

# Sharing Shimane's best through live streaming: Online tours during the pandemic



---

<b>Situation (background, aims, etc.)</b>	While traveling overseas was hindered by the pandemic, Shimane put together a plan to share fun things to do in Shimane for those interested in Japan and Shimane, so that they can get a real feel of Shimane through live streaming.
<b>Details (project outline, etc.)</b>	<p>On Facebook Live, three live streams were held on the themes of gourmet, traditional culture and nature respectively.</p> <p><b>Gourmet</b> Japanese confectionary (wagashi) and matcha green tea were shared and tea culture, a culture ingrained in the lives of locals was explained along with a wagashi workshop experience.</p> <p><b>Traditional culture</b> Mythical stories featured in Kagura all over Shimane were introduced. Interviews with foreigners who joined Kagura groups were also shared to show the charms of performing Kagura.</p> <p><b>Nature</b> The beautiful views of the Oki Islands were streamed,, along with the latest sightseeing spots, and recommended workshops/experiences.</p>
<b>Results (features and innovations, future developments, etc.)</b>	Viewers were able to interact during the live stream. One such example is taking part in a workshop on making wagashi. In addition, although it is difficult for foreigners to understand the meaning behind Kagura, the live stream's foreign MC's detailed explanation made it possible to convey the true enjoyment of a Kagura performance. Finally, the Oki Islands live stream which showcased the local scene right at that point in time received positive feedback in the comments. Viewers were fascinated by the beauty of the Oki Islands and were moved by the live stream. Shimane will continue to communicate all that it has to offer under various themes and create opportunities for visitors to visit.

---