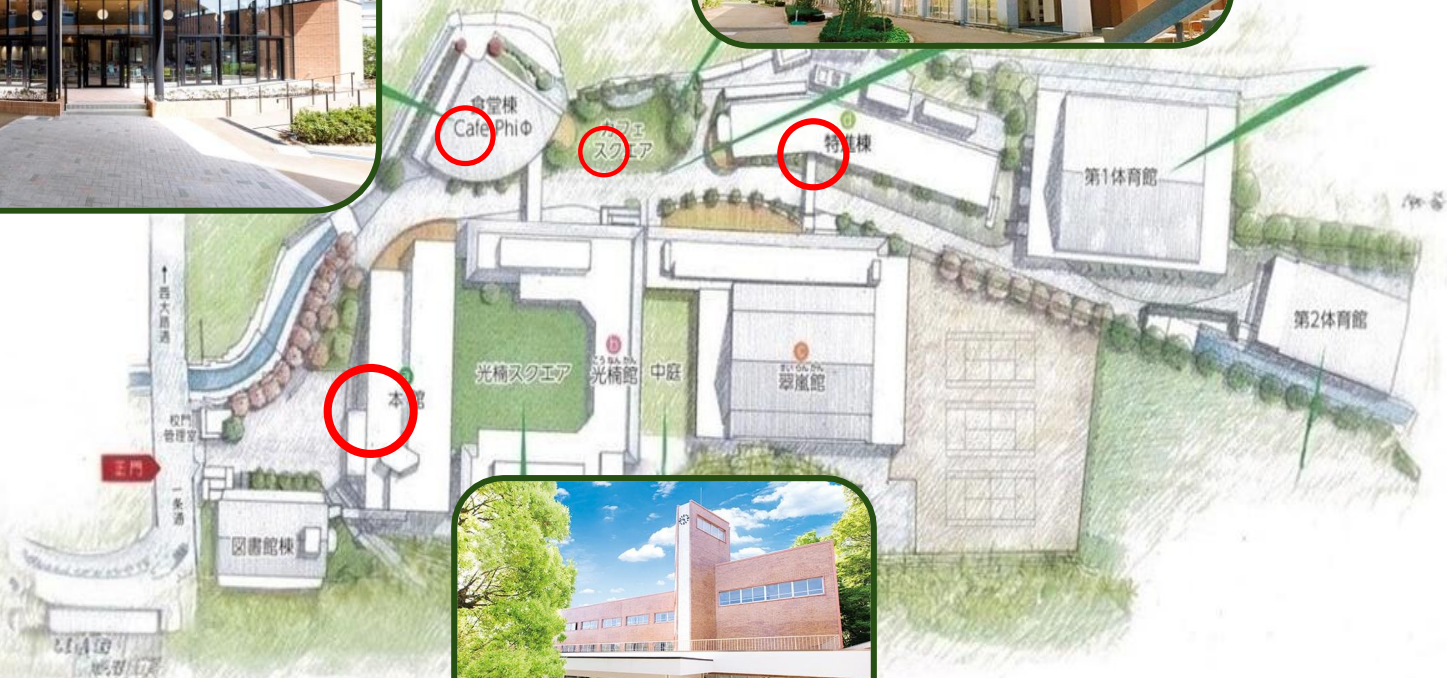
“Only foreign tourists”
can stay at this hotel.

Guest service is
handled by
students .

Campus Map

《キャンパスマップ》

知性を磨き、心を育む環境



Interaction during class time



Installation of Open Spaces



Tourist information only available on weekends

Hosting International Students and School Trips



Features of This Hotel

**Bicycle Rental
Service**

Bed and Breakfast-style

***Tatami* mats in
every room**



**Japanese-style
Breakfast
in the Cafeteria**

**Great Location,
Perfect for Sightseeing**



Consideration for Safety

- : Check-in is available only after school hours.**
- : Baggage inspection will be conducted at check-in.**
- : Guests are supposed to put a special badge.**



