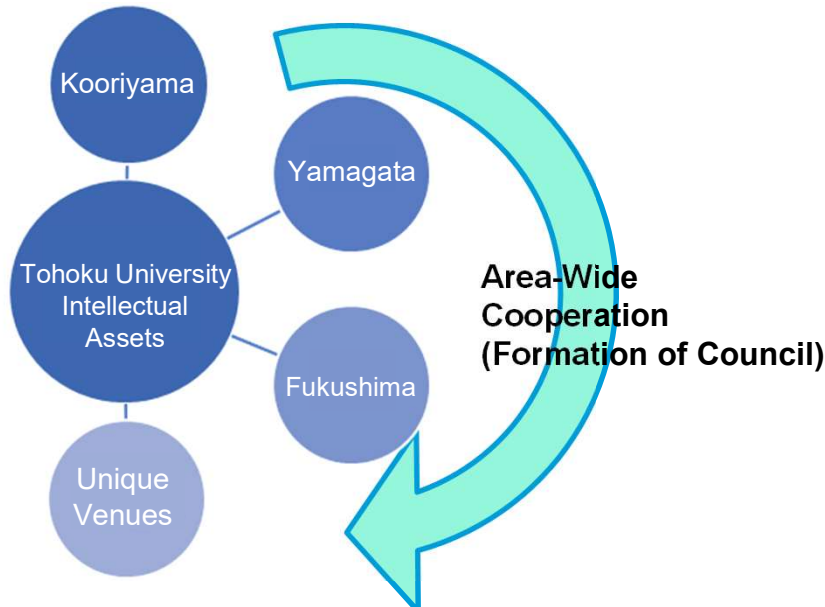


# Japan Tourism Agency 「Inbound MI Travel Attracting Regional Support Project」 Report

Creation of Sendai Model Course in Collaboration with Tohoku University, the Sole International University of Excellence in Research in Japan

Applicant: Greater Sendai MI Attraction and Promotion Committee  
(representative organization: Sendai Tourism, Convention and International Association)



## ■Project Objective

Challenges in Sendai MI Attraction:

「Necessity for Collaboration with Tohoku University」

「Creating Sendai's Image as the Gateway to Tohoku」

### ►Expansion of Initiatives in the Greater Sendai Area

⇒Establishment of Sendai Area MI Attracting Council

### ►Core Utilization of the Intellectual Assets of Tohoku University, Japan's Sole International University of Excellence in Research

⇒Collaborative Creation of MI Content Between Tohoku University and Intellectual Assets in Sendai City/Sendai Area

## Implementations of This Model Course

Tohoku University  
Presentation & Katahira  
Campus Tour

Tohoku Disaster Science  
Research Center Tour &  
Presentation

Tour of NanoTerasu, a  
3GeV Synchrotron  
Radiation Facility

Tour of Disaster Remnants  
of Sendai Arahama  
Elementary School

## The Importance of Tohoku University in MI Attraction

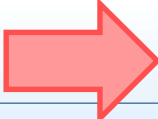
Tohoku University's 3 Philosophies: "Research First," "Open Door," and "Respect for Practical Learning"

→Co-creation across the boundaries of education, research, and collaboration with society

- (1) Education: Diversity – first Japanese university to admit female students
- (2) Research: Creation of social value
- (3) Cooperation with society: Founded and developed with donations from the private sector and local governments, etc.

Promoting world-class research at each campus:

Materials science, spintronics, future medicine, disaster science, etc.  
Katahira, Seiryō, Kawauchi, and Aobayama campuses - 3.3 million square meters of co-creation space in the center of the city  
Development of "Science Park," the main hub for problem-solving

 Tohoku University, with its wide variety of specialized fields and top-class researchers, is able to propose partnerships with companies. Tohoku University's philosophy of cooperation with the private sector and society is attractive = leads to matching with companies.

# 「Inbound MI Travel Attracting Regional Support Project」Contents ① Tohoku University Presentation & Katahira Campus Tour



## Itinerary

10:00	-	11:30	Tohoku University Presentation
11:30	-	12:00	Tour of Lu Xun Lecture Hall
12:00	-	12:50	Lunch
12:50	-	13:10	Guided outside tour of campus architecture
13:10	-	13:45	View Seiryō & Kawauchi Campuses from the car window en route to your final destination (Aobayama Campus)

## 【Description】

### ■ Tohoku University Presentation

Three principles: "Research First," "Open Door," and "Respect for Practical Learning"

→Tohoku University's Attitude toward Industry-University-Government Collaboration

Explanation of each campus: Katahira, Seiryō, Kawauchi, Aobayama, Shin-Aobayama

→World-class research is being promoted

-Life Science Campus/Tohoku Medical Megabank Project

-International Research Institute of Disaster Science

-International Research and Development Center for Integrated Electronics CIES

-Development of "Science Park"

The Tohoku University campus will be a place where industry, academia, and government will come together to create social value together with the university.

### ■ Katahira Campus Tour

•Lu Xun Lecture Hall Tour: You will listen to an explanation of the exhibit, then tour the classroom. Listen to an explanation of the classroom, then there will be time for photos.

•Explore the Katahira Campus

Professor Yamada will take you on a tour of the Katahira Campus, which is not only a state-of-the-art research facility, but also a place where many historical buildings can be seen.

## 【Participant Reviews】

•Being given an overview before moving on to more specialized topics enriched the rest of the itinerary.

•It was a special experience to be given a campus tour directly by university professors.

# 「Inbound MI Travel Attracting Regional Support Project」 Contents ②

## Tohoku Disaster Science Research Center Tour by Researchers



Itinerary		
13:45 -	14:15	Explanation of 1 <sup>st</sup> Floor Exhibits
14:15 -	14:45	Explanation & discussion by researchers
14:45 -	15:00	Earthquake simulator
15:00 -	15:15	Car ride from Aobayama Campus to NanoTerasu
15:30 -	17:00	NanoTerasu tour

### 【Why the Disaster Science Research Center?】

The institute not only contributes to the reconstruction and revitalization of the areas affected by the Great East Japan Earthquake but also promotes the world's most advanced research on disasters. It serves as an important research hub where valuable insights into the shared disaster challenges faced by various countries can be gained. For our monitor tour, we focused on the issues faced by Taiwan, which has experienced earthquakes and tsunamis, and Thailand, which has been affected by tsunami damage. The institute's research directly addresses the disaster issues facing both countries.

### 【Description】

#### ■ Exhibits Explanation

During our monitor tour, Associate Professor Anawat explained the first-floor exhibits at the institute while the participants toured the exhibits. Andrew, a specially appointed researcher from Taiwan, also accompanied the group and answered questions from the Taiwanese visitors in his native language.

#### ■ Tsunami Presentation

- Interdisciplinary perspective of history, science, engineering, etc.
- The Great East Japan Earthquake, which overlaps with past tsunamis.
- Contributions to post-disaster reconstruction through multi-layered defense measures
- Collaboration with companies on disaster response robots, emergency food, space food, and more

#### ■ Earthquake Simulator “Gran Gran”

• Experiencing the “Gran Gran” simulator, a machine capable of simulating seismic intensity up to level 7. On a separate day, the group visited the Arahama Elementary School, a site that experienced an earthquake of this magnitude.

### 【Participant Reviews】

- The past experience of disasters in Japan makes it easy for companies to relate to and engage with the content.
- Thailand has experienced many floods and other disasters, so it was interesting to learn about other disasters as well.
- Taiwan recently experienced a huge earthquake, so it is encouraging to have such an institution and a group of researchers from different countries.