

# Osaka University of Tourism (OUT) and It's "The SENSHU RUSH Project"

In Pursuit of Discovery of Tourism Resources in the Local Senshu Area  
and Maintaining Public Relations

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(both are seniors at OUT as of January, 2015)

Members of The SENSHU RUSH Project, the students studying in the local Senshu area, endeavor to discover the hidden charms of the area and disseminate information of same to the many foreign visitors.

The word 'RUSH' was chosen as it expresses straightforwardly our desire to "rush" to attain what we are aiming for.

Note: The "Senshu" area is the general term for the southern part of Osaka Prefecture to which Kumatori Town is a part of.



# Our Activities

## Public Lecture on Tourism in the Senshu Area (May and June)



This lecture was designed by the students themselves which aims at studying local tourism and industries. Lecturers are invited from local city and town offices and/or local industries to inform the attendees of local sightseeing resources. The lecture provides the participants the opportunity to exchange ideas among themselves. We encourage as many people as possible from different fields to participate.

## Event for Kumatori Town People's Exchanges (June)



This event is held for the town's people to exchange ideas with each other and to rediscover the charms of the town. Lunch, prepared with local ingredients, is served for tasting in the university cafeteria.



## Bus Tour for Promoting Charms of The “Senshu” Area (July)



Lotus Flower



“Water” Eggplant



Lunch



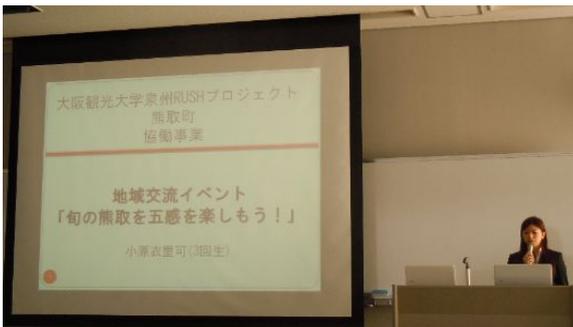
Things Dyed Blue with Indigo



Tour Leaflet

This bus tour program is offered to the people visiting Kumatori for the first time. They learn about local products and culture. Tour participants will enjoy seeing lotus flowers and taste tea made from lotus leaves, and visiting “water” eggplant fields and tasting the vegetables. They can also enjoy lunch made with local ingredients and also enjoy dyeing blue handkerchiefs, mufflers or other items with indigo. They will be able to spend a nice, enjoyable summer holiday in Senshu.

## OUT’s Campus Festival (October)



We report each year on the results of our RUSH Project’s program in one of the large classrooms on campus. The adjacent cafe is where photos of our activities of the year are shown and people can discuss them among themselves.



## Local Sake Brewing and New Product Development (Topics)



“Koji” (a sort of yeast) making is indispensable for rice fermentation



A local sake brewer approached us in order to make use of the ‘youth ingenuity’ for their sake brewing, so we decided to collaborate with them on new product development. After having learned all about the stages of brewing sake and on site experience, we discussed among ourselves how to sell sake more efficiently and profitably, and we made a proposal on naming and labelling that may appeal to the people of younger generation.