# 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.

#### REASON

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

### 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.

## 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"



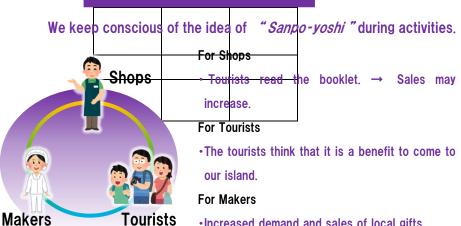
#### 2016 2017 July 1305 ጲ 1605 August

Last year

This year

(The number of gross sales)





Increased demand and sales of local gifts.

