



Knowledge Co-Creation Program (Group & Region Focus)

General information on

Workshop on Tourism Development Policies (Online)

課題別研修「観光開発政策」

JFY 2021

Course No.: 202003135J001

Online Program Period: From November 1 to 30, 2021

This information pertains to one of the JICA Knowledge Co-Creation Programs (Group & Region Focus) of the Japan International Cooperation Agency (JICA) implemented as part of the Official Development Assistance of the Government of Japan based on bilateral agreement between both Governments.

JICA Knowledge Co-Creation Program (KCCP)

The Japanese Cabinet released the Development Cooperation Charter in February 2015, which stated, *“In its development cooperation, Japan has maintained the spirit of jointly creating things that suit partner countries while respecting ownership, intentions and intrinsic characteristics of the country concerned based on a field-oriented approach through dialogue and collaboration. It has also maintained the approach of building reciprocal relationships with developing countries in which both sides learn from each other and grow and develop together.”* JICA believes that this ‘Knowledge Co-Creation Program’ will serve as a foundation of mutual learning process.

I. Concept

Background

Since it is widely recognized that tourism industry contributes to the development of various areas including job opportunities and income generation, UNWTO has been implementing the international cooperation activities such as human resource development for the developing countries after its establishment in 2003. However, it is emphasized the necessity of officers to develop policies for tourism development more efficiently and effectively.

For what?

Participants will be able to obtain the necessary skills for implementing series of processes of information gathering, analysis, planning and monitoring necessary for tourism policy planning, and participants also can learn to plan and implement the tourism development plan appropriately to the current situation of the participants' own countries.

For whom?

This program is designed for;

- (1) Ministries and government offices concerning the tourism development policy, or its related organization, or,
- (2) Local government offices or public agencies in charge of the tourism development policy.

The applying organization with the best intention to utilize the opportunity of this program will be highly valued in the selection.

How?

Accepted participants are expected to make Country Report before the online program period. During the program, you will deepen your knowledge through "Video Lectures", "Interactive Lectures" and some experimental workshops by Japanese lecturers.

II. Description

1. Title (Course No.)

2. Tourism Development Policies (Online) (202003135J001)

3. Online Program Period

November 1 to 30, 2021

4. Target Regions or Countries

Azerbaijan, Democratic Republic of the Congo, Egypt, Iran, Kyrgyz, Lesotho, Pakistan, Tajikistan, Uzbekistan

Note) Participants who have successfully completed the program will be awarded a certificate by JICA.

5. Eligible / Target Organization

This program is designed for;

- (1) Ministries and government offices concerning the tourism development policy, or its related organization, or,
- (2) Local government offices or public agencies in charge of the tourism development policy.

Note) The applying organization with the best intention to utilize the opportunity of this program will be highly valued in the selection.

6. Capacity (Upper Limit of Participants)

15 participants

7. Language

English

8. Objective(s)

Participants will be able to obtain the necessary skills for implementing series of processes of information gathering, analysis, planning and monitoring necessary for tourism policy planning, and participants also can learn to plan and implement the tourism development plan appropriately to the current situation of the participants' own countries.

9. Overall Goal

Tourism industry is developed in the country or areas where the training participants are in charge of.

10. Output and Contents

This course consists of the following components. Details on each component are given below.

* Schedule may be subject to change.

Date	Time (JST)	Hour	How to learn	Course Title	Course Description	Related Learning Objective ①~④	Skill Development 1~4
				Country Report Making		①To explain the problems on planning tourism promotion policies in own country and the trends in countermeasures.	4: Materials Making
Nov 1 (Mon)	18:00 ~ 18:45	0:45	Interactive Lectures	Program Orientation	—	—	—
	18:45 ~ 19:30	0:45	Interactive Lectures	Ice break	Online activities to create an atmosphere of easy discussing.	—	—
Nov 2 (Tue)	18:00 ~ 19:30	1:30	Presentations Discussions	Country Report Presentation & Discussion	Share basic information of each country and create an image of the outline of own action plan through discussing each problem awareness.	①To explain the problems on planning tourism promotion policies in own country and the trends in countermeasures.	4: Materials Making

