**Objective**

Competitiveness of the tourism industry in participating country/region is enhanced.

**Outcome**

1. Current situation in participating country is compiled into country&job report.
2. Elements of tourism which leads to the customer satisfaction, and characteristics of small islands are analyzed.
3. Participants understand various measures to attract inbound tourists and promotional strategies for their countries.
4. Current situation and future development potential of participating countries are sorted out based on 2 and 3.
5. Participants develop draft strategy to increase inbound tourists and customer satisfaction.

**Contents**

- Country&job report presentation
- Analysis of characteristics of small islands
- Elements of tourism and trend of customer satisfaction
- Analysis of participating countries and differentiation
- Examples in Japan of measures to attract inbound tourists
- Marketing theory in general
- Developing the draft strategy

**Target Organization / Group**

Central/Local government, other public organizations, industry groups or NGOs in charge of tourism development

**Target Group**

More than 3 years of experience in tourism field. University degree or equivalent with a good command of English, PC and digital camera. Not served in military but healthy both physically and mentally.

**Outline**

Participants will examine measures to enhance competitiveness by not only learning from Japanese practices, but also alleviate demerits and mutual similarities specific to small islands through discussing and analyzing issues of participating countries.'

---

**Objective/Outcome**

<table>
<thead>
<tr>
<th>Objective/Outcome</th>
<th>Target Organization / Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competitiveness of the tourism industry in participating country/region is enhanced.</td>
<td>Central/Local government, other public organizations, industry groups or NGOs in charge of tourism development</td>
</tr>
<tr>
<td>1. Current situation in participating country is compiled into country&amp;job report.</td>
<td></td>
</tr>
<tr>
<td>2. Elements of tourism which leads to the customer satisfaction, and characteristics of small islands are analyzed.</td>
<td></td>
</tr>
<tr>
<td>3. Participants understand various measures to attract inbound tourists and promotional strategies for their countries.</td>
<td></td>
</tr>
<tr>
<td>4. Current situation and future development potential of participating countries are sorted out based on 2 and 3.</td>
<td></td>
</tr>
<tr>
<td>5. Participants develop draft strategy to increase inbound tourists and customer satisfaction.</td>
<td></td>
</tr>
</tbody>
</table>

**Contents**

- Country&job report presentation
- Analysis of characteristics of small islands
- Elements of tourism and trend of customer satisfaction
- Analysis of participating countries and differentiation
- Examples in Japan of measures to attract inbound tourists
- Marketing theory in general
- Developing the draft strategy

---

**Organizing Body**

JICA Okinawa

---

**Outline**

Implementing Partner

NPO Okinawa Enviroment Club

**Remarks and Website**