

the municipality or community, (ii) flexible thinking or a shift in thinking, (iii) innovative use of existing resources, (iv) attention to fresh perspectives from outside, and (v) selection of advantageous resources.

An inspection tour of a traditional building



A former post office turned into a visitor center



[Maintenance, conservation and improvement of local resources]

Municipalities and communities should ensure that local resources are properly maintained, conserved, improved, and even recorded for future use as appropriate.

To that end, necessary arrangements may as well be made, as suggested by the case studies.

[Proactive use of external resources]

Some municipalities or communities combine local resources with external resources to enhance the value of the former. Some of them learn from development initiatives in remote locations with similar situations. Others work with neighboring municipalities or communities for synergy effects.

In the private sector, businesses take advantage of joint research and development with others or even with universities and research institutions.

[“Discovery,” strategic selection, maintenance, conservation and improvement of resources]

As the case studies suggest, some businesses concentrate their efforts on the cultivation of a small or niche market by identifying potential demand.

Section 3. Concentration

[Concentrated investment]

Businesses identify sectors where they can enjoy competitive advantages. Then they concentrate their management resources on these sectors to expand their market shares or establish their distinctive positions there.

[Integration of community development policies; strategic public relations]

As suggested in the case studies, municipalities should implement community development policies in an integrated manner so as to achieve successful outcomes soon and maximize their synergy effects.

Section 4. Cooperation and partnership

For successful community development, local stakeholders should—while exercising their originality—work together toward common goals. Businesses should also ensure such cooperation and partnership in developing new technologies with central or local governments and universities and in developing new services with other businesses of a different industry.

1. Pursuing common goals

Goals cannot be achieved unless different stakeholders share goals and work toward them.

With this in mind, some municipalities set up a council where the municipal government, local communities and businesses establish common goals. Some even incorporate such goals into an ordinance.

Businesses should set goals that can win support of other parties concerned.