

Category: Traffic and Public Transport

Project: Kumano Kodo Pilgrimage Route Bus Information

What was the challenge?

The Kumano Kodo pilgrimage routes were registered as UNESCO World Heritage in 2004 as well as the Santiago de Compostela in 1993. Although the number of foreign tourists has increased in recent years, guidance from transportation hubs / train stations to sightseeing spots was not sufficient in terms of multilingual information. Therefore, the bus information system of Nakahechi route was chosen to be developed.

What was the solution?

The bus routes in this area are operated by multiple companies, and the method of providing information has not been unified. Therefore, we decided to unify the guidance in this route.

To solve the problem, the special committee consisting of the government, tourist information center, bus companies, academics and designers was formed and examined this issue for three years.

Then we conducted a questionnaire survey on foreign tourists to investigate the inconvenience of bus services and other issues. As a result the following six items were practiced.

- Continuous guidance from the station to the sightseeing spot
- Integration of timetables and fare charts at bus stops that differ depending on the bus company
- Unification of external sign display for bus vehicles
- Unification of guidance methods inside bus vehicles
- Providing guide maps near the bus stop
- Design mutual communication support board between bus drivers and travelers



Dual pilgrim programme logotype



Kumano Kodo pilgrimage route



Target bus route Nakahechi from Ki-Tanabe to Shingu and Nachi



Integrated bus information system



1. Find your bus stop at the station



2. Check your route

本宮大社前 Hongo Takahama		本宮大社前 Hongo Takahama	
バス	時刻	バス	時刻
1	08:00	1	08:00
2	08:15	2	08:15
3	08:30	3	08:30
4	08:45	4	08:45
5	09:00	5	09:00
6	09:15	6	09:15
7	09:30	7	09:30
8	09:45	8	09:45
9	10:00	9	10:00
10	10:15	10	10:15
11	10:30	11	10:30
12	10:45	12	10:45
13	11:00	13	11:00
14	11:15	14	11:15
15	11:30	15	11:30
16	11:45	16	11:45
17	12:00	17	12:00
18	12:15	18	12:15
19	12:30	19	12:30
20	12:45	20	12:45
21	13:00	21	13:00
22	13:15	22	13:15
23	13:30	23	13:30
24	13:45	24	13:45
25	14:00	25	14:00
26	14:15	26	14:15
27	14:30	27	14:30
28	14:45	28	14:45
29	15:00	29	15:00
30	15:15	30	15:15
31	15:30	31	15:30
32	15:45	32	15:45
33	16:00	33	16:00
34	16:15	34	16:15
35	16:30	35	16:30
36	16:45	36	16:45
37	17:00	37	17:00
38	17:15	38	17:15
39	17:30	39	17:30
40	17:45	40	17:45
41	18:00	41	18:00
42	18:15	42	18:15
43	18:30	43	18:30
44	18:45	44	18:45
45	19:00	45	19:00
46	19:15	46	19:15
47	19:30	47	19:30
48	19:45	48	19:45
49	20:00	49	20:00
50	20:15	50	20:15
51	20:30	51	20:30
52	20:45	52	20:45
53	21:00	53	21:00
54	21:15	54	21:15
55	21:30	55	21:30
56	21:45	56	21:45
57	22:00	57	22:00
58	22:15	58	22:15
59	22:30	59	22:30
60	22:45	60	22:45
61	23:00	61	23:00
62	23:15	62	23:15
63	23:30	63	23:30
64	23:45	64	23:45
65	24:00	65	24:00

3. Check your time



8. Enjoy!



7. Check your vicinity



5. Check your fare



4. Ride your bus



6. Get off your bus

Continuous guidance from the station to the sightseeing spot

What was the effect?

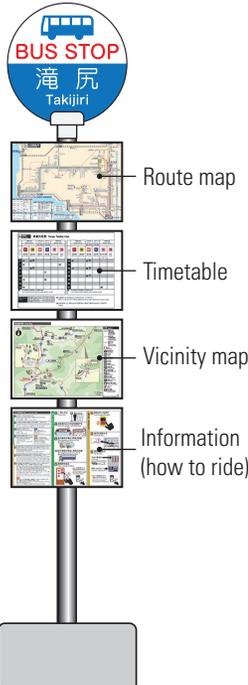
To evaluate the results, we conducted a questionnaire survey on foreign tourists who visited Kumano area again, and confirmed the improvement results in the following items.

- Bus users can now sightsee in the Kumano area without stress.
- The unified information has enabled the guide to provide smooth information.
- Attracting new tourists and return visits promoted exchanges and revitalized the local economy.

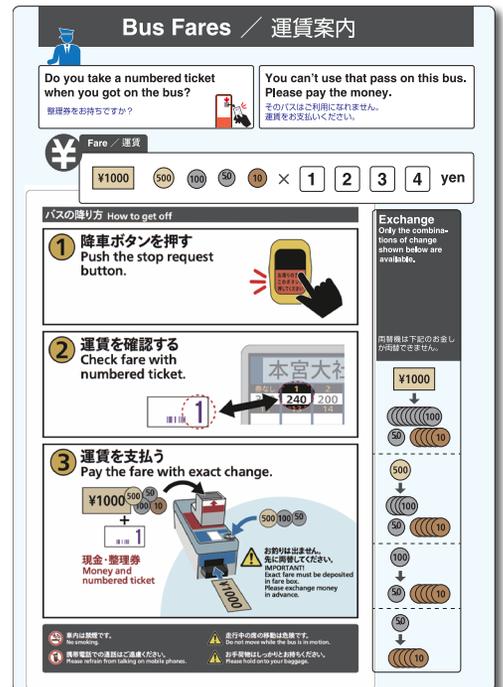
In the future, the scope of implementation will be expanded to improve the entire Kii Peninsula.

Contact:

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Unified bus stop signpole



Payment guide in the bus to support communication