Online

Knowledge Co-Creation Program (Group and Region Focus)

JFY 2022 GENERAL INFORMATION ON Local Tourism Development through Practical Management of Cultural Resources

2022 年度 課題別研修「文化資源を活用した地方観光開発」

Photo Quated: *Mitoyo Tourism and Exchange Authority (mitoyo-kanko.com)*

Course Period (Online):
August 22nd – September 9th, 2022

*In the context of the COVID-19 pandemic, please note that there is a possibility that the course period shall be changed, shortened, or the course itself will be cancelled.

How can we enhance value of Cultural Resources and foster Local Tourism with Dynamism and Sustainability ?

Gain insight to an essence of
Local Tourism Development specialized for
Government planning and implementation
through involvement of various types of actors
with practical approach and promotion in
rural areas.

Establish your action plan with participants
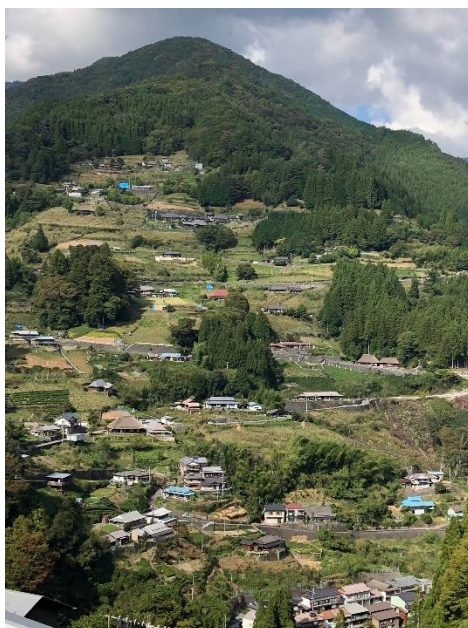and Industry-Governmental-Academia
partners in Japan.

Outline

This course aims at contributing to local tourism policy making to promote balancing development and management of cultural resources (including not only heritages and arts, but also rural villages lifestyle, community, agriculture and local food) while responding to the new types of tourism (e.g. workcation, use of ICT) amid COVID-19.

Shikoku region (18,801.73 km^2, 3.8 million people) consists with various type of cultural resources and nature with small islands and mountains areas but it still keeps on evolving in the view point of tourism with sustainability. Under such environment, four prefectures and municipalities in the region implement effective policies on tourism development through industry-government-academia partnership and promote specific tourism products.

This course also provides opportunities for contributing to local remaining challenges in Japan through discussing with related stakeholders and it helps broaden the participants' practical knowledge for developing their local tourism plans.

All sessions are carried out in English and ONLINE. The period of the program is from August 22nd to September 9th, 2022.

Course Capacity is basically 11 participants for 11 countries but we may afford to 2-3 participants per country.

JICA Knowledge Co-Creation Program (KCCP)' as a New Start

In the Development Cooperation Charter which was released from the Japanese Cabinet on February 2015, it is clearly pointed out 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 center of mutual learning process.

Table of Contents

For What?

To Whom?

Job Areas and Organizations

This program is designed for the national governmental organizations (Ministry of Tourism, Ministry of Culture, Cultural agencies, Tourism board, municipalities, etc) working on tourism and cultural issues, local government authorities or their related organizations in charge of discovering, creating, protecting, promoting cultural resources for tourism.

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

Targeted Countries

Papua New Guinea, Mexico, Brazil, Iraq, Egypt, Zimbabwe, Albania, Serbia, North Macedonia, Kosovo, Montenegro

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

Background

Tourism has been recognized as an indispensable industry to bring benefit to various industry, which promotes regional development. In particular, tourism development making use of cultural resource that is original to each region is essential. However, the way of tourism is forced to change its style due to worldwide outbreak of COVID-19. Regional municipality is therefore required to develop effective policies for the newly way of tourism.

Shikoku region (18,801.73 km2, 3.8 million people) consists with various type of cultural resources and nature with small islands and mountains areas but it still keeps on evolving in the view point of tourism with sustainability. Under such environment, four prefectures and municipalities in the region implement effective policies on tourism development through industry-government-academia partnership and promote specific tourism products.

Objectives

Promote participants' local tourism development contributing to their regional and national level economic and social development by strengthening their capacities on developing and managing cultural tourism resources in each country.

