



Knowledge Co-creation Program (Group & Region Focus)

GENERAL INFORMATION ON

REGIONAL ECONOMIC AND SOCIAL VITALIZATION THROUGH
TOURISM DEVELOPMENT: REGIONAL BRANDING AND
MARKETING IN HOKKAIDO

課題別研修「観光開発による地域活性化
-北海道の地域ブランド化とマーケティング」
JFY 2018

NO. J1804172 / ID. 1884925

Course Period in Japan: From January 27 to February 26, 2019

This information pertains to one of the Group and Region-Focused Training of the Japan International Cooperation Agency (JICA), which shall be 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)’ 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.

I. Concept

Background

Hokkaido, the northernmost island of Japan, has experienced a striking increase in the number of foreign visitors mainly from the East Asian countries in recent years. What attracts them to Hokkaido is the rich nature, landscapes, snowy winter, gastronomy and onsen (natural hot springs) and so on. By utilizing these local resources, Hokkaido has succeeded in establishing its local brand and positioning itself as an attractive tourist destination. The key to achievement has been the primary industry, for instance, “fresh”, “safe”, and “clean” images that both domestic and foreign consumers hold towards the products of Hokkaido, have been the major driver of growing in-bound tourism in the region. Behind such transition, various efforts were made by both public and private actors, such as the relaxation of visa requirements, the expansion of airline routes and duty-free shops. With the encouragement of economic growth in East Asian countries as well as the yen depreciation, the popularity of Hokkaido as a tourist destination was escalated, resulting in the increase of the number of visitors to over 54 million per year (including 2.3 million foreign visitors, Hokkaido Prefecture).

For what?

Participants will learn about local branding and tourism marketing strategies from the experience of Hokkaido, in order to promote social and economic vitalization in their own countries.

For whom?

This program is targeted for officials of national and local governments, and related organizations, such as tourism associations and travel industry groups, and be in charge of regional tourism development, tourism marketing or local industry promotion.

How?

Participants shall have opportunities to identify approaches and strategies to develop local branding and marketing for tourism promotion, through site visits and active discussion among the participants and also with the local actors in Hokkaido. At the end of course the participants will make a presentation on the final report, proposing the adapted measures to implement local branding and marketing in their own countries after returning from Japan.

II. Description

- 1. Title (J-No.): Regional Economic and Social Vitalization through Tourism Development: Regional Branding and Marketing in Hokkaido (J1804172)**
- 2. Course Period in JAPAN**
January 27 to February 26, 2019
- 3. Target Regions or Countries**
Botswana, Dominican Republic, Gambia, Kosovo, Monte Negro, Tunisia
- 4. Eligible / Target Organization**
This program is targeted for officials of national and local governments, and related organizations, such as tourism associations and travel industry groups, and be in charge of regional tourism development, tourism marketing or local industry promotion.
- 5. Course Capacity (Upper limit of Participants)**
6 participants
- 6. Language to be used in this program:** English
- 7. Course Objective:**
 - (1) Participants understand the process of local branding and tourism marketing strategies from the experience of Hokkaido
 - (2) Participants obtain the necessary knowledge to be able to propose measures for economic and social vitalization through local branding and tourism promotion, which are best optimized for their own countries.
- 8. Overall Goal**
Regional economic and social vitalization will be promoted through tourism promotion applying the local branding strategies in the participating countries.

9. Expected Module Output and Contents:

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

(1) Preliminary Phase in a participant's home country (November 2018 to January 2019) <i>Participating organizations make required preparation for the Program in the respective country.</i>		
Expected Module Output	Activities	
Material for Country report is prepared	Preparation for Country Report. (Please refer to the annex for more details)	
(2) Core Phase in Japan (January 27 to February 26, 2019) <i>Participants dispatched by the organizations attend the Program implemented in Japan.</i>		
Expected Module Output	Subjects/Agendas	Methodology
National and regional policies, and external conditions that contributed to the promotion of inbound tourism in Hokkaido	<ul style="list-style-type: none"> Japan's tourism policy and system Development of tourism in Hokkaido 	Lecture, Filed visit, Discussion
Principles of local branding and marketing strategies	<ul style="list-style-type: none"> Tourism marketing Management of tourist destination Local branding of Hokkaido 	Lecture, Filed visit, Discussion
Process, key factors and challenges of local branding	Case studies and field visits to; <ul style="list-style-type: none"> Sapporo Snow Festival Niseko (Development of ski resort) Shiretoko (World Natural Heritage site) Biei (Master Plan and the role of local government) 	Lecture, Filed visit, Discussion
Systems for certification, registry and support for local branding	<ul style="list-style-type: none"> Programs and implementation mechanism of local branding in Hokkaido 	Lecture, Filed visit, Discussion
Propose recommendations for regional economic and social vitalization through tourism in their own countries	<ul style="list-style-type: none"> Preparation and presentation of Final Report to propose how the strategies can be optimized in order to implement local branding and tourism marketing in their own countries 	Discussion, Consultation, Presentation
(3) Post-Core Phase in a participant's home country (March 2019 to September 2019) <i>Participating organizations get feedback and recommendations from the participants through sharing the Final Report.</i>		

