



Knowledge Co-Creation Program (Group & Region Focus)

General information on

Human Resource Development for Creating Tourism
Destination for Sustainable Tourism

課題別研修

「持続可能な観光地域づくりのための人材育成」

JFY 2021

Course No. 202003132J001

Online Course Period : From May 31, 2021 to July 2, 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

In association with the establishment of UNWTO in 2003, aid activities in the tourism sector that can make an important contribution to economic growth in developing countries have been conducted. Since development of tourism sector increases the number of employment and bring strong impacts to various sectors, it significantly accelerates economic development in the region.

However, benefits are not always spread to local people due to the “Heteronomous Tourism” in which outside capitals take the leading role in developing tourism. In order to realize Inclusive Socio-Economic Development, the government, local authorities, private companies and local communities of the area need to work together and play their roles in developing tourism.

In Japan, the number of the foreign tourists reached to 10 million in 2013, and it continued to increase up to 31 million in 2019. In order to attract more domestic and foreign tourists, the Japan Tourism Agency (JTA) under the Ministry of Land, Infrastructure, Transport and Tourism of Japan has been working on “Creating Tourist Destination (CTD)”. “Creating Tourist Destination” means that wider range of stakeholders such as local government, tourism business owners, local business owners, farmers and community people, facilitate regional/town/community development through tourism by fully utilizing local resources in the area. JTA has been focusing its effort on the human resource capacity development for the tourism promotion to facilitate regional vitalization.

This program is designed for the officers of Local and Central Government or staff of the government-affiliated organizations who are responsible for the policymaking and its implementation related to the regional vitalization through tourism promotion. In this program, participants will gain knowledge to handle the issues by learning policies, legal frameworks and case studies of human resource capacity development for CTD.

For what?

This program intends to strengthen the capacities of government and related institutions to facilitate developing the core persons for “Creating Tourist Destination”.

For whom?

This program is offered to the officers of Local and Central Government or staff of the government-affiliated organizations who are responsible for the policymaking and its implementation related to the regional vitalization through

tourism promotion.

How?

Through online self-study (On Demand), participants shall receive lectures from professors, local government officials, managers and employees of tourism related organizations on their approaches and experiences of “Creating Tourist Destination”.

Participants will write a report describing what the participants will do with putting the knowledge and ideas acquired into their on-going activities.

Sustainable Development Goals (SDGs)

JICA is committed to achieving the SDGs. According to UNWTO, tourism can contribute to all the 17 goals.



II. Description

1. Title (Course No.)

Human Resource Development for Creating Tourism Destination for Sustainable Tourism (202003132J001)

2. Course Period

Online (On Demand): From May 31st 2021 to July 2nd 2021

Response to the time difference during the online program

In order to have interactive communication between lecturers and participants, Webinar sessions are planned during the online program.

All participants will be connected at the same time at the Webinar in following time zones.

Japan: 16:00 and 18:00

Fixed schedule will be shared to the accepted participants with the Notice of Acceptance.

3. Target Regions or Countries

Timor-Leste, Mongolia, Bhutan, Pakistan, Kiribati, Micronesia, Grenada, Egypt, Ethiopia, Gabon, Serbia, Armenia, Azerbaijan

4. Eligible / Target Organization

This program is offered to the department of central and local government or the government-affiliated organizations that are responsible for the regional vitalization through tourism promotion.

5. Capacity (Upper limit of Participants)

13 participants

6. Language

English

7. Objective(s)

To understand the essences which are acquired developing the core persons for "Creating Tourist Destination (sustainable tourism development)," which illuminates the unique characteristic in the local communities and regions.

8. Overall Goal

Regional vitalization through promotion of sustainable tourism development is enhanced.

9. Output and Contents

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

(1) Job Report (April 2021)	
Expected Module Output	Activities
To recognize and analyze the issues related to capacity development on the core persons for the “Creating Tourist Destination”.	All Applicants: Submission of a Short Report to address the situation of your duties and tourism in your country.

(2) On Demand Course (31 May to 2 July, 2021)		
Expected Module Output	Subjects/Agendas	Methodology
To understand policies, legal framework and financial support systems in Japan.	1) Overview of tourism in Japan 2) Introduction of policies and legal framework related to “Creating Tourist Destination “	<Webinar> Discussion Presentation Q&A
To understand the capacity development program for the people who engage in the regional tourism supported by local governments.	1) To understand Japanese approaches on the human resource development in local tourism, especially for “Creating Tourist Destination” by local governments.	
To understand the strategies and experiences of Creating Tourist Destination.	1) To familiar with the experience of core persons in “Creating Tourist Destination”.	<Tasks> Feedback sheets Final Report
To write a report on the development of Creating Tourist Destination and capacity development of the core persons in your own countries.	1) Write a report	

- As you are supposed to:
 - Attend webinar session 2 times/week
 - View 3 to 4 sets of on demand lecture material,
 - After Viewing each lecture materials fill in and send Q&A Sheet, and
 - write 1 final report

During the program, you are responsible for time management. Please make sure that you discuss this with your supervisor in your organization, so that you have enough time to focus on your course work.

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 operation. 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.