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Date	Time (JST)	Hour	How to learn	Course Title	Course Description	Related Learning Objective ①~④	Skill Development 1~4
Nov 3 (Wed)	18:00 ~ 19:30	1:30	Interactive Lectures	Lecture on Japanese tourism national policy 1	Organize and confirm the basic concept of policy making, and consider the way of tourism national policies in the post-corona era.	②/To deepen understanding of tourism promotion policies and methodologies of Japanese government.	1 : Policy Making
Nov 4 (Thu)	18:00 ~ 19:30	1:30	Video Lectures	Lecture on Japanese tourism national policy 2	Learn about the development of systems, guidelines, and policies that are necessary for national tourism promotion policies.	②/To deepen understanding of tourism promotion policies and methodologies of Japanese government.	1 : Policy Making
Nov 5 (Fri)	18:00 ~ 18:45	0:45	Video Lectures	Tourism Resource Management I (Sustainable Tourism) 1	Learn the specific measures needed to formulate policies with resilience.	②/To deepen understanding of tourism promotion policies and methodologies of Japanese government.	1 : Policy Making
	18:45 ~ 19:30	0:45	Video Lectures	Tourism Resource Management I (Sustainable Tourism) 2		②/To deepen understanding of tourism promotion policies and methodologies of Japanese government.	1 : Policy Making
Nov 6 (Sat)	~		Offline Self-Study	Day for preparation of presentation materials			
Nov 7 (Sun)	~		Offline Self-Study	Day for preparation of presentation materials			
Nov 8 (Mon)	18:00 ~ 18:45	0:45	Video Lectures	Tourism Resource Management I (Sustainable Tourism) 3	Learn about possible measures to maintain the high value of the country's natural and cultural resources.	②/To deepen understanding of tourism promotion policies and methodologies of Japanese government.	1 : Policy Making 3: Project Making
	18:45 ~ 19:30	0:45	Video Lectures	Tourism Resource Management I (Sustainable Tourism) 4		②/To deepen understanding of tourism promotion policies and methodologies of Japanese government.	1 : Policy Making 3: Project Making
Nov 9 (Tue)	18:00 ~ 19:30	1:30	Workshops	Tourist Marketing I (EBPM) 1	Learn the data utilization method for performing planning, execution and verification based on the evidence.	②/To deepen understanding of tourism promotion policies and methodologies of Japanese government.	1 : Policy Making
Nov 10 (Wed)	18:00 ~ 19:30	1:30	Lecture Discussions	Tourism Marketing I (EBPM) 2	Read changes in tourism trends to effectively disseminate information.	②/To deepen understanding of tourism promotion policies and methodologies of Japanese government.	1 : Policy Making
Nov 11 (Thu)	~		Offline Self-Study	Day for making presentation materials	Prepare for presentation of the following day.	②/To deepen understanding of tourism promotion policies and methodologies of Japanese government.	—
Nov 12 (Fri)	18:00 ~ 19:30	1:30	Presentations Discussions	Presentations for learning objective 2	Present simulated classes to deepen or establish own understandings.	②/To deepen understanding of tourism promotion policies and methodologies of Japanese government.	1:Policy Making 4: Materials Making
Nov 13 (Sat)	~		Offline Self-Study	Day for preparation of presentation materials			
Nov 14 (Sun)	~		Offline Self-Study	Day for preparation of presentation materials			
Nov 15 (Mon)	18:00 ~ 18:45	0:45	Video Lectures	Tourism Resource Management II (Regional Revitalization) 1	Learn how to create a system that involves people in local areas and the way of resilient regional revitalization from municipal practitioners and local DMOs.	④/To deepen understanding of tourism promotion policies and practices in local governments and its specific methods.	2 : Measures Making 3: Project Making
	18:45 ~ 19:30	0:45	Video Lectures	Tourism Resource Management II (Regional Revitalization) 2		④/To deepen understanding of tourism promotion policies and practices in local governments and its specific methods.	2 : Measures Making 3: Project Making
Nov 16 (Tue)	18:00 ~ 18:45	0:45	Video Lectures	Tourism Resource Management II (SDGS and Voluntary Industry Promotion) 1	Learn how countries and regions can develop independent and sustainable industries without relying on external capital.	④/To deepen understanding of tourism promotion policies and practices in local governments and its specific methods.	2 : Measures Making
	18:45 ~ 19:30	0:45	Video Lectures	Tourism Resource Management II (SDGS and Voluntary Industry Promotion) 2		④/To deepen understanding of tourism promotion policies and practices in local governments and its specific methods.	2 : Measures Making
Nov 17 (Wed)	18:00 ~ 18:45	0:45	Video Lectures	Tourism Resource Management II (Regional Revitalization) 3	Experience the case of Hokuriku tourism project based on the co-creation of local governments and regions via virtual tour.	④/To deepen understanding of tourism promotion policies and practices in local governments and its specific methods.	2 : Measures Making
	18:45 ~ 19:30	0:45	Video Lectures	Tourism Resource Management II (Regional Revitalization) 4		④/To deepen understanding of tourism promotion policies and practices in local governments and its specific methods.	2 : Measures Making
Nov 18 (Thu)	18:00 ~ 19:30	1:30	Video Lectures	Tourism Marketing II (Competitiveness in new normal) 1	Learn the marketing method with DX/ICT of deploying tourist goods, the branding method and its significances as well, to reflect on action plan making.	④/To deepen understanding of tourism promotion policies and practices in local governments and its specific methods.	2 : Measures Making
Nov 19 (Fri)	18:00 ~ 18:45	0:45	Video Lectures	Tourism Marketing II (Competitiveness in new normal) 2	Learn the tourism promotion vision and measure of the new era at the local government level.	④/To deepen understanding of tourism promotion policies and practices in local governments and its specific methods.	2 : Measures Making
	18:45 ~ 19:30	0:45	Workshops	Tourism Marketing II (Competitiveness in new normal) 3	Experience the tourism product developed by making use of the traditional industry of Kanazawa, will be a reference for the development of own tourism activity.	④/To deepen understanding of tourism promotion policies and practices in local governments and its specific methods.	2 : Measures Making
Nov 20 (Sat)	~		Offline Self-Study	Day for preparation of presentation materials			

