



Tourism and Story Marketing

Kazu Hodota

hodota@gennai3.co.jp Gennai3 Corporation

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Our Goal

Expand Drupal 8 business by develop tourism website, which make use of Story Marketing

Tourism is world wide business

- Tourist is visiting each other
- Connect tourists by Drupal 8
- Practical use of mobile device functions
GPS, Photo, Movie and others
- Mobile device is very important

Tourism and Drupal now

- Hotel Booking with Drupal
 - [Rooms module](#) and [Bluespark Labs, LLC](#)
- Tourism website
 - [E-Business Platform for Basel Tourism](#)

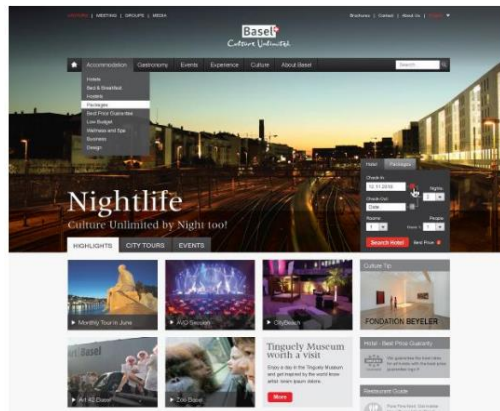
Drupal Case Studies

Featured showcase Community showcase

E-Business Platform for Basel Tourism

[View](#) Revisions

Posted by luke_b on March 22, 2013 at 1:20am



Drupal Case Studies

<https://www.drupal.org/node/1930298>

About Basel

<https://www.basel.com/en>

Story Marketing

- Story marketing is

Marketing which consider story

- We are focusing a story marketing at local area and local community



Tourism with Story Marketing

- Story marketing at tourism website
- Tourist shift to Local area and community
- Local story based tourist actions
 - Tourist experience
 - Study
 - Join a community
 - Receive a high-quality service

Review : Story marketing concept

- Marketing Concept
company to customers
 - Marketing goal
 - Marketing research --- consumer survey
 - STP(segmentation, targeting, positioning)
 - 4P(product, price, place, promotion)
 - Practice
 - Verification

Tourism in Japan 2016

- Business is focusing Tokyo Olympic 2020
- Growing Inbound tourists from Asia
- Tourist check travel guidebook and SNS
- Tourist shopping is growing now, however
 - Japanese Yen currency in future...
 - Internet Shopping is easy to buy from Asia...

Tourism expand to local

- Repeat tourist is visiting local area, not Tokyo and Kyoto
- Sightseeing is shift to tourist experience and high quality service
- At local area, old story and legend
- Experience through local Story and Legend

Tourism with Story Marketing

- Japanese Ministry of Economy, Trade and Industry
 - From 2014, start local area story making project

http://www.meti.go.jp/committee/kenkyukai/chiiki/chiiki_story/report_02.html

The screenshot shows the official website of the Japanese Ministry of Economy, Trade and Industry (METI). The header includes the METI logo and name in Japanese and English, a text size adjustment tool, and a search bar. A blue navigation bar contains links to Home, About METI, Notices, Policies, Statistics, Applications/Inquiries, and English. The main content area is titled 'Local Area Story Making Project' and includes a paragraph about the project's goals and a list of related policies. A sidebar on the right provides a quick overview of the policy page.

経済産業省
Ministry of Economy, Trade and Industry

文字サイズ変更 小 中 大

サイト内検索 検索 > 拡張検索

ホーム 経済産業省について お知らせ 政策について 統計 申請・お問合せ English

政策について ▶ 審議会・研究会等 ▶ 中小企業・地域経済産業 ▶ 地域ストーリー作りの実践について

印刷

地域ストーリー作りの実践について

経済産業省では、地域ストーリー作り研究会（平成26年10月～平成27年1月）で取りまとめた地域ストーリー作りの手法を実践する地域を、平成26年度補正予算「地域イノベーション協創プログラム補助金（地域資源活用ネットワーク形成支援事業）」により支援しました。

同補助金による各地域の取組状況や完成したストーリー、成果報告会の模様などを、以下のサイト（同補助金の事務局となった、ランドブレイン株式会社が運営）で公開しておりますので、是非ご覧下さい。

