

LOCAL GIFTS makes the "GLOCAL" SHIFT

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ABSTRACT

In Oki Dozen high school, there is a class called "Yume-Tankyu (Dream exploration)", actually doing fieldwork in Oki-Dozen area, we make plans and take action on our own. Our team focused on the gifts sold in Dozen area, and the low rate of domestic production of them. Our action was to make product display so that more tourists see and know more about local gifts made in Dozen. After we reviewed the effects, we also made a booklet about local gifts. Our aim of the project is so that tourists can buy more local gifts made in Dozen.



PROBLEM

- Only 18% of local gifts are made in the Dozen islands.
- Other gifts are made outside the Dozen islands. For example, Matsue, Dougo, and Izumo.
- There are not many ways for tourists to get information about local gifts made in Dozen.

THE FIRST ACTION

- We made product display as shown in the picture below.
- ↓
- Attract more people to shop and each local gifts.
- ↓
- People can get more chances to buy them.



REASON

- The number of tourists decreased this year.
- | | | | |
|-----------|-------------|-------------|-------------|
| Last July | →4260people | Last August | →4809people |
| This July | →3590people | This August | →4092people |
- Our product displays might not affect the sales.

RESULTS

- ★ Good results
 - The sales of a local gift, "Shima-kanpe" increased.
- ★ Bad results
 - The sales of two local gifts, "Geso-senbei" and "Salan-Oki" decreased.

| | Last year 2016 | This year 2017 |
|---------------|----------------|----------------|
| July & August | 1305 | 1605 |

(The number of gross sales)

THE SECOND ACTION

- We made a booklet about local gifts. In the booklet, we put the pictures of local gifts and us, and the best thing about them which we felt after eating.
- ↓
- Tourists who come to the local shop can get more information about local gifts.
- People who receive gifts also can get to know about local gifts and Dozen.



三方良し "SANPO-YOSHI"

We keep conscious of the idea of "Sanpo-yoshi" during activities.



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|--------------|--|
| For Shops | • Tourists read the booklet. → Sales may increase. |
| For Tourists | • The tourists think that it is a benefit to come to our island. |
| For Makers | • Increased demand and sales of local gifts. |