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Date	Time (JST)	Hour	How to learn	Course Title	Course Description	Related Learning Objective ①~④	Skill Development 1~4
Nov 21 (Sun)	~		Offline Self-Study	Day for preparation of presentation materials			
Nov 22 (Mon)	18:00 ~ 18:45	0:45	Video Lectures	Tourist Marketing II (Competitiveness in new normal) 4	Learn how to develop tourism content to activate utilizing local attraction.	④To deepen understanding of tourism promotion policies and practices in local governments and its specific methods.	2 : Measures Making
	18:45 ~ 19:30	0:45	Video Lectures	Tourist Marketing II (Competitiveness in new normal) 5		④To deepen understanding of tourism promotion policies and practices in local governments and its specific methods.	2 : Measures Making
Nov 23 (Tue)	~		Offline Self-Study	Day for making presentation materials	Prepare for presentation of the following day.	④To deepen understanding of tourism promotion policies and practices in local governments and its specific methods.	—
Nov 24 (Wed)	18:00 ~ 19:30	1:30	Presentations Discussions	Presentations for learning objective 4	Present simulated classes to deepen or establish own understandings.	④To deepen understanding of tourism promotion policies and practices in local governments and its specific methods.	1 : Policy Making 4: Materials Making
Nov 25 (Thu)	18:00 ~ 19:30	1:30	Lecture	Learning of planning method 1	Learn about a wide range of project management methods and discover effective planning methods for own country.	③To understand the methods of information gathering, analysis, planning, and monitoring necessary for policy making.	3: Project Making
Nov 26 (Fri)	18:00 ~ 19:30	1:30	Workshops	Learning of planning method 2	Acquire deeper understanding and implementation skills of project management methodologies.	③To understand the methods of information gathering, analysis, planning, and monitoring necessary for policy making.	3: Project Making
Nov 27 (Sat)	~		Offline Self-Study	Day for preparation of presentation materials			
Nov 28 (Sun)	~		Offline Self-Study	Day for preparation of presentation materials			
Nov 29 (Mon)	18:00 ~ 21:00	3:00	Presentations Discussions	Final Presentation 1	Presentation on Action Plan (10 min presentation and 5 min interactive feedback)	⑤To develop an improvement plan on policies and practical actions for tourism promotion that are feasible in own country.	4: Materials Making
Nov 30 (Tue)	18:00 ~ 20:30	2:30	Presentations Discussions	Final Presentation 2		⑤To develop an improvement plan on policies and practical actions for tourism promotion that are feasible in own country.	4: Materials Making
	20:30 ~ 21:00	0:30	Interactive Lectures	Evaluation Board	—	—	—

