🖥 Online

Knowledge Co-Creation Program (Group and Region Focus)

Tourism Development Policies

Course Number: **202107853J001**

Program Period:

On-demand: October 1 – October 31, 2022

Interactive: November 1 – November 30, 2022

NOTE: Adobe Acrobat Leader DC and Google Chrome are recommended as PDF viewer. JAWS and NVDA are recommended as screen reader.
NOTE: If there are any difficulties in reading this document, please contact JICA Office in your country or JICA Center in Japan.
NOTE: Depending on the circumstances, some or all of the program periods may be changed or cancelled after the application has been accepted.

課題別研修「観光開発政策」／JICA北陸

How do we upgrade the tourism industry in your country?

Gain insight
and
specific measures
to develop the tourism policy
in your country
more practical, more interactive,
more inspirational
from the experiences of Japan.

Outline

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 sessions will be held online and will include self-study and discussion with web conference.

All sessions are carried out in English.

The period of the program is from October 1 to Octboer 31,2022 (on-demand) and November 1 to November 30, 2022(interactive).

Program Capacity:
11 participants

JICA Knowledge Co-Creation Program (KCCP)

The Japanese Cabinet released the Development Cooperation Charter in February 2015, stated that "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." We believe that this 'Knowledge Co-Creation Program' will serve as a foundation of mutual learning process.

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For What?

Background

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. UNTWO claims the necessity of officers to develop policies for tourism development more efficiently and effectively.

Objectives

This Program aims that the participants will;
- obtain the necessary skills for tourism policies; information gathering, analysis, planning, implementation and monitoring,
- reconsider the appropriate tourism policy that match the current situation of their country.

To Whom?

Job Areas and Organizations

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.

Targeted Countries

Cambodia, Egypt, Iran, Iraq, Laos, Pakistan, Tajikistan, Uzbekistan

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

When?

Program Period

[Part1 : On-demand]
From October 1, 2022
to October 31, 2022
[Part2 : Interactive]
From November 1, 2022
to November 30, 2022

Interactive Session Time

During the part 2 period, all participants will be connected via Zoom in following time zones.

• Japan: 06PM and 09PM
• Laos: 04PM and 07PM
• Cambodia: 04PM and 07PM
• Uzbekistan: 02PM and 05PM
• Tajikistan: 02PM and 05PM
• Pakistan: 02PM and 05PM
• Iran: 01:30PM and 03:30PM
• Iraq: 00PM and 03PM
• Egypt: 11AM and 02PM

Where?

This Program is carried out totally online, organized by JICA Hokuriku Center. You will receive essential reading materials for your self-study at your office or home. As the online homeroom and Q&A sessions are held to assist your learning process, you are required to have a certain IT environment. For detail, see page 15.

Hokuriku Center
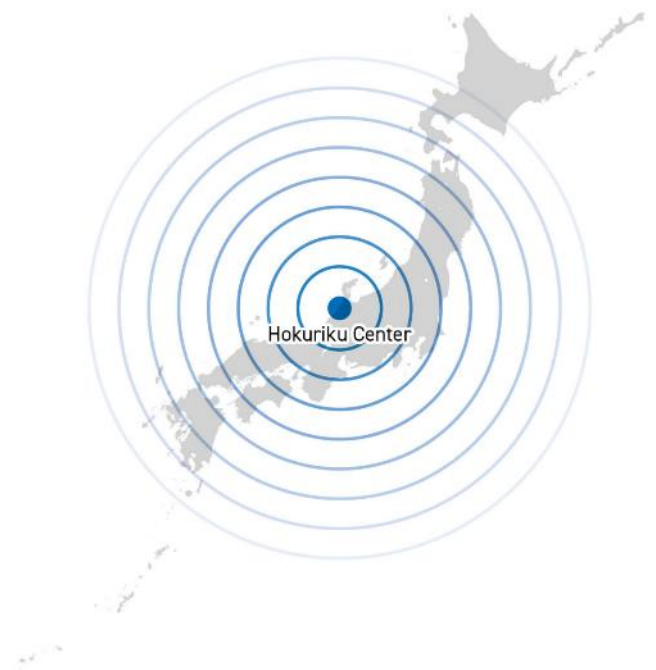
How?

