

Hokkaido

観光開発による地域活性化-北海道の地域ブランド化とマーケティング

Target Countries :**Course No. :** J1804172**No. :** 1884925**Sector :** Private Sector Development/Tourism**Sub-Sector :** Agricultural/Rural Development/Other Agricultural/Rural Development Issues**Language :** English**Outline**

Hokkaido, the Northern island of Japan, has been regarded as the most attractive region in Japan since 2006. Hokkaido succeeded in branding its name and increasing domestic and in-bound visitors to Hokkaido drastically. This program will equip participants with adaption capacity for regional revitalization thorough tourism promotion in discussion with various stake holders in Hokkaido.

Objective/Outcome	Target Organization / Group	
<p>【Objective】 1. Participants will learn the Hokkaido's effort regional branding and tourism marketing in Japan and Asia countries. 2. Participants will be able to suggest best optimization measures on regional branding and tourism marketing.</p> <p>【Outcome】 (1) Principle of branding and marketing strategy (2) The maturing process of Hokkaido's regional branding, key factors of success and challenges; (3) The successes and failures experiences of regional branding in Hokkaido; (4) Optimization methodology of tourism marketing to make good use of strengthens of Hokkaido's regional brand; (5) To propose recommendations for regional economic and social vitalization through tourism development.</p>	<p>【Target Organization】 National, Local government and related organizations in charge of regional tourism development or promotion.</p> <p>【Target Group】 Program director or officer of the target organization More than 3 years' experience in regional tourism development, tourism marketing or local industry promotion.</p>	
<p>Contents</p> <p>(1) Lectures on principle of strategy on branding and marketing; (2) Programs and implementation mechanism for success of branding in Hokkaido; (3) Case study on successes and failures experiences of regional branding in Hokkaido; (4) Programs and implementation mechanism for tourism marketing strategy; (5) Case study on successes and failures experiences of tourism marketing in Hokkaido; (6) Preparation and presentation on recommendation report for best mixture of regional branding strategy and tourism marketing.</p>	Course Period	2019/1/27~2019/2/23
	Department in Charge	Industrial Development and Public Policy Department
	JICA Center	JICA Hokkaido (Sapporo)
	Cooperation Period	2017~2019
Implementing Partner	Hamanasu Foundation	
Remarks and Website	<p>Regional Brand Survey (Nikkei-R)</p> <p>http://www.nikkei-r.co.jp/domestic/branding/area/</p>	