III. Eligibility and Procedures

1. Expectations to the Applying Organizations

- (1) This course is designed primarily for organizations that intend to address specific issues or problems identified in their operations. Applying organizations are expected to use the program for those specific purposes.
- (2) This course is enriched with contents and facilitation schemes specially developed in collaboration with relevant prominent organizations in Japan. These special features enable the course to meet specific requirements of applying organizations and effectively facilitate them toward solutions for the issues and problems.
- (3) In this connection, applying organizations are expected to nominate the most qualified candidates to address the said issues or problems, carefully referring to the qualifications described in section 2 below.
- (4) Applying organizations are also expected to be prepared to make use of knowledge acquired by the nominees for the said purpose.

2. Nominee Qualifications

Applying organizations are expected to select nominees who meet the following qualifications.

(1) Essential Qualifications

- 1) Attendance: the training course participants are required to attend Online Q&A Session and Lectures at designated time on Attachment.
- 2) Position: (a) Ministries and government offices concerning the tourism development policy, or its related organization, or (b) local government offices or public agencies in charge of the tourism development policy.
- 3) Officers in charge of planning the tourism development policy.
- 4) At least 3 years' working experience in the relevant field
- 5) Educational Background: be a graduate of university or equivalent
- 6) Language Proficiency: a competent command of spoken and written English proficiency - active participation in discussions, which requires high competence in English. Please attach an official certificate for English ability such as TOEFL, TOEIC etc, if possible.
- 7) Technical Requirements:
 - a. Technology Proficiency
 - Basic computer skills such as, sending/receiving email with attachments, and using a web browser.
 - Online course is delivered using the following services, Web Conferences (Zoom), Cloud Storage (GIGAPOD), YouTube and other online platforms. Online tutorial and support by JICA will be limited. The ability to be self-directed in learning new technology skills are required.

- b. Internet Connection
 - High Speed Broadband Connection (at least 2Mbps).
 - * Internet access charge incurred for this course shall be borne by your organization.
 - c. Hardware (Minimum Requirement)
 - Regular access to a computer, either from your home or from your office.
 - Operating System: Windows or Mac OS (Updated version is preferred).
 - Processor: Intel Core 2 Duo or higher; 2GHz or higher
 - Memory: 4GB of RAM or higher
 - Hard Drive Space: 5GB free disk space
 - Browser: Google Chrome is preferred browser. (Edge, Firefox, Safari can be used)
 - Others: Webcam Microphone, and Audio output Device (Speaker or Headset)
 - d. Software (which may be required)
 - Zoom Client for Meeting (<https://zoom.us/download>)
 - * In case you are using your office computer and use of Zoom is not authorized by your IT administrator, please notify JICA at the time of application.
- 8) Health: must be in good health to participate in the program.

(2) Recommended Qualifications

- 1) Age: between the ages of twenty-five (25) and fifty (50) years
- 2) Gender Consideration: JICA promotes gender equality. Women are encouraged to apply for the program.
- 3) Other: It is preferable that the participants have some relationship with other JICA activities.
- 4) Difficulties/Disabilities: The participation of person with difficulties/disabilities is welcomed. Reasonable accommodation for persons with difficulties/disabilities will be made. Please write your situation in the Questionnaire on medical status restriction of the Application form. (Japan ratified the Convention on the Rights of Persons with Disabilities in January 2014 and JICA has observed it.)