2. Nominee Qualifications

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

(1) Essential Qualifications

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

(2) Essential Qualifications

- 1) Current Duties: Officials of Local and Central Government or staff of the government-affiliated organizations in tourism who is;
 - Responsible for policymaking and its implementation regarding “Human Resource Development” for regional/town/community development through tourism.
 - Exercising or planning “Human Resource Development” for Destination Management or Creating Destination.
- 2) Experience in the relevant field: have more than 5 years’ engagement in the human resource development in tourism.
- 3) Educational Background: University graduates or equivalent.
- 4) Language: have a competent command of spoken and written English which is equal to TOEFL iBT 90 or more (This program includes active participation in discussions, which requires high competence of English ability. Please attach an official certificate for English ability such as TOEFL, TOEIC, etc, if possible.)
- 5) Technical Requirements for Online Course (Computer)
 - Technology Proficiency:**
 - Basic computer skills such as, sending/receiving email with attachments, and using a web browser.
 - Online course may be delivered using the following services, Web Conferences (Zoom, Google Meets, MS Teams), Cloud Storage (Google Drive, Gigapod), and YouTube. (Online tutorial and support by JICA will be limited. The ability to be self-directed in learning new technology skills are required.)

Internet Connection:

-High Speed Broadband Connection (at least 2Mbps).

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)
- *In some cases, Smartphone (Android OS or Apple iOS) can be used as substitute of PC.

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.

6) Health: must be in good health to participate the program.

(3) 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. Required Documents for Application

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

* If you have any difficulties/disabilities which require assistance, please specify necessary assistances in the QUESTIONNAIRE ON MEDICAL STATUS RESTRICTION (1-(c)) of the application form. Information will be reviewed and used for reasonable accommodation.

(2) Photocopy of Passport or Official ID: You should submit it with the application form if you possess your passport or official ID.

*The following information should be included in the photocopy:

Name, Date of Birth, Nationality, Sex, Passport Number and Expiry Date

(3) English Score Sheet (photocopy): to be submitted with the application form, if the nominees have any official English examination scores. (e.g., TOEFL, TOEIC, IELTS)

(4) Job Report: to be submitted with the application form. The applicants should

prepare a Job Report instructed in Annex VI 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 May 5, 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 May 21, 2021.**

5. Conditions for Participation

The participants of KCCP are required

- (1) to strictly observe the course schedule,
- (2) not to bring or invite any family members or colleagues ,
- (3) to carry out such instructions and abide by such conditions as may be stipulated by both the nominating Government and the Japanese Government in respect of the course,
- (4) to observe the rules and regulations of the program implementing partners to provide the program or establishments,
- (5) not to quit the program, should the participants violate the Japanese laws or JICA's regulations, or the participants commit illegal or immoral conduct, and be considered unable to continue the course,
- (6) to return the total amount or a part of the expenditure for the KCCP depending on the severity of such violation, should the participants violate the laws and ordinances, and
- (7) to refund allowances or other benefits paid by JICA in the case of a change in schedule.

IV. Administrative Arrangements

1. Organizer (JICA Center in Japan)

(1) **Center:** JICA Kansai Center (JICA Kansai)

(2) **Programme Officers:**

Ms. SAWAI Ayaka (Sawai.Ayaka@jica.go.jp)

Ms. HATAYAMA Yukari (Hatayama.Yukari@jica.go.jp)

2. Implementing Partner

(1) **Name:** Pacific Resource Exchange Center

(2) **Contact :** International Department (prexhrd-pr@prex-hrd.or.jp)

(3) **URL :** <https://www.prex-hrd.or.jp/en/>

(4) **Remark :** PREX was established in April 1990 in response to a proposal adopted at the general assembly of the Pacific Economic Cooperation Council (visit PECC at: <http://www.pecc.org/>). Since its inception, PREX has been contributing to promote international exchanges through human-resource development projects and their related activities in developing countries.

V. Other Information

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

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 Kansai	https://www.jica.go.jp/kansai/english/office/index.html

VI. Annex

Job Report

This program is designed for the officers of Local and Central Government or staff of the government-affiliated organizations who are responsible for the policymaking and its implementation related to the Regional Vitalization through Tourism Promotion.

At the first, we would like to know the current situation and challenges which each participant are facing. Please, write analytically by using statistics and data which you have.

[Overall Tourism Information]

1. Name of the institution(s) that act main role in your country's Tourism Development and Promotion.
2. Describe the vision, mission and practical role of above mentioned institution(s).
3. Do your country have any masterplan or undergoing project for tourism development or tourism promotion? If yes, please briefly write about the plan.
4. Please explain about current situation and challenges/issues of your country's tourism sector.
5. If you currently engage any on-going project, briefly explain about the project and the challenges that **you are facing.**

[Human Resource Development and Regional Development]

1. In the region where you are in charge (or Country), what kind of program is undergoing in order to enhance local economic activities? Please write about the program in terms of its outline and challenges (150 words to 200 words).
2. What is the sustainable tourism strategy or vision in the region where you are in charge (or overall country)? Please write about the program in terms of its outline and challenges (150 words to 200 words).
3. Please list "Human resource development program" of your organization under the program or strategy mentioned in Q1 and Q2 (150 words to 200 words).
4. Do you have any specific challenges in the human resource development program mentioned in Q3 (150 words to 200 words).
5. As your final report, you will make an Action Plan to improve your current duty/situation. Please clarify the issue that you want to take actions to make improvement in one sentence (Maximum 30 words).

[Format]

Microsoft Word, A4 size,
Single Space,
Maximum 5 pages.
Font: Arial 12pt

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, 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 Kansai Center (JICA Kansai)