<For your reference>

The following is a **PROVISIONAL** program schedule. The details are subject to change.

L: lecture, O: observation, P: practice/presentation, T:transfer				
Date		Program	Stay	
27-Jan (Sun)		Arrival in Japan	JICA Hokkaido (Sapporo)	
28-Jan (Mon)		Briefing		
		Program orientation		
29-Jan (Tue)	L	Guidance on final report preparation		
	L	Introduction of marketing and branding		
30-Jan (Wed)	L	Japan's tourism administration, policy and structure		
	L	Hokkaido tourism - past, present, future		
	L	Japanese language class		
31-Jan (Thu)	L	History of Hokkaido development		
	L	Policy of tourism destination making (DMO) by Japanese Government		
	L	Japanese language class		
01-Feb (Fri)	L	Sapporo Snow Festival as tourism measures by Sapporo City		
	O	Sapporo Snow Festival under preparation		
02-Feb (Sat)		Free		
03-Feb (Sun)		Free		
04-Feb (Mon)	L	Development of Niseko tourism as international snow resort	Niseko town	
	T	Transfer to Niseko		
05-Feb (Tue)	L	Roles and functions of Niseko Promotion Board (regional marketing)		
	L	Tourism strategy and principles of Niseko town		
06-Feb (Wed)	L	Tourism strategy and principles of Kutchan town	JICA Hokkaido (Sapporo)	
	T	Transfer to Sapporo		
07-Feb (Thu)	P	Review and discussion		
	L	Transforming negative existence into tourism resources (utilizing drift ice)		
08-Feb (Fri)	O	Sapporo Snow Festival		
09-Feb (Sat)		Free		
10-Feb (Sun)		Free		
11-Feb (Mon)	T	Transfer to Shiretoko/Utoro		Shiretoko Utoro
	O	Okhotsk Drift Ice Museum		
12-Feb (Tue)	P	Shiretoko nature experience (drift ice walk or snow shoe walk)		
	L	Management and Control of Shiretoko, UNESCO World Natural Heritage		
	O	Shiretoko drift ice festival		
13-Feb (Wed)	L	Before and after the designation as UNESCO World Heritage	JICA Hokkaido (Sapporo)	
	T	Transfer to Sapporo		
14-Feb (Thu)	P	Review and discussion		
	P	Self-study for final report making		
15-Feb (Fri)	L	Process of formulating Master Plan of Biei tourism		
	L	Case studies of tourism marketing in the world		
16-Feb (Sat)		Free		
17-Feb (Sun)		Free		
18-Feb (Mon)	T	Transfer to Biei	Biei town	
	L	Activities and roles of Biei vitalization association (destination branding)		
	L	Presentation of photography featured four seasons of Biei		
19-Feb (Tue)	L	Branding activities at Biei Senka		
	L	Coexistence of local residents and tourists		

20-Feb (Wed)	T	Transfer to Sapporo	JICA Hokkaido (Sapporo)
	P	Review and discussion	
21-Feb (Thu)		School visit	
22-Feb (Fri)	L	Destination branding of Hokkaido	
	P	Consultation on final report	
23-Feb (Sat)		Free	
24-Feb (Sun)		Free	
25-Feb (Mon)	P	Final report presentation and discussion	
		Evaluation meeting	
		Closing ceremony	
		Farewell party	
26-Feb (Tue)		Return to your country	

III. Conditions and Procedures for Application

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 the project to meet specific requirements of applying organizations and effectively facilitate them toward solutions for the issues and problems.
- (3) As this program is designed to facilitate organizations to come up with concrete solutions for their issues, participating organizations are expected to make due preparation before dispatching their participants to Japan by carrying out the activities of the Preliminary Phase described in section II -9 .
- (4) Participating organizations are also expected to make the best use of the results achieved by their participants in Japan by carrying out the activities of the Post-core Phase described in section II -9.

