

Contents

- Chapter 1 [Background of Formulation and Status]
- ① Background of the plan formulation
- 2 Purpose of the plan formulation perspective of destination management –
- 3 Position and term of the plan
- ④ Status and procedure of the plan formulation

Chapter 2 [Challenges and Potential for Hakuba Tourism Destination Management]

- (1) Challenges of the plan for Hakuba tourism destination management
- 2 Challenges on strengthen and stabilization of economic & tourism competitiveness
- ③ Challenges on cultural & social development and improvement as tourism destination
- (4) Challenges of foundation for enhance sustainability as tourism destination

Chapter 3 [Concept of Hakuba Tourism Destination Management]

- 1 Philosophy and goal
- 2 Tourism destination management strategy
- ③ Organization and structure of project promotion and plan management

Chapter 4 [Tourism Destination Management Strategy]

- 1 System of tourism destination management strategy
- 2 Policy and project based on tourism destination management strategy
- ③ Strategic focus project

Chapter 5 [Tourism Destination Management Resources and Business Condition of Hakuba]

- 1 Current situation of tourism destination management resource
- 2 Business condition of tourism destination management
- ③ Environment surrounding Hakuba

For more details (Japanese website) https://www.vill.hakuba.lg.jp/material/files/group/7/keieikeikaku.pdf