



# TECHNOLOGY IN RURAL DEVELOPMENT

## HELLOGOGO: HOW A MOBILE APPLICATION COULD POTENTIALLY REVITALIZE A RURAL JAPANESE COMMUNITY THROUGH TOURSIM

### CASE STUDY: Iinan Cho, Shimane Prefecture

### Abstract

The HelloGoGo game is a mobile application that allows players to visit various rural community tourist spots and interact with rural community members (currently prototype stage). The game is a mobile application that the player can download on their Android phone. The concept of the game is to find and befriend local cats hidden in a nearby magical world (Iinan Cho rural community). When the player launches the HelloGoGo app, a mystery map will launch the phones GPS, which will then provide directions to the mystery rural town tourist spots. Players can see these cats only by looking through the HelloGoGo interface. Different interactions allow you to befriend the cats. When the player visits the tourist spot and scans the QR code at the tourist location, a cat then appears through AR. The Players visit the tourist spots in order to learn more about how to befriend the cats and find them by talking with community members. The objective of Hello GOGO is for players from all over Japan to visit the rural community to interact with locals while visiting tourist spots and spend money within the community. Increasing tourism in rural communities not only boosts the social interaction among the elderly in the community but will possibly boost the economy of the community.

### Objective

Our objective of developing the Hello GOGO app is for users to communicate with rural community members who otherwise have little social interaction with the rest of them community or outside of the rural area using and visit local tourist spots to increase the communities' economy by possibly making purchases while in the tourist area. Using a simple game app called "HELLO GOGO", social and economic revitalization of a rural community takes place.

### TECHNICAL: KOHEI SHIMASAKI

#### Study Area

My research filed is vision-based pixel-level vibration analysis and detection using high speed vision; This technology is based on programming skill.

I want to promote programming education more

HELLO GO GO app consists of programming skills

Possibility to continue developing apps

Training Logical thinking, Getting power of concentration, Having experience in manufacturing, Acquiring the knowledge and skills necessary for future society, Interactive with family communication etc ...

Possibility of programming skill

Application Engineer, Web designer, Game creator, System Engineer, Blogger, Teacher, Space development, Robot manipulation, Web shopping, Financial development, etc ...

Age and gender classification for tourism and object detection for panorama image with AI technology which consists of programming skills



