

 Face-to-Face (in Japan)

Knowledge Co-Creation Program (Group and Region Focus)

Human Resource Development for  
Creating Tourism Destination for Sustainable Tourism

# - Transforming sustainable tourism to foster community development -

－持続可能な観光地域づくりのための人材育成－



Course Number: 202311515J001

Course Period: August 26<sup>th</sup> - September 20<sup>th</sup>, 2024



NOTE: Adobe Acrobat Reader 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 unexpected circumstances, some or all of the program periods may be changed or cancelled after the application has been accepted.



How can you design  
and manage  
innovative programs  
to promote  
sustainable tourism  
as well as to foster  
community  
development?

Gain insights for the promotion of sustainable tourism  
aligned with community development, in practical,  
interactive, and inspirational ways, from the  
experience of Japan.





# Outline



Participants of this program will analyze the challenges in respective country and provide solutions in the areas of sustainable tourism promotion and community development, in comparison with cases in Japan.



Participants have opportunities for lectures from specialists, workshops, field visits, and lively discussion with other participants to deeply understand the issues and solutions.



As an outcome of this program, participants will prepare a feasible action plan and a capacity building plan to promote sustainable tourism in utilizing unique characteristics of communities and regional / local resources.



This program is offered to mid-level officials at central / local governments or non-profit organizations, who are committed to contribute to the regional vitalization through the promotion of sustainable tourism.



All the sessions will be in English and conducted in Japan.

The program starts on August 26<sup>th</sup> and ends on September 20<sup>th</sup>. Participants have to complete their preliminary assignments before coming to Japan.

Course Capacity: 12 persons



## **JICA Knowledge Co-Creation Program (KCCP)**

The Japanese Cabinet released the Development Cooperation Charter in June 2023, 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.

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# For What?

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## 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, the benefits have not always been provided to local people due to the “heteronomous tourism”, in which big firms from outside have taken the leading role in tourism development and obtained the lion's share. In order to realize Inclusive Socio-Economic Development, the government, local authorities, local businesses, and communities in the area need to play their respective roles collaboratively in tourism development.

In Japan, the number of the inbound 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 international 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 governments, tourism business owners, other 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.

During the COVID-19 pandemic, tourism sector in Japan has been tremendously damaged due to the restriction of receiving inbound visitors. On the other hand, domestic tourism revived with overcoming the difficulties for using appropriate measures for preventing the infection of COVID-19. Currently, Japan is receiving inbound visitors again, and it is expected that both domestic and international tourism demand will increase further.

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## Objectives

To develop core capabilities and skills for creating and managing innovative programs to promote sustainable tourism as well as to foster community development.

# To Whom?

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## Job Areas and Organizations

This program is offered to mid-level officials at central / local governments or non-profit organizations, who are committed to contribute to the regional vitalization through the promotion of sustainable tourism.

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

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## Targeted Countries

Albania, Antigua and Barbuda, Georgia, India, Jordan, Mongolia, Micronesia, Montenegro, Papua New Guinea, Saint Lucia, Samoa and Tajikistan.



# When?

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## Program Period



### Face-to-Face in Japan

August 26<sup>th</sup> – September 20<sup>th</sup>, 2024

# Where?

All the sessions will be conducted in-person in Japan. During the program, you will have opportunities to interact with many resource persons and organizations in Kansai region.





# How?

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## Methodologies

- Lectures
- Field visits
- Workshops
- Discussions
- Presentations



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## Language

English

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## Commitment to the SDGs

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

### SUSTAINABLE DEVELOPMENT GOALS





## Program Structure (Tentative)

### 1. Preliminary task

Prepare the Job Report, which addresses the concerns and interests of the participant. The Report will be shared with instructors and program officials.

