"KadaBingo", Tour Support System Using Image Recognition/Processing Technology

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Sightseeing is regarded as a main field of Japanese growth strategy, and we are required to promote sightseeing using ICT (Information and Communication Technology). The survey of regional economic and industrial promotion[1], which Ministry of Economy Trade and Industry conducted reports that the consumption behaviors such as drinking/eating and souvenir increase in proportion to tourists' sojourn time in sightseeing area.

Prof. Yaegashi's laboratory, Faculty of Engineering and Design, Kagawa University developed "KadaBingo", tour support system using image recognition/processing technology. (Fig.1) KadaBingo gives tourists pictures of sightseeing spots(Fig.2) and a bingo-card. Looking for the spots which KadaBingo shows, tourists sightsee in the city. When tourists find the same place as the picture, they take a photo in the same composition and upload this photo to the system. If the image recognition technology of the system judges that this photo was taken in the same place, a square of bingo-card is randomly filled. (Fig.3) Tourists aim to fill the bingo-card lengthways, breadthways, or sideways. (Fig.4) We carried out the sightseeing ICT social experiment using KadaBingo in Zentsuji-city on 25th and 26th January, 2020. (Fig.5) In this social experiment, we provided KadaBingo to tourists who visited Zentsuji-city at no charge. As a result of analysis of these tourists' sightseeing behavior, KadaBingo shows a certain effect to increase the number of sightseeing area which tourists visit and the sojourn time at sightseeing area

[1] https://www.meti.go.jp/meti_lib/report/2016fy/000066.pdf(2020.02.07)

Fig.1　Top Page　　Fig.2　Picture of Sightseeing Spot　　Fig.3　Bingo-Card　　Fig.4　Completed Bingo

Fig.5　Social Experiment