How to Learn

- Online Self-Study
- Online Interactive Q&A Session
- Lectures
- Workshops
- Discussions
- Presentations

Watch Listen Experience Study Chat Discuss Present

Language

English

Commitment to the SDGs

Program Structure

Part 1:

On-demand Self-study Period
Prior to the interactive sessions, participants take in total 18 on-demand video lectures (length of each video is about 30 minutes) to obtain the knowledge or confirm their understandings on the certain issues around the tourism policy making during October 1-31.

Part 2:

Interactive Session Period
Based on the knowledge pre-acquired during part 1, participants have workshops,

discussion, presentations and Q&A sessions interactively during November 1-30. The detailed schedule of this term as shown below.

Program Schedule

No.	Date	Time (JST)	Hour	How to learn	Training Program	Program Objectives
1	Nov 1 (Tue)	18:00 ~ 20:00	2:00	Lectures	Opening Celemony Program Orientation Introduction	—
2	Nov 2 (Wed)	18:00 ~ 21:00	3:00	Presentations Discussions	Problem Analysis Presentation	Design a presentation which describes the current situation and facing problems of your affiliation. and show it to course leaders and other participants to deepen and establish own understandings.
	Nov 3 (Thu)			Offline Self-Study	Day for presentation preparation	Make presentation materials and practice your talk
3	Nov 4 (Fri)	18:00 ~ 21:00	3:00	Lectures	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-COVID 19 era.
	Nov 5 (Sat)			Offline Self-Study	Day for presentation preparation	Make presentation materials and practice your talk
	Nov 6 (Sun)			Offline Self-Study	Day for presentation preparation	Make presentation materials and practice your talk
4	Nov 7 (Mon)	18:00 ~ 20:00	2:00	Q&A Sessions	Japanese tourism national policy 2	Learn about the development of scheme, guidelines, and policies that are necessary for national tourism promotion policies.
5	Nov 8 (Tue)	18:00 ~ 20:00	2:00	Q&A Sessions	Tourism Resource Management I (Sustainable Tourism) 1	Learn the specific measures needed to formulate policies with resilience.
6		18:00 ~ 20:00	2:00	Q&A Sessions	Tourism Resource Management I (Sustainable Tourism) 2	
7	Nov 9 (Wed)	18:00 ~ 20:00	2:00	Q&A Sessions	Tourism Resource Management I (Sustainable Tourism) 3	Learn about effective measures to sustain the value of the country's cultural resources.
8	Nov 10 (Thu)	18:00 ~ 20:00	2:00	Q&A Sessions	Tourism Resource Management I (Sustainable Tourism) 4	Through case studies of green infrastructure initiatives in Japan, participants will learn how to develop, use, and conserve natural resources to promote tourism, and how to build an economic model for doing so.
9	Nov 11 (Fri)	18:00 ~ 20:00	2:00	Q&A Sessions	Tourism Marketing I (EBPM) 1&2	Learn the data utilization method for planning, execution and verification based on the evidence.
	Nov 12 (Sat)			Offline Self-Study	Day for presentation preparation	Make presentation materials and practice your talk
	Nov 13 (Sun)			Offline Self-Study	Day for presentation preparation	Make presentation materials and practice your talk