② 地域と都市をつなぐ地域ストーリー

政策について

- 27年度補正予算・国会提出法案
- 政策一覧 +
- これまでの政策
- 審議会・研究会等 -
- > 開催案内

Local area Story Making project in Japan

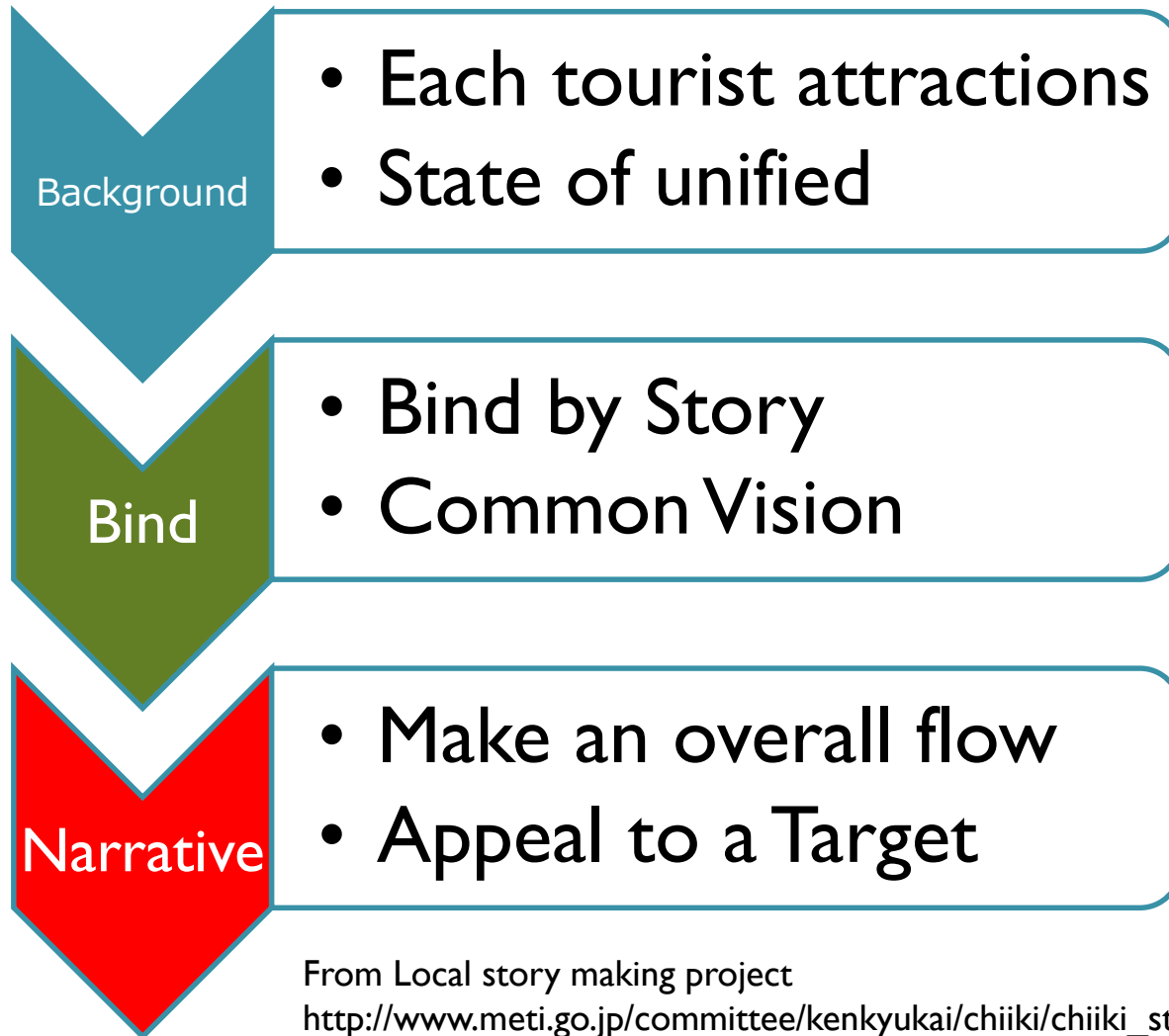
- Japanese government support
- 16 local area story making projects



<http://chiiki-story.net/>



How to make a local area Story



From Local story making project
http://www.meti.go.jp/committee/kenkyukai/chiiki/chiiki_story/report_01.html

Making process

Original Story

Check original story

Story is a extended elements

Bring together each original story

Experience Story

Provide a reliving tourist sightseeing experience

Core of local sightseeing marketing strategy

Story Products

Products which came from story

Story experience

Niseko, My Extreme ~異文化と自然が織りなすリゾート~

■ストーリーの象徴的なイメージ



異文化と自然が織りなすリゾート

■ペルソナ(主なターゲット層)

