Miyagi Tourism Ambassador Needed!!

Looking for an opportunity to experience exciting tours or workshops in Miyagi?
We are searching for Miyagi Tourism Ambassadors who would like to experience amazing Miyagi and would share to the fascination to your home country via social media. There is No Participation fees!!
We welcome motivated international students.

About “Miyagi Tourism Ambassador Program”

Miyagi Prefecture has established “Miyagi Tourism Ambassador Program” to promote Miyagi prefecture. Ambassadors will join monitor tours to visit various places in Miyagi, and provide feedback for the improvement of the tourism in MIYAGI. Ambassadors are also required to promote Miyagi’s tourism to your home country via social media including Twitter.

Tour Dates (subject to change)

- Sunday, October 25th 2015                                      Day trip
- Sunday, November 8th 2015                                      Day trip
- Saturday, December 19th – Sunday, December 20th, 2015          Overnight Trip
- Saturday, February 13th – Sunday, February 14th, 2016           Overnight Trip
*See the accompanying sheet for more details.

Lunch / Dinner Meeting

These meetings are the opportunities to exchange your opinions for sightseeing areas in Miyagi and to provide opportunities for ambassadors to get to know each other.
- Saturday, November 21st 2015                                   Sendai (Lunch time meeting)
- Saturday, December 19th 2015                                   Oiwake Onsen, Ishinomaki (Monitor tour accommodation)
- Saturday, February 13th 2016                                   Miyagi ZAO Kogen Hotel (Monitor tour accommodation)
- Saturday, February 20th 2016                                   Sendai
  The last meeting will include presentation from Ambassadors about tour impression and feedback.

Tour Review

Ambassadors are required to submit tour reviews to show how they feel about each tour and provide their ideas to promote Miyagi Prefecture.

Social Media

Ambassadors are requested to post about the tour to your home country via social media.
*The posts will be checked by our office.

Tour Price

Free (Transportation, Meals, Admissions, Workshops and Accommodation during the tours are all included.)
*Other expenses such as transportation to and from the tour meeting place, extra meals and souvenirs are NOT included.

Others

Most dedicated Ambassador who proposes great ideas to promote Miyagi’s tourism will be awarded!
Prize will be some device such as video camera.

**Ambassador Details**

**Qualifications**
- Must be an international student at college, or university located in Miyagi prefecture: except for short-term (less than 6 months) program students
- Must be a non-Japanese
- Must use English or Japanese (Posts via social medias will be in your language)

**Number of Available Position**

Around 25: Application based selection will be taken if exceeding the number.

**Terms and Obligations**

1. 4 monitor tours and 4 meetings will be held during its tenure. It is desirable that Ambassadors attend all the programs, but if not available, please contact our office beforehand.
2. Ambassadors are required to make at least one post per each tour via social media. (Effective use of photos and movies are desired.)
3. Experiencing Miyagi’s cuisine is also important in the program. If you wish to have halal food, please notify in the application form. (Please be reminded that not all the requirements may not be fulfilled)
4. All the programs are conducted in Japanese or in English. Ambassadors are requested to understand conversational level English / Japanese.
5. This program includes staying at Japanese Onsen (hot springs) Hotels. Please remind that Onsen is a communal bathroom (Not mixed bath) and you cannot wear bathing suits.
6. Please note that local media crews may cover the program.

**Orientation**

Orientation of the tour will be held as follows. Attendance is preferred, but not necessary to the application.

Date: Saturday, October 10th 10:00 ～
Venue: Tohoku University Kawauchi Kita Campus Lecture Rooms B 102
(A03 on the campus map: http://www.tohoku.ac.jp/en/about/images/map_kawauchi.pdf)

**Application Deadline** Thursday, Oct 15th 2015

**How to apply and Contact**

Submit completed application by E-mail.
Download the application form HERE! : http://www.shep.co.jp/miyagi-ambassador
E-mail: miyagi-ambassador@shep.co.jp

Sendai Television Broadcasting Enterprise Corp
Nakajima(Mr.) / Fujimura
Phone: 080-4137-6576 (Nakajima)
<table>
<thead>
<tr>
<th>Date</th>
<th>Area</th>
<th>What to do</th>
<th>Where to visit</th>
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| 2015       | Sunday, Oct. 25 Day trip Sendai / Matsushima Area (Sendai City, Shiogama City, Matsushima Town) | This tour consists of Miyagi’s representative sightseeing spots, such as Sendai, Shiogama and Matsushima. Ambassadors will try fresh tuna at Shiogama Seafood Wholesale Market, and experience making JUZU (prayer bead bracelet) at Matsushima’s famous temple. | · Shiogama Seafood Wholesale Market  
· Matushima Bay Cruise  
· Zuiganji Temple & Godaido  
· Entsuin Temple (Prayer bead bracelet making)  
· Sendai Uminomori Aquarium |
|            | Sunday Nov. 8 Day trip Northern Miyagi Area (Kurihara City, Osaki City) | This tour shows you the beautiful nature of Miyagi’s countryside by visiting Kurihara and Osaki City in Northern Miyagi. Ambassadors will enjoy Japanese cuisine by making Japanese Soba Noodle and visiting Sake brewery. | · Lake Izunuma-Uchinuma  
· Izunuma Uchinuma sanctuary center  
· Hanayama Furusato Cultural Exchange Center  
· Iwadeyama Yubikan  
· Ichinokura (Sake brewery) |
|            | Dec.19-20 Overnight trip Sanriku Coastal Area and Naruko Onsen (Ishinomaki City, Minamisanriku Town, Tome City, Osaki City, Naruko city) | Ambassadors will visit Ishinomaki and Sanriku Area that were devastated by Great East Japan Earthquake, and will experience Miyagi’s History and Tradition in Northern Miyagi. At Oiwa Onsen where they will stay, Ambassadors can enjoy abundant Sanriku’s seafood and onsen (hot spring). A Dinner Meeting is scheduled to be held. | · Saint Juan Bautista Museum  
· Minamisanriku Town  
· Watching fisjery  
· Oiwa Onsen Hot Spring  
· Toyoma History Museum  
· Naruko Hot Spring  
· Japan KOKESHI Museum |
| 2016       | Feb 13-14 Overnight trip Southern Miyagi Area (Sendai Akiu, Kawasaki Town, Shiroishi City, Zao Town) | Ambassadors will enjoy Miyagi's winter by experiencing winter sports at Zao. They also have an opportunity to try Japanese culture by wearing Kacchu (samurai’s armor and helmet). Delicious dishes using abundant Miyagi’s ingredients will be served at Miyagi Zao Kogen Hotel. | · Akiu Village  
· Michinoku Park  
· Shiroishi Castle  
· Miyagi Zao Kogen Hotel  
· SUMIKAWA Snowpark  
· Zao Foax Village |

* Further details of the programs will be informed to Ambassadors before each tour.
MIYAGI TOURISM AMBASSADOR PROGRAM APPLICATION

- First Name:                                 Last Name:
- Sex:   Male / Female
- Age:
- Home Country (Province, Municipalities or Regions if it's China)
- Language (Mother Tongue, English / Japanese)
- Address
- Phone Number
- E-mail
- University Name, Department, Year in School
- Month of Arrival to Japan
- Expected Month of Departure

- Religious dietary restrictions (ex. Specified meat, Alcohol) / Food allergies
- Religion
- Which tours and meetings can you attend?
- Social Media Channels, Device (Smart Phone / PC)
- Language to be used in social media channels
- Why would you like to be a Miyagi Tourism Ambassador?