

## 18. Hamamatsu Commercial High School

### Efforts Towards Tourism Marketing Research

In the Hamamatsu Commercial High School's commercial studies course 'Research Project,' we collaborate with the local community and engage in activities aimed at solving local issues.

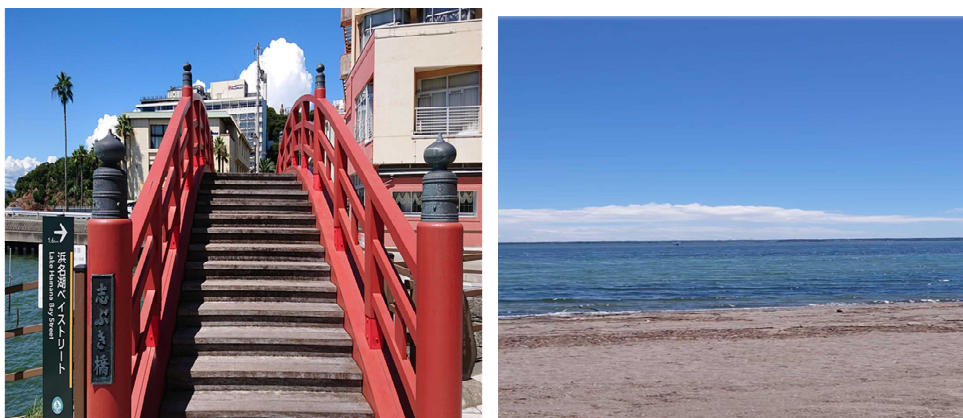
In the Tourism Marketing Research course we collaborate with municipal offices and travel agencies to focus on discovering the attractions of the region.

This summer, we conducted fieldwork and listened to the voices of people involved in tourism in the Hamamatsu area. There, we learned about the issues and worked to find solutions to them.

Using our perspective as high school students, we hope to continue promoting our hometown of Hamamatsu and make it an enjoyable experience for tourists who come.



The Autumn charm of Hamamatsu City [Kanzanji Temple]



Shibuki Bridge, a symbol of the Kanzanji hot spring town, and the scenery you can enjoy from the bridge