

project to improve the charm of the city with soybeans

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Overview

In recent years, it has become clear that the number of tourists is decreasing. Therefore, I thought about what kind of recipe could be made using soybean, which is a special product of our town, in order to create an opportunity to increase the number of tourists. A questionnaire survey was also conducted, and the soybean recipe was completed. In this way, we thought that the number of tourists would increase if we devised and sold products limited to Honbetsu Town.

1. Introduction

The problem was the decrease in tourists to Honbetsu Town in recent years. I thought that if the number of tourists decreased, the local economy would not turn around, so I carried out a project to improve the attractiveness of the city with soybeans with the aim of increasing tourists.

2. About issues

I set the theme of "improving the appeal of the city with soybeans". Since there are few soybean products in other towns and villages, we devised a product using soybeans, which is a special product of the town, and aimed to increase the number of tourists.

3. About the current situation analysis

In order to understand the current situation, I surveyed men and women inside and outside the town to find out what kind of products they want to eat using beans.

I When we conducted a questionnaire survey, we asked people outside the town to find out that many people did not know the products that used beans.

II The sweets in town are equally popular and there are no typical products. - Monaka, Amanatto, Yokan(sweet bean jelly)

4. About the hypothesis

According to the questionnaire, we decided to devise sweets using soybeans. The reason is that we thought that sweets are popular in all ages and can attract attention from a wide range of ages.

5. About the solution

- Inventing a recipe using soybeans [Figs. 1 and 2]

With the cooperation of Gen Kitchen Asai, we repeatedly created prototypes and devised recipes.

- Products using soybeans are sold only in Honbetsu

I thought that the number of tourists aiming for products would increase.

[Figure 1 : Invented soybean crepe]

6. Achievements and challenges

The results and issues of the efforts are summarized as follows.

[Outcome]

- **Have a wide field of view**

We were able to cut into the problem from various perspectives and give various opinions.

- **How to compose sentences**

When creating manuscripts and materials, we were able to learn how to summarize the points we want to convey and explain them in a concise and easy-to-understand manner.

[Task]

- **Use SNS**

It is easy for many people to see, and it can be an opportunity to get to know the charm of the city and new products. (youtube, Tiktok, Instagram etc).

- **Hold a tasting party for new products**

It is possible to have people actually evaluate it and devise products that are popular with townspeople and tourists

7. Conclusion

It was an opportunity to learn about the

issues and problems of the town and think deeply. When a solution to a problem was found, many new problems and issues emerged, making it difficult for us to put them together. In the future, if we develop products not only for soybeans but also for other beans, we think it is necessary to continue our activities.

At the end, we would like to thank Mr. Fujii of the Community Comprehensive Care Center, Mr. Miyauchi, Mr. Minami, and Mr. Koike of the town office for their cooperation in this activity.

References

- (1) Tokachi General Promotion Bureau:
Number of tourists to Tokachi, 2018



大豆クレープ

材料

A 豆乳アイス

- ・豆乳 …600 c c
- ・砂糖 …75 g
- ・卵 …2 個
- ・水飴 …40 g
- ・塩 …少々

B チュイール

- a グラニュー糖 …30 g
- ・薄力粉 …10 g
 - ・生クリーム …大さじ 1.5
 - ・無塩バター …10 g
- b 煎り大豆、黒豆…各大さじ 1

・クレープミックス

・トッピング

- ・生クリーム…お好みの量
- ・きなこ …お好みの量
- ・バナナ …お好みの量
- ・煎り大豆、黒豆…お好みの量



作り方

豆乳アイス

- ① A の材料をすべて加える
- ② 80 度まで加熱し溶かす
- ③ 溶けたら冷凍する
- ④ 時々取り出しかき混ぜる
(一時間おき)

チュイール

- ・下準備
 - ・オーブンは温めておく(175 度)
 - ・薄力粉をふるっておく
 - ・めん棒にホイルを巻いておく
- ① バターをレンジで溶かしたバターの中に、a を入れよく混ぜる
 - ② ①に、b を加え混ぜる
 - ③ ②の生地をスプーンを使って、オーブンシートを敷いたテンパンにのせる
 - ④ 175 度のオーブンで約 10 分焼く
 - ⑤ 焼きあがったら、熱いうちに、めん棒で形を作る。

最後にトッピングをし、完成！！

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Overview

The population of Honbetsu Town is declining year by year. So, in order to increase the number of tourists, I thought of making soybean sweets using the town's specialty beans. In order to make a recipe, I conducted a questionnaire survey and made a prototype. We thought that we could increase the number of tourists by making original products of the town to get people interested in Honbetsu and having them come to Honbetsu.

1. Introduction

The reason why I chose this task is because the number of tourists in Honbetsu has decreased in recent years, and the town feels lonely. Therefore, I thought that by using beans from Honbetsu Town, I could increase the number of tourists to Honbetsu.

2. About issues

- It was difficult to come up with new tasks
- I couldn't take the survey in a well-balanced
- It was difficult to come up with a single solution.
- Couldn't hand out leaflets
- I didn't ask the townspeople to sample the food.
- lack of consultation

3. About the current situation analysis

First, when I talked to people outside the town during fieldwork, I found that beans were not known as a specialty of Honbetsu Town. From this, I thought that no one would come to Honbetsu for the purpose of beans, a specialty product.

Secondly, there is no representative bean product in Honbetsu Town. Honbetsu's bean sweets are all equally popular, and there is no single product that stands out.

4. About the hypothesis

I thought that if I made sweets using soybeans, the number of tourists would increase. Sweets are popular with people of all ages.

5. About the solution

I thought that by conducting questionnaire surveys, I could create products that would be popular with people of all ages, so I decided to

conduct questionnaire surveys at roadside stations, town halls, and high school. As a result, 34 votes out of 83 charts for women and 31 votes out of 89 charts for men answered crepe.

6. Achievements and challenges [Outcome]

We thought about the problem by ourselves, conducted a questionnaire survey, and created a crepe prototype and leaflet as a solution.

[Task]

- Distribute the finished leaflets
- Get a taster from the town

7. Conclusion

When I thought about how to increase the number of tourists in Honbetsu Town, I came to the conclusion that I could increase the number of tourists by making sweets using special beans and making flyers. Everyone who cooperated with the idea of bean sweets this time. I would like to thank Mr. Fujii, Mr. Miyauchi, Mr. Ikeda, and Mr. Nanbu for their advice, and Mr. Asai for his cooperation with the prototype at Gen Kitchen.

References

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