Target Countries : Course No. : 201984025-1002 No. : 201984025-1002 Sector : Erivate Sector Development/Tourism Sub-Sector : Language : English Outline No. : 201984025-1002 Outline No. : 201984025-1002 Outline Outline Outline Image: English Objective/Outcome Target Organization / Group Image: Conganization / Group Image: Conganization / Group Image: Conganization through local branding and tourism marketing Image: Conganization through local branding and tourism promotion, which are best optimized for their own countries. [Outcome] Image: Conutry report presentation is prepared Image: Conutry report presentation is prepared (Doutcome) Image: Conutry report presentation marketing; Image: Conutry report presentation on special branding (Doutcome)	Hokkaido	nomic and Social Vitalization through Tourism Development: Regional Branding and Marl k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	keting in	Continuing	
Outers No. 2019/99/20 Sector : Fivee Sector Development/Cortin Solutor : Fivee Sector Development/Cortin Outline Outline Outline Outline Objective/Outcome Target Organization / Group Objective/Outcome Target Organization / Group (Incread) Objective/Outcome Target Organization / Group					
Sector : Private Sector Bevelopment/Tourism Solution Outline Outline Outline Outline Objective/Outcome Display in protein signal of Japan, has been regarded as the nost attractive region in discussion with state bolders in tookaids. Objective/Outcome Display in proteines with adjust in an end increasing domestric and inchound visitors to Hokkaido drastically. This program is a granulation of granulation of granulation of granulation of granulation in discussion with state bolders in tookaids. Display in the apprint of the process of local branding and tourism marketing cranulation in obstray of regranulation in obstray of regranulation in obstray of the apprint of the process of local branding and tourism marketing cranulations in obstray of regranulation in lokkaido. Outcome (Increasing and regrand challenges of local branding and tourism marketing in the bio propose measures for include of tracing and marketing cranulation in blackaido. Optionmarket and regrand for all lengts of local branding in the bio propose recommendations for regranula contains and social vitalization through local branding in Bokkaido. Optionmarket apprivate and tourism marketing in Bokkaido: Optionmarket apprivate apprivate apprintence of regranol failures experiences of regranal marketing: <th></th> <th></th> <th></th> <th></th>					
Sub-Sector : Logings : Exclusion Magings : Exclusion Magings : Exclusion Objective/Ources Target Organization / Group Objective/Ources Carget Organization / Group Objective/Ources Target Organization / Group Objective/Ources Carget Organization / Group Concolspan="2">Target Organization / Group Objective/Ources Target Organization / Group Concols and colspan="2">Carget Organization Concols and colspan="2">Concols and colspan="2">Carget Organization Concols and colspan="2">Concols and colspan="2">Carget Organization Concols and colspan="2">Concols and colspan="2">Carget Organization Concols and colspan="2">Concolspan= 2" Concolspan= 2"		No. : 201984925			
Objective/Outcose Target Organization / Group Target Organization / Group Objective/Outcose Target Organization / Group Target Organization / Group Contexts	Sec	tor:Private Sector Development/Tourism			
Outline Backaido, the Northern folzed of Jupan, has been regreated as the most attractive region in Japan since 2006, flokkaido isacceeded in branding its name and increasing damestic and include visitors to Hokkaido drastically. This program a equip participants with adaption capacity for regional revitalization thorough tourism promotion in discussion with stake bolders in Hokkaido. (b)sective] (b)sective/Outcome Target Organization / Group transition state of the process of local branding and tourism marketing strategies from the experience of Hokkaido. Target Organization / Group transition is propose measures for second and residual policies, and osternal conditions that contributed to the process, key factors and challences of local branding (0) Principles of local branding (0) Principles of local branding (0) Principles of stategy on branding and marketing strategies (0) Process, key factors and challences of local branding (0) Program and endertines for regional economic and social vitalization through development. Prove and an elementaria marketing strategies (0) Process, key factors and challences of local branding (0) Program certification, registry and support for local branding (1) Program and indecession facinities for regional economic and social vitalization through (1) Program and indecession and challences of local branding (1) Program and indecession and challences of local branding (1) Program and indecession and challences of local branding (1) Program and tourism marketing in Bokkaido: (2) Caree Period (2) Program and failures experiences of branding in Bokkaido: (3) Caree stop of strategy on branding and marketing. (2) Program (2) Program and Period (2) Program (3) Program (3) Program (3) Program (4	Sub-Sec	tor:			
Descended in transmission Contents Description Description 0.10 Letteres on principle of strategy on branding and marketing: 10 Second branding: 10 Second branding	Langu	age:English			
succeeded in branding its name and increasing desetie and in-bound visitors to Hokkaido drastically. This program a equip participants with adjustion capacity for regional revitalization thorough tourism promotion in discussion with stake holders in Hokkaido. Objective/Outcome Target Organization] [Dijective] [Target Organization] 1. Participants understand the process of local branding and tourism promotion, which is redecise from the experience of Hokkaido. [Target Organization] 2. Participants obtain the necessary knowledge to be able to propose necessares for ecoromic and social vitalization through local branding and tourism promotion, which of the optimal policies, and external conditions that contributed to the optimation in individuo (S) systems for cortification, registry and support for local branding (6) Propose recommendations for regional economic and social vitalization through tourism in their own countries 2020/1~2020/2 (1) Locates on principle of strategy on branding (6) Propose recommendations for regional economic and social vitalization through tourism in their own countries 2020/1~2020/2 (2) Descure on principle of strategy on branding mericing strategy; (5) Case study on successes and failures experiences of regional branding (6) Propose recommendation scattering for tourism marketing in hokkaido; (1) Program and implementation ecohamism for tourism marketing in hokkaido; (2) Programs and implementation merchantering trategy; (3) Case study on successes and failures experiences of tourism marketing in hokkaido; (3) Case study on successes and failures experiences of tourism marketing in hokkaido; (3) Proparation and presentation on recommendation report for best mixture of regional branding strategy and to					