Summary

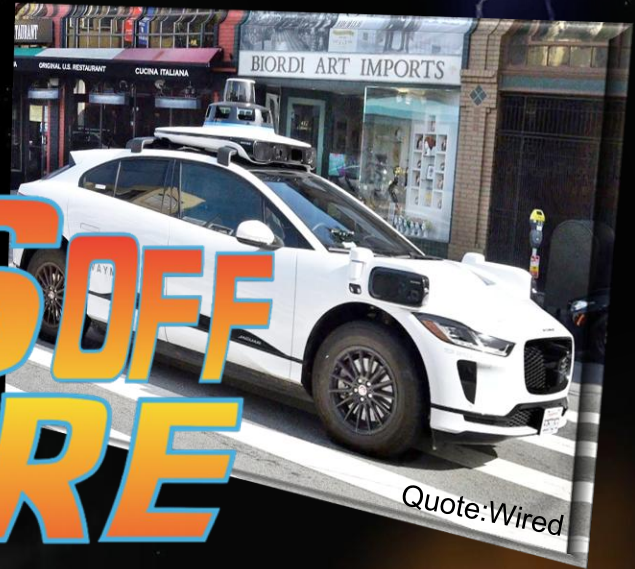
- ★ Accepting overseas tourists in response to the decline in student numbers. → **Adapt to the times**
- ★ Improving English skills through customer service and interacting with tourists. → **Make the most of
Our school's strengths**
- ★ Utilizing not a closed school, but an existing school as a hotel. → **Become a one-of-a-kind school**

Thank you for listening!!





Quote:Wired



Quote:Wired

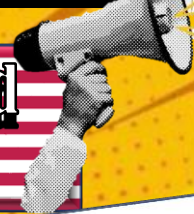
HANDS OFF TO THE FUTURE

Potential and Challenges of Autonomous Taxis

SOPHOMORE 9 WATARU KAJITA
MAKOTO KONMURA
NOBA SAKAMOTO

SOPHOMORE 10 HARUTO UNO
ROA HUKUDA
HARU MIYATA

The future is here! Feedback from people who experienced the ride in the U.S.



“I felt the future! The shock of calling a driverless car with my smartphone... It's like a sci-fi movie!”

“At first, it was scary... Some people expressed unease about driverless cars.”

“More comfortable than I expected! No sudden starts or jolts—surprisingly smooth.”

“Convenient! You can relax by playing your favorite music without worrying about others.”

WOW!

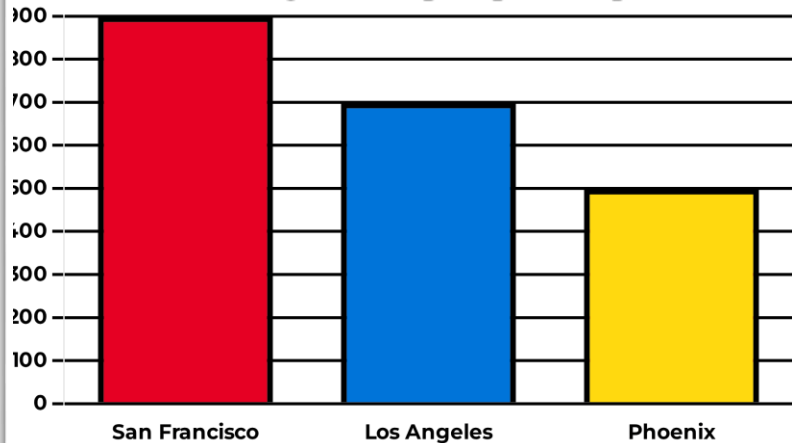


Quote: SFGATE

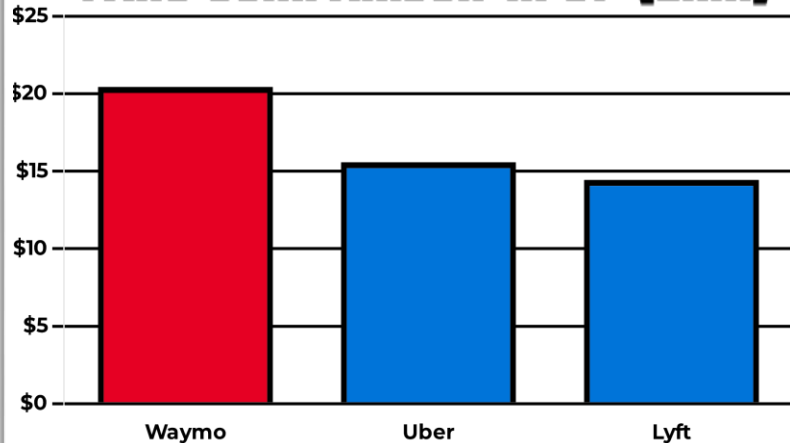
The Reality of Driverless Taxis in Numbers

1,500+

WAYMO VEHICLES BY CITY



FARE COMPARISON IN SF (2KM)



San Francisco Route Map

4 Steps to Boarding

1

Request a ride with a smartphone app

2

A nearby car will come to pick you up

3

Unlock and ride within the app

4

Autonomous driving to destination (including automatic payment)

Quote:Waymo

※Approved throughout the entire city of San Francisco

Light and Shadow. Pros,. Cons, and Challenges

Benefits (YES!)