2. Nominee Qualifications:

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

(1) Essential Qualifications

1) Current Duties:

Officials of national and local governments, and related organizations, such as tourism associations and travel industry groups, and be in charge of regional tourism development, tourism marketing or local industry promotion.

Experience in the relevant field: have at least 3 years' experience in the field of tourism development

2) Educational Background: be a graduate of university or equivalent

- 3) Language: have a competent command of spoken and written English which is equal to TOEFL iBT 100 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.)
- 4) 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.

(2) Recommendable Qualifications

- 1) Age: between the ages of thirty (25) and forty (40) years is desirable.
- 2) Gender Consideration: JICA is promoting 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 office (or the Embassy of Japan)**.
- (2) Country report:** to be submitted with application form. All the candidates are required to prepare a Country Report (**please refer to the annex for more details**).
- (3) 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.
- (4) English Score Sheet:** to be submitted with the application form

4. Procedures for Application and Selection :

(1) Submission of the Application Documents:

Closing date for application: **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 Center in JAPAN by November 30, 2018**)

(2) Selection:

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 December 14, 2018**.

5. Conditions for Attendance:

- (1)** to strictly adhere to the program schedule.
- (2)** not to change the program topics.
- (3)** not to extend the period of stay in Japan.
- (4)** not to be accompanied by family members during the program.
- (5)** to return to home countries at the end of the program in accordance with the travel schedule designated by JICA.
- (6)** to refrain from engaging in any political activities, or any form of employment for profit or gain.
- (7)** to observe Japanese laws and ordinances. If there is any violation of said laws and ordinances, participants may be required to return part or all of the training expenditure depending on the severity of said violation.
- (8)** to observe the rules and regulations of the accommodation and not to change the accommodation designated by JICA.

IV. Administrative Arrangements

1. Organizer:

- (1) **Name:** JICA Hokkaido (Sapporo)
- (2) **Contact:** Ms. YOSHIKAWA Ayaka
(jicahkic@jica.go.jp or Yoshikawa.Ayaka@jica.go.jp)

2. Implementing Partner: Hamanasu Foundation

3. Travel to Japan:

- (1) **Air Ticket:** The cost of a round-trip ticket between an international airport designated by JICA and Japan will be borne by JICA.
- (2) **Travel Insurance:** Coverage is from time of arrival up to departure in Japan. Thus traveling time outside Japan will not be covered.

4. Accommodation in Japan:

JICA will arrange the following accommodations for the participants in Japan:

JICA Hokkaido Center (JICA HOKKAIDO)

Address: Minami 4-25, Hondori 16-chome, Shiroishi-ku,
Sapporo, Hokkaido, 003-8668, Japan

TEL: 81-11-866-8393 FAX: 81-11-866-8382

(where “81” is the country code for Japan, and “11” is the local area code)

If there is no vacancy at [JICA Hokkaido](http://www.jica.go.jp/sapporo/english/office/about/facilities.html), JICA will arrange alternative accommodations for the participants. Please refer to facility guide of HKIC at its URL, <https://www.jica.go.jp/sapporo/english/office/about/facilities.html>

5. Expenses:

The following expenses will be provided for the participants by JICA:

- (1) Allowances for accommodation, living expenses, outfit, and shipping
- (2) Expenses for study tours (basically in the form of train tickets)
- (3) Free medical care for participants who become ill after arriving in Japan (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 “KENSHU-IN GUIDE BOOK,” which will be given before departure for Japan.

6. Pre-departure Orientation:

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

In order to pursue a better orientation of JICA Hokkaido and the training program, please see the following video <<https://youtu.be/ZTw5Dtcu8o4>>