[Objective] Itages from the experience of Bokknido. 1. Participants understand the process of local branding and tourism marketing strategies from the experience of Bokknido. Itages (process, etc.) 2. Participants obtain the meessary knowledge to be able to propose measures for contributed to this restored to this rational. Local government and stratings. Itages (process, etc.) (Dotcome] (Dotcome] (Dotcome] (Dotcome] (Dotcome] (Dotcome]	succeeded in equip partic	branding its name and increasing domestic and in-bound visitors to Hokka ipants with adaption capacity for regional revitalization thorough touris	ido drastica	lly. This program will	
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 tourism development and social vitalization through local branding and tourism promotion, which are best optimized for their own countries. [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 (6) Propose recommendations for regional economic and social vitalization through tourism and implementation mechanism for success of branding in Hokkaido: (3) Case study on successes and failures experiences of tourism marketing in Hokkaido: (4) Programs and implementation on recommendation report for best mixture of regional branding strategy and tourism marketing. [0) Properation and presentation on recommendation report for best mixture of regional branding strategy and tourism marketing. [1] Dick Center [1] Jick Center [1] Jick Center [1] Jingamanasu Foundation [2] Paptementing [3] Mamanasu Foundation [4] Process, and Failures experiences of tourism marketing in Hokkaido: [6] Proper attion and presentation on recommendation report for best mixture of regional branding strategy and tourism marketing. [3] Jick Center [3] Jick Center [4] Diagnamasu Foundation [4] Process, and Failures experiences of tourism marketing in Hokkaido. [6] Properation and presentation on recommendation report for best mixture of regional branding strategy and tourism marketing. [3] Jick Center [3] Jick Center [4] Diagnamasu Foundation [4] Protroma foundation [4] Protess [4] Protesta <p< td=""><td></td><td>Objective/Outcome</td><td>Target</td><td>Organization / Group</td></p<>		Objective/Outcome	Target	Organization / Group	
strategies from the experience of Hokkaido. 2. Participants obtain the necessary knowledge to be able to propose measures for are best optimized for their own countries. [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 (6) Propose recommendations for regional economic and social vitalization through tourism in their own countries (1) Lectures on principle of strategy on branding and marketing strategy; (3) Case study on successes and failures experiences of tourism marketing in hokkaido: (6) Propases and implementation mechanism for tourism marketing strategy; (6) Case study on successes and failures experiences of tourism marketing in hokkaido: (6) Proparation and presentation on recommendation report for best mixture of regional brain marketing. (6) Preparation and presentation on recommendation report for best mixture of regional brain marketing. (6) Preparation and presentation on recommendation report for best mixture of regional brain marketing. (7) ICA Hokkaido (Sar JICA Hokkaido (
(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 Develop Public Policy Department in Charge JICA Hokkaido JICA Hokkaido (Sarge Period) JICA Hokkaido (Sarge Period) Department in Charge JICA Hokkaido (Sarge Period) (6) Preparation and presentation on recommendation report for best mixture of regional branding strategy and tourism marketing. JICA Hokkaido (Sarge Period) JICA Hokkaido (Sarge Period) JICA center JICA Policy Department JICA Policy Department JICA Policy Department JICA Policy Department Implementing Hamanasu Foundation Partmer Zarge Period) JICA Policy Department Zarge Period) Implementing Hamanasu Foundation Partmer Zarge Period) Zarge Period) Zarge Period)	trategies f 2. Participa economic and ure best opt (Outcome) (1) Material (2) National promotion of (3) Principl (4) Process, (5) Systems (6) Propose	rom the experience of Hokkaido. nts obtain the necessary knowledge to be able to propose measures for social vitalization through local branding and tourism promotion, which imized for their own countries. for Country report presentation is prepared and regional policies, and external conditions that contributed to the inbound tourism in Hokkaido es of local branding and marketing strategies key factors and challenges of local branding for certification, registry and support for local branding recommendations for regional economic and social vitalization through	Program director or officer of the		
(2) Programs and implementation mechanism for success of branding in Hokkaido; Course Period (3) Case study on successes and failures experiences of regional branding in Hokkaido; Industrial Develop (4) Programs and implementation mechanism for tourism marketing strategy; Department (5) Case study on successes and failures experiences of tourism marketing in Hokkaido; Industrial Develop (6) Preparation and presentation on recommendation report for best mixture of regional branding strategy and tourism marketing. JICA Hokkaido (Sar JICA Hokkaido JICA Hokkaido (Sar Implementing Hamanasu Foundation Partner Hamanasu Foundation		Contents		2020/1~2020/2	
(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. JICA Hokkaido (Sar JICA Center JICA Center Implementing Partner Hamanasu Foundation	 (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 		Course Period		
Implementing Hamanasu Foundation Partner Hamanasu Foundation			-	Industrial Development an Public Policy Department	
Implementing Hamanasu Foundation JICA Center 2017~2019			III Charge	IICA Hokkaido (Sapporo)	
Implementing Hamanasu Foundation Partner Implementing			JICA Center		
Partner			Cooperation Period	2017~2019	
Regional Brand Survery (Nikkei-R)	Imblementing	Hamanasu Foundation			
		Regional Brand Survery (Nikkei-R)			
http://www.nikkei-r.co.jp/domestic/branding/area/ Remarks and Website	and	http://www.nikkei-r.co.jp/domestic/branding/area/			