### 2. Modules

Modules	Subjects/Agenda	Methodology
(1)	To understand and analyze issues on the sustainable tourism, local community development, and the capacity building of core personnel in their own countries - Job Report Presentation to understand the situation and issue of own country.	Workshop Presentation
(2)	To conduct comparative study on the situation in their own countries and Japan by understanding strategies, legal system and grant (subsidy) policies in Japan. - Lecture on learning strategies, legal system and grant (subsidy) policies.	Lecture Field visit
(3)	To conduct comparative study on the situation in their own countries and Japan by understanding capacity building in tourism supported by local governments. - Lecture on sustainable tourism development and field visits to learn from positive and negative examples. - Field visits to observe the approach for the regional tourism management with limited resources.	Lecture Field visit Discussion
(4)	To understand strategies and experiences of the sustainable community development cases through field visits and empirical inquires. - Lecture on approaches for sustainable tourism in local community from the personnel who plays an active part under the policy of "regional revitalization." - Observation of Japanese tradition "OMOTENASHI"(Hospitality) in tourism business.	Lecture Field visit
(5)	To draft a feasible action plan and a capacity building plan to promote sustainable tourism in utilizing unique characteristics of communities and regional / local resources. - Formulating Action Plan	

# Eligibility and Procedures

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## 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.

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## 2. Nominee Qualifications

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

### (1) Essential Qualifications

#### 1) Current Duties

Mid-level officials at central / local governments or non-profit organizations, who are committed to contribute to the regional vitalization through the promotion of sustainable tourism.

**2) Experience in the relevant field:** More than 5 year experience at or engagement with central / local governments or non-profit organizations, in the area of tourism and/or community development.

**3) Educational Background:** University graduates or equivalent.

**4) Language Proficiency:** This program includes active participation in workshops, discussions, and presentation, which requires high competence of English ability. Therefore, participants should have a competent command of

spoken and written English which is equivalent to TOEFL iBT 90 or better. Please attach an official certificate for English ability such as TOEFL, TOEIC, etc, if available.

## 5) Technical Requirements :

### Technology Proficiency

- Basic computer skills such as, sending/receiving email with attachments, and using a web browser.

### Internet Connection

### 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)

**6) Health:** must be in good health to participate in the program in Japan. To reduce the risk of worsening symptoms associated with respiratory tract infection, please be honest to declare in the Medical History (QUESTIONNAIRE ON MEDICAL STATUS RESTRICTION of the application form) if you have been a patient of following illnesses; Hypertension / Diabetes / Cardiovascular illness / Heart failure / Chronic respiratory illness.

**7) Requirement for the certificate:** Full participation in the program and submission of various assignments (including the preliminary assignment) is an essential requirement for the completion of the course.

## (2) Recommended Qualifications

### Expectations for the Participants

- 1) Age: between the ages of twenty-five (25) and fifty (50) years
- 2) Gender Equality and Women's Empowerment: Women are encouraged to apply for the program. JICA is committed to promoting gender equality and women's empowerment, and provides equal opportunities for all applicants



regardless of their sexual orientation or gender identity.

3) 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.)

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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. Information will be reviewed and used for reasonable accommodation.

(2) **Photocopy of Passport:** You should submit it with the application form if you possess your passport which you will carry when entering Japan for this program. 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 (photocopy):** to be submitted with the application form, if the nominees have any official English examination scores. (e.g., TOEFL, TOEIC, IELTS)

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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 **July 1<sup>st</sup>, 2024**)

#### (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 July 12<sup>th</sup>, 2024.**





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

Job Report -- to be submitted by **August 2<sup>nd</sup>, 2024**

Accepted participants are required to prepare a Job Report (Please read Annex " Job Report" for detailed information.) before their departure. The Job Report should be sent to JICA by e-mail to [Ueno.Misaki@jica.go.jp](mailto:Ueno.Misaki@jica.go.jp) / [Maeda.Yoko@jica.go.jp](mailto:Maeda.Yoko@jica.go.jp)

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## 6. Conditions for Participation

