

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. :** 201984925-J002**No. :** 201984925**Sector :** Private Sector Development/Tourism**Sub-Sector :****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 understand the process of local branding and tourism marketing strategies from the experience of Hokkaido. 2. Participants obtain the necessary knowledge to be able to propose measures for economic and social vitalization through local branding and tourism promotion, which are best optimized for their own countries.</p> <p>【Outcome】 (1) Material for Country report presentation is prepared (2) National and regional policies, and external conditions that contributed to the promotion of inbound tourism in Hokkaido (3) Principles of local branding and marketing strategies (4) Process, key factors and challenges of local branding (5) Systems for certification, registry and support for local branding (6) Propose recommendations for regional economic and social vitalization through tourism in their own countries</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>	
Contents		Course Period	2020/1~2020/2
(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.		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	Regional Brand Survery (Nikkei-R) http://www.nikkei-r.co.jp/domestic/branding/area/		