V. Other Information

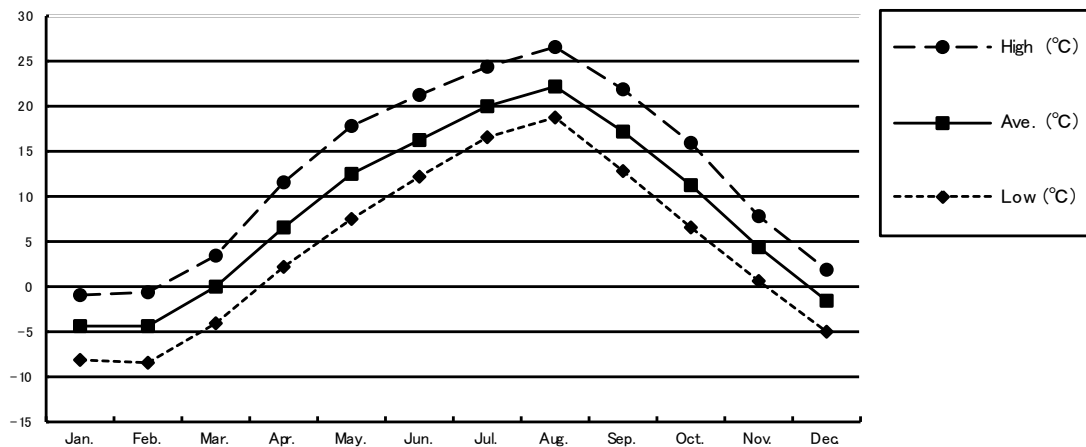
1. Japanese Language Program

In the evening, the language class will be offered to participants in JICA Hokkaido (Sapporo), to facilitate their daily life and interaction with Japanese people.

2. Certificate

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

3. Climate in Sapporo



	Jan.	Feb.	Mar.	Apr.	May.	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
High (°C)	-1	-0.8	3.4	11.4	17.8	21	24.2	26.3	21.7	15.9	7.8	1.7
Ave. (°C)	-4.4	-4.4	-0.2	6.5	12.2	16	19.8	22.1	17.1	11	4.1	-1.6
Low (°C)	-8.4	-8.5	-4.2	2.1	7.3	11.9	16.4	18.7	12.8	6.3	0.4	-5
Snow (cm)	58	83	64	2							5	28

*Typical Seasonal Wear (January - February):

Long sleeves, Sweater, Thick jacket, Scarf, Gloves, Hat, Waterproof footwear

4. Recreation

- 1) Participants can use an indoor swimming pool and gymnasium located next to JICA Hokkaido. The charges are paid by JICA.
- 2) JICA encourages international friendship exchange between the participants and local communities. Therefore, it would be helpful to bring their national costumes and materials such as slides, videos, and music, which explain respective culture in their countries.

VI. ANNEX I:

Country Report

Country Report should be submitted together with Application Form, to be evaluated during the selection process. Please prepare **BOTH REPORT AND SHORT MOVIE** in accordance with the following instructions.

	1. Report	2. Short movie of self-introduction
Language	Written in English	Spoken in English
Format	Microsoft Word	<u>Supported YouTube file formats</u> E.g. .MOV, .MP4, .AVI, WMV etc.
Amount	Summarized in approximately 800 words	1 minute in duration
Contents	Elaborate your current ideas on ALL topics below; 1) Marketing analysis of your region, using STP model (Segmentation, Targeting and Positioning) 2) Successful and/or unsuccessful case of tourism marketing of your country 3) Definitions of “local branding” and “tourism marketing”	1) Brief introduction about yourself 2) What you would like to learn 3) What you would like to achieve after returning to your country 4) Your general idea on “destination management”
Submission	Submit along with Application Form before <u>November 30, 2018</u>	1) <u>Upload the video to YouTube</u> 2) Title your video as “Country_Name_Date” 3) <u>Select “Unlisted” in the privacy settings</u> 4) Email the URL link before <u>November 30, 2018</u>

EXAMPLE: Publishing video using a smartphone

Cancel	Publish Video	Publish
Japan_JICA_01062018		1. Title the video "Your country_Your name_Date"
Description		
Standard Definition (~1MB) <input checked="" type="checkbox"/>		2. Choose "Standard Definition"
HD (Requires Wi-Fi)		
Tags		3. Select "Education" in the Category
Category		
Education		4. Select "Unlisted" in the Privacy Setting
Public Anyone can search for and view		
Unlisted Anyone with a link can view		
Private Only specific YouTube users can view		

3. Publish and send the URL link by email to the JICA Office in respective country

VI. ANNEX II:

Final Report

The Final Report should be prepared and presented before the program ends in Japan. The purpose of the Final Report is to transfer the knowledge and experience obtained through the course to the organization or area in which you work. Preparing the Final Report will help you organize your new ideas and convert them into more feasible proposals for promoting social and economic vitalization in your country, adapting Hokkaido's local branding or tourism marketing strategies. More detailed instructions will be given during the program; however, the contents of the Final Report should cover ALL items below.

1. Ideas and knowledge acquired in Japan, which are applicable to your country
2. Issues or problematic situations, which should be resolved by applying the ideas and knowledge described above in 1
3. Proposals or recommendations aimed at central, local and institutional levels for social and economic vitalization through developing tourism.

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 Hokkaido Center (JICA Hokkaido, Sapporo)
Address: Minami 4-25, Hondori 16-chome, Shiroishi-ku, Sapporo,
Hokkaido 003-8668, Japan
TEL: +81-11-866-8393 FAX: +81-11-866-8382