When?

Online Program Period

From August 22, 2022
to September 9, 2022

As a weekly basis, we'll connect online (Real time) on zoom. For other days, on-demand program or individual assignment will be provided.

*Participants are requested to set up PC and IT environment for the course for preparation of emergency situation (Lockdown etc), it will be better to secure PC and internet connection in your home just in case.

Where?

Place

This course is organized by the JICA Shikoku Center and the program will be held online by Kagawa University. For the online program, you will receive essential reading materials for your self-study at your office or home.

JICA Shikoku Center

Kagawa/Tokushima

How?

How to Learn

- On-demand Lectures
- Real Time Discussions
- Online Q&A Session
- Online Presentations
- Real Time and Online Interactions
- Online Site Visit and Workshop

Watch   Listen   Experience   Chat   Discuss   Present

Language

English

Commitment to the SDGs

SUSTAINABLE DEVELOPMENT GOALS

8 DECENT WORK AND ECONOMIC GROWTH
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
11 SUSTAINABLE CITIES AND COMMUNITIES
12 RESPONSIBLE CONSUMPTION AND PRODUCTION
17 PARTNERSHIPS FOR THE GOALS

Program Structure

Please see the attached course program (tentative).

Instructors

Course Leader

Vice President/Prof. Naoyuki Hara

Kagawa University

Faculty of Economics, Department of Economics

Graduate School of Science for Creative Emergence, Division of Science for Creative Emergence

Message: Greetings from Kagawa University. My major is tourism, especially eco-tourism and rural tourism. I'm engaging action research to revitalize the rural Shikoku region through tourism as tourism is thought to be a tool to develop and

vitalize regions. I hope this program will provide you a great opportunity to development your country and career.

Associate Prof. Tatsuro Futatsuyama

Kagawa University

Faculty of Economics, Department of Economics

Graduate School of Science for Creative Emergence, Division of Science for Creative Emergence

Message: Hello dear all, my research interests are cultural anthropology and relationship between culture and tourism. I engaged in volunteering of JICA and did anthropological fieldwork in Tunisia, totally I spent 7 years in the Middle East. I hope to talk each other about the situation of tourism and culture in your country !

Program Officer in JICA

Assistant Director, Yohei Funakoshi

Japan International Cooperation Agency (JICA) Shikoku Center

Message: Hello dear all, I'm in charge of this program management in JICA Shikoku. The most meaningful knowledge and experience is the interaction with other participants. Let's develop our new horizon together for sustainable and developable way of tourism!

Mr. Hiromu Iwataki

Japan International Cooperation Agency (JICA) Shikoku Center

Message: Greetings from JICA Shikoku! Tourism has various possibilities to trigger economic growth, regional development and facilitation for other industries. I hope this program will provide tips with you and contribute to further development in your career.

Special Advisor, Midori Barada

Private Sector Development Group, Economic Development Department, JICA HQ

Message: JICA has been supporting tourism sector in various countries since 1970s, recognizing its significant roles in economic growth, job creation, social cohesion and development, as well as protection of natural and cultural resources. This JICA KCCP training enables you to better understand the ways to unlock the potential of cultural resources to accelerate the local tourism development. I look forward to your active participation.

Mr. Takahiko Makino

Advisor on Tourism for overseas cooperation (Assigned to Shikoku Transport & Tourism Bureau)

Message: We hope this program will further help equip your technical skills and knowledge in developing the sustainable local tourism in your country.

Key information of the course

1. Course Objective:

To understand the policy and good example of tourism in Shikoku, Japan for preparing action plans on local tourism development through practical management of cultural resources.

To gain practical knowledge by discussing problems in local tourism with officials and people concerned and making proposals for solution.

2. Overall Goal:

To promote participants' local tourism development contributing to their national level economic and social development by strengthening their capacities on developing and managing cultural tourism resources in each country.

3. Expected Module Output and Contents:

This program consists of the following components.

