

Project Management of a Vitalization Event in the Central District of Sasebo and an Analysis of Wandering Behaviors

Abstract

In the city center of Sasebo that connects seven shopping districts, the "Walking Stamp Rally in Downtown Sasebo" was held in 2015. This event was held again in 2016 by the "SASEBO Revitalization Committee". During the 2016 event, students from the "Regional Cooperative Activities 1" class of the Department of International Tourism at Nagasaki International University engaged in regional collaboration by managing a project to extend the wandering time of rally participants as well as in order to learn about the attractions of the downtown area. In this paper, the author has analyzed the wandering behaviors of the participants in the central district of Sasebo.