

Enhancement of Sustainable Small Island Tourism 島嶼観光持続性強化		Continuing	
Target Countries : Countries with small islands			
Course No. : J1804055		No. : 1884669	
Sector : Private Sector Development/Tourism			
Sub-Sector :			
Language : English			
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		Target Organization / Group	
【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.		【Target Organization】 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.	
Contents		Course Period	2018/6/27~2018/8/18
- 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		Department in Charge	Industrial Development and Public Policy Department
		JICA Center	JICA Okinawa
		Cooperation Period	2016~2018
Implementing Partner	NPO Okinawa Environment Club		
Remarks and Website	Digital Contents (PCM) https://jica-net-library.jica.go.jp/jica-net/user/lib/contentDetail.php?item_id=885		