

What is the process for creating a sustainable community, rather than a transient trend?

What are the differentiating points for the region?

Unique regional
“culture”

Creativity

Historical culture

Traditional culture

Natural culture

Food culture

What is the process for creating a sustainable community?

1. Vision for the region: Set high targets (discontinuous growth)

2. Share the targets: Create agreement in the region

3. Three arrows to reach the target

1) Business plan (annual review of medium- to long-term plan)

2) Financial resources (secure medium- to long-term stability)

3) Promotion framework (concentrate investment in promotional organization, support from public and private sectors)

4. Refine the core value (tourism resources) from the residents' perspective

Create a tourism region that is good to live in and good to visit
(*explanation later)

5. Data-based quick review and accelerated improvement
(Faster PDCA, sharing small successes with the regional community)

- **“Core Value (regional tourism resource)” should be resources that the residents love and feel proud about**
- **Refine the Core Value as tourism resource, advertise and encourage visiting**
- **Residents will be thankful for the visiting tourists**
- **Awareness will be created among residents to protect and nurture the Core Value resources**
- **Shifting the mindset regarding tourists from “inconvenience” to “thankfulness” will help prevent overtourism**