- ★ IMPROVING SAFETY (ELIMINATING HUMAN ERROR)
- ★ RESOLVING THE SEVERE DRIVER SHORTAGE
- ★ COST EFFICIENCY THROUGH LABOR COST REDUCTION
- ★ A QUIET AND PRIVATE TRAVEL SPACE

Disadvantages Challenges (OH NO!)

- ★ VEHICLE STALLING
- ★ INADEQUATE LEGAL REGULATIONS AND MONITORING SYSTEMS
- ★ HANDLING ADVERSE WEATHER AND COMPLEX ROAD SURFACES
- ★ IMPACT ON EXISTING DRIVER EMPLOYMENT

Responsibility for the Future: Engagement with the SDGs

GOAL 1

**Industry
and
Technological Innovation**

Integrating AI and autonomous driving to build next-gen urban transport

GOAL 2

A sustainable city

Complementing public transit and enabling safe mobility for all.

GOAL 3

Climate Change Mitigation

All-electric vehicles powered by clean energy to cut CO₂ emissions.

TOWARDS A SUSTAINABLE FUTURE!

Autonomous Taxis in the World



Autonomous taxis are already in use in the United States



Some cities operate taxis without human drivers



So, what is the situation in Japan?

I investigated the current situation and challenges in Japan



Current Situation in Japan



Autonomous taxis have not yet been commercialized in Japan



They are mainly in the testing and demonstration stage in major cities



Fully driverless operation has not yet been achieved



Challenges in Japan



Laws and regulations are not fully prepared



Responsibility in accidents is unclear



Roads are narrow and complex



Cost of introduction is high



Benefits of Autonomous Taxis



Help solve the problem of driver shortages



Support transportation of elderly people and tourists



**FEWER TRAFFIC
ACCIDENTS AND SAFER
ROADS**



THANK YOU

LISTENING

DokoDemon Toilet

A compact, easy-to-move toilet for anywhere
Camouflage design for privacy





Earthquakes will happen in the future

- Nankai Trough earthquake
- Tokyo metropolitan earthquake



Portable toilets

- Portable toilets are used in earthquake.

Moving portable toilets is hard

Portable toilets often require trucks, trailers, or heavy equipment.



Many things are needed

- Delivery trucks
- Many workers and time

Our idea: DokoDemon Toilet

A compact toilet that one person can move easily with caster wheels.



What it is

A portable toilet designed for easy transport and quick setup

Goals

- Reduce transport burden
- Keep odors under control
- Improve comfort and hygiene
- Use clean energy where possible
- Can be owned by individuals

Three points that make it useful



1) Compact

Caster wheels + locking brakes make it easy to move and stabilize. Designed for one-person to move.



2) Odor control tablet

A deodorizing tablet is placed inside the tank to reduce smell. We also add antibacterial deodorizing cat litter, so cleaning is easier.



3) Solar charging

A rooftop solar panel charges an battery, so the toilet can work even there is no outlet.



4) Washlet-style bidet seat

A bidet (washlet) improves hygiene and comfort. Powered by the solar-charged battery.

Simple setup → clean use → can carry easily

1

Move & lock

Roll it, then lock the caster brakes when you want to set it.

2

Use comfortably

The washlet works anytime. The door closes tightly, and the camouflage cover helps protect privacy.

3

Control odor

A deodorizing tablet and antibacterial deodorizing cat litter work inside the tank. They reduce smell and make cleaning easier.

4

Recharge with sunlight

The solar panel charges the battery for electronics (e.g., bidet).

Privacy is protected

Camouflage cover + closed structure for privacy

Camouflage cover for privacy

- The camouflage pattern helps block views from outside.



Easy waste handling

Antibacterial deodorizing cat litter in the tank

Cat litter makes cleaning easier

- Antibacterial deodorizing cat litter is inside the waste tank.



Thank you!