3. Required Documents for Application

(1) Application Form: The Application Form is available at the **JICA overseas office (or the Embassy of Japan)**

(2) Photocopy of Passport or Official ID: You should submit it with the application form. *The following information should be included in the photocopy: Name, Date of Birth, Nationality, Sex, (Passport Number and Expiry Date, in case of passport)

- (3) **English Score Sheet:** to be submitted with the application form, if the nominees have any official English examination scores. (e.g., TOEFL, TOEIC, IELTS)
- (4) **Questionnaire:** to be submitted with the application form. Fill in Annex I of this General Information.

4. **Procedures for Application and Selection**

(1) **Submission of the Application Documents**

Closing date for applications: **Please confirm the local deadline with the JICA overseas office (or the Embassy of Japan).**

(All required material must arrive at **JICA Center in Japan** by September 17, 2021)

(2) **Selection**

Primary screening is conducted at the JICA overseas office (or the embassy of Japan) after receiving official documents from your government. JICA Center will consult with concerned organizations in Japan in the process of final selection. Applying organizations with the best intentions to utilize the opportunity will be highly valued.

The Government of Japan will examine applicants who belong to the military or other military-related organizations and/or who are enlisted in the military, taking into consideration of their duties, positions in the organization and other relevant information in a comprehensive manner to be consistent with the Development Cooperation Charter of Japan.

(3) **Notice of Acceptance**

The JICA overseas office (or the Embassy of Japan) will notify the results **not later than October 4, 2021.**

5. **Additional Document(s) to Be Submitted by Accepted Candidates**

Country Report - deadline of submission is to be announced after notice of acceptance.

Accepted training participants are required to prepare Country Report with Microsoft PowerPoint format and make presentation on the 2nd day of the course. JICA will inform you of the report format and GIGAPOD URL with acceptance notice of your participation to the training course.

Action Plan -- to be submitted during the course.

Participants are required to prepare Action Plan and to make presentation at the last 2 days of the course. Detailed information is to be announced during the course.

6. Conditions for Participation

The participants of KCCP are required

- (1)** to strictly observe the course schedule,
- (2)** not to change the program topics, and
- (3)** not to record or share the online training program without permission of JICA

IV. Administrative Arrangements

1. Organizer (JICA Center in Japan)

(1) **Center:** JICA Hokuriku Center (JICA HOKURIKU)

(2) **Program Officer:** Ms. YAGO Naoko (Yago.Naoko@jica.go.jp)

2. Implementing Partner

(1) **Name:** Japan Advanced Institute of Science and Technology

(2) **URL:** <https://www.jaist.ac.jp/english/>

(3) **Remark:** Japan Advanced Institute of Science and Technology is established in 1990 as the first independent national graduate university, to carry out graduate education based on research at the highest level in advanced science and technology. JAIST aims at establishing an ideal model of graduate education for Japan.

(1) **Name:** Research Institute of Regional and Urban Planning

(2) **URL:** <https://www.rirup.or.jp/>

(3) **Remark:** RIRUP is a think tank established in 1976 to promote regional and urban planning projects and contribute to the local community development.

3.

3. Reference

*YouTube of “Knowledge Co-Creation Program and Life in Japan” and “Introduction of JICA Center” are viewable from the link below.