40代夫婦(夫43歳、妻42歳)
香港在住
夫:イギリス出身、金融機関勤務、年収2000万
妻:イギリス出身、専業主婦

- ・二人とも体を動かすことが好きで、サイクリングやジョギングなどが日課
- ・アウトドアが好きで、キャンプ道具は一通りそろっている
- ・90平米のマンションを購入し、生活している(メイドつき)
- ・都会の喧騒から逃れて大自然を求めている
- ・二人ともスキーが好きで、世界中のスキー場を旅している
- ・近年ではニセコで別荘(コンドミニアム)の購入を検討している

■経験ストーリー



From
<http://chiiki-story.net/project/pr-3>



Project status

Local area story
making finished



Tourism
organization(DMO)



Tourism and Story
CMS(DMS)

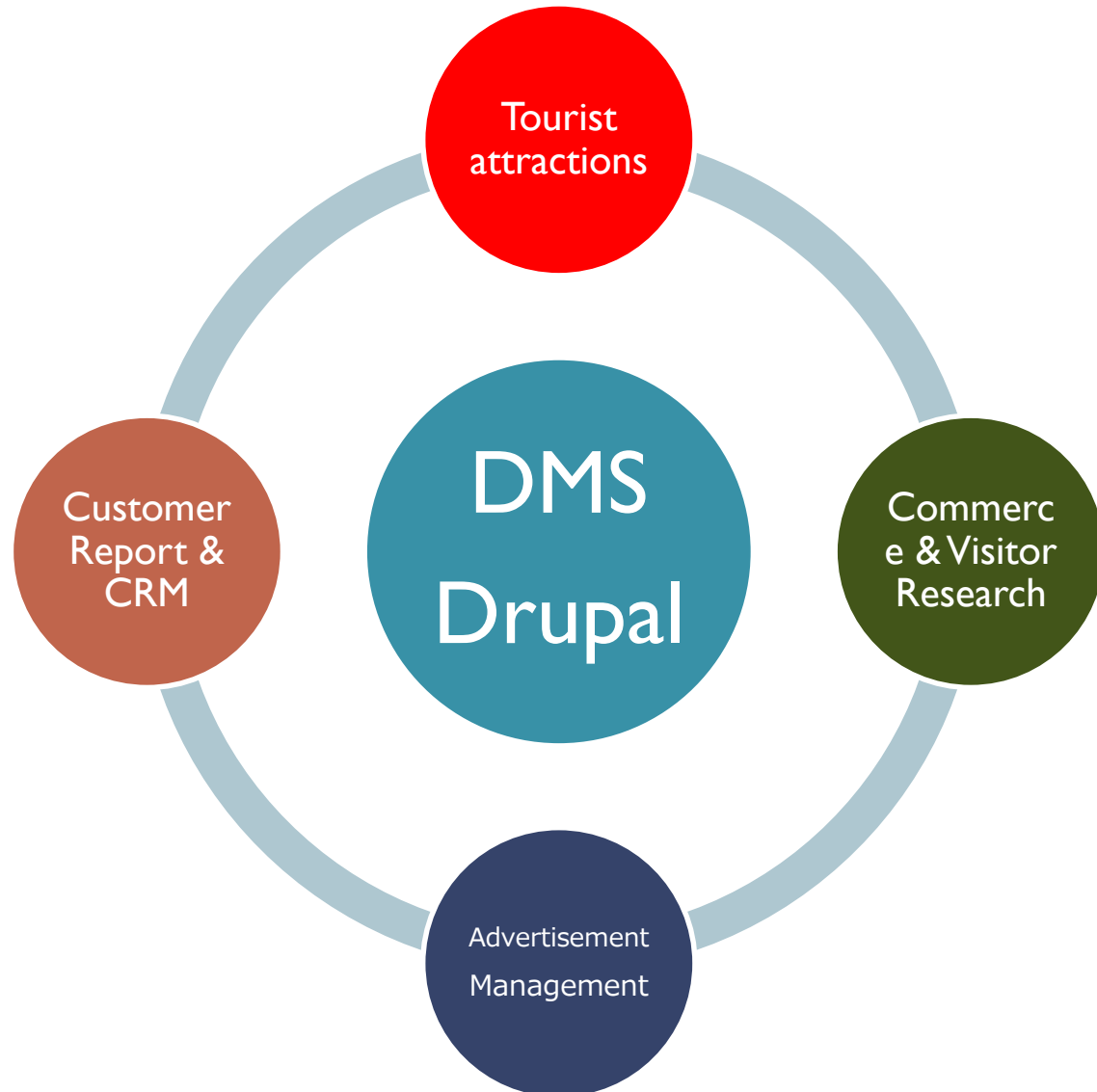
DMO (Destination Management Organization)