DokoDemon Toilet — compact mobility with solar-powered hygiene

The Suitcase Problem caused by Foreign Tourists in Kyoto City

Ichika Tachibana, Mirai Tachibana, Mana Shibue, Miho Muya



Table of contents

1. Characteristics of Kyoto City

**11 SUSTAINABLE CITIES
AND COMMUNITIES**



2. Current Situation

3. The Effect of Carrying a Suitcase

4. In-Place Measures for Tourist Luggage Issues

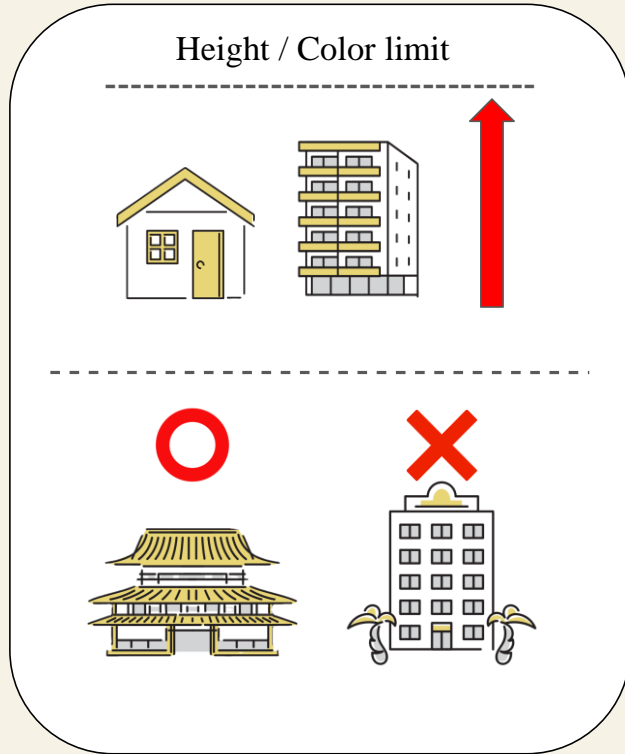
5. Solution We Can Provide

01

Characteristics of Kyoto City



The values Kyoto has preserved



02

Current Situation

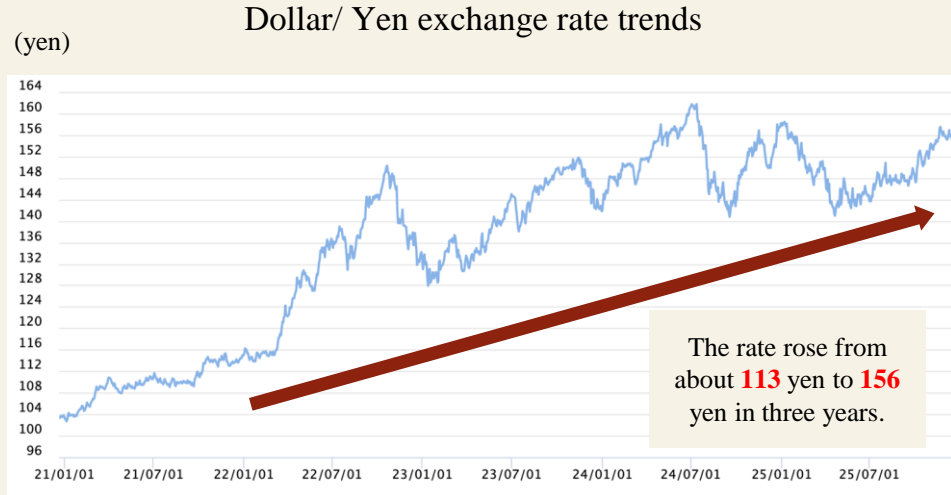


01 Sharp Increase in Tourists and Growing Baggage Issues

Tourist numbers in Kyoto City: Approximately **56.06 million** (11% increase from the previous year)



Approximately **150,000 people** visit the city every day.



Source: MUFG

03

The Effects of Carrying a Suitcase



01 Deterioration of the living environment due to noise



Noise levels from suitcases vary depending on the product and the driving environment, but they are generally said to reach **60-70 decibels** or more.



The reason this problem is becoming more serious

The sound of the casters tends to echo, amplifying the rumbling noise.

Product performance × Road conditions × Tourist congestion

02 Crowding on Public Transportation and Its Impact on Citizens' Daily Lives

The main means of transportation for tourists in Kyoto City are **buses and subways**.



*Tourism should not undermine
or burden the daily lives of
citizens.*

Adding large suitcases to the mix can cause problems, such as:

- blocking aisles
- making it longer to board and disembark
- reducing safety inside the vehicle.

Real voices of residents



A woman in her 40s
(Fushimi Ward)

There are private lodging facilities next to my house. Every night,
I hear the noise of people moving suitcases and making noise.

In junior high school, the noise from suitcases was so loud that lessons
were often interrupted.