Module	Expected Module Output	Methodology
(1)	To identify issues in local tourism development for each participating country through comparing to Japanese national and local tourism policies, legal systems and budgetary issues.	Lecture Discussion
(2)	To understand the strategies for developing and managing cultural resources for tourism development (local development, utilization of existing resources and new technologies etc.), ideas behind these strategies and practical methods.	Lecture Site visit (video) Discussion
(3)	To formulate Action Plan for tourism development and management for participants' organization.	Presentation

<Structure of the program>

Topic outline (subject to minor changes)

Module	Contents
Preparatory Works	Prepare Inception Report on local tourism development and effective utilization of cultural resources for tourism in home country, analyzing current situation and problems.
(1)	Inception report presentation
(2)	Lectures on strategies for development and management of cultural resources for tourism, efforts made, and collaboration with other entities.
(3)	Site Visits by Online (include interactive session with stakeholders) Focusing on Mountainous areas; sustainable agro-tourism, gastronomy tourism and use of traditional cultural landscape for tourism.
(4)	Preparation of action plan and presentation and Feedback from related parties.
Others	Program orientation
	Action plan presentation
	Evaluation meeting/ Closing ceremony
Follow-up	Hold presentation session to disseminate the knowledge to gain from the course.
	Finalize action plan
	Implement Action Plan and prepare implementation report

4. Follow-up Cooperation by JICA:

In this program, JICA might extend follow-up support to participating organizations that intend to develop the result of the program further. Please note that the support shall be extended selectively based on proposals from the participating organizations.

Further Information:
http://www.jica.go.jp/english/our_work/types_of_assistance/tech/follow/alumni/association_support.html

Eligibility and Procedures

1. Expectations from the Participating Organizations

(1) This program is designed primarily for organizations that intend to address specific issues or problems identified in their operation. Participating organizations are expected to use the project 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 this 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

1) Officially nominated by his / her own government.

2) Current Duties: be a central and local government officials of national governmental organizations working on tourism and cultural issues, local government authorities or their related organizations (Ministry of Tourism, Ministry of Culture, Cultural agencies, Tourism board, municipalities, etc.) in charge of discovering, creating, protecting, promoting cultural resources for tourism.

3) Experience: have practical experience of more than Five (5) years as an official, administrator, researcher and/or business person in the field of tourism, cultural issues for tourism and related areas.

*More than middle ranking executives as a position in your organization will be the main target.

4) Educational Background: be a graduate of university.

5) Language: have a competent command of spoken and written English

6) Health: must be in good health, both physically and mentally, to participate in the Program in Japan. Pregnant applicants are not recommended to apply due to the potential risk of health and life issues of mother and fetus.

7) IT environment: Stable and Hi-Speed internet, PC (at least 3GB of vacancy), Web Camera, and Microphone are essential for your participation. This program will be delivered by Google Classroom, Zoom, Youtube. If you have any concern, please ask JICA office.

(2) Recommended Qualifications

1) Age: between the ages of thirty (30) and fifty (50) years, in principle.
2) Gender Equality and Women's Empowerment: Women are encouraged to apply for the program. JICA makes a commitment to promote gender equality and women's empowerment, providing equal opportunity for all applicants regardless of sexual orientation and gender identity.

3. Required Documents for Application

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

* If you have any difficulties/disabilities which require assistance, please specify necessary assistances in the Medical History (1-(d)) of the application form. It may allow us (people concerned in this course) to prepare better logistics or alternatives.

(2) **Photocopy of Passport:** to be submitted 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.

*Photocopy should include the followings:

Name, Date of birth, Nationality, Sex, Passport number and Expire date.

(3) **Nominee's English Score Sheet**: to be submitted with the Application Form. If you have any official documentation of English ability (e.g., TOEFL, TOEIC,

IELTS) just for reference.

(4) **Inception Report**: to be submitted with the Application Form. Fill in Attachment of the General Information, and submit it along with the Application Form. Inception Report is very useful for us to get information about the applicant and his/her country. Hence, **basically, we would not examine the application form without Inception Report appropriately prepared.**

■Power Point presentation data based on Inception Report

Only accepted applicants are required to prepare power point data for short presentation during early part of this course to introduce himself/herself and share experiences or challenges among participants.