Promote story marketing



DMS (Destination Management System)

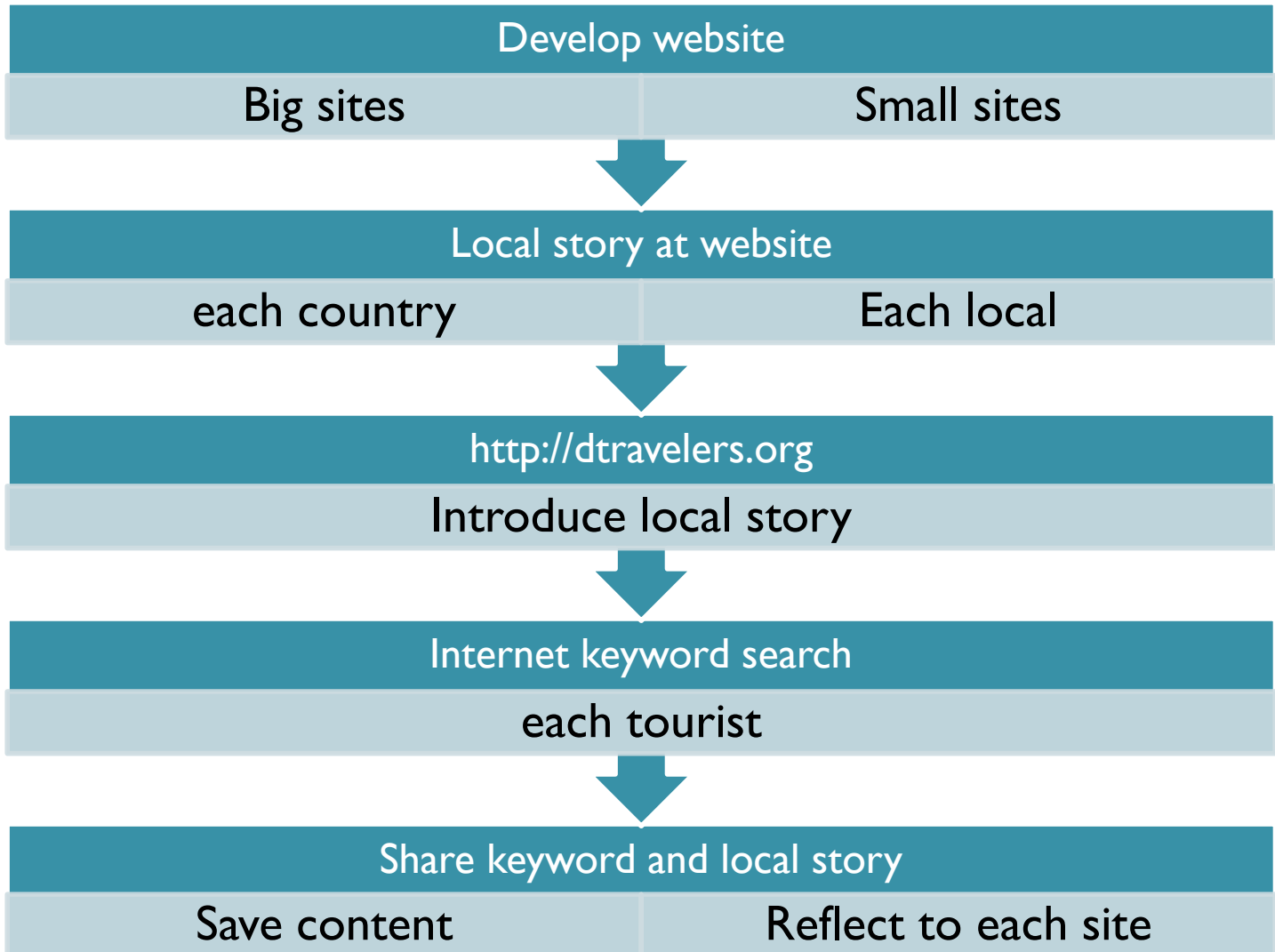
Digital Promotion



Next step

- Develop tourism and story marketing site
Drupal 8 functions
 - Mobile first
 - Multilingual
 - Web Service RESTful API
- Share story at dtraveler.org
- Take a communicate each other and next steps will be Cloud funding for project ?
- Find a influencer, customer and partner

Business flow





Thanks!

Discussion, Questions and Advice to

Kazu Hodota / Gennai3 Corporation

hodota@gennai3.co.jp

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<http://dtravelers.org/drupalcon/dublin>