A junior high school student
(Shimogyo Ward)



Tourists' large luggage is impacting daily life in Kyoto



04

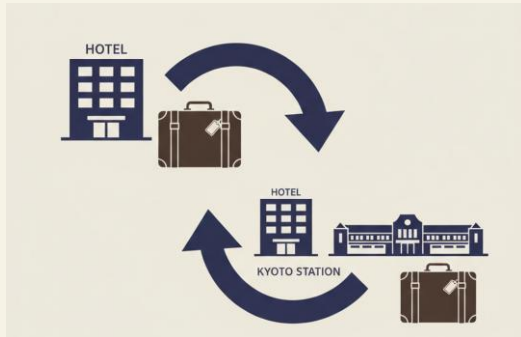
**In-Place Measures for Tourist
Luggage Issues**



Kyoto City encourage hands-free sightseeing

Crosta Kyoto

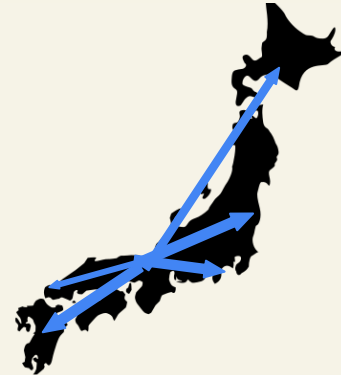
This service that stores your luggage at Kyoto station and transports it from the station to your lodging



Yamato Transport



- A service that stores and delivers suitcases and other luggage
- This service allows next-day delivery anywhere in Japan.



While some results have been achieved, they have not led to overall improvement.

05

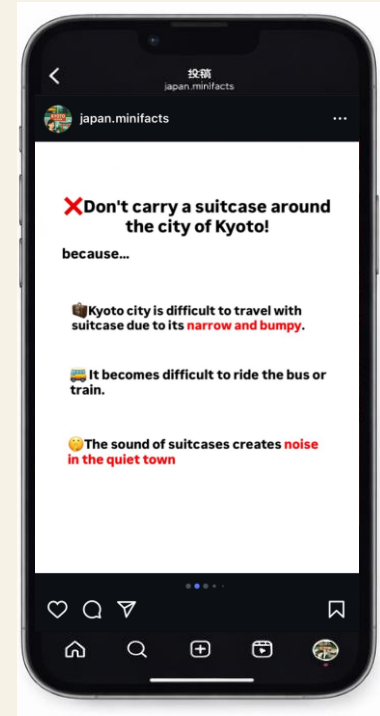
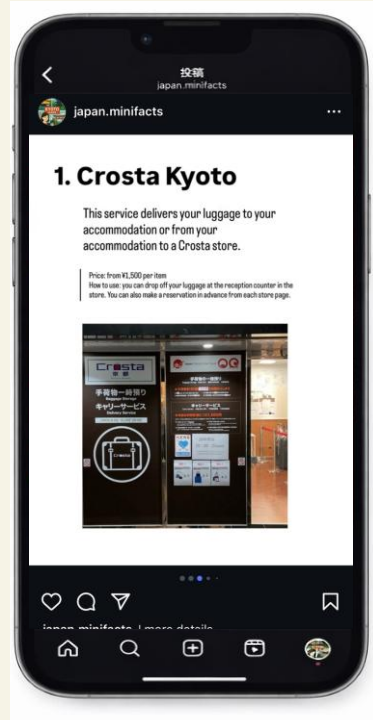
Solutions We Can Provide

- Two effective solution -



01 Instagram post up - Sharing information through Instagram

Instead of warnings or prohibitions, we deliver **relatable messages**.





02 Flyers at Kyoto Station -Hand out to tourist

Hands Free Kyoto

Did you know ?
Kyoto is facing problems caused by large suitcases.

ATTENTION NOW!

Travel Smarter in Kyoto

- ✓ **Luggage Delivery Service**
You can use the Crossa Kyoto service. Leave your suitcase at Kyoto Station. Send your suitcase from Kyoto Station to your hotel and enjoy sightseeing hands-free.
● B1 Floor, Kyoto Station, Higashishokoji-cho, Shimogyo-ku, Kyoto City, 600-8216

MAP

Transportation and many narrow streets are shared by local residents and visitors. Suitcase noise and congestion affect daily life in Kyoto.

It is safe forward luggage in Japan so you can travel light to enjoy your trip

You can check detail from this QR code

@JAPAN.MINIFACTS

- ✓ **Using Coin Lockers**
There are some coin lockers at the Kyoto station.
Price: about 1000 yen

The number of passengers boarding and alighting on JR conventional lines at Kyoto Station is **about 330,000 people per day**

The **central ticket gate** in particular is where tourists will pass through before heading into the city.



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The Suitcase Problem caused by Foreign Tourists in Kyoto City

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