

Japanese Specialist Dispatched to the Philippines

J.CLAIR Singapore

From the end of November to the beginning of December 2019, CLAIR dispatched a former Japanese local government staff as a tourism specialist to the Municipality of Libjo in the Philippines.

The Municipality of Libjo is located in the Dinagat Islands, and has a population of around 17,500. Some of the problems the Municipality faces are:

- Not having the means to utilize its rich tourism resources
- Not having the know-how to implement a system to share the benefits from tourism with the municipal government and citizens (as a result, only a few individuals such as resort owners currently profit from tourism)

The lectures conducted were on topics such as crafting a 5-year tourism development plan, producing tourism products, developing a brand strategy and so on.

The specialist explained methods on how to craft a development plan and social media marketing, and introduced case studies from Japan to illustrate her points.

As a result, participants were able to come up with new and concrete ideas such as a system to introduce tourism fees, new tourism products that utilize local resources, etc.

In rural areas like the Municipality of Libjo, although there are rich resources, there is a lack of budget, human resources, and expertise for utilizing them. CLAIR will continue to dispatch specialists to such municipal governments.