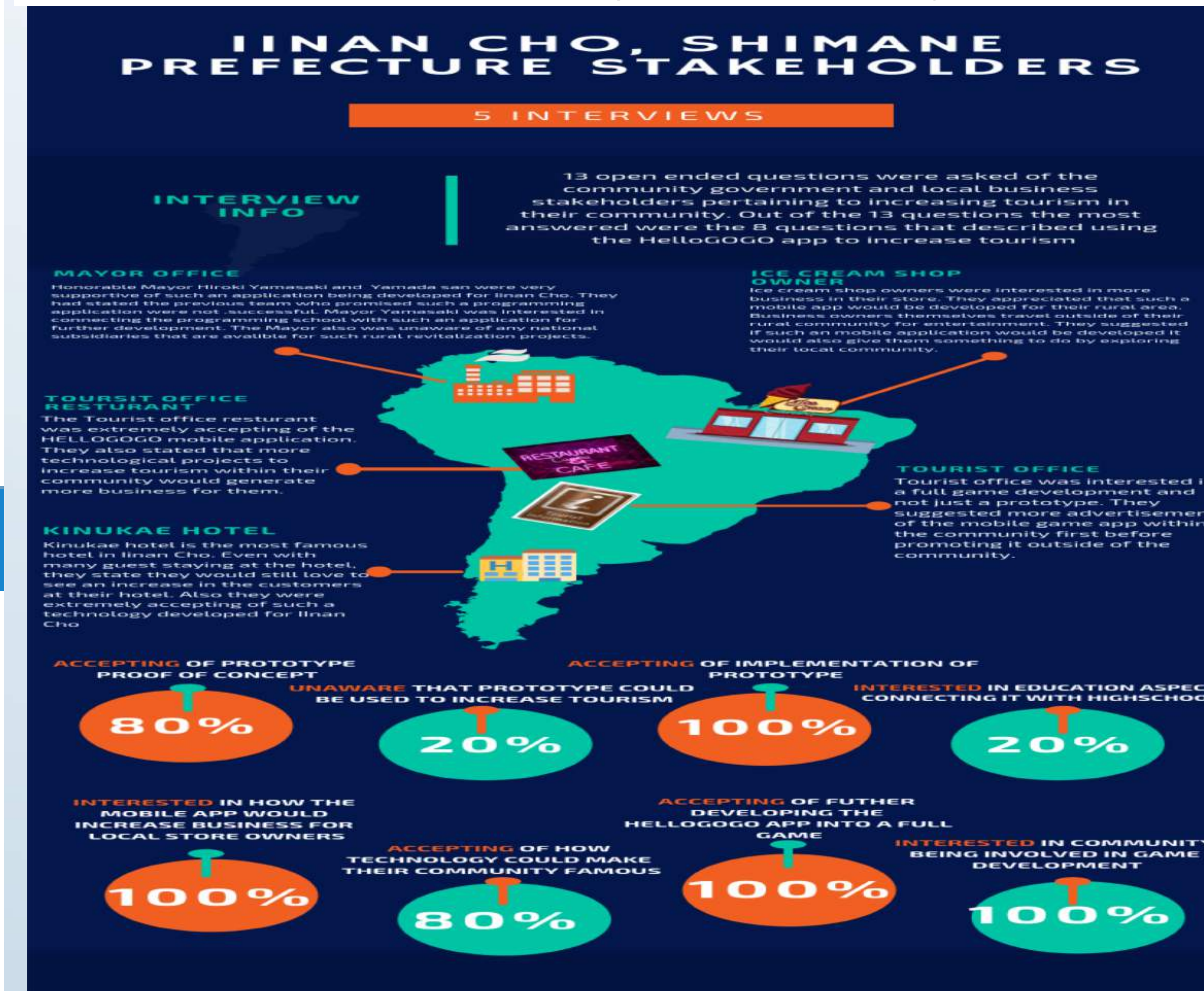
Programming education has a possibility to expand rural revitalization

### SOCIAL: DIANA KHAN

#### Study Area

Cybersecurity issues in Technology in Rural Development and Stakeholder Acceptance of Technology in Rural Development.

**Findings:** Figure 1 below concludes stakeholder acceptance for technology in rural development. Including stakeholders in rural development and decision making process is crucial to the project success.



### CULTURE: GAJENDER THAKUR

#### Study Area

Connection between improved tourism and positive impact on variables such as Economic Revitalization, Social Communication and Health Care.