4. Procedures for Application and Selection

(1) Submission of the Application Documents[13]

Closing date for applications: **Please inquire to the JICA office (or the Embassy of Japan).**

（After receiving applications, the JICA office (or the Embassy of Japan) will send them to **the JICA Shikoku Center in JAPAN** by **July 8th, 2022**）

(2) Selection[14]

After receiving the documents through proper channels from your government, the JICA office (or the embassy of Japan) will conduct screenings, and then forward the documents to the JICA Center in Japan. Selection will be made by the JICA Center in consultation with concerned organizations in Japan. *The applying organization with the best intention to utilize the opportunity of this program will be highly valued in the selection*. Qualifications of applicants who belong to the military or other military-related organizations and/or who are enlisted in the military will be examined by the Government of Japan on a case-by-case basis, consistent with the Development Cooperation Charter of Japan, taking into consideration their duties, positions in the organization, and other relevant information in a comprehensive manner.

(3) Notice of Acceptance

Notification of results will be made by the JICA office (or the Embassy of Japan) **not later than July 22th, 2022**

5. Conditions for Attendance

The participants of KCCP are required

(1) to strictly adhere to the program schedule (Basically 2-3 hours per day).

(2) not to change the program topics.

(3) to observe the rules and regulation of the JICA's copyright (We may request you some written oath for your usage of video and online contents/materials etc.)

Administrative Arrangements

1. Organizer (JICA Center in Japan)

    (1) **Name**: JICA Shikoku

    (2) **Contact:** Mr. Yohei FUNAKOSHI (Funakoshi.Yohei@jica.go.jp)

2. Implementing Partner

(1) **Name**: Kagawa University

(2) **URL**: https://www.kagawa-u.ac.jp/en/

3. Allowance and related supports

JICA overseas office may arrange for hotel or meeting room in the JICA office for those who cannot secure appropriate IT environment for our course participation. Detail supports (including transport, allowance) will depend on each country. Please refer to our office in charge of your country.

4. Expenses

Preparation of necessary equipment and IT environment should be covered by participants themselves in principle. No per-diem or other allowance for the course. If you have any difficulty of the expense, please ask JICA office before your application.

Other Information

Facebook

We post the KCCP articles on our Facebook (JICA SHIKOKU), written by Japanese and English, so please check and "like" us on the Facebook!
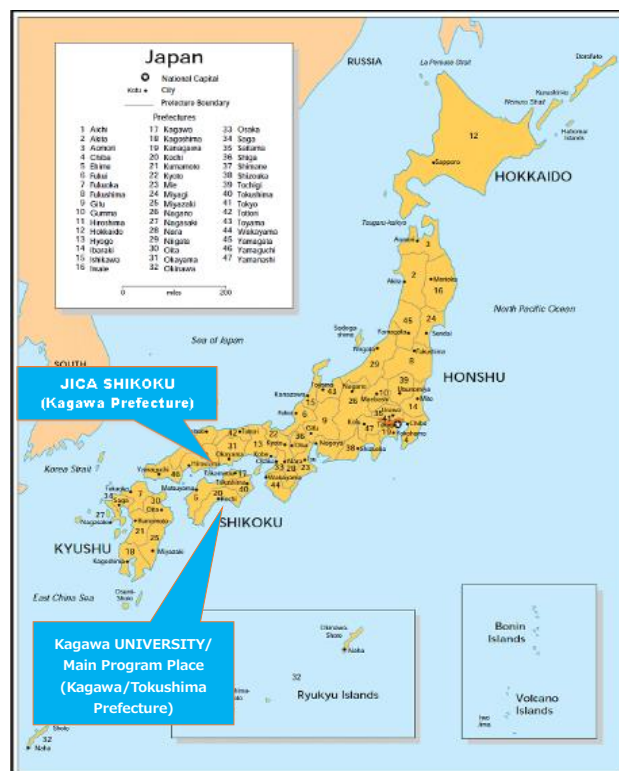
https://m.facebook.com/jicashikoku/about

Map of Japan

Main program will be held in Kagawa and Tokushima prefecture where strives to develop food value chain in collaboration with industry, local government and academia.

Annex

Preliminary Activity

To read the following documents stored in web site in advance.