Image videos of 'Introduction of JICA Center (YouTube)' show the following information of JICA Centers: Location, Building, Entrance, Reception(Front desk), Lobby, Office, Accommodation(Room), Amenities(Hand dryer), Bathroom(Shower and Toilet), Toiletries, Restaurant, Laundry Room(Washing machine, Iron), ICT Room(Computer for participants), Clinic, Cash dispenser, Gym, Neighborhood

Part I: Knowledge Co-Creation Program and Life in Japan	
English ver.	https://www.youtube.com/watch?v=SLurfKugrEw
French ver.	https://www.youtube.com/watch?v=v2yU9ISYcTY
Spanish ver.	https://www.youtube.com/watch?v=m7l-WIQSDjI
Russian ver.	https://www.youtube.com/watch?v=P7_ujz37AQc
Arabic ver.	https://www.youtube.com/watch?v=1iBQqdpXQb4
Part II: Introduction of JICA Centers in Japan	
JICA Hokuriku	https://www.jica.go.jp/hokuriku/english/office/index.html

VI. Annex I

Questionnaire

1. Internet Environment

1. Please describe your internet environment at office and home. (Ex. no internet at home, 5GB only at home, etc)

2. Please also describe your devices on attending on-line course. (Ex. PC at office and/or home).

2. Support of your supervisor

JICA expects your supervisor (boss) at your workplace to support you during this training course and to observe your Action Plan presentation at the last day of the course. **Please secure his/her attendance on the day.**

After the course, JICA also expects you and your supervisor to implement your Action Plan together with your colleagues. JICA will request you and your supervisor to fill in the monitoring sheet for follow-up of your Action Plan one (1) month after the course.

Information of Your Supervisor

Name		
Position	Organization: Department/Division: Position:	
Office	Address:	
	TEL:	Mobile (Cell Phone):
	FAX:	E-mail:

Message to JICA	
Signature	

For Your Reference

JICA and Capacity Development

Technical cooperation is people-to-people cooperation that supports partner countries in enhancing their comprehensive capacities to address development challenges by their own efforts. Instead of applying Japanese technology per se to partner countries, JICA's technical cooperation provides solutions that best fit their needs by working with people living there. In the process, consideration is given to factors such as their regional characteristics, historical background, and languages. JICA does not limit its technical cooperation to human resources development; it offers multi-tiered assistance that also involves organizational strengthening, policy formulation, and institution building.

Implementation methods of JICA's technical cooperation can be divided into two approaches. One is overseas cooperation by dispatching experts and volunteers in various development sectors to partner countries; the other is domestic cooperation by inviting participants from developing countries to Japan. The latter method is the Knowledge Co-Creation Program, formerly called Training Program, and it is one of the core programs carried out in Japan. By inviting officials from partner countries and with cooperation from domestic partners, the Knowledge Co-Creation Program provides technical knowledge and practical solutions for development issues in participating countries.

The Knowledge Co-Creation Program (Group & Region Focus) has long occupied an important place in JICA operations. About 400 pre-organized courses cover a wide range of professional fields, ranging from education, health, infrastructure, energy, trade and finance, to agriculture, rural development, gender mainstreaming, and environmental protection. A variety of programs is being customized by the different target organizations to address the specific needs, such as policy-making organizations, service provision organizations, as well as research and academic institutions. Some programs are organized to target a certain group of countries with similar developmental challenges.

Japanese Development Experience

Japan, as the first non-Western nation to become a developed country, built itself into a country that is free, peaceful, prosperous and democratic while preserving its tradition. Japan will serve as one of the best examples for our partner countries to follow in their own development.

From engineering technology to production management methods, most of the know-how that has enabled Japan to become what it is today has emanated from a process of adoption and adaptation, of course, has been accompanied by countless failures and errors behind the success stories.

Through Japan's progressive adaptation and application of systems, methods and technologies from the West in a way that is suited to its own circumstances, Japan has developed a storehouse of knowledge not found elsewhere from unique systems of organization, administration and personnel management to such social systems as the livelihood improvement approach and governmental organization. It is not easy to apply such experiences to other countries where the circumstances differ, but the experiences can provide ideas and clues useful when devising measures to solve problems.

JICA, therefore, would like to invite as many leaders of partner countries as possible to come and visit us, to mingle with the Japanese people, and witness the advantages as well as the disadvantages of Japanese systems, so that integration of their findings might help them reach their developmental objectives.



Contact Information for Inquiries

For inquiries and further information, please contact the JICA overseas office or the Embassy of Japan. Further, address correspondence to:

JICA Hokuriku Center (JICA HOKURIKU)