

**What was the challenge?**

Many the inbound visitors to the Kumano Kodo use buses to travel between their accommodation and the recommended start points of walking routes. There are four different bus companies that operate in the area. However, the drivers of each company can only speak Japanese and the extent to how much the companies had tried to cater to foreign guests varied significantly. With a large number of English, Chinese, and Korean speaking passengers, drivers could only communicate using a limited vocabulary and gestures. This led to increased stress on the part of the drivers and a situation where the passengers were unable to effectively communicate their questions.

Questions about how to pay the fare, how long it would take to get to their destination, where to go after disembarking, and where the closest bus stop was to their accommodation were particularly common.

**What was the solution?**

Bus drivers differ significantly from those working at the tourist information centres. They are bound to strict time schedules and are thus unable to dedicate much time to talking to passengers. For this reason, it was essential to create a tool that would speed up the interaction with the passenger and allow them to solve their queries within roughly 10 seconds. We surveyed bus drivers from each company about the questions they were most asked and created a tool that meant they would only have to point to communicate. Because each of the four companies operate different routes and areas, we adjusted the questions and answers based on their requirements. Furthermore, to make it easier for the passengers, we distributed the tool throughout the bus so that the passenger would be able to think about their question before interacting with the driver.

**What would you like to ask?**  
Please point to your question on this sheet.  
您想提什么问题? 请用手指指出。 / 請問您有什麼疑問呢? 請用手指指出。  
당신의 질문은 무엇? 손가락으로 가리키세요. / あなたの質問は何ですか? 指で指してください。

**Destination** / 目的地 / 目的地 / 목적지 / 目的地

**Nearest bus stop to your destination** / 距目的地最近的公交车站 / 距離目的地最近的巴士停靠站 / 목적지에서 가장 가까운 버스 정류장 / 目的地の最寄りのバス停

**Time Required** / 所需时间 / 所需時間 / 소요 시간 / 所要時間

**Fares** / 车费 / 車資 / 요금 / 運費

**Money Exchange** / 换零钱 / 兌幣 / 동전 교환 / 兩替

**Tickets** / 车票 / 購票 / 티켓 / チケット

**Directions to your destination after getting off**  
下车后前往目的地的入口 / 下車後前往目的地的入口  
하차 후 목적지로 가는 입구 / 降車後の目的地への入り口

**Transfers** / 换乘 / 轉乘 / 환승 / 乗り換え

**Nearest bus stop to your accomodation**  
距旅館最近的公交车站 / 距離住宿處最近的巴士停靠站  
숙소에서 가장 가까운 버스 정류장 / 宿の最寄りバス停

**Toilets** / 卫生间的位罝 / 廁所位罝 / 화장실 위치 / トイレの場所

**Sickness** / 身体不适 / 身體不適 / 몸이 안 좋음 / 体調不良

はい Yes / いいえ No / わからない? No Idea / 筆談 By Writing / 他の質問 Other Questions

熊野外国人観光客交通対策推進協議会 [2019.3]

The introduction page which leads to the categorized boards from A to G

**What was the effect?**

After implementing this tool, the drivers were able to comprehend the vast majority of the questions posed to them and answer them appropriately. Additionally, because the customers were able to see the questions and often find the answers whilst still remaining in their seats, questions posed to drivers decreased, helping the drivers

tremendously. Because of this, we were able to make their journey less stressful and more comfortable.

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