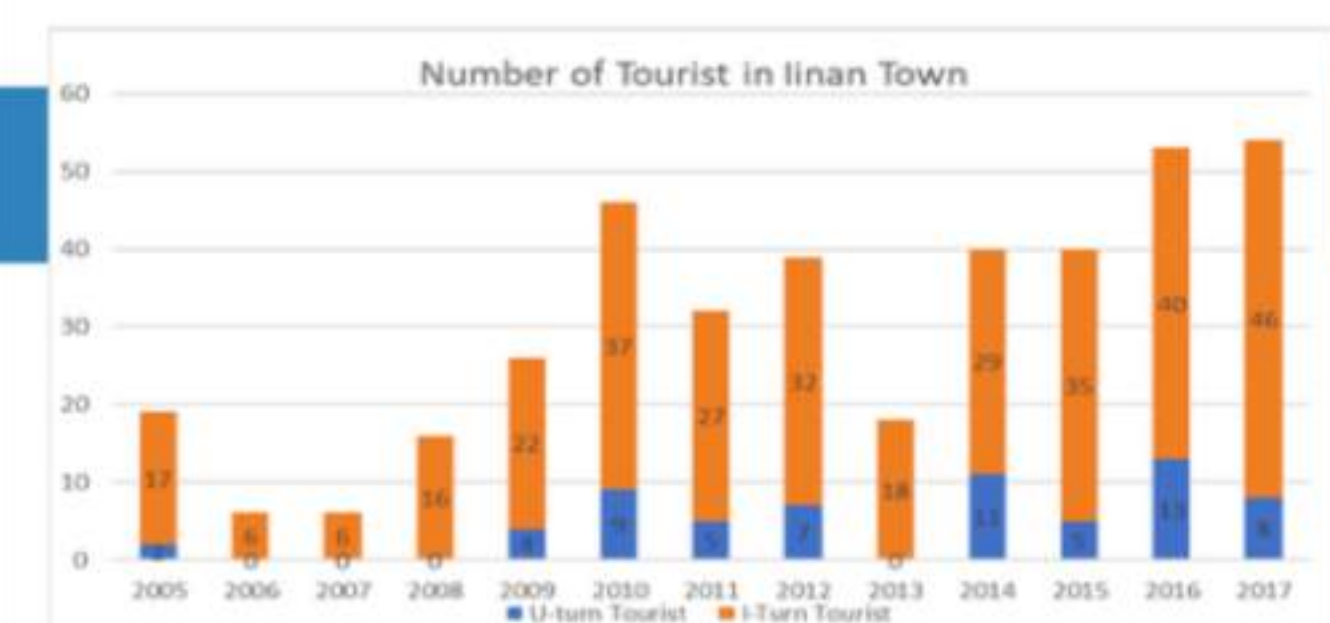


Figure 1: I turn and U turn Tourist in Iinan Town



Figure 2: Connection between Tourism and Community Revitalization

#### Conclusion and Suggestions

- I) Assist Tourism Association of Iinan town to attract a greater number of tourists.
- II) Strengthen the Iinan community in terms of social communication, economic revitalization.
- III) Possibilities to Assist SNHs for better services or healthcare for the elderly if Tourist do voluntary work for community and SNHs.

### Methods

- Qualitative research is the selected method utilized to collect and analyze data for this study through questionnaires, and interviews. The steps of data collection that our team will complete are the following:
- Simple random sampling
- Submit questionnaires to community members through the tourist office
- Interview members in Special Nursing Homes
- Submit questionnaire after deliberation of community members
- The methods to be used are the following: A questionnaire and B. Interviews. The following is a description of each method:
- Questionnaire**
- Deliberative polling was not allowed as the tourist office did not want to include community member interaction with the mobile application prototype. The culture and social student developed a survey questionnaire before and after the prototype mobile app test. Questions were directed at technology level of stakeholders and technology preference.
- Interviews**
- Interviews were conducted with a random selection of Iinan Cho community members. Interviews conducted by the social student were recorded with permission from interviewees on a voice recorder and transcribed. Interviewees will remain anonymous in their responses to the interviews.

### Outcomes

The outcomes of our proposed rural community social and economic revitalization app, "HELLO GOGO," has five positive outcomes which are the following:

- Increase Social Interaction
- Mental Health
- Physical Health
- Economic stimulation
- Increase in Tourism
- Education for programming skill



### Conclusions

A full game was not developed and we did not answer the questions if such a mobile technology could truly develop a rural community through tourism or not. Overall, objective of the OTP was met, prototype development was successful as well as in its demonstration and buy in from the major community stakeholders. Stakeholder acceptance of technology were the first two steps in accomplishing implementation of technology for rural development. Further developing the prototype into a full game will then answer the question if rural technology development could revitalize a rural community or not.

If local people continue to develop HelloGoGo, they can get the benefits above and expand IT Start-up companies and IT education development through programming school in Matsue city.

It can be a sustainable application development for them through the precious opportunities for education with local community.