(1) JICA Information (Sector overviews)

・JICA Activities in Private Sector Development (including Tourism Development)

[JICA Activities | Our Work | JICA](#)

・(JICA-Net Library)Tourism Crisis Management ～Tourism Development Under the New Normal～

[[JICA-Net Library]Tourism Crisis Management ～Tourism Development Under the New Normal～(Full ver.) - YouTube](#)

・TOURISM FOR SDGS

[Tourism for SDGs – Welcome To The Tourism For SDGs Platform! (tourism4sdgs.org)](#)

(2) Key Organization of Tourism in Shikoku Region

・Japan National Tourism Organization https://www.japan.travel/en/

・Nishi-Awa : https://nishi-awa.jp/english/

・Oboke-Iya Ittemirukai: https://www.oboke-iya.jp/en/

・Setouchi Triennale Executive Committee: https://setouchi-artfest.jp/en/

・Kagawa Prefecture Tourism Association: https://www.my-kagawa.jp/en

・Organization for Promotion of Tourism in SHIKOKU: https://shikoku-tourism.com/en/

Inception Report

Applicants to the program are required to submit Inception Report in the format below together with the application forms. This report will be used as reference in the selection of the program's participants. Therefore, this report must be completed. Any HANDWRITTEN or INCOMPLETE report will be DISQUALIFIED. The report should be within 6 pages.

1.Applicant's Information

1. Name	[Family]	[First]	[Middle]
--Nationality			
--Contact	Tel.	Fax.	
	Email address		
2. Name of Organization			
3. Your professional Status			
--Your duties in charge（Please itemize）			
--Your relationship with JICA volunteers and/or the other JICA's activities, if any			
4. Organization Chart (Mark your position)	Please attach the organization chart.		

2.Current situation in your country

(1) Basic information of your country and applicants' region regarding Local tourism development and management of cultural resources.

(2) Expected role of your organization and department on Local tourism development and management of cultural resources.

(3) Your (personal) engagement and position regarding obstacle of local tourism development and management of cultural resources.

(4) Administrative Framework on Local tourism development and management of cultural resources in your country.

(5) Government's/municipality's policy related with the promotion of Local tourism development and management of cultural resources.

(6) Current situation on Local tourism development and management of cultural resources in your country.

(7) Responsible ministry and organization for solving the above obstacles/problem

(8) Current situation in the point of inequality and tourism gap between capital city and local area in your country.

(9) Any concern of tourism and acculturation in your country.

(10) Remark (special needs in your region e.g.)

For Your Reference

JICA and Capacity Development

The key concept underpinning JICA operations since its establishment in 1974 has been the conviction that "capacity development" is central to the socioeconomic development of any country, regardless of the specific operational scheme one may be undertaking, i.e. expert assignments, development projects, development study projects, training programs, JOCV programs, etc.

Within this wide range of programs, Training Programs have long occupied an important place in JICA operations. Conducted in Japan, they provide partner countries with opportunities to acquire practical knowledge accumulated in Japanese society. Participants dispatched by partner countries might find useful knowledge and re-create their own knowledge for enhancement of their own capacity or that of the organization and society to which they belong.

About 460 pre-organized programs 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 and are being customized to address the specific needs of different target organizations, 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 was the first non-Western country to successfully modernize its society and industrialize its economy. At the core of this process, which started more than 140 years ago, was the *"adopt and adapt"* concept by which a wide range of appropriate skills and knowledge have been imported from developed countries; these skills and knowledge have been adapted and/or improved using local skills, knowledge and initiatives. They finally became internalized in Japanese society to suit its local needs and conditions.

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 this "*adoption and adaptation*" process, which, of course, has been accompanied by countless failures and errors behind the

success stories. We presume that such experiences, both successful and unsuccessful, will be useful to our partners who are trying to address the challenges currently faced by developing countries.

However, it is rather challenging to share with our partners this whole body of Japan's developmental experience. This difficulty has to do, in part, with the challenge of explaining a body of "tacit knowledge," a type of knowledge that cannot fully be expressed in words or numbers. Adding to this difficulty are the social and cultural systems of Japan that vastly differ from those of other Western industrialized countries, and hence still remain unfamiliar to many partner countries. Simply stated, coming to Japan might be one way of overcoming such a cultural gap.

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 the Embassy of Japan.

Further, address correspondence to:

JICA Shikoku Center (JICA SHIKOKU)

Address: First Floor, Kagawa Sanyu Bldg.,3 Kajiya-machi, Takamatsu City, Kagawa
760-0028, Japan

TEL: +81-87-821-8824   FAX: +81-87-822-8870