No.	Date	Time (JST)	Hour	How to learn	Training Program	Program Objectives
10	Nov 14 (Mon)	18:00 ~ 21:00	3:00	Presentations Discussions	Presentations for learning objective 2	Design a presentation based on what you learnt in previous lessons, and show it to course leaders and other participants to deepen and establish own understandings.
11	Nov 15 (Tue)	18:00 ~ 20:00	2:00	Q&A Sessions	Tourism Resource Management II (Regional Revitalization) 1	Learn how to create a scheme that involves people in local areas and the way of resilient regional revitalization from municipal practitioners and local DMOs.
12		18:00 ~ 20:00	2:00	Q&A Sessions	Tourism Resource Management II (Regional Revitalization) 2	
13	Nov 16 (Wed)	18:00 ~ 20:00	2:00	Q&A Sessions	Tourism Resource Management II (SDGS and Endogenous Industry Promotion) 1	Learn how countries and regions can develop independent and sustainable industries without relying on external capital.
14		18:00 ~ 20:00	2:00	Q&A Sessions	Tourism Resource Management II (SDGS and Endogenous Industry Promotion) 2	
15	Nov 17 (Thu)	18:00 ~ 20:00	2:00	Q&A Sessions	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.
16		18:00 ~ 20:00	2:00	Q&A Sessions	Tourism Resource Management II (Regional Revitalization) 4	Based on a case study of Kanazawa city, participants will learn about sustainable conservation and resilient development of urban ecosystem services, which is one of the most important factors in tourism promotion.
17	Nov 18 (Fri)	18:00 ~ 20:00	2:00	Q&A Sessions	Tourism Marketing II (Competitiveness in new normal) 1	Learn marketing method with DX/ICT for deploying service, and branding method and its significances as well, to reflect on action plan making.
18		18:00 ~ 20:00	2:00	Q&A Sessions	Tourism Marketing II (Competitiveness in new normal) 2	Learn the tourism promotion vision and measure of the new era at the local government level.
	Nov 19 (Sat)			Offline Self-Study	Day for presentation preparation	Make presentation materials and practice your talk
	Nov 20 (Sun)			Offline Self-Study	Day for presentation preparation	Make presentation materials and practice your talk

No.	Date	Time (JST)	Hour	How to learn	Training Program	Program Objectives
19	Nov 21 (Mon)	18:00 ~ 20:00	2:00	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.
20	Nov 22 (Tue)	18:00 ~ 20:00	2:00	Q&A Sessions	Tourist Marketing II (Competitiveness in new normal) 4	
21		18:00 ~ 20:00	2:00	Q&A Sessions	Tourist Marketing II (Competitiveness in new normal) 5	Learn how to develop tourism content to activate utilizing local attraction.
22		18:00 ~ 20:00	2:00	Q&A Sessions	Tourist Marketing II (Competitiveness in new normal) 6	
	Nov 23 (Wed)			Offline Self-Study	Day for presentation preparation	Make presentation materials and practice your talk
23	Nov 24 (Thu)	18:00 ~ 21:00	3:00	Presentations Discussions	Presentations for learning objective 4	Design a presentation based on what you learnt in previous lessons, and show it to course leaders and other participants to deepen and establish own understandings.
24	Nov 25 (Fri)	18:00 ~ 20:00	2:00	Q&A Sessions	Learning of planning method 1	Acquire deeper understanding and implementation skills of project management methodologies.
25		18:00 ~ 20:00	2:00	Q&A Sessions	Learning of planning method 2	Learn from a case study that revitalizes the rural area with PCM method, and discover effective way for own country.
	Nov 26 (Sat)			Offline Self-Study	Day for presentation preparation	Make presentation materials and practice your talk
	Nov 27 (Sun)			Offline Self-Study	Day for presentation preparation	Make presentation materials and practice your talk
26	Nov 28 (Mon)	18:00 ~ 22:00	4:00	Presentations Discussions	Final Presentation 1	
27	Nov 29 (Tue)	18:00 ~ 22:00	4:00	Presentations Discussions	Final Presentation 2	Action Plan Presentation and Q&A
28	Nov 30 (Wed)	18:00 ~ 22:00	4:00	Presentations Discussions	Final Presentation 3 Evaluation Board	

Management Members

Instructors (more to be confirmed)

Program Leader
Dr. SHIKIDA Asami
Professor
Japan Advanced Institute of Science and Technology(JAIST)
School of Knowledge Science, Center for Reskill & Recurrent
Education

His specialties are Local studies, Tourism studies and Social-ecological systems.
In collaboration with the private sector, NGOs and local community, he has
played an important role in rural revitalization and tourism development.

Vice Program Leader
Mr. AKAHO Yuma
Research Fellow
Japan Advanced Institute of Science and Technology(JAIST)
Center for Reskill & Recurrent Education

His field of study in detail is socio-ecological cyclical process for the effective
prevension of ecosystem and sustainable tourism especially for mountainous
national park area.

