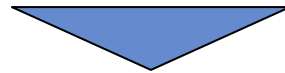


What is the biggest challenge to promoting tourism (attracting tourists to the regions) centering on DMOs?



Regional management is not progressing well.
(As a result, halation occurs due to different perceptions among people in the region.)



- (1) Lack of marketing (factual) data to align perceptions
- (2) Lack of a management system to make decisions and determine roles within each public organization
- (3) Lack of funds that can be allocated based on DMO decisions

The three **MS** that DMOs need

- (1) (**M**arketing): Marketing that matches regional customer needs
- (2) (**M**anagement): Decision-making processes that cut across regional organizations
- (3) (**M**onetize): Self-reliant financing that helps boost regional consumption