The participants of JICA Knowledge Co-Creation Program are required

- (1) to strictly observe the course schedule,
- (2) not to change the air ticket (and flight class and flight schedule arranged by JICA) and lodging by the participants themselves,
- (3) to understand that leaving Japan during the course period (to return to home country, etc.) is not allowed (except for programs longer than one year),
- (4) not to bring or invite any family members (except for programs longer than one year),
- (5) 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,
- (6) to observe the rules and regulations of the program implementing partners to provide the program or establishments,
- (7) not to engage in political activities, or any form of employment for profit,
- (8) to discontinue the program, should the participants violate the Japanese laws or JICA's regulations, or the participants commit illegal or immoral conduct, or get critical illness or serious injury and be considered unable to continue the course. The participants shall be responsible for paying any cost for treatment of the said health conditions except for the medical care stipulated in (3) of "3.Expenses", "Administrative Arrangements",
- (9) 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,
- (10) not to drive a car or motorbike, regardless of an international driving license possessed,
- (11) to observe the rules and regulations at the place of the participants'



accommodation, and  
(12) to refund allowances or other benefits paid by JICA in the case of a change  
in schedule.



# Administrative Arrangements

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## 1. Organizer (JICA Center in Japan)

- (1) Center: JICA Kansai Center (JICA Kansai)
  - (2) Program Officer:
    - Ms. UENO Misaki ([Ueno.Misaki@jica.go.jp](mailto:Ueno.Misaki@jica.go.jp))
    - Ms. MAEDA Yoko ([Maeda.Yoko@jica.go.jp](mailto:Maeda.Yoko@jica.go.jp))
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## 2. Implementing Partner

- (1) Name: Pacific Resource Exchange Center (PREX)
  - (2) URL: <https://www.prex-hrd.or.jp/en/>
  - (3) 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.
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## 3. Travel to Japan

- (1) Air Ticket: In principle, JICA will arrange an economy-class round-trip ticket between an international airport designated by JICA and Japan.
  - (2) Travel Insurance: Coverage is effective from time of arrival to departure in Japan. Thus any travels outside Japan will not be covered. Baggage damage on the flight(s) to Japan will not be covered, either.
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## 4. Accommodation in Japan

Basically, JICA will arrange the following accommodation(s) for the participants in Japan:

JICA Kansai Center (JICA Kansai)  
Address: 1-5-2, Wakinohama-kaigandori, Chuo-ku, Kobe, Hyogo 651-0073,  
Japan  
TEL: +81-78-261-0341 FAX: +81-78-261-0342  
(where “81” is the country code for Japan, and “78” is the local  
area code)

Please refer to facility guide of JICA Kansai at its URL,  
<https://www.jica.go.jp/kansai/english/office/index.html>

If there is no vacancy at JICA Kansai, JICA will arrange alternative accommodation(s)  
for the participants.

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## 5. Expenses

- (1) Allowances for meals, living expenses, outfits, and shipping and stopover.
- (2) Expenses for study tours (basically in the form of train tickets).
- (3) Medical care for participants who become ill after arriving in Japan (the costs related to pre-existing illness, pregnancy, or dental treatment are not included).
- (4) Expenses for program implementation, including materials.
- (5) For more details, please see “III. ALLOWANCES” of the brochure for participants titled “KENSU-IN GUIDE BOOK,” which will be given before departure for Japan.

\*Link to JICA HP (English/French/Spanish/Russian):  
[https://www.jica.go.jp/english/our\\_work/types\\_of\\_assistance/tech/acceptance/training/index.html](https://www.jica.go.jp/english/our_work/types_of_assistance/tech/acceptance/training/index.html)

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## 6. Pre-departure Orientation

A pre-departure orientation will be held at respective country’s JICA office (or the Japanese Embassy), to provide Participants with details on travel to Japan, conditions of the course, and other matters.