Implementing Partners

Ms. HASE Kuniki
Research Fellow
Japan Advanced Institute of Science and Technology(JAIST)

She has been in charge of curriculum operation; supporting the
learning/practical progress of the participants in cooperation with coordinators.

Mr. ARAIE Teppei
Research Fellow
Research Institute of Regional and Urban Planning

He has been in charge of curriculum operation; supporting the
learning/practical progress of the participants in cooperation with
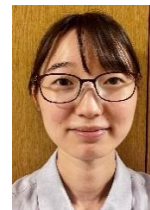coordinators.

Coordinator (to be decided)

Coordinator of KCCP
S/he has extensive experience in coordinating the Knowledge Co-Creation
Program (KCCP).

Program Officer

Ms. SHIRAKI Haruko
Japan International Cooperation Agency (JICA)

Private Sector Development Group,

Economic Development Department

Director

Mr. IMAI Tatsuya
Japan International Cooperation Agency (JICA)
Hokuriku Center

Program Officer

Ms. YAGO Naoko
Japan International Cooperation Agency (JICA)
Hokuriku Center

Staff

Ms. SAKAMOTO Megumi
Japan International Cooperation Agency (JICA)
Hokuriku Center

Eligibility and Procedures

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1. Expectations to the Applying Organizations

(1) This Program 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 Program is enriched with contents and facilitation schemes specially developed in collaboration with relevant prominent organizations in Japan. These special features enable the Program 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.

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2. Nominee Qualifications

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

(1) Essential Qualifications

1) Attendance: the Program participants are required to attend Online Q&A Sessions, Lectures, workshops, discussions, presentations at designated time on Attachment.

2) Position: Officers from; (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 program 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 Program 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. 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.)

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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.

(2) **Photocopy of Passport or Official ID:** You should submit it with the application form if you possess your passport or official ID. If not, you are requested to submit its photocopy as soon as you obtain it.
   *The following information should be included in the photocopy:
   Name, Date of Birth, Nationality, Sex, Passport Number and Expiry Date

(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.

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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 8, 2022）

(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 September 30, 2022**.

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

Problem Analysis Presentation -- to be submitted by October 31, 2022
Accepted candidates are required to prepare the presentation slides for "Problem Analysis Presentation", which describes the current situation and facing problems of your affiliation. (More detailed information is to be followed upon Acceptance Notice). It should be submitted to JICA, preferably via JICA-VAN, an LMS(On-line Lerning Management System).

Action Plan –- to be submitted during the Program.
Participants are required to prepare Action Plan and to make presentation at the last 3 days of the Program. Detailed information is to be announced during the Program.

6. Conditions for Participation

The participants of KCCP are required
  (1) to strictly observe the Program schedule (the Program participants are required to attend Online Q&A Sessions, Lectures, workshops, discussions, presentations at designated time on Attachment),
  (2) not to change the program topics, and
  (3) not to record or share the online training program without permission of JICA

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. Pre-Program Orientation

YouTube of "Knowledge Co-Creation Program and Life in Japan" and "Introduction of JICA Center" are viewable from the link below.
Image video of 'Introduction of JICA Center (YouTube)' shows the relevant information.

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=v2yU9lSYcTY
Spanish ver.	https://www.youtube.com/watch?v=m7l-WlQSDjI
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

If the link of these URLs has expired, please access the URL below and search the nessesary information from the key word.
https://www.youtube.com/user/JICAChannel02

4. Reference

Website: JICA

English/French/Spanish/Russian

https://www.jica.go.jp/english/our_work/types_of_assistance/tech/acceptance/training/index.html

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)

> [blank box]

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

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2. Support of your supervisor

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

After the Program, 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 Program.

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 course 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.

Correspondence

For enquiries and further information, please contact the JICA office or Embassy of Japan.

Further, address correspondence to:

JICA Hokuriku Center (JICA Hokuriku)

Address: 4th Floor, Rifare (Office Tower) 1-5-2, Hon-machi, Kanazawa-shi, Ishikawa-ken, 920-0853, Japan

Tel: +81-76-233-5931   Fax: +8176-233-5959   Email: jicahric@jica.go.jp

("81" is the country code for Japan, and "76" is the local area code)