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DEVELOPMENT OF A "LUNAR PATTERN OKONOMIYAKI" BAKING METHOD TO HELP
PROMOTE TOURISM IN A LUNAR CITY

Abstract

Space travel by private companies has begun. However according to a survey by Kawakami of ASTRAX, it is clear that not many people actively want to go to space, even if allowed to travel there. It is thought that space has no attractive tourist resources. With the development of SNS, sweets that look cute or "look good" have become popular. In Japan, sweets that imitate characters have been developed and used to attract tourists, such as "Kappa-yaki" from Iwate Prefecture, and "Panda-yaki" from Niigata Prefecture. Referring to the above examples, we report on the development of a "lunar pattern okonomiyaki" baking method that can be used to promote tourism in a moon city. "Okonomiyaki" is a typical dish from Osaka, Japan. The "lunar pattern okonomiyaki" could make people feel an affinity for the Moon and contribute to an increase in the number of people traveling there.