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

<b>Part I: Knowledge Co-Creation Program and Life in Japan</b>	
English ver.	<a href="https://www.youtube.com/watch?v=SLurfKugrEw">https://www.youtube.com/watch?v=SLurfKugrEw</a>
<b>Part II: Introduction of JICA Centers in Japan</b>	



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## 7. Reference

### PDF: KENSHU-IN GUIDE BOOK

For more detailed terms and conditions

[https://www.jica.go.jp/english/our\\_work/types\\_of\\_assistance/tech/acceptance/training/c8h0vm000011i07-att/guide\\_en.pdf](https://www.jica.go.jp/english/our_work/types_of_assistance/tech/acceptance/training/c8h0vm000011i07-att/guide_en.pdf)



### Video: JICA Predeparture Briefing

For more information on life in Japan and KCCP

<https://www.youtube.com/watch?v=SLurfKugrEw>



### Website: JICA

English/French/Spanish/Russian

[https://www.jica.go.jp/english/our\\_work/types\\_of\\_assistance/tech/acceptance/training/index.html](https://www.jica.go.jp/english/our_work/types_of_assistance/tech/acceptance/training/index.html)



## 8. Other Information

1. Participants who have successfully completed the program will be awarded a certificate by JICA.
2. For the promotion of mutual friendship, JICA Kansai encourages international exchange between JICA participants and local communities, including school and university students as a part of development education program. JICA participants are expected to contribute by attending such activities and will possibly be asked to make presentations on the society, economy and culture of their home country.
3. Participants are recommended to bring laptop computers for your convenience, if possible. During the program, participants are required to work on the computers, including preparation of Action Plan(AP), etc. Most of



- the accommodations have internet access. Also, there is a computer room in JICA Kansai where 6 desk-top computers are available with internet access.
4. Allowances, such as for living, outfit, and shipping, will be deposited to your temporary bank account (opened by JICA) 2 to 5 days after your arrival in Japan. It is highly advised to bring some cash in order to cover necessary expense for this period.
  5. It is very important that your currency must be exchanged to Japanese Yen at any transit airport or Kansai International Airport (KIX) in Osaka, Japan soon after your arrival. It is quite difficult to exchange money after that, due to limited availability of facility or opportunity during the program.

# Annex

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## **Job Report** **for the JICA's Knowledge Co-Creation Program** **“Human Resource Development for** **Creating Tourism Destination for Sustainable Tourism” (2024)**

### **Your Name and Affiliation**

This program is designed for mid-level officials at central / local governments or non-profit organizations, who are committed to contribute to the regional vitalization through the promotion of sustainable tourism.

Complete and submit the following statements by August 2nd, 2024. Additional assignments may be sent to the accepted participants, and in that case they should be submitted before your arrival in Japan.

**Identify your concerns, and explain the challenge or issue on which you are going to work in the program, by completing the items below. Read carefully and write analytically introducing actual cases and/or available data and statistics.**

### **Prologue**

What are they that you like very much about your country, province / municipality, or community?

### **1. Issues**

1-1. List challenges or issues in the areas of development and promotion of sustainable tourism and/or community development, which you are engaged with and you are willing to create solutions about.

1-2. Among the challenges or issues mentioned in the previous section, choose the one on which you are going to work in the JICA's Knowledge Co-Creation Program.

### **2. Institutions**



2-1. List the institution(s) in your country or in your province / municipality that play major roles in (i) development and promotion of sustainable tourism and (ii) community development.

2-2. List key persons who are actually and potentially involved with the challenge or issue mentioned in the section 1-2.

2-3. Describe briefly about existing plans and projects in the areas of (i) development and promotion of sustainable tourism and (ii) community development

2-4. Explain how the institution(s), key persons, plans, and projects mentioned above are related to the challenge or issue.

### **3. Initial analysis**

3-1. List the several factors that you think are the causes of the challenge or issue.

3-2. Explain briefly about the social, environmental, and economic impacts of the challenge or issue on the communities that you are concerned with.

### **Epilogue**

What are they that you expect very much for the JICA's Knowledge Co-Creation Program which you are going to participate?

[Format]

Microsoft Word, A4 size,

Single Space,

Maximum 3 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 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.



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.



## **Correspondence**

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

**Further, address correspondence to:**

### **JICA Kansai Center (JICA Kansai)**

Address: 1-5-2, Wakinohama-kaigandori, Chuo-ku, Kobe, Hyogo 651-0073, Japan

TEL: +81-78-261-0383/0341 FAX: +81-78-261-0342

("81" is the country code for Japan, and "78" is the local area code)